

GREEN MARKETING: COMPANIES GOING GREENTanvir Singh^{*}Amritpal Singh^{**}Amit Kumar^{***}

ABSTRACT

Consumers haven't cared about ecological impact when buying computers; they've cared only about speed and price. As energy saving and environmental protection become a global demand and inevitable trend, there is an urgent need to shift our focus at Green Marketing. Successful marketing has always been about recognizing trends and positioning your products, services and brand in a manner that supports buying variables. Today, "Green" marketing has gone from a trend to a way of doing business. In this paper, we have discussed the role of companies doing Green Marketing around the world.

Keywords: - Energy Efficiency, Green Marketing.

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I. INTRODUCTION

As energy saving and environmental protection become a global demand and inevitable trend, there is an urgent need to shift our focus at Green Marketing. “Greener” products defined as having a lighter impact on the planet than alternatives.

On the product front, the Industrial Designers Society of America (IDSA) bestows special Industrial Design Excellence Award (IDEA) prizes that have been won by Nike, Timberland, Herman Miller, and many other leaders for eco-innovative product designs. Some examples are listed in Table 1:

Table 1:

Company	Product
Dell Studio	Hybrid eco-conscious PC
Herman Miller	Leaf Lamp energy-efficient LED light
Nike	Trash talk recycled shoe
Tesla	Roadster electric car
Timberland	Mion footwear
Tricycle	SIM carpet sample simulator

Source: Chart: J. Ottman Consulting, Inc.

II. ROLE OF COMPANIES

“Green” products save energy, conserve resources, reduce emissions, and are biodegradable or recyclable – and government agencies implementing Environmentally Preferred Purchasing (EPP) plans.



Fig.1: Role of Companies in Green Marketing

All major companies (such as PepsiCo), government agencies, and educational institutions (such as Duke) have expressed their commitment to buying green products for infrastructure and other processes [1, 5]. Many other companies are adopting Green Marketing; some of them are discussed below:

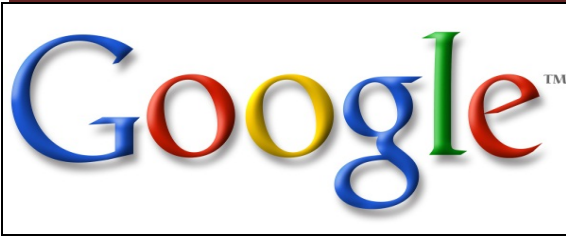
A. Schneider Electric



Schneider Electric provides integrated solutions for the residential market, buildings, Industry & Infrastructure, and data centres.

Now, we can build a long-lasting energy strategy for a growing performance, while preserving the environment. Save more than planet. Make the most of your Energy. Although everyone can help the planet by turning off the lights or turning down the heat, this represents only a small fraction of CO² emission. Industry and building, on the other hand, account for more than half of energy consumption today. Energy Efficiency is the quickest, cheapest and cleanest way to reduce energy consumption and achieve greenhouse gas emission to meet Kyoto targets. Ambitious Energy Efficiency actions are feasible now: in most of the existing installations, we can target up to 30% energy savings using the existing offer and technologies.

B. Google



Over one billion Google searches are conducted each day, and for the first time, Google revealed how much electricity it takes to power a search engine of such massive proportions. The company said that its data centers continuously drew almost 260 million watts—or enough electricity to power 200,000 homes—to run Google searches, YouTube views, Gmail messaging and all advertising. Google says the average energy consumption for an individual user is small, however, about 180 watt-hours a month, or the equivalent of running a 60-watt light bulb for three hours.

Calling their energy use “an obsession,” Google has been continually funding green projects to help offset their greenhouse gas emissions, including making a groundbreaking \$280 million investment this year in solar energy. Taking into account their additional environmental initiatives, such as the purchasing of carbon credits and wind power energy, the search engine claims they have actually been “carbon-neutral” since 2007.

According to senior vice president of technical infrastructure Urs Hoelzle, Google has “been a carbon-neutral company since 2007... so the carbon footprint of your life on Google is zero.” He added that, “By investing hundreds of millions of dollars in renewable energy projects and companies, we’re helping to create 1.7 GW [gigawatts] of renewable power. That’s the same amount of energy used to power over 350,000 homes, and far more than what our operations consume.”

Developing energy efficient data centers is also a top priority for Google. Their newest data center, recently opened in the small coastal town of Hamina, Finland, will be utilizing a seawater cooling system in place of a high-energy refrigeration system. The new data center was built in an old paper mill with a network of seawater intake tunnels underneath it, which were originally used to cool the paper mill’s equipment. Google will now fill these same tunnels with cold water from the Gulf of Finland to rid carry computers’ excess heat. The water will then go back into the Gulf once it’s mixed with more cold water so as to not affect any marine life.

