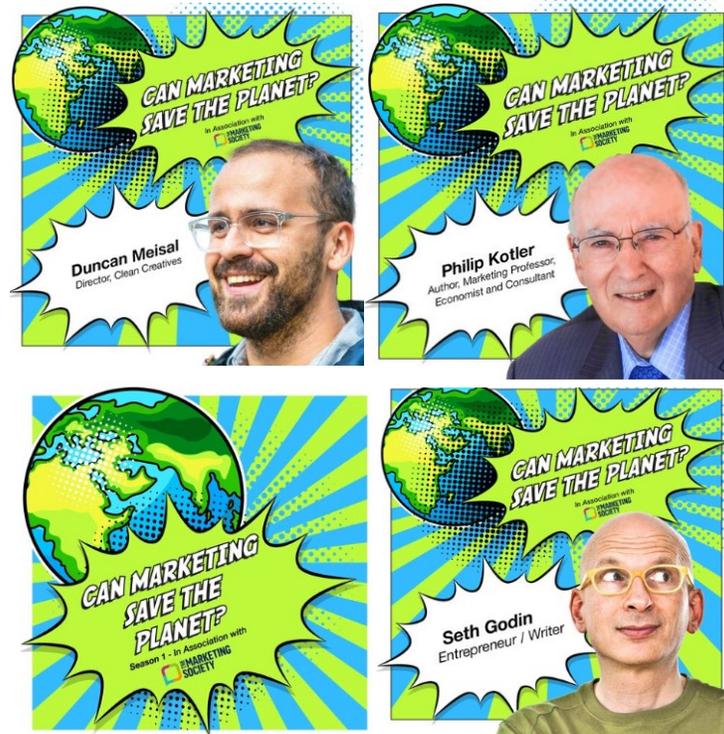
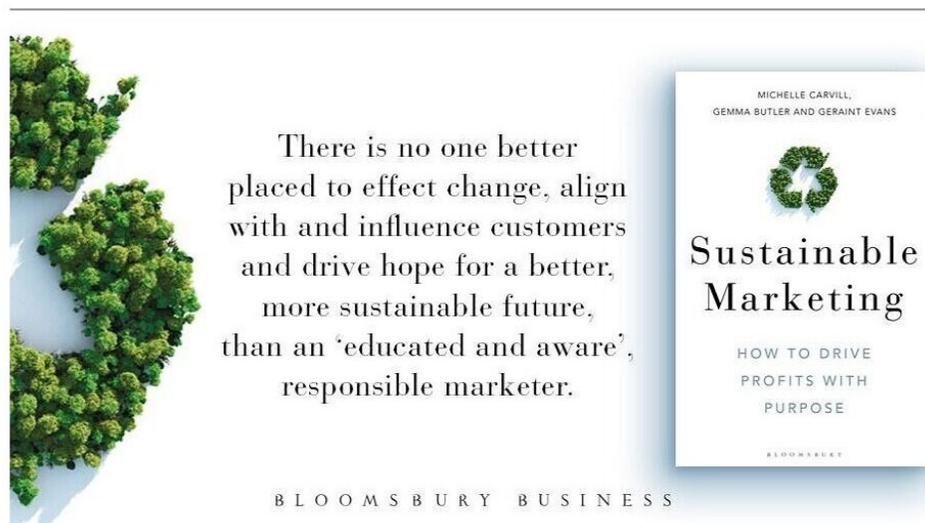


Marketing's Role in Driving a More Sustainable Future

with Gemma Butler

March 9, 2023



About Us

- The Direct Marketing Association of Northern California was formed to educate, inform and provide networking opportunities for marketing professionals in the San Francisco Bay Area and beyond.
- We have evolved to offering best-in-class live online education worldwide through our workshops and certification program, taught by world-renowned instructors. More than 2,000 professionals take advantage of over 100 workshops dates and times offered per year.
- Workshop topics include:
 - SEO.
 - Google Ads.
 - Google Analytics 4.0.
 - Email Marketing.
 - Social Media (Organic and Paid Advertising).
 - Content Marketing.
 - Podcasting and YouTube Marketing.
 - Influencer Marketing.
 - Copywriting.
 - Product Marketing and Account Based Marketing (ABM).

Become a Certified Digital Marketer

- Earn a certificate by completing any eight courses within two years.
- Take classes live online or recorded, or a hybrid of both.
- You decide the courses you want to take.
- Students who complete a certification program will receive a frameable Certificate and a digital badge for your website, email signature, or social profiles.
- If a certificate isn't in your plan, you can take as few or as many of the courses as you'd like.



After this Webinar

- The video recording of this webinar will be sent this afternoon.
- It will be sent from the email customer care@gotowebinar.com.
- If you don't receive it today, check your email spam or junk folder.
- Please whitelist the above email address so it doesn't go into your email spam or junk folder.
- If you don't receive it, please fill out the Contact Us form at DMAnc.org and we'll be sure to get it to you some other way.



