Sustainability & Stakeholder Marketing

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India

The ultimate purpose of business

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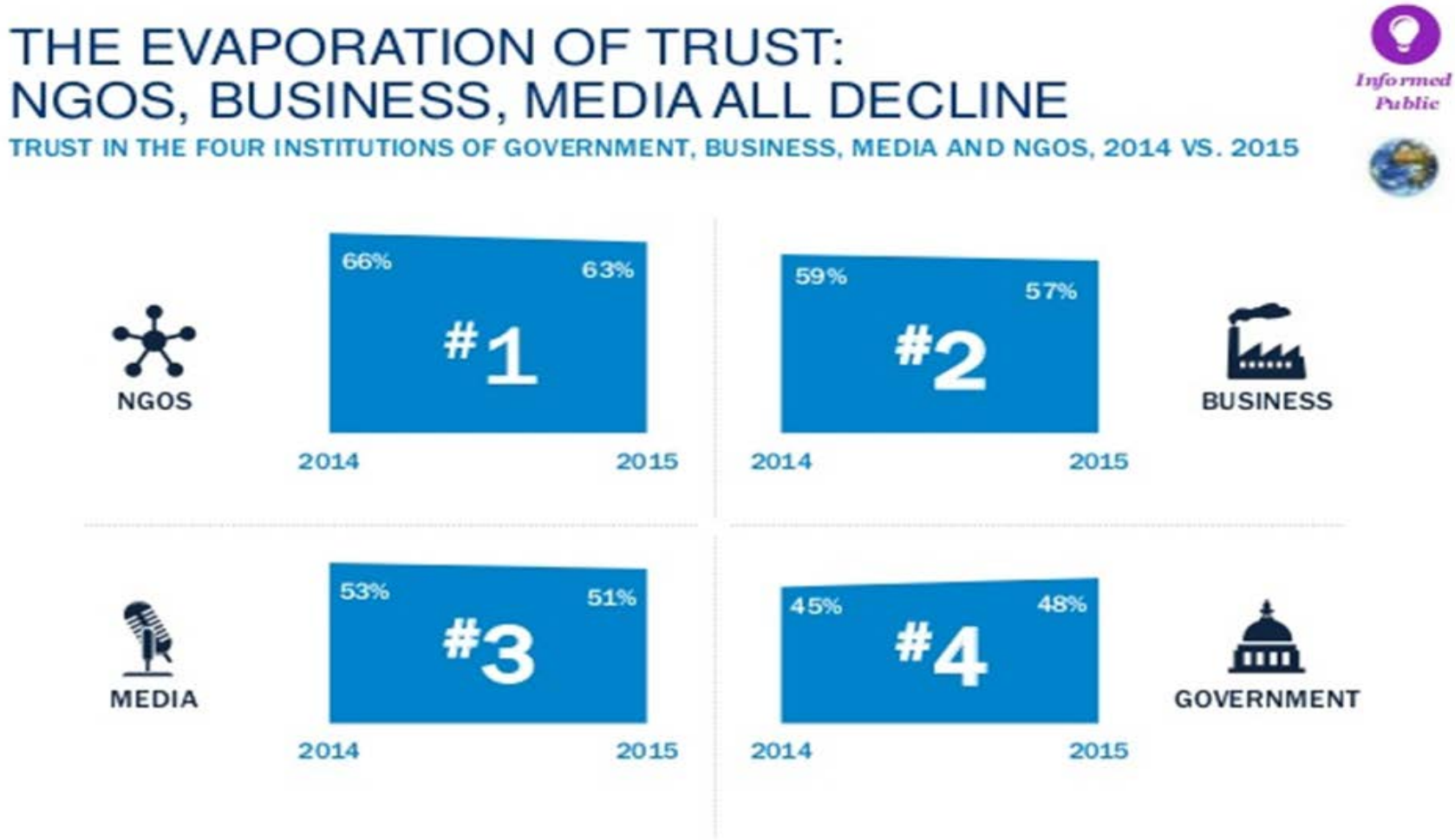


