

**PRESENTATION GIVEN AT THE TRANS LINKS VALUE CHAIN
WORKSHOP ENTITLED:**

**“Value Chain Cases in the Context of Conservation
Marketing and Certification”**

**JUNE 25-27, 2009
ARUSHA, TANZANIA**

HOSTED BY ENTERPRISEWORKS/VITA



This workshop was made possible by the generous support of the American people through the United States Agency for International Development (USAID) under the terms of the TransLinks Cooperative Agreement No.EPP-A-00-06-00014-00 to the Wildlife Conservation Society (WCS). TransLinks is a partnership of WCS, The Earth Institute, Enterprise Works/VITA, Forest Trends and the Land Tenure Center. The contents are the responsibility of the authors and do not necessarily reflect the views of USAID or the United States government.



Trends in Green Marketing: A guide to Accessing Conservation Markets





USAID
FROM THE AMERICAN PEOPLE

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Green Marketing Tool

- ✦ Defining Green Markets and Trends in US
- ✦ Market Segmentation – LOHAS consumers
- ✦ The importance of Story Telling in Green Marketing
- ✦ Branding Strategies, Labels, Certification

“Marketing is about spreading ideas and ideas are the single most important output of our civilization.”

Seth Godin

Defining Green Markets & Trends

- ✦ 'Green' is part of Sustainability Movement, but green means different things to different people
- ✦ 'Green' means attention to the Triple Bottom Line of **People, Planet & Profit**
- ✦ Wide range of 'green' product attributes
- ✦ Biodiversity conservation/Fair Trade is only one subset of 'Green'



Green goes from Niche to Mainstream!

- ✦ Companies getting on board with Sustainability concepts & consumers are enthusiastic albeit a little confused – Green Literacy Gap
- ✦ Consumers more sophisticated & alert to ‘greenwashing’
- ✦ But... a substantial proportion of consumers (39%) believe their **purchasing decisions** have a greater impact on society than **voting or volunteer work**.
- ✦ **Experts agree 2007 was the tipping point for the sustainability movement: From Niche to Mainstream [from Whole Foods to Target & Costco]**

More Good News – Green Marketing is within your reach & budget!



*Green Marketplace will reach US\$420 Billion by 2010 **

But what does “Green” Mean?

- ✦ **Organically grown**
- ✦ No Genetically modified organisms (GMOs) AND GMOs
- ✦ Biodegradable
- ✦ Carbon footprints
- ✦ Locally grown food
- ✦ **Sustainable seafood and forest products**
- ✦ Cruelty free
- ✦ Less packaging
- ✦ Recycled materials or can be recycled
- ✦ Non-toxic
- ✦ Humanely raised farm animals
- ✦ Reducing volatile organic compounds
- ✦ Reducing water use and waste water

Corporations go 'Green'

Trends, Terms & Opportunities

✦ **Corporate Social Responsibility**

- Workers conditions and rights
- Giving back to community causes (education, health, environmental issues); philanthropy
- **Sustainable supply chains**

✦ **Chief Sustainability Officers**

- Life of product production efficiencies (water, energy, wastes)
- Sustainable raw material sourcing
- **Less “unsustainable supply chains”**

Companies *need* authentic & compelling stories & sustainably produced products / raw materials!



Market Segmentation: Who are your Target Consumers?



- ✦ LOHAS (Lifestyles of Health and Sustainability) Consumers

www.lohas.com

- ✦ Green shoppers (LOHAS) defy common stereotypes
- ✦ LOHAS lead in charitable contributions to wildlife and humanitarian causes
- ✦ LOHAS want the brands they buy to reflect their own **values & identity**
- ✦ Seek to build **relationships** with people and companies they buy from

What are you doing?

