APPLYING BASIC TRENDS MODERN MARKETING M 2.6

GLOSSARY

Branding

Branding is the process of creating a strong, positive perception of a company, its products or services in the customer's mind by combining such elements as logo, design, mission statement, and a consistent theme throughout all marketing communications. Effective branding helps companies differentiate themselves from their competitors and build a loyal customer base.

https://www.oberlo.com/ecommerce-wiki/branding

Marketing trends

A market trend is anything that alters the market where your company operates. This could be something as far-reaching as artificial intelligence technology, as fickle as consumer preferences, or as industry-specific as new regulations. In fact, it's almost certain there are multiple market trends affecting your business at the same time, right now. Why is it important to keep up to date with industry trends and developments? Well, because that's how you grow. Failing to keep up won't mean those changes pass you by. As author and motivational speaker John Maxwell once said, "Change is inevitable, but growth is optional." While you can't stop the momentum of change like technology or regulations, you can take steps to grow in tandem with those changes. That's why keeping up with industry trends is the best answer.

https://www.demandjump.com/blog/types-of-market-trends-an-industry-trends-analysis

E-marketing

Marketing (a.k.a. electronic marketing) refers to the marketing conducted over the Internet. Two synonyms of E-Marketing are Internet Marketing and Online Marketing which are frequently interchanged. E-Marketing is the process of marketing a brand (company, product, or service) using the Internet through computers and mobile devices. By such a definition, eMarketing encompasses all the activities a business

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conducts via the worldwide web with the aim of attracting new business, retaining current business and developing its brand identity.

https://conversionpipeline.com/what-is-emarketing/

Social Network marketing

Social network marketing is any form of marketing that takes place on social media platforms. This marketing strategy can play out in many different ways, from formal advertising campaigns to informal customer engagement.

Learn the basics of social network marketing, examples of popular platforms, and some potential drawbacks to be aware of.

https://www.thebalancesmb.com/social-media-marketing-definition-2948527

The role of circular economy in marketing

In a circular economy, marketing can be used as a tool to explore circularity opportunities among the target audiences, and to understand what circular opportunities exist, uncover those opportunities, and then collaborate with production specialists and R&D teams in creating the products to serve those needs. And then when the product is created, communicate that value the product can deliver to those audiences.

https://intheloopgame.com/transcript/what-is-the-role-of-marketing-in-a-circular-economy-with-alena-kuzniatsova-2/#:~:text=In%20a%20circular%20economy%2C%20marketing,products%20to%20serve%20those%20needs.

BRANDING[1]

While a circular economy will present huge challenges to most brands' conventional business models, there are huge opportunities for those who embrace and adapt to this change — while those who drag their heels with incremental changes will undoubtedly fall behind.

[1] Website: https://www.thedrum.com/opinion/2019/03/15/what-role-brands-circular-economy

For centuries, we have relied on a linear model — take, make, use, dispose — at the expense of the environment. A circular model, on the other hand, will require us to design waste and pollution out of products, by keeping materials within a closed loop. This will dramatically change the way products are designed.

And so, what will a circular economy mean for branding?

Let's take a company that makes shampoo — valiantly saving civilization from dry and frizzy hair. In the linear economy, the packaging is the prime real estate of the brand at the point of purchase. It's the shiny exterior that differentiates what is otherwise an indistinguishable product.

In a circular economy, this will change. The shampoo may be dispensed from a large vat into a reusable bottle (either provided by the brand or consumer), or directly delivered to a consumer in a reusable bottle via a delivery / collection system such as Loop.

By removing the cheap and cheerful, throwaway plastic bottle from the equation, it will force companies to rethink how consumers interact with their brands in store and at home.

So far the response from brands has been fairly predictable. Unilever's household cleaning brand, CIF, acknowledging that the vast majority of its product is water, has drastically reduced the amount of packaging by creating eco refill capsules — they use 70 percent less plastic, while giving enough space for a healthy splattering of branding. Other brands are partnering with services such as Loop, which offers the delivery and collection of products in reusable packaging — for instance, brands such as Häagen-Dazs are creating reusable, insulated, metallic containers that are flavour-agnostic.