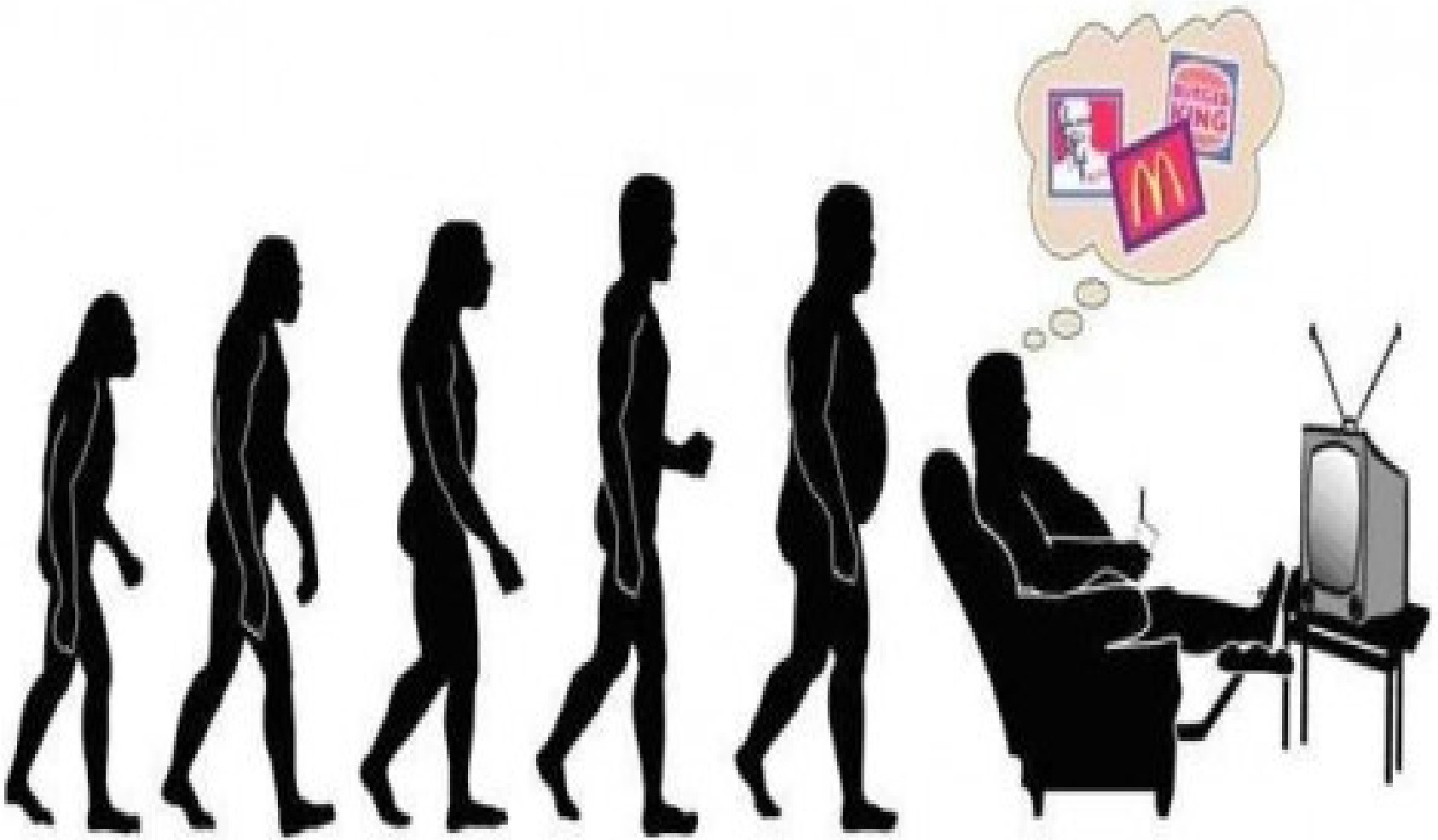
- Challenges for society and for marketers in the twenty-first century

- Basic concept and key principles of sustainable development.

