John Grant has been a great help over the years in thinking about how to position and market the Ecologist magazine. He's one of the few people I have met who understands both green issues and marketing and is able to fuse the two creatively and effectively.

Zac Goldsmith

Director of The Ecologist, co-chairman of The Quality of Life Group

If green is to become truly mainstream, we'll need companies of all sizes and sectors to find their way through the subtleties and complexities of the green marketplace, and John Grant's Green Marketing Manifesto provides an excellent roadmap. It makes a clear and compelling case that green marketing isn't an end unto itself, but rather a potent engine for creating business value through innovation, while fomerting genuine societal change.

Joel Makower

Founder and executive editor, GreenBiz.com, and author of Two Steps Forward Blog

This book is essential reading for the growing numbers who are realising that good business can be good business (and that it comes from being good, not looking good).

Jamie Mitchell

Managing Director, Innocent Drinks

'...[a] splendidly provocative and incredibly timely book ... we need things conserved, shared, reused, recycled, slowed down and treasured at an ever deeper level. And that's what this manifesto is all about!'

Jonathan Porritt (from the foreword)

Co-founder, Forum for the Future and chairman of the UK SDC

The Green Marketing Manifesto is the first definitive guide to the recent green marketing revolution: essential reading for executives, marketers, agencies, green entrepreneurs and CSR professionals.

1807 WILEY 2007





Jacket designed by More Associates | Bustrations by Yong Yong

MARKETING MANIFESTO

JOHN GRANT

PLEASE BON'T PUT THIS BOOK IN A PLASTIC SHOPPING BAC!





"Environmental technologies are likely to be for the next 20 years what information technology has been for the last 20."

Anthony Giddens
Former President LSE

ACCOUNTING FOR PEOPLE, PLANET, PROFIT

十

ACCOUNTABILITY

Click here to view a video message from Rupert Murdoch



Click here to view Bill Clinton's 2007 launch speech



Download Angela Merkel's letter



CARBON DISCLOSURE PROJECT

About Us

Carbon Disclosure

Results

Resources

News & Events

FAQs

Company Search

You are here: Home

Login | Contact Us | III |



Responding Companies

Workshops

Reports

Carbon Disclosure Leadership Index



The Carbon Disclosure Project (CDP) is an independent not-for-profit organisation which holds the largest database of corporate climate change information in the world.

The data is obtained from responses to CDP's annual Information Requests, issued on behalf of institutional investors, purchasing organisations and government bodies. Since its formation in 2000, CDP has become the gold standard for carbon disclosure methodology and process, providing primary climate change data to the global market place.

Click here to view the data

CDP News

New Research Reveals Increasing Impact of Climate Change on Investment Decisions. Please click here.

CDP Supply Chain Report Launch: 5 March. Please click here for details.

Membership for 2009 is now available to institutional investors. Please click here

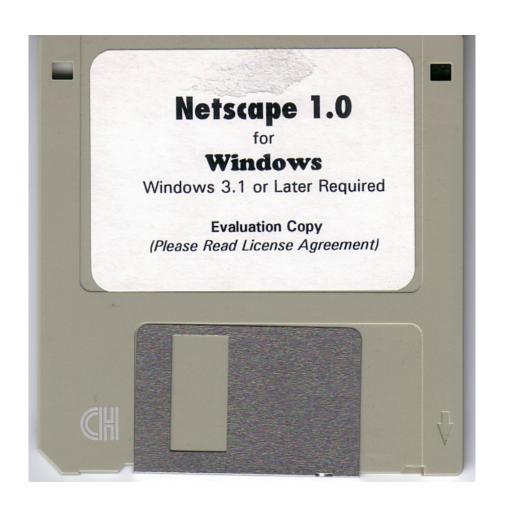
Companies are invited to join the CDP Supply Chain 2009. Please click here



APPAREL/ACCESSORIES	Score
Nike	73
Gap Inc.	39
Liz Claiborne	15
Limited Brands	5
VF Corporation	2
Levi Strauss	1
Jones Apparel Group	0

ELECTRONICS	Score
Canon	77
IBM	70
Toshiba	66
Motorola	60
Hewlett-Packard	59
Sony	51
Dell	41
Hitachi	36
Siemens*	34
Samsung	33
Nokia	29
Apple	2

What is Green Marketing?