Delivery / collection systems will increase the importance of durability and product interchangeability over unique, eye-catching designs. While in store, brands will have little control over the vessel consumers decide to use with refill solutions. In these scenarios how can brands respond to maintain a place in our hearts, minds, cupboards and shelves?

Here are five predictions:

- **Bottles as objects of desire**

Brands will develop beautiful, distinctive, durable bottles to contain their precious product. Much like Coke's original, glass hobbleskirt bottle, Aesop's brown glass or Stella's chalice, a battle will be fought for the most desirable bottle, elevating the importance of shape, colour and texture.

- **Product & story**

Stripped of its glitzy plastic clothing, brands will put more emphasis on both the quality and qualities of the product, ensuring it shines through whatever container it's in. Brands

will also have to work harder to differentiate their products, through stories of provenance, craft and sustainability.

- **Hermit crab branding**

Those who can't afford to develop beautiful bottles will have to think like hermit crabs. They will offer sticker packs to enable consumers to customise their chosen vessel, or to graffiti over the residual logos of competing brands.

- **Dispenser wars**

Product dispensers will be a battleground for brands at the point of purchase. Not only will they offer prime real estate in supermarket aisles to advertise the product within, there will be competition for the most memorable refill experience. Sonic branding and sound design will also play a key role, as brands seek to engage their customers as their products are being dispensed. Alternatively, if retailers own the product dispensers, they will restrict the brandable area, and push sales towards unbranded products that make more money for the retailers themselves — forcing brands to compete in other areas.

- **The refill truck revolution**

Brands will have fleets of electric refill trucks that will roam the streets, offering a premium refill experience; replacing damaged bottles with the latest designs, and pushing new product offerings. Those who operate a House of Brands will win, being able to offer a wider product offering; from tea to cleaning products. The trucks themselves will be works of art; milk floats on steroids.

Summarising:

The circular economy takes the relationship between a brand and its customers a step further than the direct-to-consumer model. Imagine a world where your milkman doesn't just deposit and collect your milk bottle. Imagine he also collects your empty shampoo bottles and razor blades. Imagine he delivers food and other drinks in reusable containers, which he also collects once you've used them.

Imagine he collects food you no longer intend to eat and sells it on your behalf to your neighbours. Imagine he collects your food waste and uses it to power his milk float. And imagine that he offers you rewards and discounts for the privilege of carrying out all of these services on your behalf.

This is the vision Unilever is working towards. Not only is it investing in D2C models, it is also piloting a circular packaging concept called LOOP, along with P&G, Danone, Pepsico, and The Coca-Cola Company. The long-term vision for these brands is that they will become a milkman for every product your household uses.

Meanwhile, the likes of Zara, H&M and M&S are working towards a similar vision for everything you wear. If you want to rock a pair of glossy leggings on a Saturday night, they will deliver them in the afternoon and then pick them up the following day to be washed and reused, re-sold or re-rented to another customer.

These 'circular' relationships present huge opportunities and challenges for brand owners. The potential for greater intimacy, personalisation and loyalty is huge. But in the process, marketers will have to drop traditional 'linear' ways of thinking. We will need to think in terms of 'communities' rather than 'consumers'. Supplier loyalty will go hand-in-hand with customer loyalty as the distinction between the two breaks down. The circular economy is also vastly more competitive than the linear economy; while people will have more intimate and involved relationships with brand owners, it's very likely that this will mean we will have fewer of them.

