

The topic I have chosen is Marketing and Economics. I am going to research the different aspects of green marketing and economics, such as how green products have changed the way our economy works and how we market our products. More importantly I'm going to explain what makes an economy green and how can marketing be green. The reason I have chosen this topic is I have an interest in marketing. I hope to one day have my own business and I want to make that business a green one. Exploring this topic now is like getting a preview of what I want to get into.

I already know the basic ideas that go into marketing a product. The goal of marketing is to get the product known to the public and to get it on shelves where it can be bought. What's really important is knowing how to market that product in an environmentally safe way. A way that everyone can benefit but no one suffers. Being green isn't an easy thing but it is beneficial in the long run and meeting a challenge as hard as this is something to be recognized for.

The green movement isn't anywhere as new as one might have that it is. Some say the movement started in the 1970's, back when the hippies were rallying and protesting around the nation. But the hippy isn't the father of the green movement; it goes back further than that. Environmentalism is defined as advocacy for the management and sustainability of the environment through public policy and individual behaviors. Environmentalism has been in the American thought system since the 1830's and 1840's. Recycling has been going on since before that. During the 1970's is when the environment started being incorporated in public policies. The Clean Air Act, the founding of Earth Day, the banning of DDT, the Water Pollution Control Act are just some of the many policies implemented into our society. As time went

on, various corporations figured out loopholes. They found the power to conduct business as they wanted without government intervention. To deal with this, environmental organizations started to get media time speaking against the mistreatment of the environment. The welfare of the environment started becoming a hot topic all across the nation. Our impact on the planet started becoming more and more obvious, from the food we eat to the resources we use. Thus, the green movement started to accelerate into what we see today. No single event can be counted as the start of the green movement; it took and takes the efforts of many people. With the recent slowing in the economy, people are less focused on green these days. However, I do not believe that this is the end of green. We still have a long way to go and I feel over time we will become a sustainable planet.

Sustainability is the key to a good economy, and as we leave the recession, companies are starting again to put green products on shelves in stores. Those products need to be marketed. Green marketing is when a company promotes and sells their product in a sustainable, environmentally safe manner. That means the product has no environmental impacts from the factory to your home. Not only that but according to the American Marketing Association the product itself can have no negative repercussions to the environment (Grymes, 2010). Green marketing can also be defined as using “green” to sell your product. This is known as green branding, clearly labeling the product as a green product. This can encourage consumers to choose your product over the ones made by non-green methods. This in fact is a very popular method. The word “green” is strongly recognized, and is a popular trend here on the west coast. California is known for keeping up with the times and being ahead of the rest of the U.S. Those who like to keep up with the “here and now” know that “green” is the new “it.” These

Californians only use products from sustainable materials; they only eat at green restaurants and drive hybrid cars. To them green is just another fad like Shutter Shades and G-Shock watches. But do they know why green is “it”, why it’s good? Does it matter if they know why, as long as they’re doing it? To keep your customers returning to green, you have to show them why green is the better option. No one will commit to something they do not understand. If the consumer knows green is a better choice for their money they will return.

The green market is wide open for new and innovative ideas. Someone just has to really get the trail blazing. It wouldn’t even require a brand new product to be the leader in that field. If someone takes an old product and make a few changes to it, to make it green and sustainable, they would have the opportunity to make a huge profit. Clorox was the first chemical company to realize this method of sprucing up old products and the first to start manufacturing green cleaning products. Not only that, but they also had a higher profit because the green products cost less to make but could sell for more. Pretty soon a whole new branch sprang forth from the Clorox Company, the new branch is Green Works. Soon more and more cleaning supply companies started to follow Clorox and the green movement (Said, 2010). This is a clear indication that going green is a competitive and even profitable business decision. People love the idea of green, the idea of less chemicals and a good moral feeling to boot. At the same time, however, people are afraid of change. A change in product might result in a change in costumers. Because of this, a lot of big businesses might be hesitant about changing their company to a green one. But you can’t accomplish much if you don’t take risk. A company that takes risk and tries new things is a company that wants to be on top. You need to take risk to come out with the next best thing.

Going green would put some industries out of work such as oil and petroleum based companies. However at the same time new forms of renewable energy and products appear, new jobs will arise. New industries revolving around sustainability will pop up to replace the ones that fall out. Green would also save us money. Installing solar panels on your roof for energy can save \$300-\$400 a year. The savings would promote more spending and keep our economy strong, since we are a consuming nation. A greener economy doesn't mean less spending, but a shift in where our spending goes. Green cannot harm the economy only help it.

¹Green and business go hand and hand. That was the bottom line when Sadhu Johnston, Vancouver's deputy city manager, had a talk with the Vancouver Regional Construction Association recently. Vancouver has set the goal of becoming the world's greenest city by 2020. "There are important global and environmental implications," he said. Johnston has been with the city for a year and was deputy chief of staff to Chicago's mayor, Richard Daley, before that. Johnston served as Chicago's chief environmental officer, but was raised in Vancouver. Sustainability is the key when it comes to attracting business and creating jobs. AS Johnston said, "Sustainability adds to the bottom line." During his time in Chicago, when the city was attracting huge companies, such as Boeing, to relocate their head offices, the city's environment was a major subject. It included the quality of life, the air, the water and the vibrancy of the streets. On the environmental front Vancouver, according to Johnston, is doing rather well. "Vancouver has the lowest carbon emissions per capital of any city in North America," he said. Vancouver has managed to reduce its emissions to 1990 levels. This is despite the fact that