It's a bit like digital marketing c.1996









It's not about making normal stuff seem green, it's about making green stuff seem normal.

A. Set New B. Collaborate C. Cultural Standards Innovation

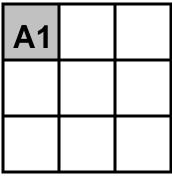
	Standards	Innovation
1. Company/ Public		
2. Brand/ Social		
3. Product/ Function		

Frame

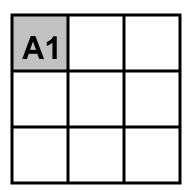
Set New Standards

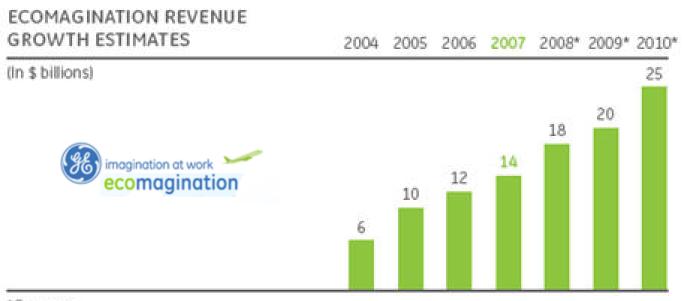
Point











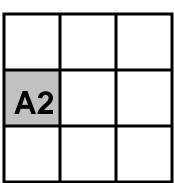
^{*}Forecast



Cause Related

Cause <a>Related

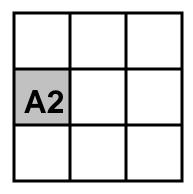






Cause Related

Cause Related





pepsi **refresh** project

In 2010, Pepsi will give millions of dollars to fund good ideas, big and small, that make the world a better place. What's a good idea? Who gets a Refresh Grant? You decide.

Thousands of ideas

- . Anyone can submit an idea online at: refresheverything.com
- . 6 categories help you figure out where yours fits in.
- . When it's time to vote, use the categories to find the ideas you care about most.















Millions in Grants

10 **GRANTS**

10 **EVERY MONTH**

10 **GRANTS** EVERY MONTH

EVERY MONTH · Pepsi has up to \$1.3 million in Refresh

Grants to give out every month. Every time you vote, you help decide which 32 ideas receive a Refresh Grant that month.