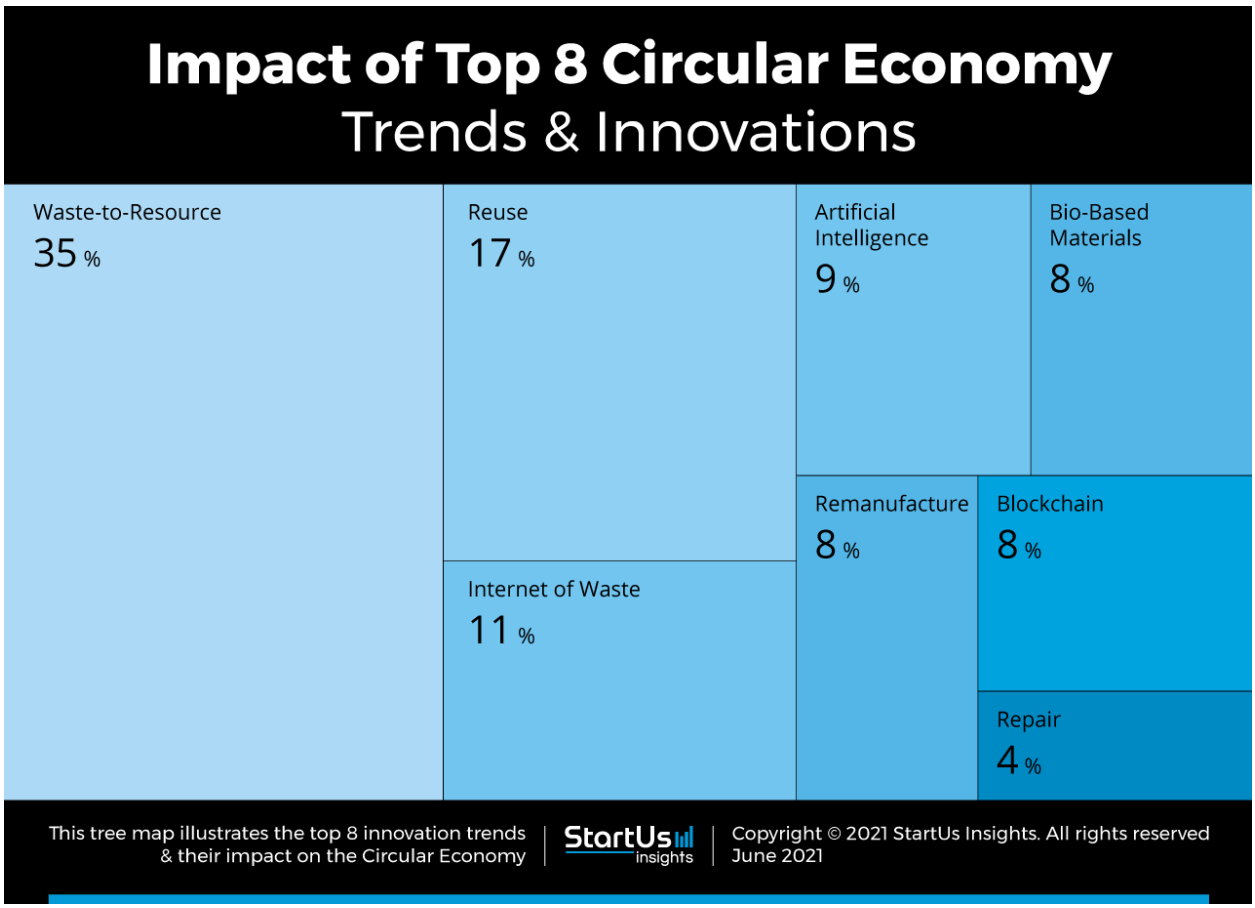
Large brands like Unilever and P&G are racing furiously to be the first businesses we trust enough to become our milkman-for-everything. They will face huge competition from the likes of Amazon, Walmart and Ocado who already hold a default role as brands we expect to receive deliveries from.

It's very likely that the likes of Google will want to muscle in on the act, too. Ultimately, the winners will be the brands we feel most comfortable inviting into our homes and our lives – and those who devise truly circular models of doing business.

Marketing Trends[2]

Based on the Circular Economy Innovation Map, the Tree Map below illustrates the impact of the Top 8 Circular Economy Trends. With the alarming rise of waste and carbon emissions, effective waste management is critical to reducing the impact of economical activities on the environment. Solutions include generating resources from waste, optimised waste collection with the internet of things (IoT), and AI-powered waste sorting. Startups also use AI to predict demand for reducing the wastage of perishable products and food items. Keeping products in the loop for as long as possible is another major principle of the circular economy. Hence, startups are also working on sustainable practices like reusing, repairing, and remanufacturing products. Blockchain too supports circularity by allowing traceability of products and helping reward positive behaviour like disposing of waste in the correct bins.

