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Module IV – Communication and consumer education

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Agenda

4.1. Sustainable marketing strategies

- Effectively communicating sustainability practices to consumers
- Creating marketing campaigns that highlight commitment to social responsibility and the environment

4.2. Consumer education

- Developing consumer education programs on sustainable choices
- Consumer involvement in sustainability initiatives

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Is there confusion between sustainability, social responsibility and the environment?



Sustainability refers to **the ability to meet present needs without compromising the ability of future generations to meet their own needs.**

Corporate social responsibility (CSR) refers to **a company's commitment towards acting ethically and contributing to economic development, while improving the quality of life of its employees, the community, and society as a whole.**

Environmental protection refers to**actions and measures that are taken to conserve and protect natural resources and ecosystems from the negative impact of human activities**.

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Common confusions

- **Sustainability = Environmental protection**
- **CSR = Sustainability**
- **Environmental protection = CSR**



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Effectively communicating sustainability practices to consumers

Sustainable marketing strategies involve effectively communicating sustainability practices and values to consumers.

This may include using eco-labels and certification seals to highlight the sustainable features of products, informing customers about the company's sustainability initiatives and commitments, and providing clear and transparent information about the environmental impact of products and business processes.

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Effectively communicating sustainability practices to consumers

Essential methods to ensure this communication:

- ✓ Use of eco-labels and certification seals
- ✓ Informing customers about the company's sustainability initiatives and commitments
- ✓ Providing clear and transparent information about environmental impact

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- ✓ Storytelling and Authenticity
- ✓ Collaborating with Influencers and Sustainability Ambassadors

  Brand ambassadors: Collaborating with experts or personalities known for their activism in the "green" field.
- ✓ Use of Social Media and Visual Content
- ✓ Recycling or Reuse Programs

Buy-back initiatives

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✓ Creating Visible “Green” Products and/or Initiatives

Deschidem Vinul Românesc

“Deschidem Vinul Românesc” este un program pe termen lung, de susținere a producătorilor locali de vinuri care își propune să aseze vinul românesc pe harta internațională a vinurilor și să-l transforme într-un brand de țară.

Câtă valoare găsim noi, românii, în vinul nostru? L-am redescoperit cu ochii de acum sau a rămas prins într-o poză îngalbenită de timp? Ne putem reconecta la gustul românesc prin toate aceste filtre și topuri internaționale care ne țin noul vin la înălțime, însă doar printre cunoscători?

E o discuție importantă despre vin pe care noi considerăm că este și cazul și momentul să o deschidem. E despre gust oltenesc, despre pământ moldovenesc, despre soare dobrogean, despre răcoare din Ardeal. Despre rouă, despre dulceață, despre ani buni, despre anii cei mai buni. E o poveste despre ce a fost dar, mai ales, e o poveste despre tot ce ar putea să fie.

“Deschidem Vinul Românesc” pentru că și vinul și românii merită asta.



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Creating marketing campaigns that highlight commitment to social and environmental responsibility



- **Responsible retail uses marketing campaigns to highlight commitment to social and environmental responsibility.**
- **These campaigns may include messages and images that promote the company's sustainability practices, community involvement and support for social and environmental causes, and communication of sustainability progress and achievements.**

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Creating marketing campaigns that highlight commitment to social and environmental responsibility

Marketing campaigns can include various messages and images that highlight the company's sustainability efforts, such as:

- ✓ Marketing campaigns must use clear messages and suggestive images
- ✓ consumers appreciate companies that are actively involved in the community and support social and environmental causes
- ✓ it is important to communicate progress and achievements in the field of sustainability

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What is most important to the consumer in such campaigns?