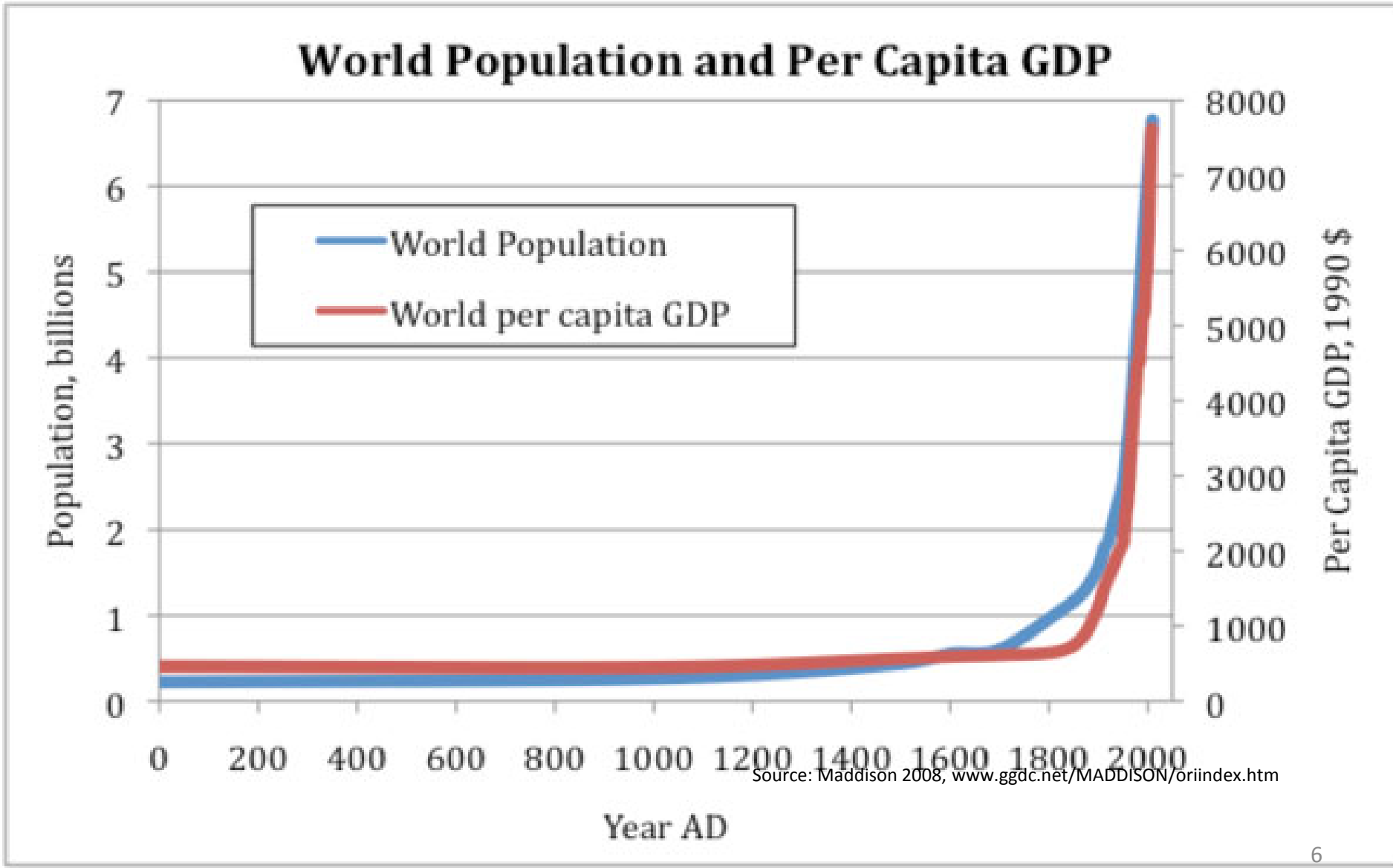
- Changing nature of marketing

- New form of marketing that is fit for the future.