[2] Website https://www.startus-insights.com/innovators-guide/top-8-circular-economy-trends-innovations-in-2021/



Picture 2: https://www.startus-insights.com/innovators-guide/top-8-circular-economy-trends-innovations-in-2021/

Top 8 Circular Economy Marketing Trends & Startups

1. Waste-to-Resource

The world generates tonnes of waste annually, most of which end up in landfills. The circular economy retains the value of products or resources by putting them back into the product cycle after use. Besides mechanical recycling, one of the biggest circular economy trends is to upcycle this waste to energy by incineration, gasification, anaerobic digestion, and pyrolysis. This allows waste management companies to get rid of the waste effectively, as well as provides an additional stream of clean energy for power utility companies. While every industry produces waste, some industries like energy, food, agriculture, and fashion are larger contributors than others. Startups are working on waste upcycling solutions that focus on waste from such polluting industries. For instance, the fashion industry is now upcycling textile waste to produce new apparel, shoes, and accessories. This reduces the cost of raw materials and makes companies more sustainable.

WAIR produces Sneakers from Textile Waste

Danish startup WAIR collects textile waste, namely jeans and workwear, and upcycles them into vegan and sustainable sneakers. It manufactures soles from eco-rubber that

comprises 70% recycled rubber and 30% virgin rubber. The startup uses plant-based materials and recycled cotton to make insoles and laces, respectively. When the shoes reach the end of their lifecycle, the startup shreds and reuses them as input for new products.

SEaB Energy offers Waste-to-Energy Solutions

SEaB Energy is a British startup that offers solutions to generate on-site energy from waste. The startup's containerized anaerobic digester, Muckbuster, turns slurry and farm waste into electricity and heat, generating fertiliser as a by-product. The digester converts slurry into biogas which then fuels a combined heat & power (CHP) engine. Similarly, another digester, Flexibuster, turns organic waste like food waste into energy by utilising the same mechanism.

2. Reuse

Reusing products extends their lifecycle while reducing waste and the use of new raw materials, thus, making it one of the top circular economy trends. However, there is often a lack of information about the products available for reuse. As a result, various types of sharing platforms are on the rise. For instance, asset sharing platforms allow businesses to earn revenue by lending materials or machines that otherwise mostly remain unused. Similarly, food sharing applications help reduce food waste while preventing losses from unsold food. Apart from reusing materials, there is a shift away from single-use packaging to reusable packaging. The latter is made with durable materials to survive multiple lifecycles. Reusable packaging is also gaining traction in the manufacturing, automotive, and consumer goods industries. It helps brands and companies significantly reduce packaging purchase and disposal costs. Additionally, they reduce the carbon footprint by sending less waste to landfills.

Excess Materials Exchange provides an Online Marketplace for Reuse

Excess Materials Exchange is a startup based out of the Netherlands that offers a business-to-business (B2B) digital matching platform for reusing materials or waste products. It assigns a digital identity to the materials or products with barcodes, QR codes, and RFID chips. The digital identity provides an overview of the composition, origin, toxicity, and safety of releasing such materials. The platform then identifies reuse options for the materials based on their financial, environmental, and social value.

VYTAL produces Reusable Packaging-as-a-Service

German startup VYTAL produces reusable food packaging. It makes items like bowls, trays, mugs, and sushi and pizza packaging from recyclable polypropylene. The startup also provides a free return system through a mobile application. It allows the consumers to see all restaurants that allow borrowing or returning. The partner shop employees scan

the user's QR code in the application to verify the digital identity of the returnables. The startup then checks and cleans the returned items in a gastro dishwasher for reuse.

3. Internet of Waste

In traditional waste management systems, municipalities and waste management companies often end up spending a lot of money and effort to collect waste. The collection system usually works on fixed schedules, without considering the trash capacities of dumpsters. As a result, garbage trucks often visit dumpsters that are not yet full or those which overflow with garbage. Therefore, startups are developing IoT-based smart waste management solutions to reduce the inefficiencies in trash collection. Such solutions leverage sensors, IoT platforms, and mobile applications. Smart bins, for example, transmit real-time fill level information to waste collectors. This streamlines the pickup process and eliminates inefficient visits to near-empty trash bins, saving time, fuel, and labour.