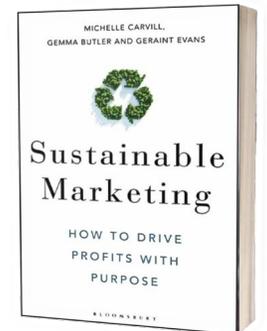
Meet Your Speaker

Championing Sustainable Marketing

- Co-Author – Sustainable Marketing – How to Drive Profits with Purpose.
- Podcast host - Can Marketing Save the Planet?
- Developed 'Carbon Literacy for Marketers' certified training
- Guest Lecturer at universities
- Co-founder - The Sustainable Marketer Manifesto and The Sustainable Marketing Learning Zone
- Director – Can Marketing Save the Planet Ltd
- Previously - Marketing Director at the Chartered Institute Marketing



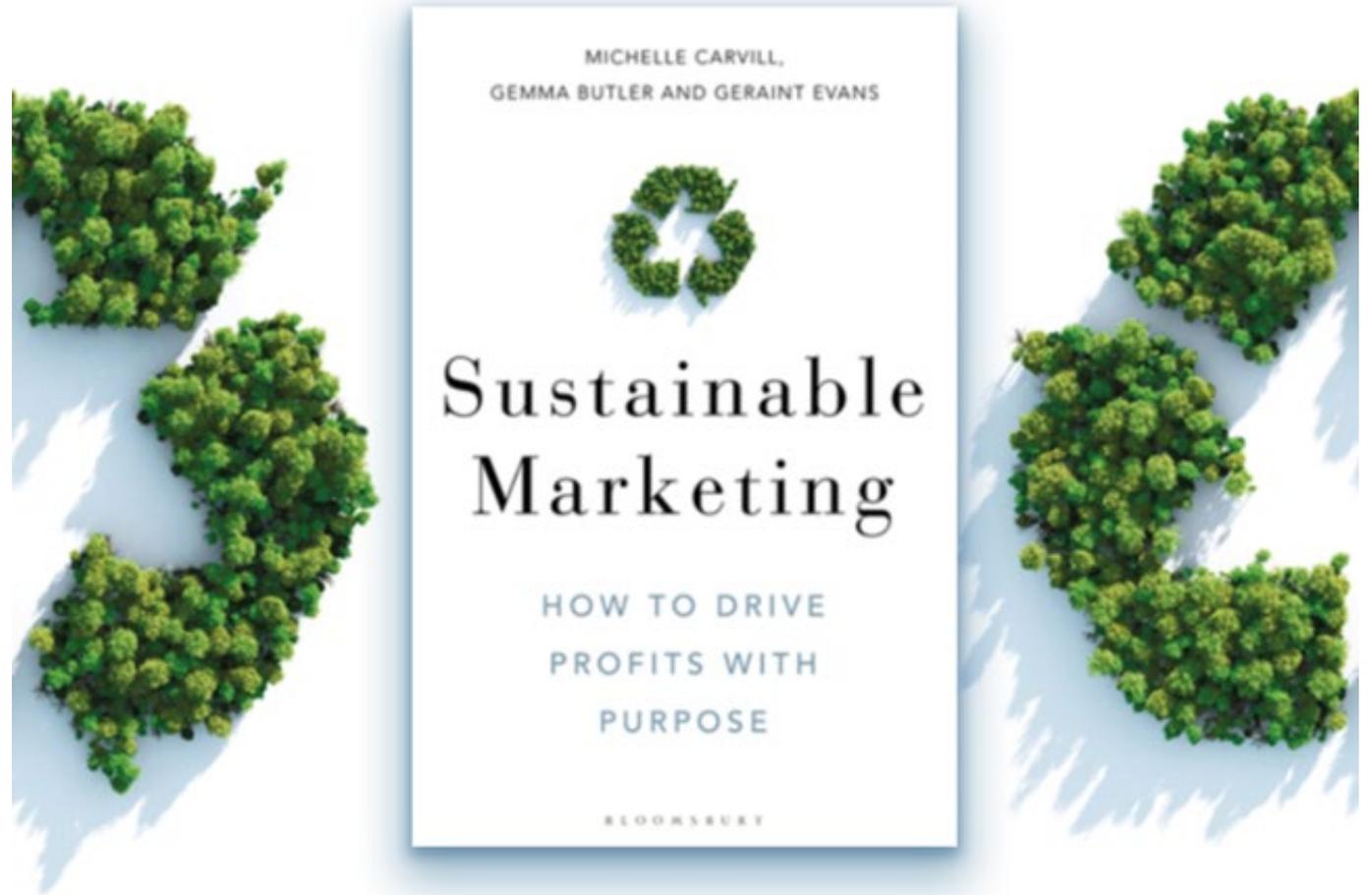
Gemma Butler



www.canmarketingsavetheplanet.com

Sustainable Marketing

What it is and why it matters.
Marketing's role in driving a more
sustainable future.



