



GREEN PRODUCT DEVELOPMENT AND MARKETING

Created By: Matt Spaulding
President & Founder of Spaulding Communications



● ● ● | Overview

- I. Why Green Design: The Opportunity
- II. Where to Start
- III. The Challenges
- IV. How To Market It: The 8 Green Rules



● ● ● | Why Green Product Design?



- ✓ **Competitive Advantage**
- ✓ **Growing Demand**
- ✓ **Government Regulation/Compliance**
- ✓ **Cost Savings/Increased Profits**
- ✓ **Oh Yeah: Good for the Earth**





● ● ● | Where To Start?

FULFILL A BUSINESS NEED:

- ✓ **Aligned to Company's Vision, Mission Brand and Larger CSR Program?**
- ✓ **Penetrate New Market/Steal Market Share?**
- ✓ **Reduce Costs/Inefficiencies; Create Profit?**
- ✓ **Meet a Customer Need?! Can You Create a New "Experience"?**



● ● ● | Where To Start?

ESTABLISH A GREEN DESIGN TEAM

- ✓ Designers
- ✓ Marketers
- ✓ Manufacturers
- ✓ Suppliers
- ✓ Outside Consultants



● ● ● | Where To Start?

ASSESS DEVELOPMENT OPTIONS

- ✓ **Current Technologies, Resources & Infrastructure**
- ✓ **Review New Technologies, Resources Available**
- ✓ **Lifecycle Analysis**
- ✓ **Government Requirements**
- ✓ **Third Party Certifications**



● ● ● | Where To Start?

DEVELOP A PRODUCTION PLAN:

- ✓ **Production Timeline**
- ✓ **Budget Allocation**
- ✓ **Resource Allocation**
- ✓ **Measurement Goals**
- ✓ **Beta Test Phase?**
- ✓ **Re-Design?**
- ✓ **Align Marketing for Launch Date**





● ● ● | The Challenges

- ✓ Tying to Company Vision/Brand
- ✓ Finding the Right Customer Need
- ✓ Government Regulations
- ✓ Costly, Time Consuming
- ✓ Lack of Expertise; Changing Criteria
- ✓ Resistance to Change
- ✓ Effective Marketing

How To Effectively Market It: The 8 “Green” Rules



1. **Keep the Company Vision & Brand in Mind**
2. **Know Your Customer/Audience**
3. **Show the Relevance and Benefit**
4. **Be Credible and Accountable**
5. **Be Transparent**
6. **Show Real Results**
7. **Keep Strategic Partnerships In Mind**
8. **Create Audience Engagement Opportunities**



How To Effectively Market It: The 8 “Green” Rules



1. Keep the Company Vision & Brand in Mind:

- ✓ Does this product lead us in the right direction?
- ✓ How does this mesh with our brand and what our customers or stakeholders think of us?
- ✓ Are we considering an overall CSR Program?
- ✓ Ex: **Interface Carpet**: “Mission Zero;” 7 Fronts of Sustainability; Eco-Metrics



How To Effectively Market It: The 8 “Green” Rules



2. Know Your Customer/Audience

- ✓ Affluent?
- ✓ Green Indifferent or Green Sophistication?
- ✓ Techno Savvy?
- ✓ Younger or Older?



How To Effectively Market It: The 8 “Green” Rules



3. Show the Relevance and Benefit

- ✓ Affluent?
- ✓ Green Indifferent or Green Sophistication?
- ✓ Techno Savvy?
- ✓ Younger or Older?



How To Effectively Market It: The 8 “Green” Rules



4. Be Credible & Accountable

- ✓ No Greenwashing!
- ✓ Consider all steps taken and show them



✓ Ex: *Environmental Building News*:

“The product’s positive attributes are tempered by marketing claims on its website that are difficult to confirm...” and
“...[company] does not discuss source materials, technology or additives, leaving most environmental claims unverifiable...[Company] may want to protect its technology, but greater transparency could strengthen the company’s claims.”



How To Effectively Market It: The 8 “Green” Rules



5. Be Transparent

- ✓ New business mantra for today
- ✓ Internet & new technology: New world
- ✓ Ex: Patagonia’s [Footprint Chronicles](#)



How To Effectively Market It: The 8 “Green” Rules



6. Show Real Results

- ✓ How is your product affecting change?
- ✓ Falcon Waterfree:
 - ✓ Saves 40,000 Gallons of Water Per Year Per Urinal
- ✓ Invista: [Carpet Reclamation Calculator](#) (Landfill avoidance, CO2 saved, water saved, energy saved)
- ✓ Beaulieu Commercial: [EcoScore Card](#) (LEED credits)

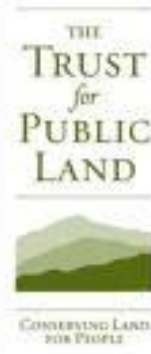


How To Effectively Market It: The 8 “Green” Rules



7. Keep Strategic Partnerships In Mind

- ✓ “It takes a village” to create real change
- ✓ Added credibility, cache, exposure
- ✓ Ex: Cox Conserves: 16 partners



How To Effectively Market It: The 8 “Green” Rules



8. Create Audience Engagement Opportunities

- ✓ New interconnected world
- ✓ Gain employee input; stakeholder engagement
- ✓ Create loyal, engaged, caring customer
- ✓ Ex: Starbucks [My Starbucks Idea](#)

my
STARBUCKS IDEA

SHARE.
VOTE.
DISCUSS.
SEE.

spauldingcommunications





● ● ● | **Take-Away**

- ✓ **Align to Company Vision, Brand and Bigger CSR Mission**
- ✓ **Know Challenges and Resources Needed Before Embarking**
- ✓ **Consider All Marketing Factors**