Recytrust develops IoT-based Digital Weight Scale for Recycling Bins

Greek startup Recytrust develops an IoT-based digital weight scale. When placed underneath a recycling bin, it monitors the weight of the waste, generating alerts when the bin needs to be emptied. It features an RFID access control to identify users and monitor their recycling performance. It also. The accompanying mobile application provides driving routes and alerts while collecting real-time metrics on the weight of recyclables to be picked up. Moreover, on confirmation of a pickup, it enters a unique tracking code in the ledger that enables tracing of the recyclables' origin and background proof of circularity reports and certifications.

Ishitva Robotics Systems offers a Smart Waste Bin

Ishitva Robotics Systems is an Indian startup that offers an IoT-enabled smart bin that automatically segregates dry waste like paper, plastics, and cans. Besides having a fill level sensor for trash, it also offers route optimization for waste collection. The dashboard enables the supervisors to monitor assigned devices. The platform also analyzes the waste and generates reports on usage patterns, types and amount of waste collected, and time spent on collecting waste in each area.

4. Artificial Intelligence

Separating or sorting garbage is as important as an effective waste collection to ensure that the right materials are sent for recycling. Unfortunately, this process is still a bottleneck for many waste management facilities as the majority of them follow a single-sort system in which all the recyclables end up in the same box. But the recyclables like plastic and cardboard need to be separated. AI-powered sensors differentiate among items made from different materials as well as nuances among the ones of the same materials. It also

detects chemical contamination in the items. This is why the use of AI in waste management is one of the emerging circular economy trends. Moreover, AI-driven machines sort recyclables much faster than humans using computer vision and deep learning algorithms. AI enables waste management companies to reduce the need for manual labour, thus, cutting costs and maximising efficiency.

RECYCLEYE designs AI-Powered Waste Management Solutions

British startup RECYCLEYE offers automated waste management solutions that utilise AI and robotics. The solution's algorithms replicate the power of human vision to identify items in waste streams. Recycle engages in waste sorting with the help of the AI vision system that identifies and classifies all items on waste streams – by material, object, and even brand. WasteNet, the startup's visual database of labelled waste items, identifies waste at the brand level. Leveraging AI to power Recycleye's robotic picker, it adapts to changing waste compositions without any need for retrofit.

Lixo provides an AI Tool for Waste Characterization

Lixo is a French startup that offers hardware and software tools for waste management companies. The startup's digital twin connects to the waste management infrastructure. The software solution consists of an AI tool that shows a precise view of waste flows, analyzes their composition, and characterises the waste in real-time. A dashboard allows the stakeholders to view key indicators like purity, flow, and downtime.

5. Bio-Based Materials

Products made from non-renewable resources largely contribute to environmental pollution and reach the end of their lifecycle very quickly. Therefore, companies are producing new bio-based materials obtained from renewable resources, making it an important circular economy trend. Bio-based materials are generally compostable, as well as are also easier to recycle, helping companies and consumers reduce their carbon footprints. They find applications in packaging, construction, healthcare, and automotive sectors. For the packaging industry, startups are developing sustainable packaging solutions such as compostable packaging and edible cutlery. Additionally, to reduce the usage of fossil-based plastic, there is a shift towards bioplastics and other materials derived from biomass sources like wood chips, sawdust, recycled food waste, and fungi.

Teysha Technologies develops Sustainable Polymers

British startup Teysha Technologies offers a natural product polycarbonate platform that creates a wide range of sustainable polymers with tunable properties. The platform utilises hydrolytic breakdown to produce polymer materials from renewable resources. The startup utilises various co-monomers, solvents, and additives to modify the properties of

the final polymer network. It creates a variety of final products that vary from hard and stiff materials to soft, which are directly applied to plant machinery.

MOGU produces Eco-Friendly Interior Design Materials from Mycelium

MOGU is an Italian startup that offers mycelium-based materials for interior design. The startup grows strains of mycelium on pre-engineered substrates from agro-industrial residues. By tuning the matrix configuration, it harvests different materials for use in wall panels and floor tiles. Fungal mycelium acts as a reinforcement to the matrix structure, creating a plastic-free and coherent material composite. At the end of production, an inertization process slowly dries mycelium materials to reduce energy consumption.