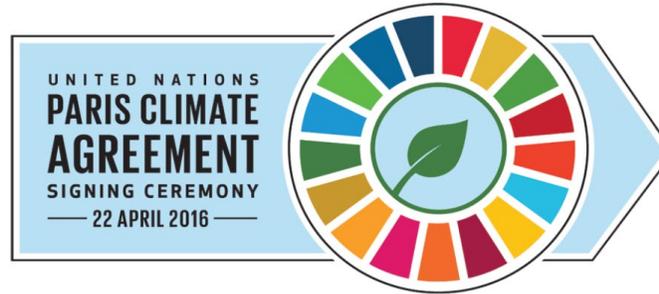
The Landscape Has Changed - Business



Green Claims Code - get your green claims right



FEDERAL TRADE COMMISSION
PROTECTING AMERICA'S CONSUMERS



Sustainable Development Goals to kick in with start of new year



This company meets the highest standards of social and environmental impact

Council of the EU Press release 28 November 2022 10:30

Council gives final green light to corporate sustainability reporting directive

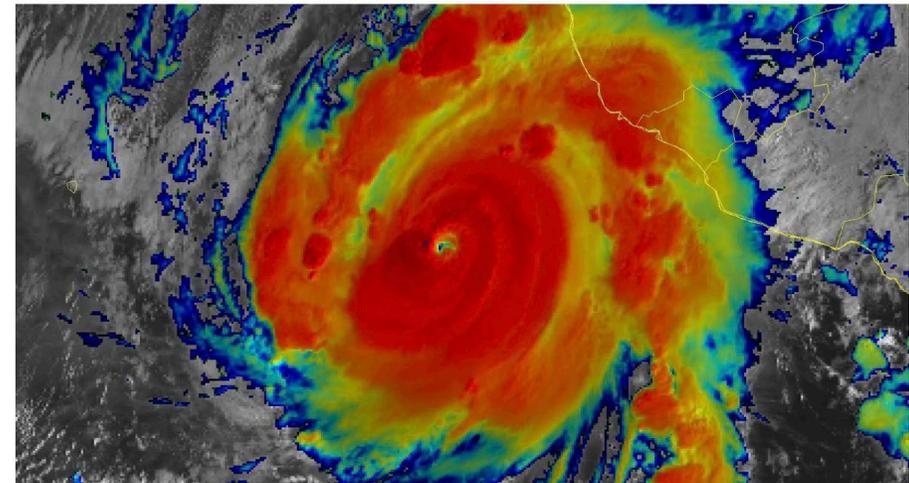
The Council gave its final approval to the corporate sustainability reporting directive (CSRD).

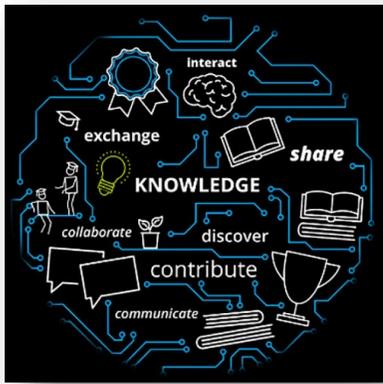
This means that companies will soon be required to publish detailed information on sustainability matters. This will increase a **company's accountability**, prevent divergent sustainability standards, and ease the transition to a **sustainable econ**



* ESG - <https://seekingalpha.com/article/4505323-esg-what-a-mess-how-did-you-get-it-so-wrong>

The Landscape – Increase in adverse weather events





Lack of knowledge

QUICK FIXES



Current attitudes and behaviors



Marketing



Profit at any cost



Objectives and strategies not aligning

Biggest Challenges

What is sustainable marketing?



Image: Courtesy of Thomas Kolster - Goodvertising

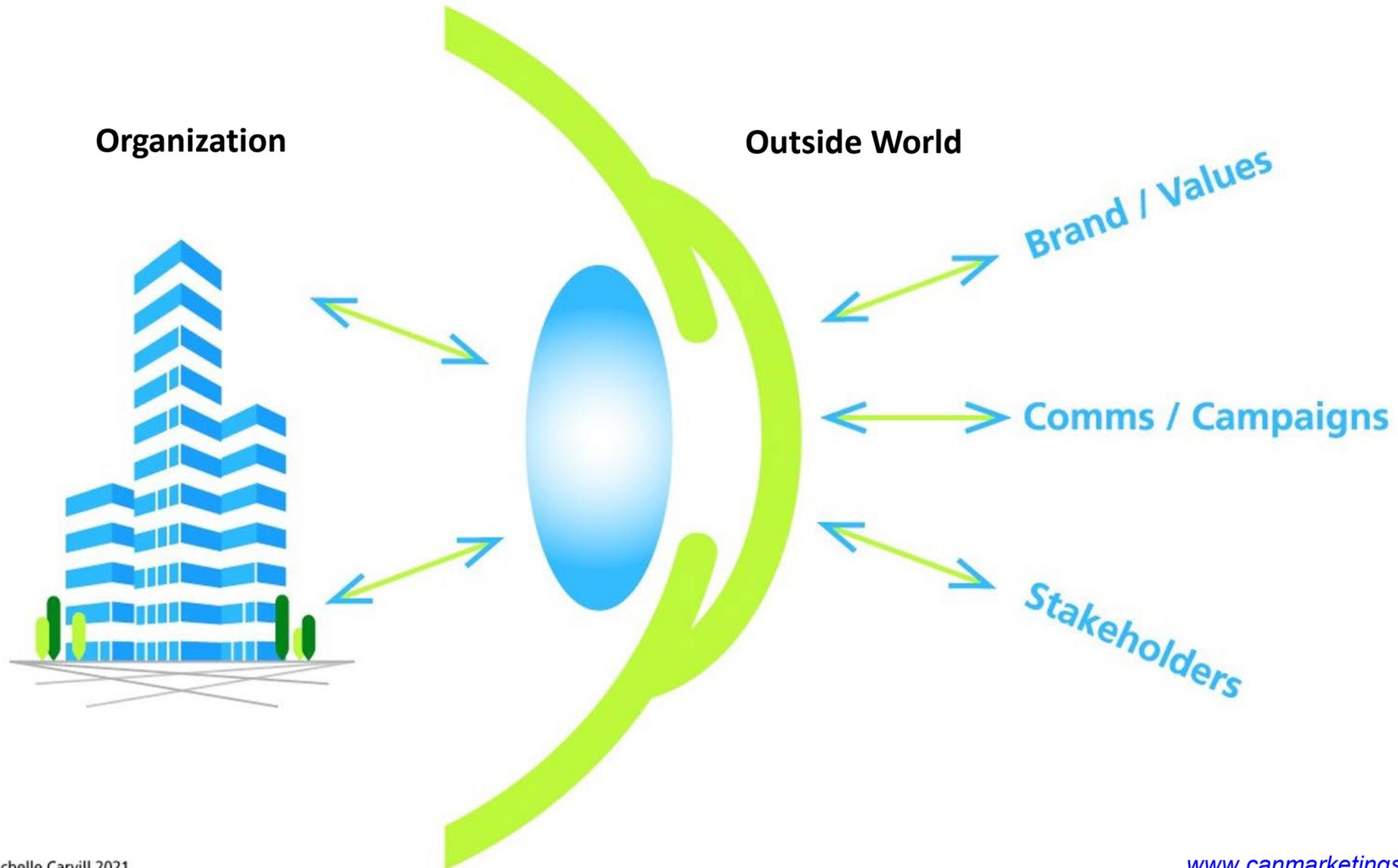
Marketing has played a significant role in getting us to where we are today:

- Driving consumption levels up
- Shaping customer behaviors
- Unsustainable levels of waste

Marketing now has a significant role to play and use its 'powers for good':

- Shape new behaviors
- Create new ways
- Use our voice and reach to educate
- Get back to the heart of what marketing is
- Deliver what the customer, employees and society want

Marketing is the Communication and Connection Interface



Where 'Marketing' Impacts

BRAND

What's our 'Purpose' (mission)

- Why do we exist
- Values / Reputation
- Brand story:
 - How you make a difference
 - Clarity of purpose
 - Commitment to purpose
 - Evidencing purpose
- Trust
- **BEWARE 'Purpose Washing'**

STRATEGY

- Brand story
- Customer
- Partnerships / supply chain
- Planning
- Data / market research / insights
- Landscape

COMMUNICATION

- **External**
 - Sharing purpose
 - Reputation
 - Campaigns
 - Packaging
- **Messaging – Accurate, Clear, Meaningful**
- **Internal**
 - Education
 - Collaboration
 - Innovation

THE SUSTAINABLE MARKETER ACTION PLAN

INWARDS



Understand where your organisation is right now with regards to sustainability. Is there a sustainability lead – if not, nominate yourself.

Meet with different departments; supply chain, finance, product development, R&D, HR, IT – find out their views, focus, desires when it comes to sustainability.

Find out what your employees think, value and want when it comes to sustainability.

Find out what your customers think, value and want when it comes to sustainability.

Communicate the progress your organisation is making to all employees as part of internal communications. Where you are right now, where you're heading and the role they play.

UPWARDS



Understand where sustainability sits on the boardroom agenda?

Revisit organisational 'Purpose' – the mission, the values – does sustainability align – and is sustainability, the mission, the values being used as a lens for decision making?

Build a business case – considering, landscape, regulation, competitors, opportunities. Educate your senior leadership team on the facts and stats – including the views of your employees and customers.

Work to embed sustainability into the heart of strategy – it needs to be budgeted for, resourced and reported on.