200,000 Years of Human Evolution

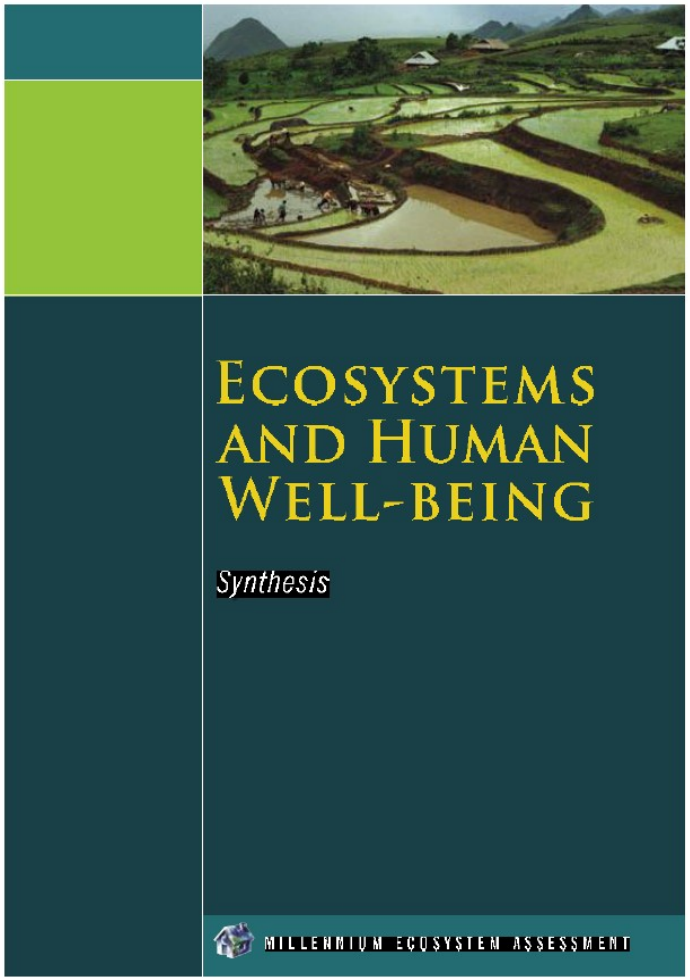


Suddenly – More People, More Wealth



Source: Maddison 2008, www.ggdc.net/MADDISON/oriindex.htm

UN Millennium Ecosystem Assessment



A four year effort by global experts to assess the health of the natural environment.

Key Conclusion:

Late 20th economic growth has *'resulted in a substantial and largely irreversible loss in the diversity of life on Earth…*

UN Millennium Ecosystem Assessment

…..

These problems, unless addressed, will substantially diminish the benefits that future generations obtain from ecosystems

Sustainable Development

Sustainable Development Defined*

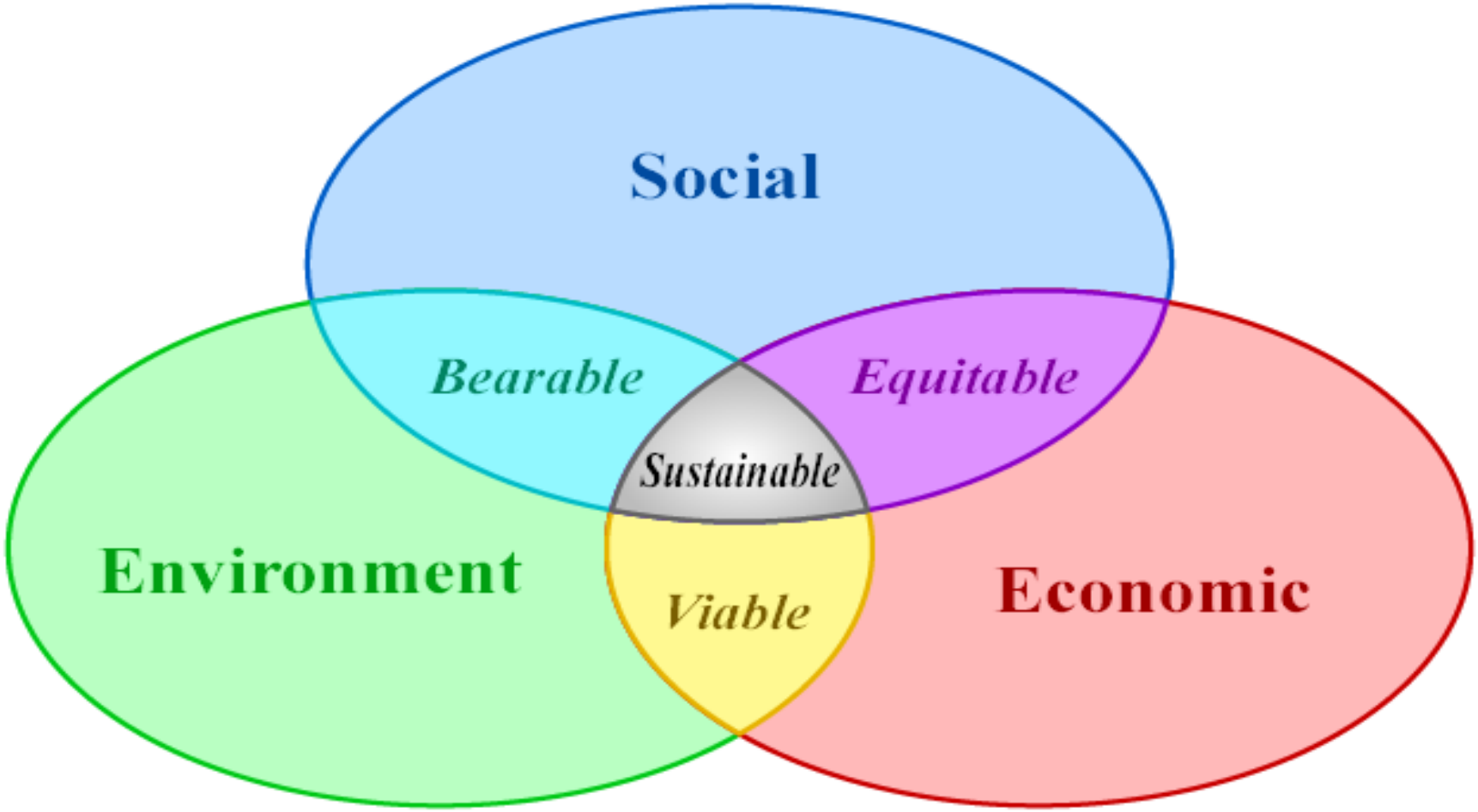
"… meeting the needs of the present without compromising the ability of future generations to meet their needs"

The Brundtland Report - 'Our Common Future' 1987.