73

julie is buying wildlife friendly products for her trip to Tanzania

Latest: Just added myself to the <http://wefollow.com> twitter directory under: ##sustainability ##environment ##blogger about 22 hours ago

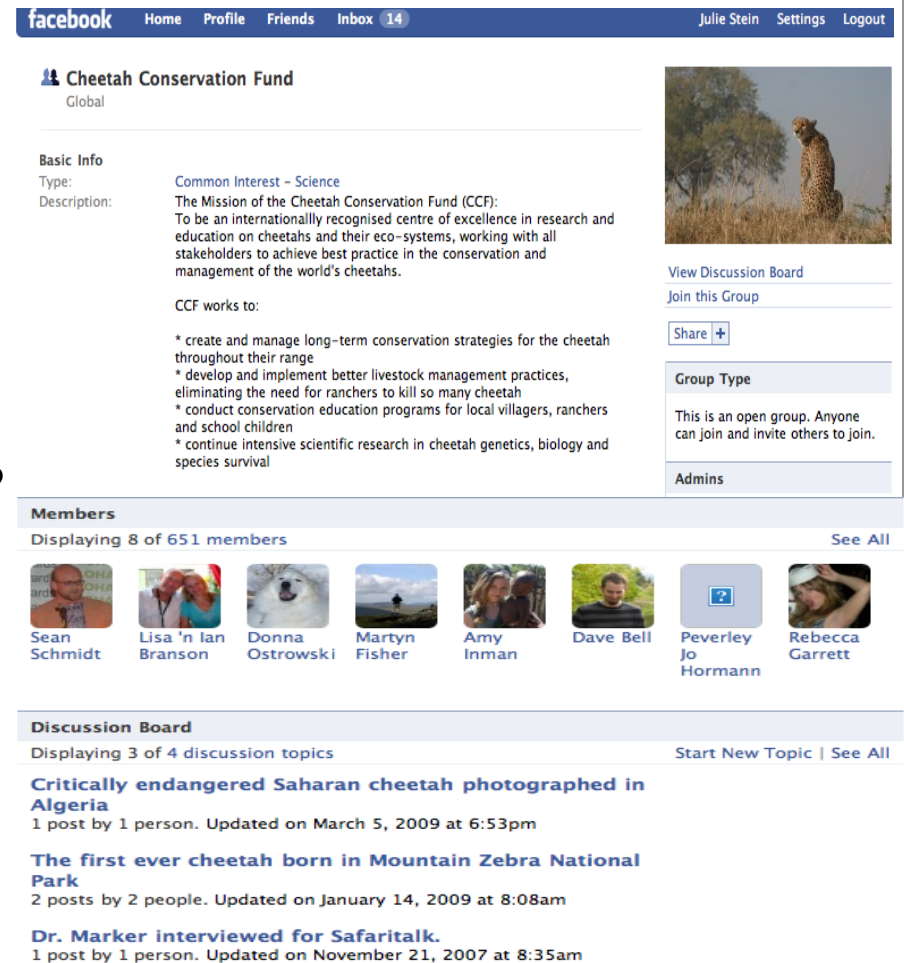
update

How & Where do you reach the LOHAS Consumer?

- ✦ Consumers want word of mouth recommendations and real time conversations
- ✦ Consumers are synthesizing information from multiple trusted sources [print, online, word of mouth]
- ✦ Buzz about products is no longer top down one way transmission but bottom up from consumers themselves

Social Networking & Trusted Information Hubs

- ✦ Twitter
- ✦ YouTube
- ✦ Facebook →
- ✦ Influential Bloggers
- ✦ Trusted Product Reviews
- ✦ Word of Mouth
- ✦ Friends & Family



The screenshot shows a Facebook group page for the "Cheetah Conservation Fund". The page header includes the Facebook logo and navigation links: Home, Profile, Friends, and Inbox (14). The user's name, Julie Stein, and links for Settings and Logout are also visible. The group name "Cheetah Conservation Fund" is displayed with a "Global" location. A profile picture of a cheetah is shown on the right. The "Basic Info" section includes the group type "Common Interest - Science" and a description: "The Mission of the Cheetah Conservation Fund (CCF): To be an internationally recognised centre of excellence in research and education on cheetahs and their eco-systems, working with all stakeholders to achieve best practice in the conservation and management of the world's cheetahs." Below this, it lists "CCF works to:" followed by four bullet points: "create and manage long-term conservation strategies for the cheetah throughout their range", "develop and implement better livestock management practices, eliminating the need for ranchers to kill so many cheetah", "conduct conservation education programs for local villagers, ranchers and school children", and "continue intensive scientific research in cheetah genetics, biology and species survival". A "Share" button is present. The "Group Type" section states: "This is an open group. Anyone can join and invite others to join." Below this is an "Admins" section. The "Members" section shows "Displaying 8 of 651 members" and a "See All" link. Eight member profile pictures are displayed with their names: Sean Schmidt, Lisa 'n Ian Branson, Donna Ostrowski, Martyn Fisher, Amy Inman, Dave Bell, Peverley Jo Hormann, and Rebecca Garrett. The "Discussion Board" section shows "Displaying 3 of 4 discussion topics" and a "Start New Topic | See All" link. Three discussion topics are listed: "Critically endangered Saharan cheetah photographed in Algeria" (1 post by 1 person, updated March 5, 2009 at 6:53pm), "The first ever cheetah born in Mountain Zebra National Park" (2 posts by 2 people, updated January 14, 2009 at 8:08am), and "Dr. Marker interviewed for Safaritalk." (1 post by 1 person, updated November 21, 2007 at 8:35am).