OUTWARDS

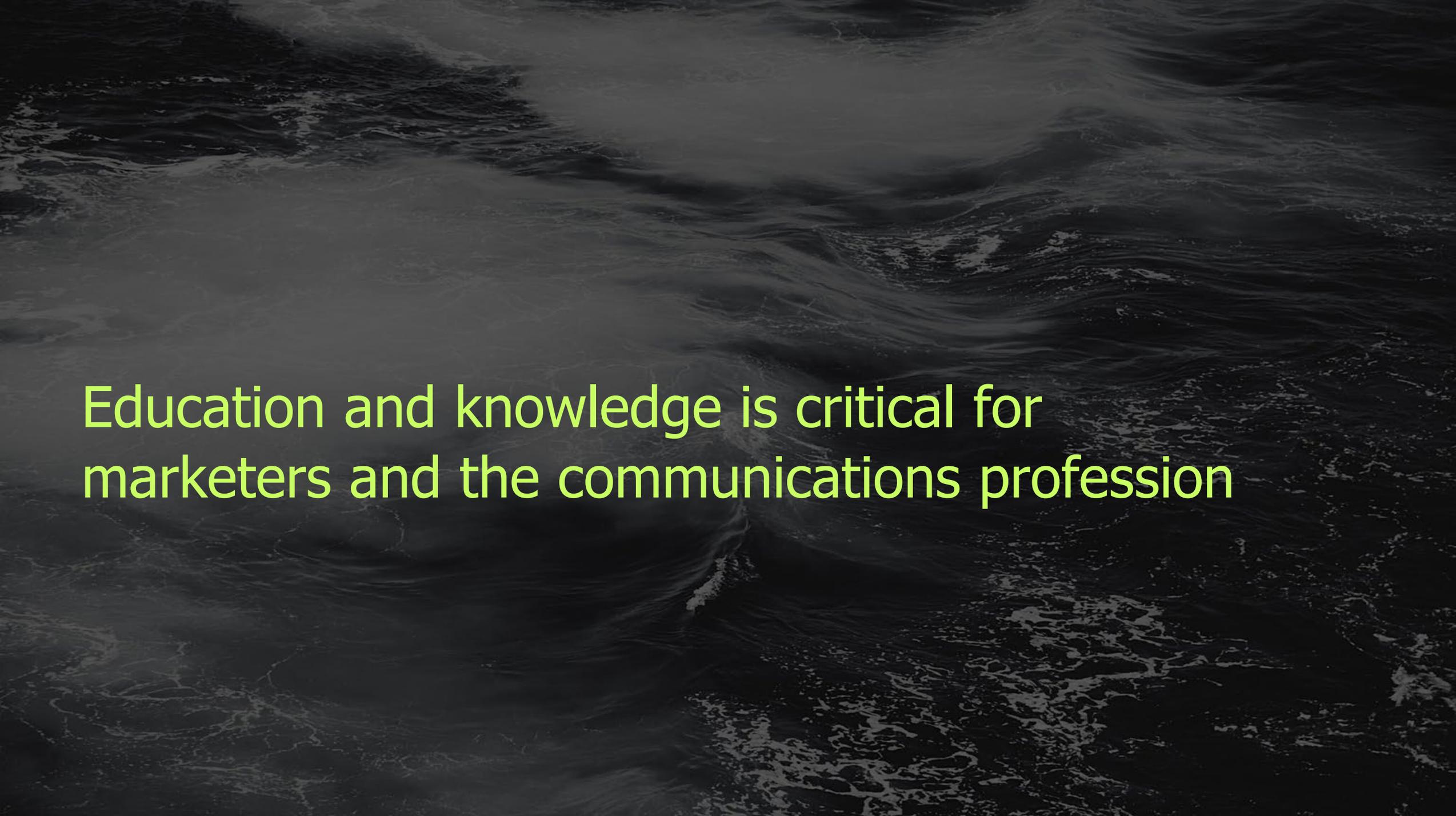


Communicate to your external stakeholders the progress your organisation is making. Where you are right now – where you're heading and the role they play.

Ensure that the story you tell is authentic, transparent and fundamentally honest. You may not be perfect, but trust will be gained by being transparent not greenwashing.

Consider all brand touchpoints – ensure that you're conveying a consistent brand story when it comes to sustainability, purpose and values.

Develop a sustainability lens that overlays everything you communicate from a marketing perspective.

The background of the image is a dark, monochromatic photograph of water. The water is dark grey to black, with numerous small, intricate ripples and waves that catch the light, creating a textured, shimmering effect. The lighting is soft and diffused, highlighting the undulating surface of the water.

Education and knowledge is critical for
marketers and the communications profession

Greenwash - campaigns and beyond



GREENER ETHICAL **Transparent**
 Environmentally friendly
 ECO-FRIENDLY *Less Waste!* **GREEN** Natural
 renewable *LOW IMPACT* **ECO**
GREEN Natural **ECO** GREENER
 Environmentally friendly CONSCIOUS

Sustainable

Transparent ETHICAL renewable
 Natural Energy Efficient **GREEN**
GREEN *Less Waste!* **ECO** GREENER
 ECO-FRIENDLY **Transparent** CONSCIOUS
 renewable Natural ECO-FRIENDLY



We have to ensure responsible communications



FEDERAL TRADE COMMISSION
PROTECTING AMERICA'S CONSUMERS

Green Guides

- 1) General principles that apply to all environmental marketing claims
- 2) How consumers are likely to interpret particular claims and how marketers can substantiate these claims
- 3) How marketers can qualify their claims to avoid deceiving consumers.

Updated:

- advise marketers not to make an unqualified degradable claim for a solid waste product unless they can prove that the entire product or package will completely break down and return to nature within one year after customary disposal.
- caution that items destined for landfills, incinerators, or recycling facilities will not degrade within a year, so marketers should not make unqualified degradable claims for these items.
- clarify guidance on compostable, ozone, recyclable, recycled content, and source reduction claims.

The Guides contain new sections on:

1. Certifications and seals of approval
2. Carbon offsets
3. Free-of claims
4. Non-toxic claims,
5. Made with renewable energy claims
6. Made with renewable materials claims.

We have to ensure responsible communications

In the UK Green Claims Code states 6 key areas businesses need to ask themselves:

1. Are your claims truthful and accurate?
2. Are your claims clear and unambiguous?
3. Do your claims omit or hide important information?
4. Do they only make fair and meaningful comparisons?
5. Have you substantiated your claims?
6. Do they consider the full lifecycle of a product?



Got emissions?

We have a market for that.

At Natwest, we're creating vital loopholes to help polluters trade their pollution instead of cutting it.

NatWest

WORLD LEADER IN CLIMATE CHANGE CONFERENCE BY 2021

We're sorry that we got caught.

Now that we've been caught, we're trying to make you think we care about the environment. But we're not the only ones. #redlines #D12 #ClimateGames

Das Auto.

We're turning Business Class green with the world's first on-board golf course

In the midst of a climate emergency we understand concerns that flying Business Class emits **three times** more carbon emissions per flight than standard class...

That's why our new on-board Business Class golf course comes with a free biodegradable golf ball, so even our most carbon-intensive passengers can feel like they're doing their bit for the environment.

#BanFossilAds

BRITISH AIRWAYS

KEEP DRILLING, BABY.

If we can't get away with it here, why not drill for gas in Argentina?

LET'S GO.

Think about Royal Dutch Shell at every wildfire season. Stop the arsonists before it's too late.

#cleangasisadirtylie #shellmustfall

powered by **ABP**

Brandalism is a thing

The background of the image is a dark, monochromatic photograph of water. The water is in motion, creating a complex pattern of ripples and small waves that catch the light, giving it a textured appearance. The overall tone is very dark, almost black, with subtle variations in grey and blue that define the water's surface.