Key principles:

- An emphasis on **needs**, particularly of the global poor
- **Equity** in distributing costs & benefits of growth
- **Intergenerationality**- to consider long-term future needs
- **Global environmentalism**, to understand the planet as a finite and vulnerable life support system.

Visualizing Sustainable Development



Source: Johann Dréo


NO POVERTY
2 ZERO HUNGER
3 GOOD HEALTH AND WELL-BEING
4 QUALITY EDUCATION
5 GENDER EQUALITY
6 CLEAN WATER AND SANITATION
AFFORDABLE AND CLEAN ENERGY
8 DECENT WORK AND ECONOMIC GROWTH
9 INDUSTRY, INNOVATION AND INFRASTRUCTURE
10 REDUCED INEQUALITIES
11 SUSTAINABLE CITIES AND COMMUNITIES
12 RESPONSIBLE CONSUMPTION AND PRODUCTION
CLIMATE ACTION
14 LIFE BELOW WATER
15 LIFE ON LAND
16 PEACE AND JUSTICE STRONG INSTITUTIONS
17 PARTNERSHIPS FOR THE GOALS
THE GLOBAL GOALS
For Sustainable Development

How could business contribute to SDGs on

- **Hunger**
- **Poverty**
- **Water**
- **Fish**
- **Forest**


stakeholders
customers
prospects
employees
internal
customers
government
regulators
board
of directors
professional
associations
shareholders
investors
industry experts
academic
institutions
investment
analysts
financial
community
vendors
media
general public
community
organizations
volunteers
strategic alliances
partners
competitors

So What Is….


team
PROFIT
SELL
money
RESEARCH
STOCK
ADVERTISING
communication
Strategy
MARKETING
SOCIAL
SUPPORT
ORGANIZATION
MEDIA
PRODUCT
INNOVATION
PROJECT
TOOL

?


WE CAN'T COMPETE ON PRICE.
WE ALSO CAN'T COMPETE ON QUALITY, FEATURES OR SERVICE.
THAT LEAVES FRAUD, WHICH I'D LIKE YOU TO CALL MARKETING.
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Kellogg's
Printed Fun
pop tarts
Barbie as The Island Princess
Islandberry
with Wild Berry Filling
12 TOASTER PASTRIES


Let's give our kids a healthy future.
See Mum? Normal people get to eat those tasty snacks five times an hour..

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Sustainability Marketing – For EVER