6. Remanufacture

Both recycling and remanufacturing reduce solid and hazardous waste, but the former uses more energy to dismantle a product. Moreover, recycling implies breaking down a product to convert it into raw materials that are used for making new products. But remanufacturing involves rebuilding a product to its original condition with reused, repaired, and some new parts, making it as good as new. Advanced technologies like laser metal deposition (LMD), an additive manufacturing process, not only restore a component but also add extra features for improved performance. This allows original equipment manufacturers (OEMs) to cut down their capital investment expenditures while also reducing their carbon footprint.

Circular Computing offers Remanufactured Laptops

British startup Circular Computing remanufactures laptops to BS 8887 standards. After dismantling each laptop into its major parts, they repair and repaint covers, palm rests, bezels, and keyboards in matt, gloss, and soft-touch finishes to match the original laptop. Replacing damaged components is also an integral part of the remanufacturing process. After the process, every laptop undergoes Aiken testing as well as a minimum 3-hour stress test to run the major components at full load. The startup then sells remanufactured laptops with a minimum 12-month warranty.

Resolute Industrial provides Remanufactured Compressors

Resolute Industrial is a US-based startup offering remanufactured screw compressors, reciprocating compressors, and air-cooled chillers. The startup's engineers inspect each part of the returned compressors to determine suitability for reconditioning and reuse. It reuses compressor parts that pass the inspection process, as well uses new parts to make up for the missing components. The remanufactured compressors undergo a bench testing procedure to assure they are ready for service. The startup offers the same warranties, including extended warranties, for remanufactured compressors as new ones.

7. Blockchain

Blockchain secures its position as a top emerging trend by enabling two important functions in the circular economy — providing transparency and traceability, and incentivizing circular behaviour. Startups use blockchain's immutability to verify the origin of products, assuring that they meet their sustainability claims. For example, The World Economic Forum's Mining and Metals Blockchain Initiative's (MMBI) Carbon Tracing Platform (COT) — a unique proof of concept, traces carbon emissions across the supply chain. This helps mining companies to meet Environmental, Social, and Corporate Governance (ESG) demands. Additionally, rewarding circular consumption and disposal motivate people beyond the obvious but abstract necessity to protect the planet. For instance, startups are compensating people with a sum or reward points for further purchases on returning packages like empty bottles.

Circularise enables Traceability of Materials with Blockchain

Dutch startup Circularise develops blockchain-based solutions for tracing materials across supply chains. The platform helps suppliers, manufacturers, OEMs, and brand owners create, maintain, and transact digital assets. It allows suppliers and manufacturers to increase material value by digitising their materials and making them traceable. Further, it enables OEMs and brand owners to verify sustainability certifications as well as track carbon footprints and other sustainability metrics of their products. Similarly, it enables the consumers to access information underlying a company's sustainability claims, thus, establishing trust and reliability.

NatureCoin offers a Blockchain-based Reward System

NatureCoin is a Canadian startup that offers an Ethereum blockchain platform with a proof-of-stake (POS) consensus algorithm. The decentralised reward system finds smart bins and users worldwide. NatureCoin provides an e-wallet through which users accumulate points every time they deposit recyclable products in the smart bins. These points are redeemable to purchase goods or services. The startup stores all the transactions and recycling data on a public ledger that tracks environmental impact and provides insights on the amount of carbon footprint reduced. This data has the potential to help governments make more evidence-based environmental policies.

8. Repair

Reusing products extends their lifecycle, but products often become unfit for reuse. Repair solutions address this, extending the life of products. Moreover, it also helps reduce waste and the use of new raw materials. Take for example the tonnes of electronic waste globally. Repair solutions hold the potential to bring much of it back to the cycle. This is why repair solutions are an important circular economy trend and companies are adopting them to reduce their carbon footprint and save costs on raw materials. Also,

often, direct replacement is not possible for expensive industrial machines due to the unavailability of specific spare parts and high costs of new equipment. Repair solutions offer a much cheaper alternative for the companies while also contributing to circularity.

FixFirst digitises Repair & Maintenance Services

German startup FixFirst develops software that digitises repair and maintenance services. The startup also offers platform services that help customers use their devices for longer. It helps service providers, device manufacturers, electronics retailers, and insurance companies provide repair and maintenance services to their end customers. It leverages automatic lead qualification, integration with external partners, mobile order processing, and video inspection and remote assistance to achieve this.