Mark Your Calendar

 SUBMIT YOUR IDEAS STARTING ON January 13, 2010

 VOTE FOR IDEAS STARTING ON February 1, 2010 **FEBRUARY**

 FIRST AWARDEES ANNOUNCED ON March 1, 2010

MARCH

New ideas & Refresh Grant recipients every month

refresheverything.com





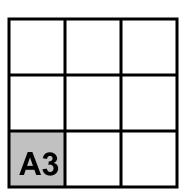
Market a Benefit

More





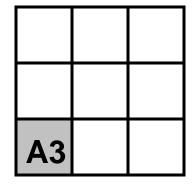






Market a Benefit

More



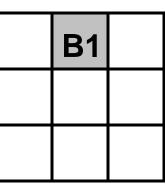


Educate

Develop the Market

Evangelise<

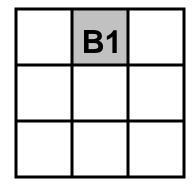






Develop the Market

Evangelise<

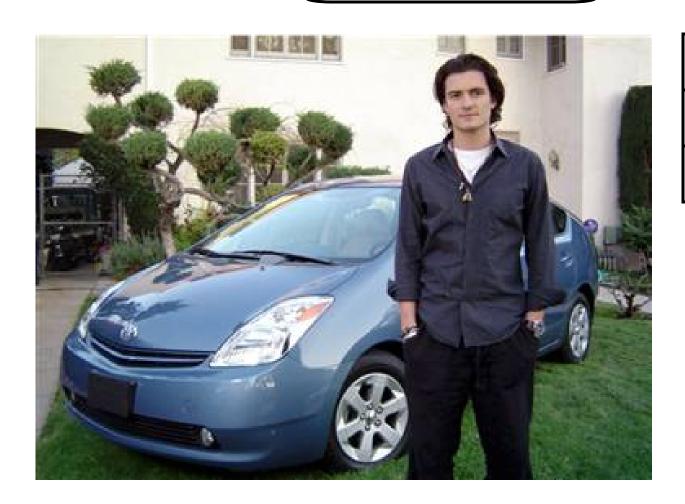


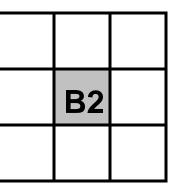


Envy

Tribal Brands

Empathy<

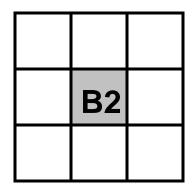






Tribal Brands

Empathy



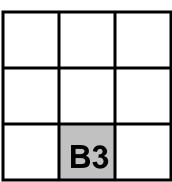


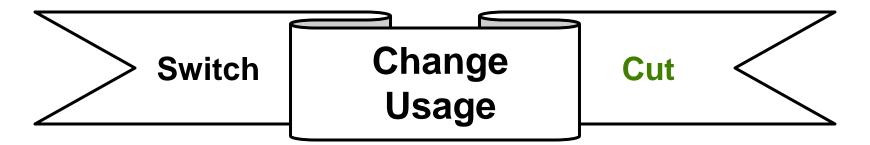
Switch

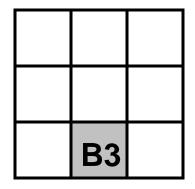
Change Usage

Cut









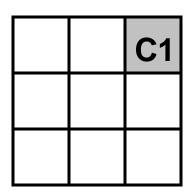




New Biz Concepts

Money

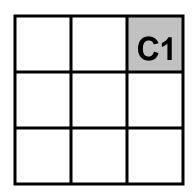


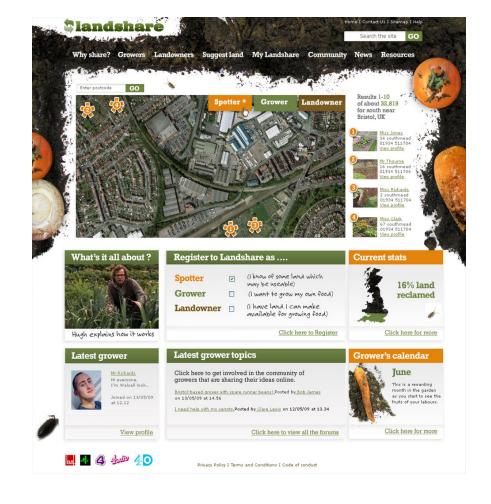


Non Money

New Biz Concepts

Money



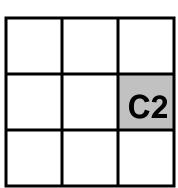


Tradition

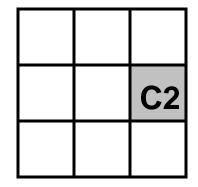
Trojan Horse

New Cool<







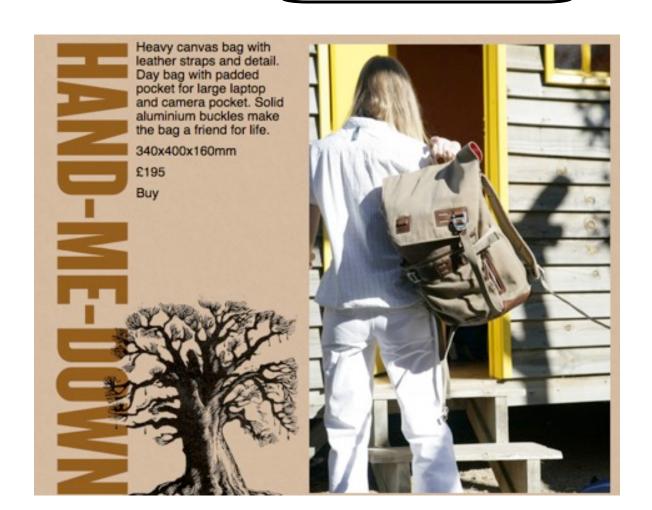


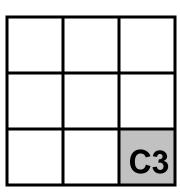


Treasure

Challenge Consuming

Share



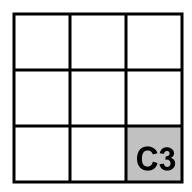


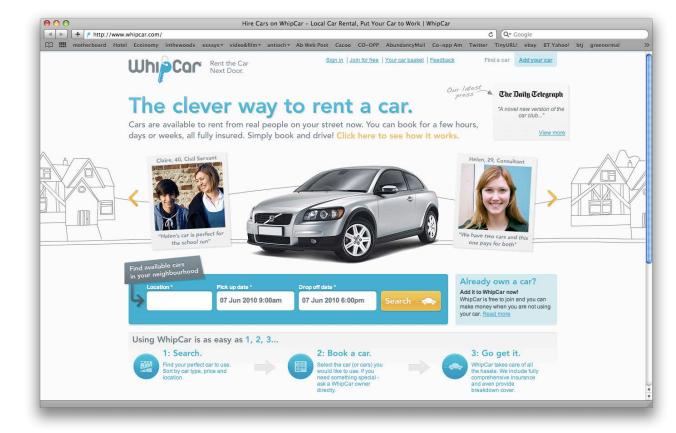


Challenge **Consuming**

Share







Checklist

People.Planet.Profit: & measure each

Get it right & if 'right' changes, evolve

Think BIG (the world is a big place to save)

Act humble; human, grassroots, catching

Set a great example for others to follow

Don't greenwash

Don't exploit the issue

Expect scrutiny & attend to details