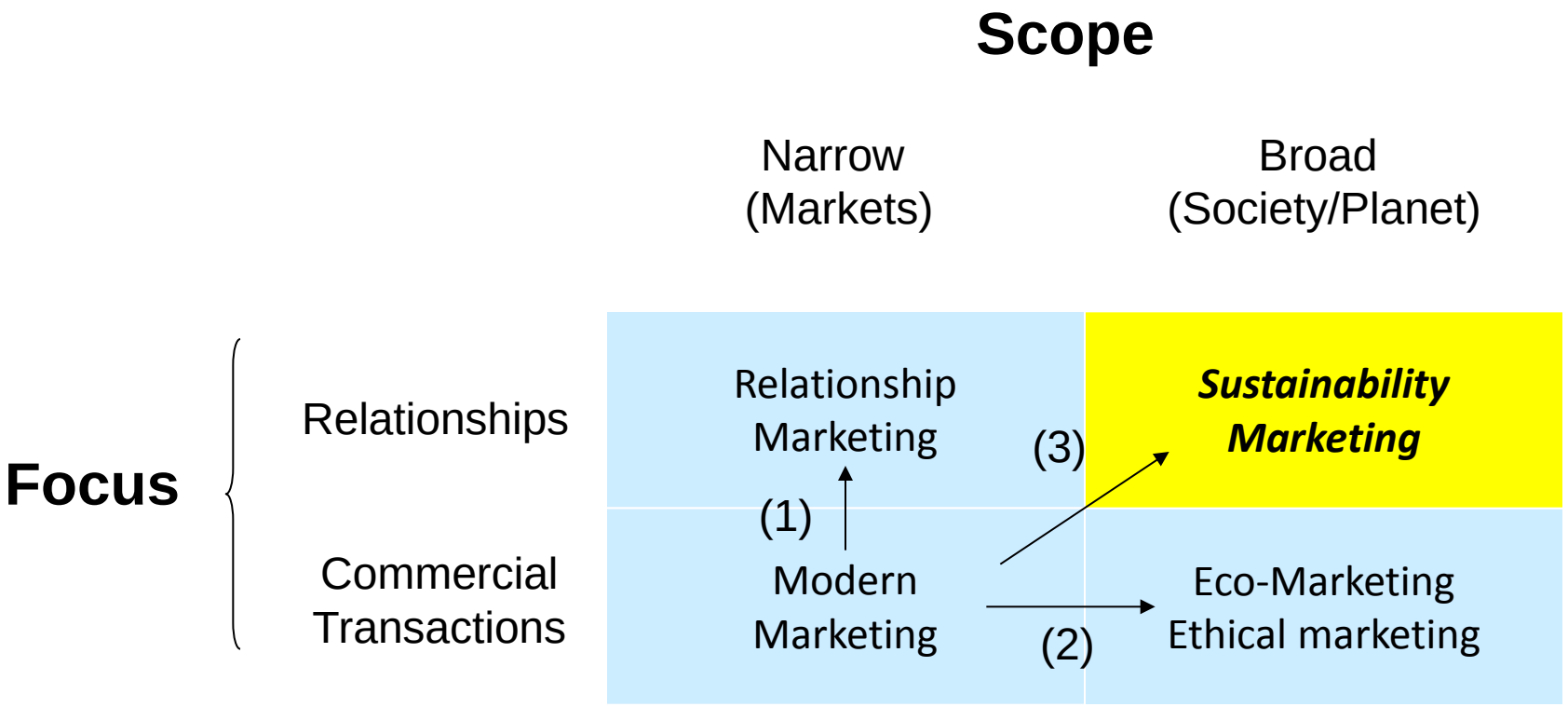
E cologically oriented

V iable – technically and economically

E thical

R elationship-based

Towards Sustainability Marketing



Sustainability represent a challenge as well as a new source of innovation to business in general and marketing in particular

NGT Bans Diesel Vehicles In Delhi

With pollution hitting an alarming level in Delhi, the National Green Tribunal has cracked down on diesel vehicles. Here is what the green panel said in its interim order

- No registration of new diesel vehicles till January 6, 2016
- No renewal of registration for 10-year-old diesel vehicles
- Centre, Delhi govt must stop buying new diesel vehicles
- Action plan to phase out old diesel vehicles owned by govt

Source: TNN

TIMES INTERNET


Look, the competition has a big, stupid product. We need a big, stupid product of our own, and we need it now!!
search ID: bstn355
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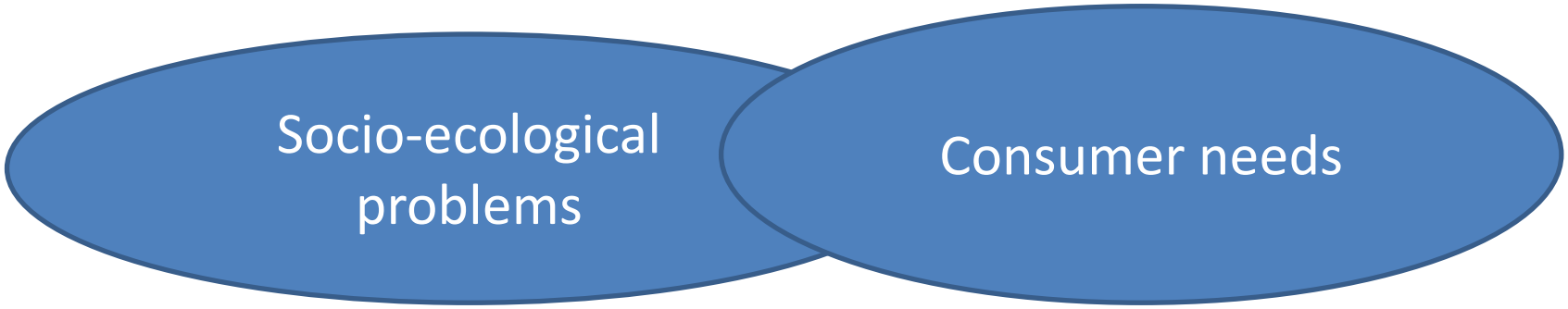
Marketing Within Its World