¹http://envirolinenews.ca/20100411/cities_are_driving_worlds_gree

its population has increased 27 per cent and its employment base has grown 18 per cent during the same time. He said that this has put Vancouver in the role of an environmental leader. It is a city that has shown that economic activity can grow while reducing environmental impact. Vancouver made the effort to improve the quality of their city and the results are astounding. Getting to the goal they set, to be the greenest city in America by 2020, will only make it better. San Francisco is the greenest city in the nation. We are also one of the most desired places to live in the country. Could our green ways be the reason for this? A green economy is a desirable one, a economy where everything used is either recycled or composted. All resources used must be sustainable and environmentally friendly. 72% of San Francisco's waste is recycled or composted. This can't be accomplished without help from the government. The government plays an important roll in implementing sustainable practices into a society

For a new green economy to be successful, governments should support the development of green skills in the job market. (Bulgarelli, 2011) This could be achieved by improving or adding to the existing vital skills of workers, while mainstreaming environmental awareness into education and training. The European Union has noticed the need for a low-carbon, resource sparing economy, and has responded with the new strategy for 2020. Environmental and climate change strategies will help reach this goal, like the Strategy for Sustainable Development. The EU has also seen the importance of having green jobs and workforces to keep a low-carbon economy running. However, there aren't that many effective ideas that are specifically for developing green skills. The EU explored green skills development at the national, regional and local levels in six EU Member countries, such as Denmark, Estonia, Spain and the UK. Both the EU and the Member States have released economic stimulus packages for sustainable growth,

which tend to focus on construction, the automotive sector, energy efficiency and renewable energy.

Workers do not necessarily need to be completely retrained to create a greener industry. Instead a lot of workers could add on to existing skills by learning about new concepts and practices in low-carbon industries. “For example, workers in shipbuilding and the oil sector have skills that are relevant to the wind turbine industry, such as welding, surface treatment and outfitting skills.” As well as adding up skills it is necessary to teach more basic skills, such as improving resource usage efficiency in the workplace, and green management and communication.

Communication is the key to anything being successful. For a green economy to be successful we need to communicate with each other. We need to work together to reach a sustainable economy. In the end, sustainability should be the goal of all man. The goal of life is to ensure the survival of the next generation, but how can they survive if they have no planet to live on. A sustainable economy is the perfect economy and the only way to make it to sustainability is with green business practices.

²After Al Gores movie, An Inconvenient Truth, businesses industries realized that global warming was a sensitive issue to the public. Companies realized they could attract more costumers by advertising they are using sustainable practices. From what studies show the popularity of green business is fifty percent. People like the idea of green, but aren’t always willing to pay extra for it. If your advertising how green you are but people do not know the real

²Wes Tyler
GM of Chancellor hotel
interview

benefits of being green it doesn't make a difference. If you ads only focus on green you won't get that great of a return.

Hotels can advertise that by staying at that hotel, they aren't contributing to global warming nowhere near as much as other hotels that do not focus on green practices. The movie inspired people in a way to focus on green. Not only did hotels advertise how green they were but so did air lines. Telling the public what steps they have taken to reduce their own impact on the planet will encourage customers to fly with that air line because they know they aren't harming the planet. Restaurants can be green in a number of ways. For starters they can make compost out of the uneaten food guests leave behind. With the vitamin enriched soil that the compost provides, new produce can be grown to fuel the company's demand for vegetables, and the product is grown in a safe and cheap way.

With our current economic situation, budgets are tight and the whole idea of green is fading off. When General Managers around the country were asked how important green is to their customers, only half said it was very important. Green hasn't been looked at like it should be lately. Going green can save money in the long run. By switching lighting, or recycling water you can save a lot of money. A lot of the money earned through going green is not made through profit, but instead the money saved. Saving money while being green is perfect we just have to all be as green as possible.

Everybody does something that is green and money saving, whether it's changing electrical system or composting, every company has green aspects. Some companies are greener than others, but it's just different levels of green. Different opportunities arise for companies to make their businesses more green, like food companies can recycle used grease to make bio fuel, which our buses run on. California is considered more environmentally aware than most places,

especially San Francisco. Our government implements policies and regulations to try and keep our states and cities clean, like clean air standards and mandatory composting.

Working in a green business is good money and it gives you the knowledge of how you're not contributing to the diminishing of the environment. Green businesses have a responsibility to tell people the importance of being green. Hopefully after learning about how it can help you'll be more likely to recycle or compost. Getting people to appreciate green is like advertising your company in a way. If you have a green business and you persuade people to go green, then more than likely you just made a new customer. Not only that, but you'll be promoting planetary conservation and that is the most important thing, Making sure earth is still here for our grandchildren and making money while you do it is the best feeling to experience. (Wes Tyler, (GM of Chancellor hotel interview)

Bibliogrpahy

Bulgarelli, Aviana. (2011, January 10). *Meeting the need for green skills in europe`s job marke.*

Retrieved from <http://www.environmental-expert.com/resultEach>PressRelease.

aspx?cid=23745&codi=219057&lr=1

Grymes, C. (2010). Using "green" marketing claims? make them clear. Retrieved from http://www.metrocorpconsult.com/current.php?artType=view&artMonth=September&artYear=2010&EntryNo=11403

Said, C. (2010). Clorox goes green with new natural product line. Retrieved from

<http://www.metrocorpconsult.com/current.php?artType=view&artMonth=September&artYe>

ar=2010&EntryNo=11403