People are more aware and concerned
about the environmental crisis

What consumers "say" they want



Source - Mintel

In the two years since First Insight's [first report](#) on Gen Z and sustainability was published, Gen X consumers' preference to shop sustainable brands increased by nearly 25% and their willingness to pay more for sustainable products increased by 42%. **In fact, consumers across all generations—from Baby Boomers to Gen Z—are now willing to spend more for sustainable products.** Just two years ago, only

Source - Forbes

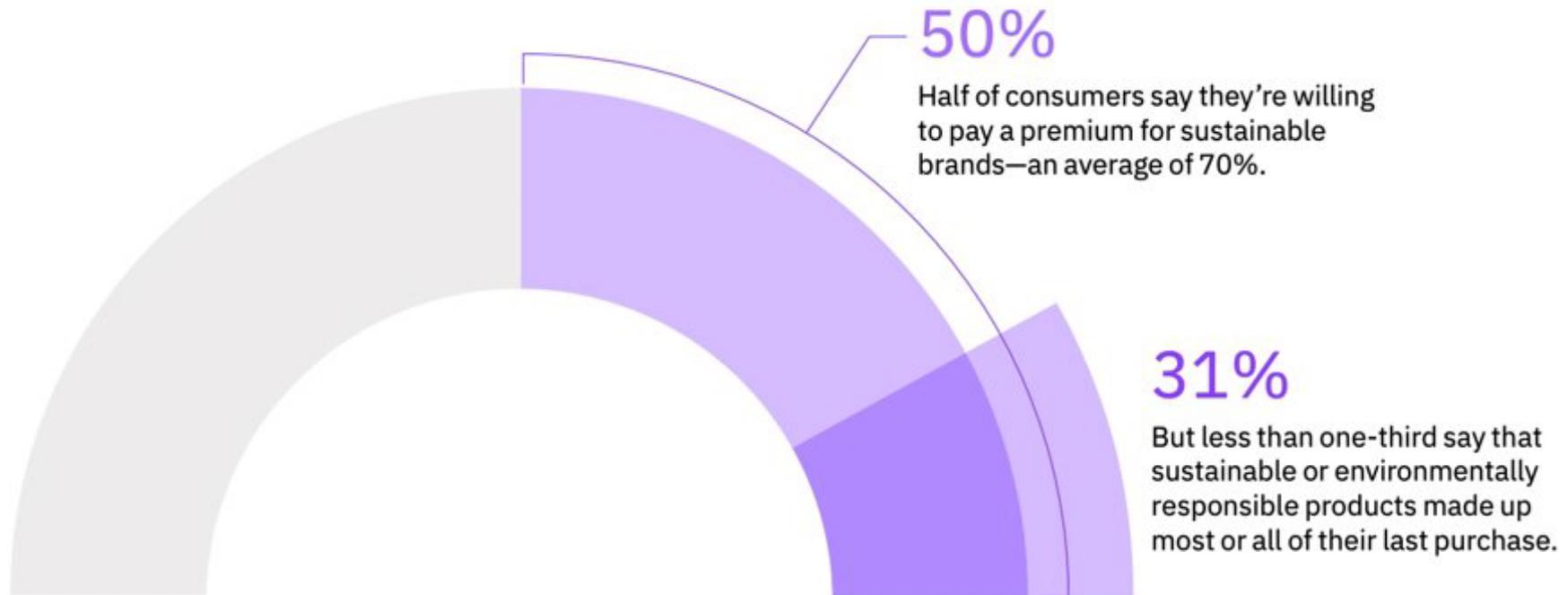
62% of consumers say they're willing to change their purchasing habits to reduce environmental impact.