- ✓ **Transparency**
- ✓ **Authenticity**
- ✓ **Tangible benefits**
- ✓ **Personal involvement**

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Example: the sustainable marketing campaign of the company "Magazinul Verde"

"The Green Store," a fictional retailer, has successfully implemented sustainable marketing strategies to communicate its commitments to the environment and social responsibility



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- uses eco-labels on all of its sustainable products, including "Organic" and "FSC" certifications. These labels are visible on packaging and promotional materials, assuring consumers that the products have been responsibly sourced;

- there is a dedicated sustainability section on the company's website, where details about the company's sustainability initiatives are presented. Magazinul Verde also publishes an annual sustainability report detailing progress and future goals;

- launched the campaign "*Caring for nature, caring for yourself*", which promotes sustainability practices through inspiring messages and suggestive images. The campaign includes videos with employees talking about the company's efforts to reduce its environmental impact and posters promoting sustainable products available in the store;

- collaborates with local organizations to plant trees and organize community clean-ups. These initiatives are promoted through social media and marketing materials, highlighting the Green Store's commitment to the environment and community.

- regularly communicates sustainability progress through newsletters and blog posts. These updates include information on reducing carbon emissions, saving energy, and increasing the use of recycled materials.

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https://carrefour.ro/corporate/responsabilità-sociala/comunitate



„Academia Carrefour. Sănătate, Educație și Terapie (SET) pentru copii și tineri cu dizabilități”

Prin proiectul „Academia Carrefour. Sănătate, Educație și Terapie (SET) pentru copii și tineri cu dizabilități” urmărim alături de partenerii noștri de la Fundația FARA îmbunătățirea calității vieții copiilor și tinerilor cu dizabilități. Am sprijinit Fundația FARA în amenajarea de grădini terapeutice, în organizarea, împreună cu specialiști în nutriție, psihologi și pediatri, de activități pentru ca hrana sănătoasă să fie parte din cotidian și oferim sprijin alimentar de bază familiilor care au în grijă cel puțin o persoană cu dizabilități din comuna Cacica, județul Suceava.

Această abordare este complementară programului terapeutic, pentru a atinge starea de bine în toate aspectele legate de sănătatea fizică și mintală.

Prin acest proiect susținem 158 de persoane, printre care tineri cu dizabilități, rezidenți în Casa Elisabeta, Cacica, familii care au în grijă cel puțin o persoană cu dizabilități din Cacica și copii cu dizabilități care primesc servicii specializate în Centrul de zi, Terapie și Recuperare Emanuel din Suceava.

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ADVANTAGES?





4.2. Consumer education

Developing consumer education programs on sustainable choices

To promote responsible purchasing and awareness of environmental impact, it is essential to develop consumer education programs.

These programs can include educational materials, seminars, workshops, and online resources that inform consumers about the impact of different consumption choices on the environment and communities, and guide them to make more sustainable and responsible choices.

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Consumer involvement in sustainability initiatives

In addition to education, direct consumer engagement in sustainability initiatives is crucial to promoting behavioral change and generating positive impact in the community. This can include engagement programs and volunteering in environmental and social projects, participating in awareness campaigns and advocacy actions to promote sustainable policies and practices, and providing feedback and suggestions to companies and institutions to improve their practices.



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Developing consumer education programs on sustainable choices



Educating consumers about sustainable choices is essential for promoting responsible and environmentally conscious behavior.

By developing well-structured education programs, retailers can inform their customers about the importance of sustainability and guide them towards more environmentally friendly practices by:

- ❑ **Educational materials**
- ❑ **Seminars and workshops**
- ❑ **Online resources**

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Consumer involvement in sustainability initiatives

involvement**director**Consumer involvement in sustainability initiatives can create a strong connection between them and the brand, and encourage more responsible behavior. This involvement can take many forms:



- **Volunteer programs**
- **Awareness campaigns that can be used to inform and mobilize consumers around specific sustainability causes**
- **Feedback and suggestions**

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Example: the education and engagement program of the company "EcoShop"