Predecessors of Sustainability Marketing

- Societal marketing
- Social marketing
- Ecological marketing
- Green/environmental marketing

Framing Sustainability Marketing

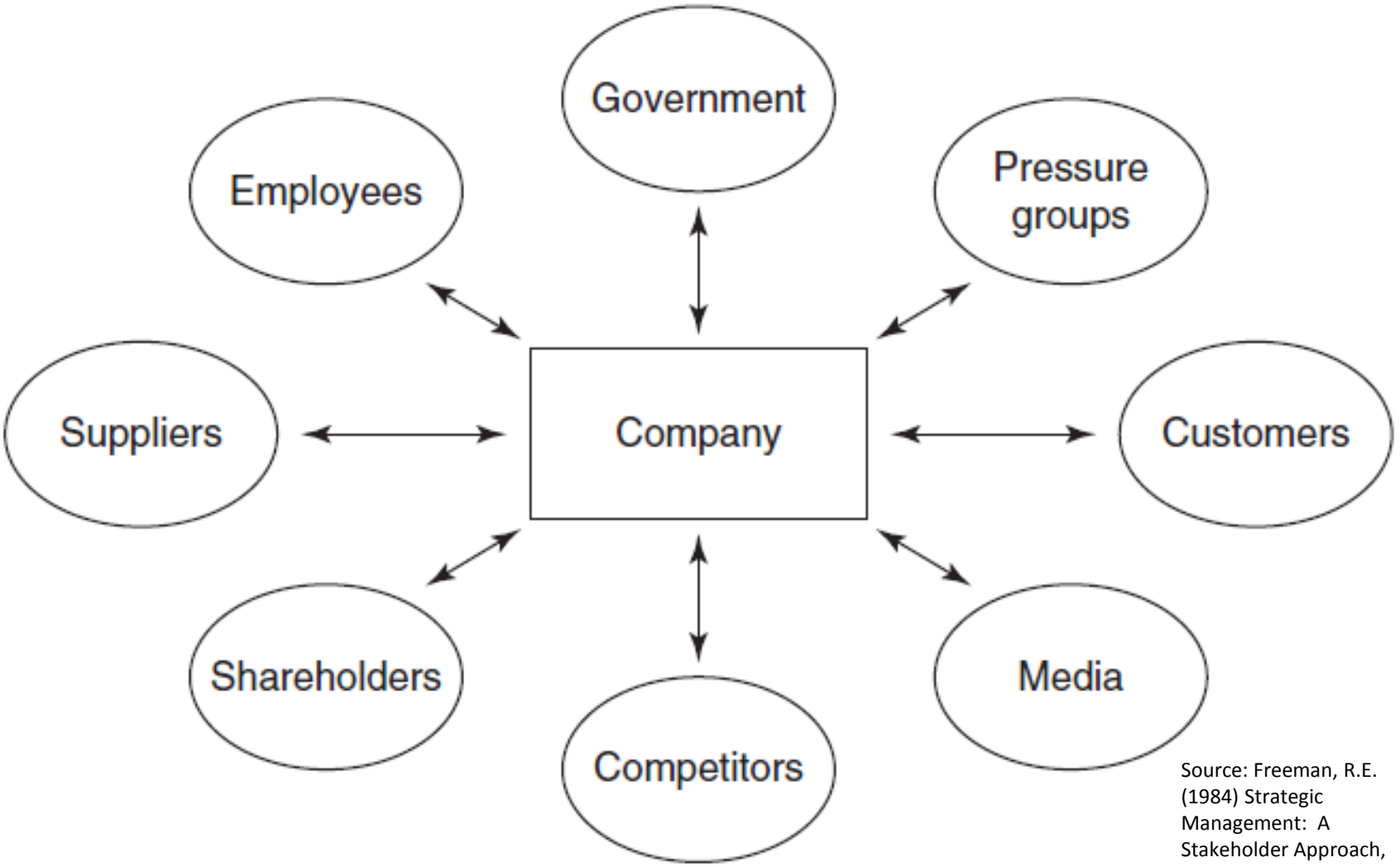


The Sustainability Marketing Mix

- Moving from product to solution

Corporate Social Responsibility

The Corporate Stakeholder Model



Source: Freeman, R.E. (1984) Strategic Management: A Stakeholder Approach, Boston: Pitman Publishing.