Source - IBM

Intention vs. Action

The intention-action gap

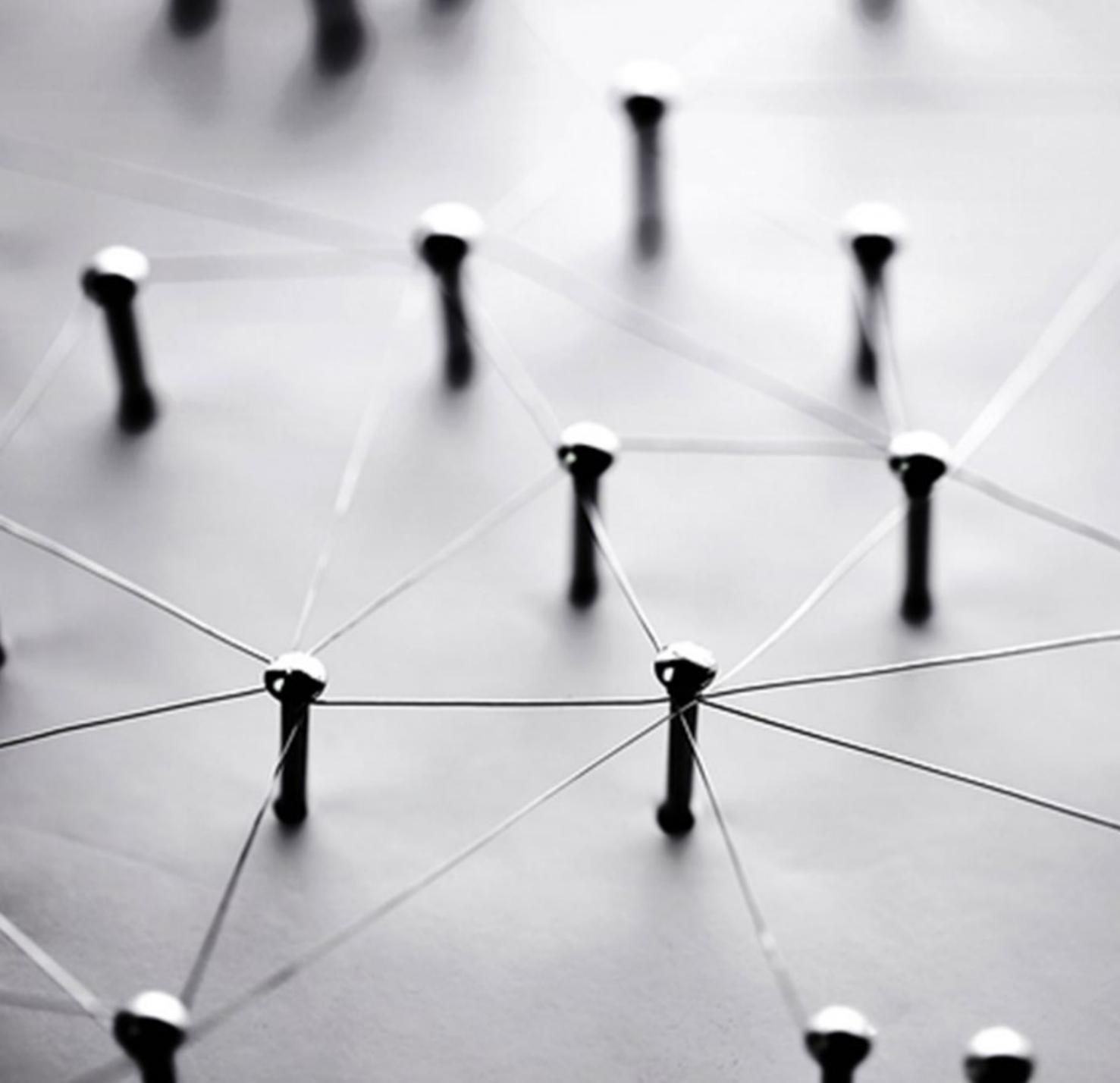
Consumers say they're willing to pay a premium for products that protect the environment, but their purchases don't always line up.



A different story and effective communication



This is where we have an opportunity to tell a different story and bring people on the journey as part of the solution



Internal communications

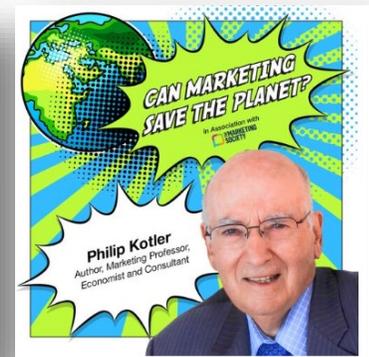
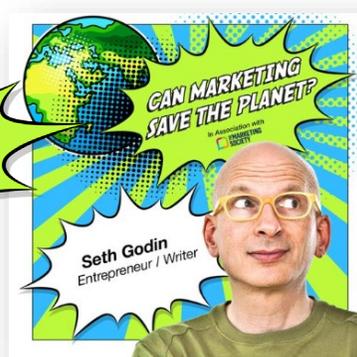
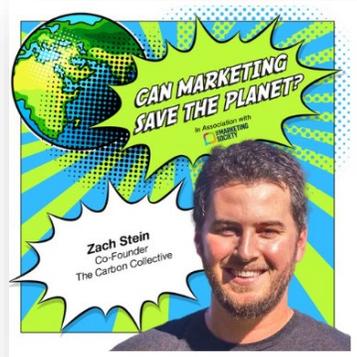
Just as important as external communication

- Enables a consistent and collaborative understanding
- Drive and implement change faster
- Educates everyone within the organization
- Understand what your employees want
- Allows employees to align their values and vice versa
- Takes purpose beyond the products, campaigns and advertising
- Allows you to work out your own organizational impacts



Practical things you can be doing

- Commit to staying up to date on what is happening in relation to sustainability so you can keep it on the strategic agenda
- Look at and understand where you are right now and where you need to go
- Consider your stakeholders – what do they want and how can you collaborate to drive change - pull from all functions
 - Customers
 - Employees
 - Key partners
- Focus on your communications both internally and externally
- Review everything you do with a sustainable lens on it
- Ask a different set of questions
- Use your skills to think about how you can do things differently