Importance of Story Telling

✦ **Whose Worldview are you addressing?**

Worldview refers to the **rules, values, beliefs, and biases** of a consumer. A worldview is the lens used to look at every decision a person is asked to make.

✦ **How will you live your story?** You must be **authentic** and keep your **brand's promises**.

✦ **How can you *frame* your story so that your story is easy for your fans to retell to their friends?** The way you frame a story determines who will hear it & whether they retell it.*

*Adapted from Seth Godin, All Marketers are Liars

what we do. paper from nepal



Extraordinary Gifts. Extraordinary Purpose.

Aveda gift sets—with sustainably sourced ingredients and certified organic essential oils, pure flower essences and plant-based aromas—what's inside is truly extraordinary.

And what's on the outside serves an even greater purpose—to **help sustain families and forests in Nepal**. Our special boxed gift sets embellished with paper handcrafted by men and women in Malika and Dalika—two regions high in the Himalayas—help them improve their lives and reverse deforestation. Aveda began partnering with these communities in 2002 and we continue to strengthen this relationship. The purchase of these gift sets helps employ 1,282 women and men, preserve 90,000 acres of Himalayan forest and send the children of 500 families to school.

From the inside-out, our gifts sets make a difference—for hair, skin and body, for the giver and the receiver, indigenous communities and the Earth. **Give Aveda to touch hearts and change lives.**

To read more about how our Nepali partnership changes lives, [click here](#) »

Explore our holiday gift sets [here](#).

DID YOU KNOW?

- Although Nepal possesses only 0.1% of the world's total landmass, it accounts for over 2% of its flowering plants, 8% of its birds and over 4% of its mammals.*
- After extensive foresting, only 29% of Nepali forest-cover remains**—significantly less than the 40% recommended by ecologists for a healthy environment. ***
- Seeking alternatives to conventional forest practices helps ensure that





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The Birth of It's Wild Snarewear

Presently, Snarewear is only available in Zambia in limited amounts, although we are looking for ways to expand its sale. By wearing Snarewear, we increase public awareness of how people can help wildlife - vital to our shared future -

[Contact Us](#)



Snarewear is an idea that was conceived by Wildlife Conservation Society (WCS) Director Dale Lewis. After confiscating heaps of snares from poachers, Lewis thought of how best these wire snares could be turned into income generating objects.

Original Elephant Dung Paper Packaging

Name: Misozi's Passion



Name: Pure Natural



Name: Eye of Africa

Lewis says he was confident that tourists coming to buying these local products. After pondering over the idea, Lewis then embarked on creating different products from the wire snares.

Branding Strategies: Eco – Labels & Certification Schemes

Opportunities

- ✦ Gain consumer **trust** & increase **credibility**
- ✦ Easier for producers to align with a trusted label than reinvent the wheel
- ✦ Comprehensive labels cover both wildlife/human issues for consumers

Challenges

- ✦ Label proliferation creates consumer confusion – the best labels will survive
- ✦ Funding, monitoring, staffing is costly



What is WFEN?