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Responsive and Strategic Approaches to CSR

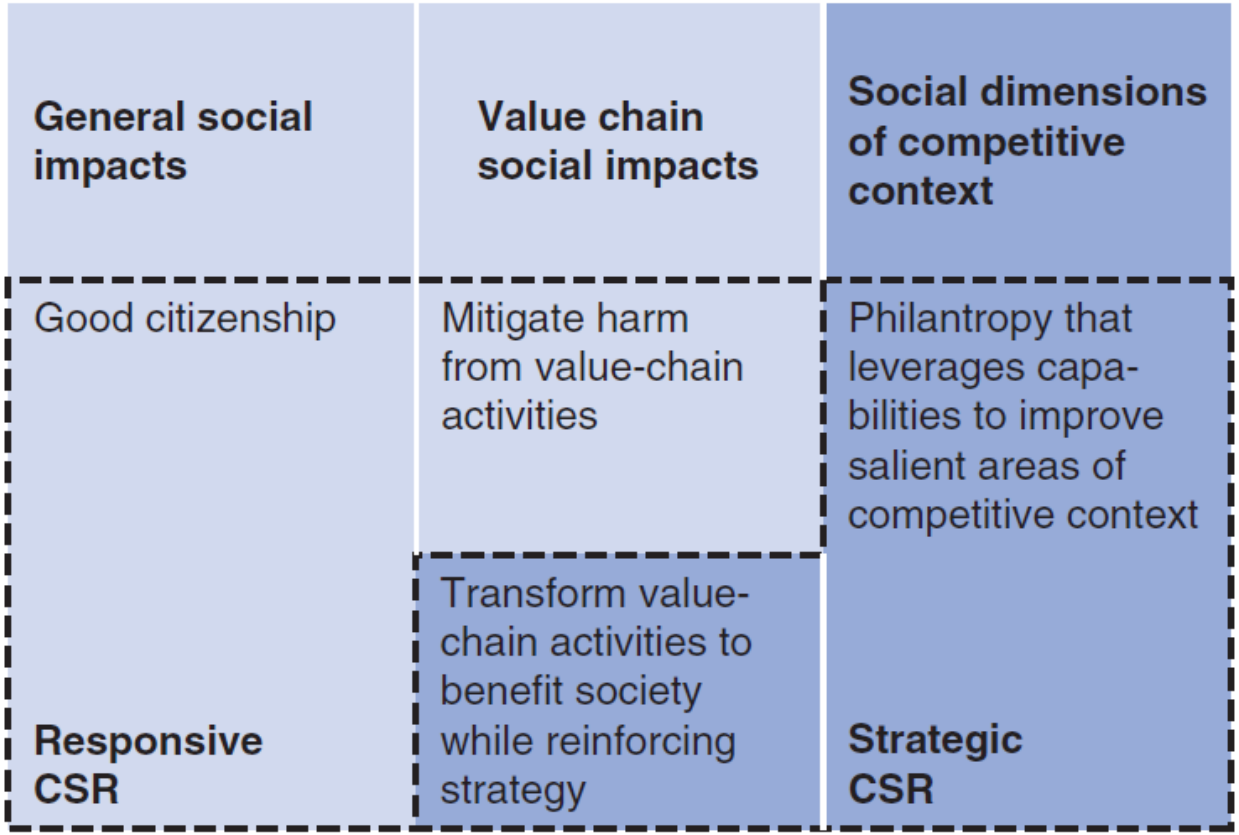
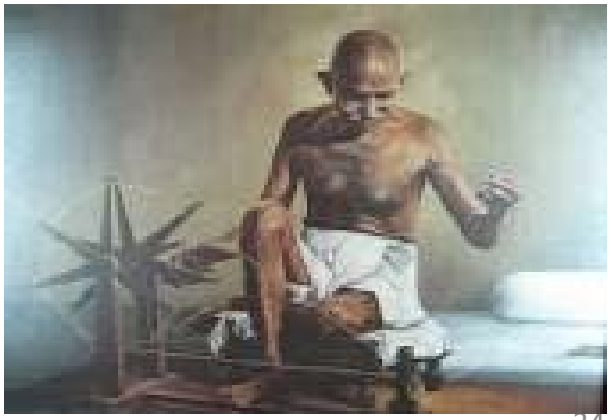


Figure 2.6 Responsive and strategic approaches to CSR

Source: Porter, M.E. & Kramer, M.R. (2006) 'Strategy and society', Harvard Business Review, 84(12): 89.

Food for thought

- Asian models of management ?
- Business as an expression of the self- Integral Entrepreneurship- ARAVIND Eye care, India
- Gandhian Models




THANK YOU
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धन्यवाद।


Thank you!
Cám ơn!


Merci


Спасибо