Veras offers a Repair Station for Clothes

Veras is a Danish startup offering repair services for garments. The startup fixes gaps and deficiencies in clothes like a cracked seam or a missing button. Moreover, it turns unrepairable clothes into new products like transforming a damaged long dress transformed into a top. The startup offers its services as both online and offline recycled clothing stores.

E-marketing and social network marketing[3]

Marketing may be seen as both a reflection of and influence on human culture, through the active creation of markets by companies using the traditional marketing mix of price, place, promotion and product (the '4Ps') to stimulate attention, interest, desire and action. Marketing is the communication of one to many (as distinct from sales, which is one to one), and a market-oriented firm is one which prioritises market intelligence and a strong customer focus.

Brands and advertising are central to the field of marketing, and brands represent powerful conduits of meaning that contribute to customers' concepts of self. Perception, reputation and image are the essence of a brand, and it has been shown that

[3] -Article "Marketing Approaches for a Circular Economy: Using Design Frameworks to Interpret Online Communications", by Lucy Chamberlin and Casper Boks published 19 June 2018.
Peattie, K.; Peattie, S. Social Marketing: "A pathway to consumption reduction?" J. Bus. Res. 2009, 62, 260–268.
Kotler, P.; Lee, N. Social Marketing: Influencing Behaviors for Good, 3rd ed.; Sage Publications: Londen, UK, 2008
Kotler, P.; Lee, N. Best of Breed: When it Comes to Gaining A market Edge while Supporting a Social Cause,
Corporate Social Marketing Leads the Pack. Soc. Mar. Q. 2005, 11, 91–103

advertising that taps into emotive concerns is more successful than purely factual forms—especially where the brand's image is of especial importance to the consumer (e.g., with clothing). Advertising is designed to both inform and persuade, and successful advertising can manipulate people's desires and intentions in such a way as to create needs for goods with which they were previously unfamiliar or not interested in purchasing.

With the growth of the world wide web, a company's marketing capacity and identity as perceived by its consumers is largely cultivated via its website, with factors such as visual appeal, ease of use, interactivity, trust and playfulness becoming essential in converting repeat customers online.

The challenges of competitor differentiation and lack of personal contact or influence over customer location are more difficult in online scenarios, and yet the internet has been defined as a powerful tool for retailers: search engines select required information, websites can be frequently updated and accessed from a number of devices in many locations and timezones, and Web 2.0 has enabled new levels of user interaction and collaboration.

The concept of social marketing was born in the 1970s and has developed as an approach that utilises conventions of traditional marketing and behavioural science, such as the 4Ps, norms, prompts and social diffusion, to bring about behavioural change for the benefit of a community or society (e.g., in the field of healthcare—to encourage the cessation of smoking).

Unlike commercial marketers, which compete with other brands selling similar goods and services to consumers for purposes of financial gain, social marketers usually work on behalf of governments or non-profit organisations, competing with peoples' current behaviours in order to sell them more beneficial behaviours for purposes of societal (and sometimes also commercial) gain and removing the barriers whilst simultaneously stimulating the motivators for action .

In terms of behaviour change for sustainability, it has been argued that people rarely shift their conduct as a result of information provision, and that many green marketing approaches take an overly rational approach—neglecting consumers' cultural and symbolic context and emotional responses. Whereas green marketing tends to ignore the non-purchase elements of consumption (e.g., use and disposal) and focuses largely on products, social marketing takes a more customer-oriented or user focused perspective towards changing and maintaining new behaviours such as recycling, building relationships, and using emotion and humour as tools of communication.

However, accusations of social engineering have sometimes been targeted at the social marketing field, and its usual focus on curbing unhelpful behaviours (e.g., reducing smoking in the healthcare sector) has also proved difficult to reconcile with principles of

sustainable consumption, which tend to implicitly accept the norms of growth and unlimited consumer choice. But Peattie and Peattie argue that social marketing does in fact provide a suitable model for so-called 'anti-consumption', and in doing so suggest several modifications to the marketing mix which could also fit a circular economy.

For instance, shifting from products to propositions, from place to accessibility (e.g., access over ownership), from price to costs of involvement (e.g., time and effort), and from promotion to social communication (e.g., relationship building instead of one-way promotion).