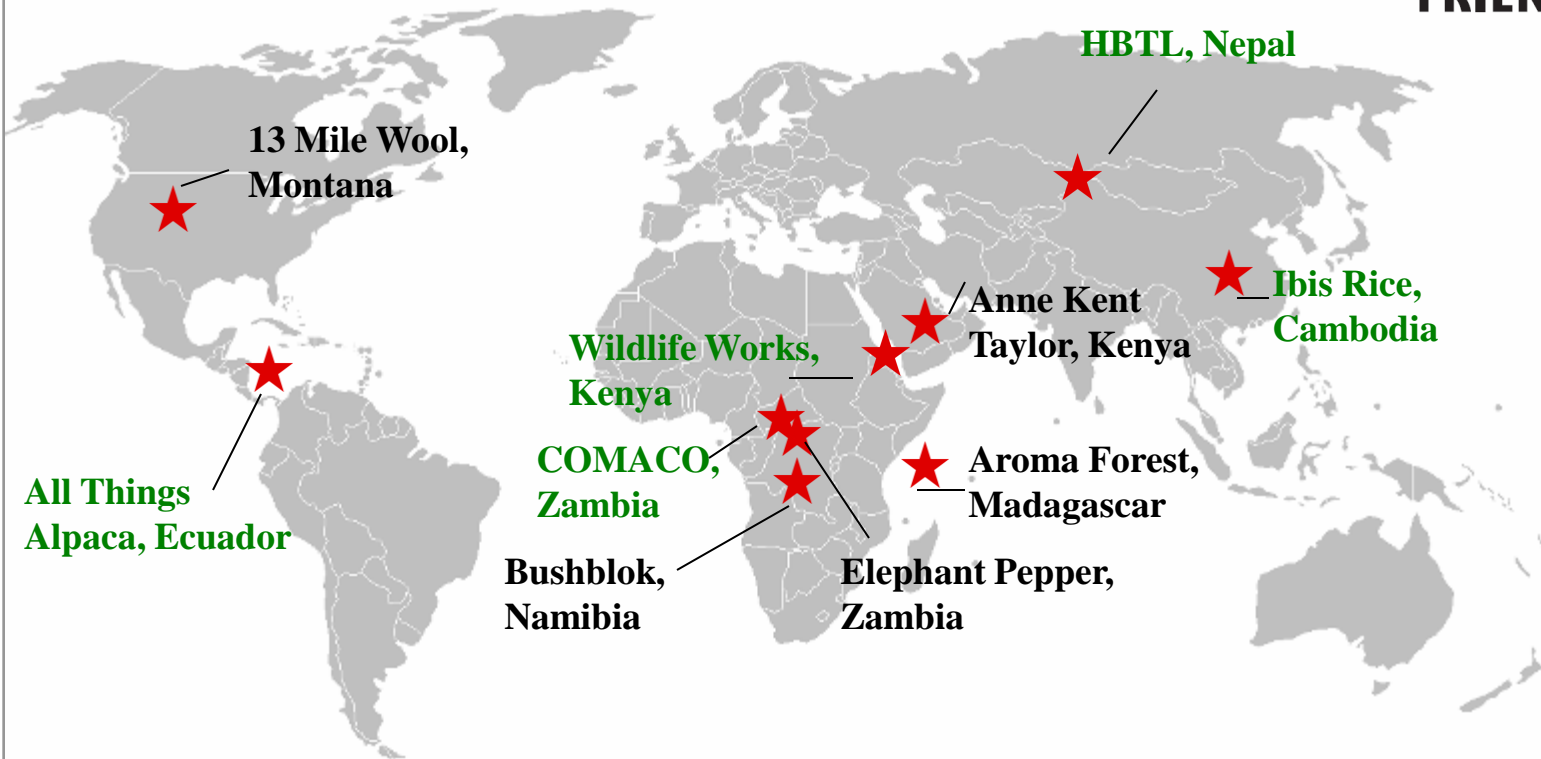


- ✦ The Wildlife Friendly Enterprise Network is a consortium of conservationists, businesses, & agricultural producers bringing quality products to market in order to tell the story of human-wildlife coexistence.
- ✦ Wildlife Friendly is the only certification label that conserves threatened wildlife while contributing to the economic vitality of rural communities.
- ✦ *Wildlife Friendly consolidates lessons on best enterprise development, wildlife protection & monitoring practices from around the world that are needed to successfully combine conservation & fair trade.*
- ✦ The Certified Wildlife Friendly™ label on food, apparel, cosmetics & other products means best practices for wildlife conservation, & fair wages & improved livelihoods.

Founding Partners



WFEN Groups Certified or Under Review



Certified Groups are in Green, Groups in Black are Under Review

For more information contact...

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