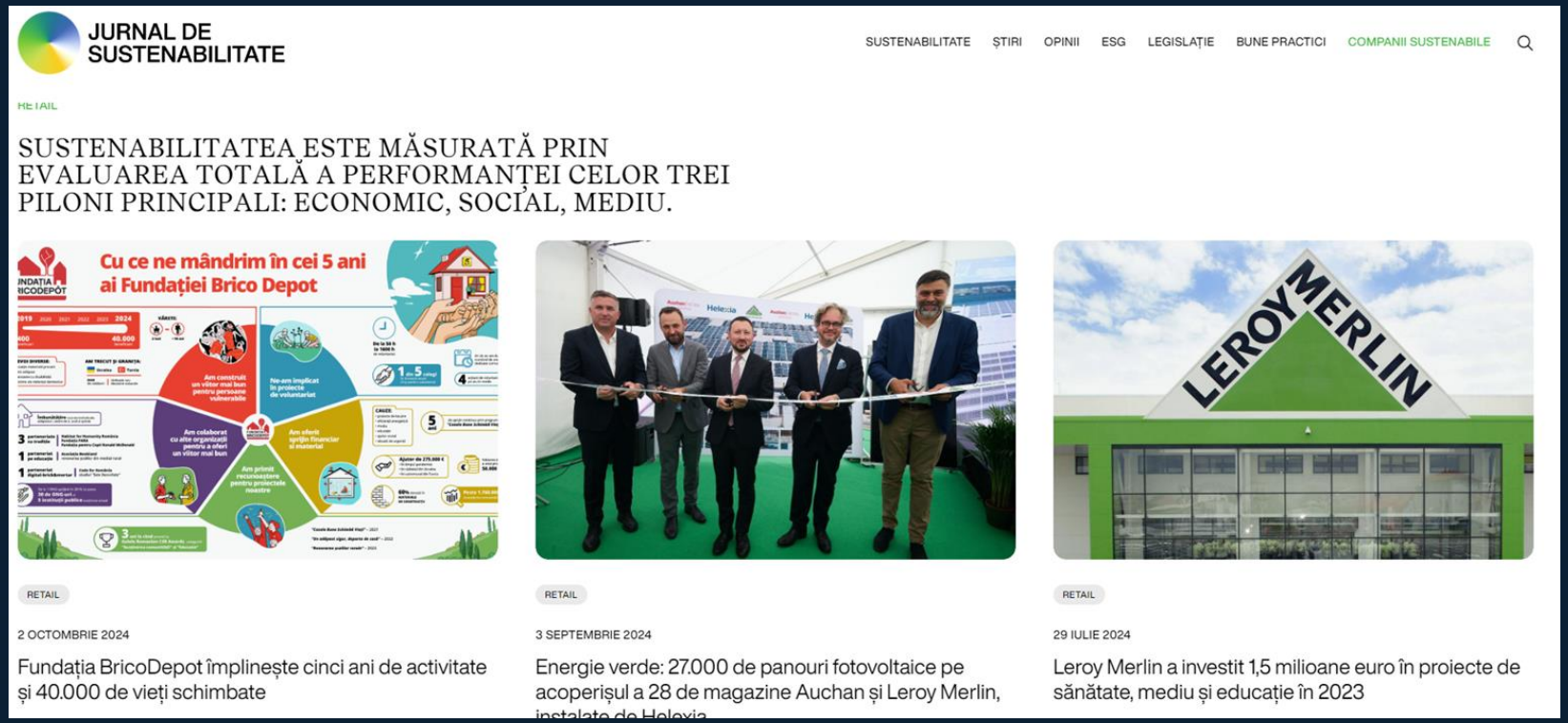
"EcoShop", a fictional retailer of ecological and sustainable products, has developed a consumer education and engagement program, called "EcoAwareness", through which "EcoShop":

- created a series of informational brochures available in stores and on their website
- organizes free monthly workshops in their stores, where sustainability and environmental experts discuss topics such as waste reduction, home composting, and the use of renewable energy
- on the EcoShop website, there is an extensive section dedicated to sustainable education. This includes articles, educational videos, and a blog with weekly posts
- collaborates with non-profit organizations to organize volunteer actions, such as tree planting and cleaning local rivers
- initiated the "Reduce, Reuse, Recycle" campaign which is enjoying great success
- implemented an online platform where consumers can provide feedback and suggestions.

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Examples of good practices:

https://jurnaldesustenabilitate.ro/articole/companii-sustenabile-in-romania/retail/



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QUESTIONS





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