Circular economy in marketing, marking in circular economy

Circular marketing is good for the lungs of humanity and for the reputation of companies, if it is capable of transforming needs into desires.

Care for the environment and sustainability are the two issues that, more than any other, have for some time taken on a strategic and highly competitive role in the marketing and business choices of companies that have accepted the great challenge of the circular economy.

This condition has favoured the spread of concepts such as green economy, green marketing and sustainable communication from which responsible and virtuous messages take shape to be sent to a society increasingly attentive to the health of the planet and to the political, economic and industrial decisions of governors. and entrepreneurs. They are the same consumers who ask to contribute to the protection of the environment through the purchase of quality ecological products, performing, aesthetically beautiful and at a price that is not excessively high compared to conventional consumer goods.

Green marketing and environmental communication aim to develop, promote and enhance an offer capable of generating the minimum environmental impact, whose strategies leverage on conscious and responsible purchasing behaviours, traced through careful listening to perceptions and emotions.

Green marketing identifies the branch of marketing that communicates sustainability, corporate social responsibility and concrete actions planned for the common good. With the evolution of this approach, companies have converted to a new model: sustainable marketing, which faces the market, guaranteeing satisfaction not only to the reference segment, but to the entire community in the long term. From a niche project with short-term objectives to large-scale projects that require visions open to change and in line with the demands and desires of the new generations.

Sustainable marketing arises from the need to reformulate the market offer so that it responds to the sensitivity of the community about environmental issues, involving the entire organisation and orienting towards more sustainable business models.

At the root of sustainable marketing there is a fundamental premise: being sustainable does not mean designing marketing tactics, but embracing a strategic approach in one's business mindset that includes all corporate functions, choices and behaviours.

Approach that materialises with corporate social responsibility initiatives or brand activism actions, absolutely voluntary, with the aim of obtaining results that can offer benefits to the organisation itself and to the context in which it operates.

This approach assumes:

- well-structured interactions between the company and the main interlocutors. With active listening and the construction of a bilateral dialogue it is possible to meet the expectations of the community;
- transformation of the company's business model; starting from the reformulation of the mission up to the re-evaluation of the production processes and of the final product in a sustainable perspective.

In addition, marketing, in the circular economy, in order to be successful in informing and educating the customer about responsible and sustainable consumption, must:

- communicate the company's new sustainable approach to the consumer
- responsibly influence the shopping experience.

Circular innovation has forcefully entered the marketing mix by changing its fundamental variables and shifting attention to new players. The traditional 4Ps (Product, Placement, Price, Promotion) have become 4Es (Experience, Exchange, Everyplace, Evangelism). The pillars to follow are:

- the shopping experience and no longer the product
- the new virtual sales spaces instead of physical sales points
- the exchange of value and not the price itself
- consumer evangelization rather than promotion of the brand or products offered on the market.

Although the number of green consumers is constantly increasing, it still does not even include almost all of the universal population. For this reason, the support of digital marketing in the circular economy is essential to communicate the value of eco-friendly products and guide consumers towards ethical and responsible purchases, even if more expensive than conventional ones.

The objectives of digital green marketing strategies can be summarised in these three actions:

- educating sustainability through the creation of content aimed at informing and engaging consumers. A green content marketing strategy must be able to encourage the adoption of ecological and environmentally friendly behaviours;
- make brand awareness with activities capable of creating awareness in consumers. Inform about the existence of a virtuous and ecological brand to make it recognizable and unique;
- improve the brand image, communicating social responsibility initiatives and brand activism actions, so that the public knows the social or environmental commitment undertaken by the company.

Both in the B2B and B2C fields, the active presence on the web and on social media of converted companies or which have always been devoted to the green economy is fundamental. Spreading clear, authentic and direct sustainable communication allows to build real communities similar to the principles and ideologies of the company's environmental policy, to establish relationships of trust with the interested public, to involve them in future initiatives and production choices, and to intercept prospects.

The circular economy feels the need to make use of green digital marketing strategies to communicate sustainability to the public to be converted into "fans" and activists of the circular model, so that they adopt a mentality ready for change and a lifestyle with zero environmental impact.