**Marketing 3.0**

But after one century, when the issue of global acquisition and protest of ecologists came up, DuPont had one more drastic change, becoming a company that focused on sustainability, and creating products that save energy. DuPont produced various products, that could restore part of damages caused to environment. One of its products, Tyvek, can be used in various ways, in order to improve efficiency of energy. All biologic fuel of DuPont is working to increase productivity of ethanol of maiz, discover a cheaper way to produce ethanol of cellulose and establish partnership with BP for creating biobutanol (a new kind of explosive of high energy for cars). Company also used in airplanes with efficient fuel, achievement of Kevlar, substance used for bullet proof vests.

Innovators usually act in the fields of chemistry/biotechnology/energy/high technology, as these abilities are necessary for invention and production of products with these features. Thus, as Chad Holliday, DuPont, Jeff immelt, and GE are also embracing the green movement. (‘ecology’). As leader, the attempt of company to create everything, from ecologic lamps that save energy, to technologies of distillation, able to improve supply of drinkable water. Other companies like this one, are Toyota and its hybrid cars, Dow Chemical and its investment in technology, and Empress La Moderna company of bioscience of fast development that focuses on research of ‘green chemistry’, and searching biologic substitutes for synthetic chemical substances.