

Green Marketing in Careers, Careers in Green Marketing

Susan Dobscha, Ph.D.

Associate Professor of Marketing

Bentley University

Waltham, MA



Overview of Presentation

- ☞ Introduce myself
- ☞ Introduction to field of green marketing in an academic context
- ☞ Importance of studying marketing from a sustainability perspective
- ☞ Case Studies
 - Freecycle
 - Zipcar
 - Collaborative Consumption
 - TCR
- ☞ Careers in Green Marketing
- ☞ Green Marketing in Careers

Susan Dobscha, Ph.D.

- ✎ Ph.D. in Marketing from Virginia Tech (1995)
 - The Relationship between Gender and Relationship with Nature: Implications for Consumer Behavior
 - An Ecofeminist Analysis of Environmentally Sensitive Women: Qualitative Findings on the Emancipatory Potential of an Ecological Life
 - Journal of Public Policy and Marketing, 2001

Relevant Publications

- ∞ **“Sustainable Consumption: Opportunities for Consumer Research and Public Policy”** with Andrea Prothero, **Susan Dobscha**, Jim Freund, William E. Kilbourne, Michael G. Luchs, Lucie K. Ozanne, and John Thøgersen in *Journal of Public Policy and Marketing* (2011)
- ∞ **“Is Green the New Black? Reflections on a Green Commodity Discourse”**, Andrea Prothero, Pierre McDonagh, and **Susan Dobscha** in *Journal of Macromarketing* (2011)
- ∞ **“(Re) Thinking Distribution Strategy: Principles from Sustainability,”** Susan Dobscha, Andrea Prothero, and Pierre McDonagh, in *Marketing Management: A Cultural Perspective* (2011)
- ∞ **“Sustainable Consumption: Transformative Powers of Environmental Citizenship,”** Pierre McDonagh, Andrea Prothero, and **Susan Dobscha**, in *Transformative Consumer Research for Personal and Collective Well-Being*, (2011)
- ∞ **“Marketing Divided Selves: Healing the Nature/Women Separation,”** in *Marketing and Feminism: Current Issues and Research*, Dobscha, Susan and Julie Ozanne (2000)

Insights from Marketing Academia

- ∞ Disconnect Between Attitude and Behavior
 - Heavily reliant on green consumer segments
 - VS.
 - Looking at reducing consumption and improvements to quality of life
 - Considering the Full Consumption Cycle
 - Expanding the Scope of Consumption Research
- Must look at consumption within a larger economic, sociocultural context
 - Increasing public transportation isn't just about changing consumers' behavior

Insights from Marketing Academia

☞ Empowering the Consumer-Citizen

- Previous research assumed self-interest motivates all behavior
- Europeans' response to Unilever
- Boycotting
- Consumer rebellion

☞ Consumer-Citizen

- Altruistic interests
- Affirms values of:
 - Constraint
 - Moderation
 - Community
- Balances Duties and Rights

Insights from Marketing Academia

∞ Highlighting the Institution

- Policy Initiatives
 - Banning toxic substances
 - Required recycling
 - Energy-efficient appliances
- Education Programs
 - Foundation for Environmental Education (FEE)
- Collaborative Consumption
 - Collective solutions
 - One car per person to peer-to-peer car sharing
 - Goods redistribution (Freecycle)
 - Time Banks
 - “CONSUMERS SEEM TO BE EMBRACING THE NEW ETHOS AT A FASTER RATE THAN TRADITIONAL MARKETERS ARE EMPLOYING IT OR ACADEMICS ARE EXPLORING IT.”

- OPPORTUNITY IS KNOCKING

Two Paths-Careers in Green Marketing

∞ Choose a Path to a Green Career

- Specialty [schooling](#)
- U.S. or [abroad](#)

∞ New Industries



Product Service Systems

Pay for the benefit of using a product without needing to own the product outright. Disrupting traditional industries based on models of individual private ownership.

Car sharing

[Zipcar](#), [Streetcar](#), [GoGet](#), [WhizzCar](#), [Autoshare](#), [Stattauto](#), [Autolibre](#), [Denzeldrive](#), [Cambiocar](#), [Zazcar](#)

Car sharing (from big automobile brands)

[BMW DriveNow](#), [Volkswagen Quicar](#), [Peugeot Mu](#), [Daimler Car2Go](#)

Peer-to-Peer Car Sharing

[Whipcar](#), [RelayRides](#), [Drivemycar Rentals](#), [Getaround](#), [Tamyca](#), [Buzzcar](#), [Nachbarschaftsauto](#)

Bike sharing

[Velib](#), [Bixi](#), [Barclays Cycle Hire](#), [B-Cycle](#), [Ecobici](#), [Call-A-Bike](#), [CyclOcity](#), [Niceride](#), [HZ Bike](#), [Social Bicycles](#)

Ride sharing

[Zimride](#), [Nuride](#), [Liftshare](#), [Jayride](#), [goCarShare](#), [GoLoco](#), [Carpooling](#), [Caronetax](#), [DuckSeat](#), [RewardRide](#), [Avego](#), [Zebigo](#), [Tickengo](#)

Solar Power

[Solar City](#), [Solar Century](#), [PretaSol](#), [One Block Off The Grid](#), [CitizenRe](#)

Toy Rental

[Dim Dom](#), [BabyPlays](#), [Rent-a-toy](#), [ToyLib](#), [Speelotheken](#), [Brinquedoteca](#), [Smarty Rents](#), [Toygaroo](#)

Textbook Rental

[Chegg](#), [CampusBookRentals](#), [Zookal](#), [BookRenter](#)

Art Rental

[Art.sy](#), [Artsicle](#), [TurningArt](#)

Fashion Rental

[Bag Borrow & Steal](#), [Fashionhire](#), [From Bags To Riches](#), [i-Ella](#), [Dress Vault](#), [Love Me and Leave Me](#), [Renttherunway](#)

Movies

[Netflix](#), [Quickflix](#), [LoveFilm](#)

Two Paths-Green Marketing in Careers

The Sustainable Apparel Coalition

- The environmental and social challenges around the global apparel supply system affect the entire industry.
- These challenges reflect systemic issues which no individual company can solve on their own.
- Pre-competitive collaboration can accelerate improvement in environmental and social performance for the industry as a whole and reduce cost for individual companies.
- This collaboration enables individual companies to focus more resources on product and process innovation.
- Credible, practical, and universal standards and tools for defining and measuring environmental and social performance support the individual interests of all stakeholders.

Carbon constrained world



a green cement company

- Home
- Tools & Resources
- Environmental
- Technical
- Architectural
- Gallery
- News
- About
- Contact

Building Material
THE WORLD'S MOST SUSTAINABLE

Embodied CO₂
VIEW OUR PRESENTATION

Client videos

ECOCEM – THE GREEN CEMENT - THE WORLD'S MOST SUSTAINABLE BUILDING MATERIAL

ENVIRONMENTAL BENEFITS

TECHNICAL BENEFITS

ARCHITECTURAL BENEFITS

LATEST NEWS: Presentations from the Sustainable Construction Conference now available : : : Ecoc

Conclusions

- ✎ Marketing's role in sustainability
 - Watchdog against rampant “greenwashing”
 - Consumer Advocacy
 - Data Mining for improved sustainability offerings
 - Car-sharing example
 - Improve logistics systems
 - Saving money by going green (reducing distribution costs for example)