



PERSONA CIENCIA EMPRESA
UNIVERSITAT RAMON LLULL

DEVELOPING SUSTAINABLE PRODUCTS & SERVICES

Lecturer: Dr. Belén Derqui

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ECTS: 3 Credits

COURSE DESCRIPTION

COURSE OBJECTIVES

The primary objective of the course is for students to understand (and be able to describe) the main opportunities and challenges that the new green marketing paradigm offers for the production of green products and services. After this course students should be able to identify how green consumers are segmented, which are their interests, and apply new green marketing strategies in the elaboration and promotion of sustainable products and services. Students should also be able to understand the basics to promote innovation, establish constructive partnerships and networks and be capable to adapt to new consumer trends through the appropriate business strategies. The course will focus on a wide range of sustainable products and services, describing their key environmental impacts, possible sustainability criteria to address such impacts and existing certification schemes. In order to inspire and motivate the student, the course will provide best practices examples from companies around the world who have achieved success through the implementation of innovative and sustainability oriented business strategies.

COURSE OUTCOMES

By the end of this course, students will be able to describe:

1. The rules and strategies of the new green marketing paradigm
2. How green consumers are segmented and which are their main green interests and key psychographic features
3. The main environmental impacts of a wide range of products and services (including, electronic equipments, furniture, electricity, heating and cooling systems, cleaning services and products, textile products, office equipment, food and beverages, etc.), the approaches used to address those impacts and proposed sustainability criteria.
4. Strategies and best practice examples to innovate in the creation and production of sustainable products and services
5. New approaches to establish credibility and transparency in the promotion of green products and services, engaging consumers and avoiding greenwashing.
6. How to enhance constructive partnerships or coalitions with various stakeholders that provide advantages such as cutting costs, improving the value of products, bolstering credibility and enhancing public image.



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UNIVERSITAT RAMON LLULL

PREREQUISITES

None – even if students have some awareness of environmental issues, it is assumed that they will not be conversant with the full implications of the challenges involved.

COURSE CONTENT

TOPIC 1: THE NEW GREEN MARKETING PARADIGM

Conventional marketing is out. The new paradigm is based on developing products that balance consumers' needs for quality, performance, affordability, and convenience with the lowest impact possible on the environment. It is also based on creating the demand through credible communications that offer practical benefits to consumers. In this topic we will analyse the main features and implications of this new paradigm.

Main subtopics: Green business opportunities; Sustainability as a Competitive Advantage; Green is mainstream; Analysis of strategies and rules for green marketing success.

TOPIC 2: ANALYSIS OF GREEN CONSUMERS

According to different surveys, the vast majority of US and European consumers can be classified as some shade of green, signifying their involvement in green values, activities and purchasing. In this topic, we will analyse the psychographic segmentation factors and their importance for companies, especially in terms of product and service development.

Main subtopics: Segmentation of green consumers: Lifestyles of health and sustainability (LOHAS); Naturalities; Drifters; Conventionals; Unconcerned; Different green interests.

TOPIC 3: INTRODUCTION TO LIFE CYCLE ASSESSMENT (LCA)

Today corporate activities are expected to go beyond the firm itself to reach the different stages of its extended supply chains and life cycles of the products it provides. Life Cycle Assessment methodology is an emerging tool for assessing the environmental impact of products and services, and it is used to ensure that such assessment is comprehensive and covers the full “cradle to grave” associated impacts. LCA helps marketers in identifying the environmental burdens of corporate actions.

Main subtopics: Environmental Impact; Stakeholder pressure; Life-cycle approach and circular economy; Waste hierarchy pyramid; Existing certification schemes.

TOPIC 4: INNOVATE FOR SUSTAINABILITY

Innovating for sustainability brings with it exciting opportunities for business to help grow their top-line sales, even evolve, and transform their business models to better compete within the



PERSONA CIENCIA EMPRESA
UNIVERSITAT RAMON LLULL

rules of a more sustainable future. However, innovation can be addressed from several perspectives.

Main subtopics: Innovate at the system level; New business models; New materials and technologies; Analysis of best practices examples.

TOPIC 5: SUSTAINABLE FOOD PRODUCTION

The world's agricultural system faces a great balancing act. To meet different human needs, by 2050 it must simultaneously produce far more food for a population expected to reach about 9.6 billion, provide economic opportunities for the hundreds of millions of rural poor who depend on agriculture for their livelihoods, and reduce environmental impacts, including ecosystem degradation and high greenhouse gas emissions. Sustainable food production is crucial to meet these needs.

Main subtopics: Key environmental impacts; Approaches to address environmental impacts: organic food production, integrated food production, fair trade, think global grow local, water and energy efficiency, reduce toxicity, etc. The issue of Food Waste.

TOPIC 6: COMMUNICATING SUSTAINABILITY & STRATEGIES TO AVOID GREENWASHING

More and more companies are developing 'green' promotional campaigns to position themselves appropriately. However, their products and services may, intentionally or not, be less than legitimately "green". The popular term for such activity is "greenwashing". In this topic, students will learn what type of strategies should be implemented to establish credibility and avoid "greenwashing".

Main subtopics: Changing corporate culture; Transparency; Internal vs External Communication; Support from third parties; How to use ecolabels.

TOPIC 7: ENHANCING PARTNERSHIPS

The creation and enhancement of constructive partnerships with a wide range of stakeholders has become a key approach to ensure the legitimacy and completeness of the strategy to produce and promote a sustainable green product or service in a complex world where one company cannot possibly garner the resources and the expertise necessary for the task. In this topic, we will describe the requirements and conditions to ensure that such partnerships are fit for purpose and we will analyze the shortcomings and advantages of best practices examples.

Main subtopics: The imperative to collaborate; Building relationships; Building shared commitment; Analysis of best practice examples.

COURSE EVALUATION



PERSONA CIENCIA EMPRESA
UNIVERSITAT RAMON LLULL

ASSESSMENT METHODOLOGY

1. Continuous Assessment (50% weight), including:
 - a. Mid Term Reviews (2)
 - b. Case Discussions

2. Elaboration of a Marketing Plan for the development of a sustainable product or service chosen by the student and presentation in class (50 % weight).

BIBLIOGRAPHY

REQUIRED TEXTS

None

RECOMMENDED READINGS

Philip Kotler , Hermawan Kartajaya (2010), Marketing 3.0 : From Products to Customers to the Human Spirit

Jacqueline A. Ottman (2011) "The New Rules of Green Marketing: Strategies, Tools, and Inspiration for Sustainable Branding", Greenleaf Publishing.