

# Course : Sustainable and responsible marketing

**Integrate environmental considerations into your marketing strategy**

*Practical course - 2d - 14h00 - Ref. DRR*

**Price : 1590 CHF E.T.**



Against a backdrop of growing environmental concerns, health scandals and pressure on purchasing power, consumer behavior is shifting towards better consumption. Companies need to take this into account and modify their offers, business models and strategies.

## Teaching objectives

**At the end of the training, the participant will be able to:**

- ✓ Integrate the challenges of sustainable and responsible marketing into your strategy
- ✓ Take into account the trends and expectations of the various stakeholders in this field
- ✓ Revisit its business model, products, services, customer journeys and experiences
- ✓ Master the methods and tools needed to deploy a sustainable and responsible marketing strategy

## Intended audience

Marketing managers, product or market managers, communication managers, sales managers, innovation managers.

## Prerequisites

Basic knowledge of marketing.

## Practical details

### Hands-on work

Theoretical input and practical exercises. Group discussions, case studies and analysis of best practices.

## Course schedule

### PARTICIPANTS

Marketing managers, product or market managers, communication managers, sales managers, innovation managers.

### PREREQUISITES

Basic knowledge of marketing.

### TRAINER QUALIFICATIONS

The experts leading the training are specialists in the covered subjects. They have been approved by our instructional teams for both their professional knowledge and their teaching ability, for each course they teach. They have at least five to ten years of experience in their field and hold (or have held) decision-making positions in companies.

### ASSESSMENT TERMS

The trainer evaluates each participant's academic progress throughout the training using multiple choice, scenarios, hands-on work and more. Participants also complete a placement test before and after the course to measure the skills they've developed.

## 1 Understanding the environment and context

- The evolution of the planet (global warming, pollution...) and its inhabitants (physical and mental health, purchasing power...)
- Labels, regulations: polluter-pays taxes, bonus malus, PACTE law...
- New consumer behaviors: the citizen's eye, deconsumerism, distrust, citizenship...
- The demands of customers and their representatives: transparency, fairness, ethics, traceability, inclusion...
- The positioning, identity and reputation of your brand and those of your competitors.
- The triple impact of its offers: environmental, social and economic.

### Hands-on work

Diagnose its product, service and customer experience positioning in terms of responsibility and sustainability.

## 2 Determine your strategy, positioning and targets

- Identify its raison d'être, brand manifesto and SMR.
- Organize to be reactive, proactive and even anticipatory.
- Reconsider your targets by activating a Bottom of the Pyramid strategy
- Boost your brand by responding to societal issues.
- Focus on one or more elements of the marketing mix to increase societal benefit.

### Hands-on work

Make an informed choice of strategy, objectives and positioning.

## 3 Revisit the mix of its offerings from the point of view of societal issues

- Review your objectives and general organization: company with a mission, association, cooperative, SSE...
- Mobilize your ecosystem, your industry (suppliers, customers, partners, employees, etc.).
- Adopt a posture of eco-design, circular economy, economy of functionality, sharing...
- Integrate positive and negative externalities: impacts on the industry, resources, climate, employment, etc.
- Sustainable production and optimized use.

### Hands-on work

Identify the actions that can be taken to make the offer more responsible, in terms of features and price.

### TEACHING AIDS AND TECHNICAL RESOURCES

- The main teaching aids and instructional methods used in the training are audiovisual aids, documentation and course material, hands-on application exercises and corrected exercises for practical training courses, case studies and coverage of real cases for training seminars.
- At the end of each course or seminar, ORSYS provides participants with a course evaluation questionnaire that is analysed by our instructional teams.
- A check-in sheet for each half-day of attendance is provided at the end of the training, along with a course completion certificate if the trainee attended the entire session.

### TERMS AND DEADLINES

Registration must be completed 24 hours before the start of the training.

### ACCESSIBILITY FOR PEOPLE WITH DISABILITIES

Do you need special accessibility accommodations? Contact Mrs. Fosse, Disability Manager, at psh-accueil@orsys.fr to review your request and its feasibility.

#### 4 Adapt the way you market your offers

- Reinvent your communication, your ethics, in terms of content and form, as well as your physical and digital media.
- Reduce the "green gap" by adapting sales messages, providing advice or raising awareness, and using "[nudge]" marketing
- Comply with regulatory recommendations for honest, proven or significant claims.
- Favor sustainable distribution methods: short circuits and optimized logistics.

##### Hands-on work

Define a plan to optimize the marketing of its offers.

#### 5 Mastering steering and success indicators

- Economic indicators: ROI and impact on sales.
- Brand image and reputation.
- Societal impact indicators: ecological footprint, well-being index, reparability rate, lifespan, etc.
- Key success factors: humility, sincerity, consistency, transparency, R&D...

##### Hands-on work

Determine specific steering indicators for your action plan.