Podcast series
Learning zone
Marketing models

www.canmarketingsavetheplanet.com

Useful
Resources



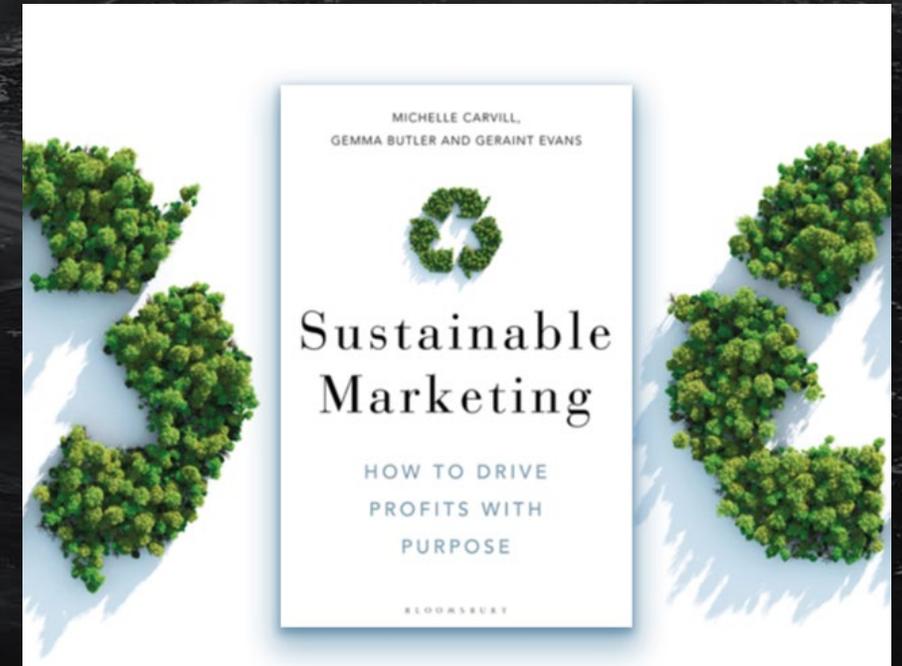
Watch video Solution 101



Stay up to date

Sign up to the newsletter: www.edie.net

“There’s no one better placed to effect change, align with and influence customers and drive hope for a better, more sustainable future, than an ‘educated and aware’ responsible marketer / communicator”.



Sustainable Marketing – How to drive profits with purpose – Jan 2021



**CAN MARKETING
SAVE THE
PLANET?**

Thank you!

Social Media Marketing Strategy Masterclass: Turbo Charge Your Social Media in 2023, a 3-module Series ([enroll here](#))

Learning outcomes from attending the Social Media Marketing Strategy Masterclass—all three modules:

- Develop a robust social media strategy aligning brand, values, business objectives, tracking against business-critical, meaningful metrics.
- Understand how to engage with and grow relevant audiences.
- Develop an engaging and aligned content strategy, considering key channels.
- Learn how to develop an internal content creation system engaging relevant people from across the organization.
- Clearly understand the role of organic and paid social media activity and how they work symbiotically to optimize reach and brand presence.
- Develop meaningful metrics to clearly demonstrate the bottom-line ROI business impact of your social media activity.
- Access a range of planning tools, frameworks, and templates to support you with building and executing a successful social media strategy.

([enroll here](#))



Optimize your Social Media Marketing and Advertising with these DMAnc.org Masterclasses. Improve brand awareness, reach, leads, sales & revenue.

Workshops with dates and times (click on links to learn more):

[LinkedIn Advertising Masterclass \(Two-module Series\):](#)

Module 1: Pre-recorded. Tuesday, March 14, 2023 (9:00 AM to 11:00 AM, PDT).

[Social Media Marketing Fundamentals:](#)

Tuesday, April 4, 2023 (9:00 AM to 11:00 AM, PDT).

[Content Marketing Masterclass \(Two-module Series\):](#)

Module 1: Wednesday, April 5, 2023. Module 2: Wednesday, April 26, 2023. (Both 9:00 AM to 11:00 AM, PDT).

[META \(Facebook/Instagram\), TikTok Advertising Masterclass \(Two-module Series\):](#)

Module 1: Wednesday, April 19, 2023. Module 2: Wednesday, May 10, 2023. (9:00 AM to 11:00 AM PDT).

[Podcast Strategy and Promotion Masterclass, a 2-module Series of Workshops](#)

Module 1: Tuesday, April 25, 2023. Module 2: Tuesday, May 9, 2023 (12:00 PM to 2:00 PM, PDT).



Optimize your Social Media Marketing and Advertising with these DMAnc.org Masterclasses. Improve brand awareness, reach, leads, sales & revenue.

Workshops with dates and times (click on links to learn more):

[YouTube Marketing Masterclass \(Two-module Series\):](#)

Module 1: Wednesday, May 3, 2023. Module 2: Friday, May 19, 2023 (9:00 AM to 11:00 AM, PDT).

[Influencer Marketing Masterclass \(Two-module Series\):](#)

Module 1: Thursday, May 11, 2023. Module 2: Wednesday, May 31, 2023. (Both 9:00 AM to 11:00 AM, PDT).

[Social Media Marketing Bootcamp:](#)

Thursday, June 1, 2023 (9:00 AM to 11:00 AM, PDT).

[Looker Studio \(formerly Google Data Studio\) for Marketers | Turn Your Data Into Insights:](#)

Wednesday, June 7, 2023 (9:00 AM to 11:00 AM, PDT).

[Social Media Marketing Strategy Masterclass \(Three-module Series\):](#)

Module 1: Thursday, June 8, 2023. Module 2: Thursday, June 15, 2023. Module 3: Thursday, June 22, 2023. (All 9:00 AM to 11:00 AM, PDT).



- See a full list of upcoming live online and all recorded workshops
- <https://dmanc.org/digital-marketing-certification-workshops/>

Certification



Gemma Butler

- Email: gembutler03@gmail.com

Send follow-up questions and I'll reply.

Laurie Beasley

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- Twitter: [@BeasleyDirect](https://twitter.com/BeasleyDirect)
- LinkedIn: [linkedin.com/company/beasley-direct-and-online-marketing/](https://www.linkedin.com/company/beasley-direct-and-online-marketing/)