

Green marketing

Green marketing is the marketing of products that are presumed to be environmentally safe. Thus green marketing incorporates a broad range of activities, including product modification, changes to the production process, packaging changes, as well as modifying advertising.

Green marketing learning material

Green marketing involves more than simply presenting an environmentally friendly product. It also speaks to, and actively promotes, a company's processes and business practices as having low environmental impacts.

Some business practices, such as reducing production waste or energy costs, are good for both the environment and business profitability. Adopting such practices may or may not be perceived as "green", depending upon consumer perceptions of other aspects of the business. However, these actions can still be positioned as the company "doing its part"-promoting positive reactions toward the company.

In the project we have developed a Green marketing course. The learning material consists: materials and background information for the student, a teachers kit, power-point presentations and assignments.

Contact:

Visit our projectwebsite:
www.project-sustainability.com

More information on the developed material: sustainability-games and Learning material Green marketing is available on the website.

You can also contact us:

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Sustainability, Green marketing & Media in the Creative Industry

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The Project Coördinator Stivako is a well known VET-institute in the industry, producing practically graphic media-oriented and economically attractive education, training and workshops, developing learning materials for the use in fulltime VET-institutions in the sector. Stivako has many years of experience in interdisciplinary and international projects.

The Graphic Association Denmark (GA) is a trade and employers association. Its goal is to strengthen the profitability and freedom of action of GAs business members. GA monitors the developments in market conditions, legislation, technology, environment, etc. This knowledge is communicated to the members via GAs magazine, newsletters, website, courses, and member meetings.

Işık University (IU) was founded in 1996 by the Feyziye Schools Foundation (FMV), a non-profit educational group established in 1885. With an international emphasis in two campuses, IU offers undergraduate and graduate degrees in various disciplines with a strong academic foundation as well as vocational school degrees. IU recently ranked 11th among Turkish foundation universities and 35th among all Turkish universities (126 in total) in the Ministry of Science, Industry and Technology's "Entrepreneurship Innovation Index" of Turkey.

IGS (Istitute de Gestion Sociale) was founded 37 years ago has grown to become IGS Group, a grouping of higher education institutes, training centra (full-time, cooperative and executive) and research facilities based on the concept of an International Professional University. The IGS Group has 3 campuses in Paris, Toulouse and Lyon.

Cubion A/S is a consultant company, working within the private and public sector in Denmark. The mission is: We assist our clients develop the knowledge, the leadership and the organization that will lead them to succeed in the future. Cubion is working close together with a large variety of companies within the graphic sector.

The Technological Institute of Optics, Colour, and Image: Aido is a private industrial non profit-making association that was created as a result of a business initiative in 1988. It is promoted by the Generalitat Valenciana through the Valencia Small and Medium-sized Industries Institute (Instituto de la Mediana y Pequeña Industria Valenciana, IMPIVA) with the mission of providing technological solutions to companies by means of industrial optics.

The Dienstencentrum is a full service research and consultancy firm for graphic media companies in the following five areas: techniques and production (among other things energy, environment), marketing, personnel, finance and management. In the field of education exists a cooperation with Stivako.

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EU PROJECT SUSTAINABILITY

Sustainability, Green marketing & Media

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Why this project?

The creative industry and especially the graphic media market is a turbulent market with developments that require a different attitude of management and staff: other knowledge, skills, attitudes.

The market demands a more sustainable production and better respond to their demand. Companies would have to develop and sell new products and services. Due to the lack of awareness and use of marketing tools, no such development is taking place.

Research by the European social partners in the creative sector, particularly printing industry, shows that customer relationship building skills and sales skills are top-priorities within the SME's in the industry, if they want to use the potential development opportunities in the future.

The labour market of employees or students coming from VET institutes does not reflect to the demand. This also applies to part-time training opportunities in VET.

In the area of marketing and sales there are a few programs, but these are rather academic in nature and not attuned to the needs of creative industry SME's (95% 1-19 employees) and to the level of competences of employees. The focus of the labour force in the companies is mainly concentrated on technical aspects. So marketing and sales in combination with sustainability offers companies new opportunities to connect to new business models in the future.

Creative Industry?

Although different definitions of the cultural and creative sectors are used, the definition established in the study on 'The Economy of Culture in Europe' in 2006 distinguishes between:

Core arts areas: performing arts, visual arts, cultural and architectural heritage and literature.

Cultural industries: film, DVD and video, television and radio, video games, new media, music, books and press.