Innovate and Educate.

Follow new marketing instincts/rules

40+ year commitment (but next 10 critical)

'Co-opportunity is an idea whose time has come. It's not just up to business, it's not just up to government, it's not just up to people—it's up to all of us to find new ways of creating change together.

Jeff Swartz, CEO of Timberland

'Climate change and peak oil mean that we'll likely see more change in the next 20 years than the last 200. This book is a snapshot of the inspiring human creativity that is going into the start of the Great Transition.'

Rob Hopkins, founder of Transition Towns

Whether it's on the internet or in your local community, creative co-operation is key to tackling many of the world's social and environmental issues. That's why this book is so valuable, as a sourcebook for the growing movement of social entrepreneurs.

Premal Shale, co-founder and president of Kiva org

Each chapter abounds with specific examples and case studies of people and organisations out there adding to today's extraordinarily innovative solutions agenda. John showcases that world with a lot of verve and empathy, drawing people in to his own excitement at what it means to work through "a village-scale democracy operating at the global level"

Jonathan Porritt, founder director of Forum for the Future (from the Foreword)



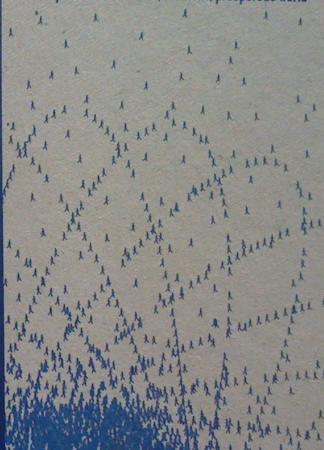
SBN 978-0-470-68436-8



Jacket design, thomasmatthews.com

CO-OPPORTUNITY

Join up for a sustainable, resilient, prosperous world



JOHN GRANT























THE POWER
OF ORGANIZING
WITHOUT
ORGANIZATIONS





PARTNER

⊕ Commons

2degrees



salesforce.com



YAHOO!

틦















If I knew the world would end tomorrow I would plant a tree

Martin Luther King