Future of Google’s commitment to sustainability looks bright. Their on-going environmental goals and projects are now being documented on the new “Google Green” site, launched to showcase the “heart of their green efforts.” The site even discusses the company’s ambitions toward one day

being powered completely by renewable energy: “Clean energy not only aligns with our goal to be one of the most sustainable companies on Earth, it also makes good business sense,” they report [4].

C. Solar Century [2]



Solar century is a UK based solar energy company that provides an alternative source of energy to residential and commercial buildings. Their solar energy products provide their customers with electricity and water heating facilities. It has the potential to generate 4 million kWh of electricity every year and has won various business and design awards for its work.

The thing that sets Solar Century apart is that they integrate solar energy systems with standardized building components, making solar part of the fabric of the buildings.

Some Case Studies:

1. Hinchley Wood School

Hinchley Wood School in Surrey is benefiting from free electricity by hosting one of Triodes Bank’s solar installations as part of Solarcentury’s Solar4Schools programme which has helped over 260 UK schools go solar. Below given table showing the savings figure across school in year one:

Table2: The savings figure across school in year one

System Size	67kWp
Cost to School	£2500
Electricity Generated per Year	5800kWh
Electricity Bill Saving per Year	£4600

2. Merton Borough Council

Merton Borough Council decided to put solar on their schools with solar century. This option enables them to make savings and generate income. They aim to install solar on their community buildings, starting with schools.

Table 3: Details for Haslemere Primary School

System Size	9.87kWp
Annual output	8390kWh
Annual FIT income	£3029
Electricity savings year one	£755

D. Whirlpool



Given the complexities of greening, properly educating consumers can make the difference in the success of a campaign. One green marketer who learned the hard way about the need to educate is Whirlpool. In the early 1990s they won a \$30 million “Golden Carrot” award that was put up by the U.S. Department of Energy and a consortium of electrical utilities for being the first to market with a chlorofluorocarbon (CFC)-free refrigerator. But they misjudged consumer’s willingness to pay a 10% premium for a product with an environmental benefit that many did not appreciate. Many consumers, not knowing what a CFC was, likely thought the appliance to be deficient.

For advertisers that make the effort to teach, educational messages represent special opportunities to boost involvement, enhance imagery, and bolster credibility.

Demonstrate how environmentally superior products can help consumers safeguard their health, preserve the environment for their grandkids, or protect the outdoors for recreation and wildlife. Make environmental benefits tangible through compelling illustrations and statistics, and you will make consumers feel as if their choices make a difference [3].

E. Odersun



Based in Germany, OderSun has been making thin film solar cells since 2002. Instead of using silicon for their solar cells, they use a combination of copper, indium and sulfur and have the advantage of being able to produce energy in a wide variety of sizes & power capacities.

The solar cells made by **OderSun** were used in the Beijing Olympics. They provided their thin film solar modules for the Olympic Park. Their flexibility of form and power makes them the perfect candidate for providing solar cell energy to buildings.

F. Nanosolar



While talking about Solar tech, we can't ignore NanoSolar's role in this field. They manufacture solar electricity panels for cost-efficient energy.

The technology used by NanoSolar aims to make solar cells that last as long as silicon solar cells. It has operations in both US and Germany.

NanoSolar mass-produces in a global scale, and can thus cater to large projects anywhere in the world. With the rise of sustainable construction in middle eastern and European countries, access to their technology is highly valued.

G. Sunpower



SunPower is another solar product and services company which produces solar cells and panels. It claims to be able to reduce the cost of solar power by 50% bringing them down enough to compete with retail electricity rates by 2012.

The solar cells technology produced by SunPower is used by some high profile companies such as Honda and Nasa. With such clients in their portfolio, they're bound to create some more stirs in the industry in the years to come.

H. General Electric Co. (GE)



General Electric Co. (GE), the world's third-biggest supplier of wind turbines, announced its first investment in Indian renewable energy generation with plans to build \$115 million of wind farms with Greenko Group Plc. GE Energy Financial Services will invest \$50 million and Greenko \$65 million to create 500 megawatts of wind projects, enough to power 875,000 Indian homes [6].

VI. CONCLUSION

Although environmental issues influence all human activities, few academic disciplines have integrated green issues into their literature. This is especially true of marketing. As society becomes more concerned with the natural environment, businesses have begun to modify their behavior in an attempt to address societies "new" concerns. Some businesses have been quick to accept concepts like environmental management systems and waste minimization, and have integrated environmental issues into all organizational activities. Some evidence of this is the development of journals such as "Business Strategy and the Environment" and "Greener Management International," which are specifically designed to disseminate research relating to business' environmental behaviour.

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