Creative industries: industries which use culture as an input, including architecture, advertising, design and fashion.



Project website:

- www.project-sustainability.com
- Progress & results
- Press releases
- More information
- Photos
- Presentations of workshops etc.



Impact

By training, learners' attitude and competences will change; companies' knowledge will improve in cooperation with customers. Teachers get access to a different method of learning. Strategic level, recognition of customer value and identification of customer needs. More sustainable production, develop new sustainable services, be more competitive; Green Marketing provides new sales/marketing .



Green marketing

Project summary

Research shows that customer relationship and sales skills are top priorities in the graphic media industry. The reason for this project: to reduce the gap between skills in the labour market and the need of knowledge on sustainability and (green) marketing. Little knowledge is available in (PT) VET. If employees or students will learn how to work in these fields, the more profitable it will be for employee and company.

Aims and objectives of the project

To improve:

- marketing/sustainability skills to get more competitive
- the competitive position of SMEs by offering the customer new (sustainable) service
- the level of entrepreneurship to better compete with suppliers outside the Creative Industry.
- In the project : transfer Sustainability knowledge and Green Marketing model; Adjust Sustaingame according to local needs & (re)develop a training and instruments on Green Marketing; test the physical Sustaingame/workshops and test of the Green Marketing course (in VET and SMEs); develop a digital Sustain-game and translate material and take care of the dissemination

What is Sustainability?

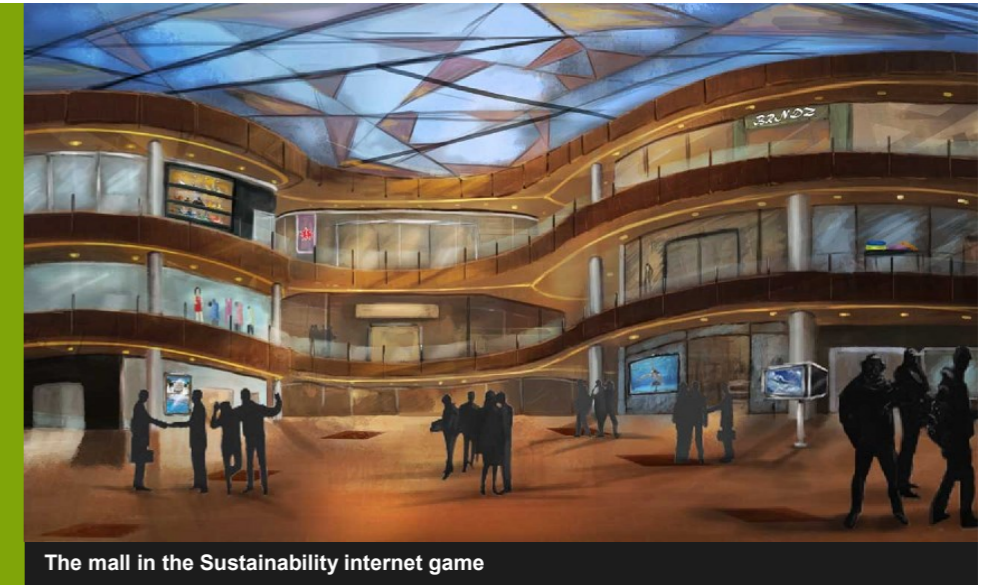
Sustainability creates and maintains the conditions under which humans and nature can exist in productive harmony, that permit fulfilling the social, economic and other requirements of present and future generations. Sustainability is important to making sure that we have and will continue to have, the water, materials, and resources to protect human health and our environment.

Awareness on sustainability

During this project we develop an internet game to raise awareness on sustainability and green marketing in the creative industry. The game will have two parts. A marketplace with shops from the participating countries and an international town hall. Also there will be a marketing tower with several floors. In the shops you can find questions you can answer. The questions are about several aspects on sustainability.



In the marketing tower you can answer questions about marketing and green marketing. These questions have a connection to the Green marketing course. The questions have a different level, from basic to professional level.



The mall in the Sustainability internet game

Sustainability Game

The Sustainability Game offers a method to get aware of sustainability and her different aspects in a pleasant way. Sustainability plays a role both at home and at work. For a company sustainable development is an important issue. Customers will ask in the future sustainable behaviour of the company and its employees. It is important that employees and staff get involved with ideas of sustainability. And also future workers, the students of schools in the present time, have to get aware of the importance and have to learn about the different aspects of sustainability.

