

## Communicating Sustainability For The Green Economy

**This book draws on a broad spectrum of environmental communications and related cross-disciplinary literature to help students and scholars grasp the interconnecting key concepts within this ever-expanding field of study. Aligning climate change and environmental learning through media and communications, particularly taking into account the post-COVID challenge of sustainability, remains one of the most important concerns within environmental communications. Addressing this challenge, Essential Concepts for Environmental Communication synthesises summary writings from a broad range of environmental theorists, while teasing out provocative concepts and key ideas that frame this evolving, multi-disciplinary field. Each entry maps out an important concept or environmental idea and illustrates how it relates more broadly across the growing field of environmental communication debates. Included in this volume is a full section dedicated to exploring what environmental communication might look like in a post-COVID setting: • Offers cutting-edge analysis of the current state of environmental communications. • Presents an up-to-date exploration of environmental and sustainable development models at a local and global level. • Provides an in-depth exploration of key concepts across the ever-expanding environmental communications field. • Examines the interaction between environmental and media communications at all levels. • Provides a critical review of contemporary environmental communications literature and scholarship. With key bibliographical references and further reading included alongside the entries, this innovative and accessible volume will be of great interest to students, scholars and practitioners alike.**

**Document from the year 2020 in the subject Business economics - Offline Marketing and Online Marketing, , language: English, abstract: Consumers have developed an awareness of sustainable lifestyles. Young consumers in particular are interested in the origin of products and demand sustainable innovations. Due to the shift in demand and the increasing pressure on companies, the number of environmentally friendly items in assortments is constantly growing. But communicating sustainability is just as important to marketing companies as sustainability itself. But which advertisements actually deliver what they promise? With the trend of green marketing, black sheep have crept in, using companies' sustainability communications for greenwashing without actually producing in an environmentally friendly way. The central theme of this book is the importance of green marketing in today's world. Author Marie Schad sheds light on current and future challenges and shows why the relevance of green marketing will increase and why the concept of sustainability will become more and more important for business. She also provides practical recommendations for action as well as helpful orientation for companies. This book is aimed equally at entrepreneurs and interested consumers. This book is a printed edition of the Special Issue "Sustainability in Construction Engineering" that was published in Sustainability Modern and professional communication is required to realise the goal of sustainability in society. This book develops a theoretical and empirical framework, integrating interdisciplinary perspectives from communications theory, psychology, sociology, educational sciences, systems theory and constructivism. Its aim is to inform the establishment of sustainability communication. Complementing this theoretical framework, the book provides methods and concepts in a range of fields such as corporate practice, education and media. The book addresses the scientific community and students as well as communicators in all categories of sustainability communication.**

**Green the Crowd. Communicating Sustainability Through Open Air Music Festivals**

**Strategies, Tools, and Inspiration for Sustainable Branding**

**An Introduction to Community-Based Social Marketing**

**Pairing the Market with the Planet**

**Green Marketing in Emerging Markets**

**Green Networking and Communications**

The packaging industry is under pressure from regulators, customers and other stakeholders to improve packaging's sustainability by reducing its environmental and societal impacts. This is a considerable challenge because of the complex interactions between products and their packaging, and the many roles that packaging plays in the supply chain. Packaging for Sustainability is a concise and readable handbook for practitioners who are trying to implement sustainability strategies for packaging. Industry case studies are used throughout the book to illustrate possible applications and scenarios. Packaging for Sustainability draws on the expertise of researchers and industry practitioners to provide information on business benefits, environmental issues and priorities, environmental evaluation tools, design for environment, marketing strategies, and challenges for the future.

Literature on green marketing continues to gain traction in the sustainability discourse, focusing on core subject areas such as green product development, green marketing strategy and green advertising. Achieving green marketing success encompasses influencing, orientating, and communicating green offerings of an organisation to the consumers. Emerging markets particularly provide unique opportunities for green product innovations to thrive due to their rapid industrialisation and economic growth; hence the value proposition of organisations must be rightly communicated to the consumers. The book is part of a multi-volume work that highlights the goals of green marketing, such as influencing consumers' green adoption, behaviour, and attitude towards sustainability practices. This book provides insights to researchers, students and practitioners interested in marketing and sustainability initiatives in the context of emerging markets. It is also recommended for marketing managers and brand consultants who desire an in-

depth understanding of how to communicate their organisation's green offerings while positioning the organisation as a green brand to influence consumers' green purchasing behaviours.

Green marketing has risen in prominence over recent years as corporations face calls to lower their carbon footprint, engage in socially responsible practices, and promote sustainable ways of conducting business. In emerging economies, social, economic, and environmental problems resulting from rapid industrialisation requires urgent attention. Promoting environmentally responsible practices through green marketing has been identified as a key solution. This book provides theoretical and practical insights into how businesses in emerging economies can integrate green objectives into their marketing activities to achieve sustainable outcomes and attain green-focused goals. It discusses green marketing from strategic and operational perspectives, which considers target consumers, products, processes, promotion and sustainability of resources and presents the institutional logic of embedding greenness across organisational marketing activities. Issues concomitant to green marketing such as consumer buying behaviour of green products, green integrated marketing communication, green product management, green initiatives in logistics social responsibility, greenwashing and the need for transparency, and green marketing orientations and firm performance, are covered in the book. Ultimately, this collection contributes to and extends theoretical conversations on green marketing while also providing actionable recommendations for organisations and the larger society in emerging economies. Chipo Mukonza is a Lecturer at the Tshwane University of Technology in Polokwane, South Africa. Ogechi Adeola is an Associate Professor of Marketing at the Lagos Business School, Pan-Atlantic University, Nigeria. Isaiah Adisa is a management researcher and consultant based in Nigeria. Robert E. Hinson is a Professor and Head of the Department of Marketing and Entrepreneurship at the University of Ghana Business School. Emmanuel Mogaji is a Senior Lecturer in Advertising and Marketing Communications at the University of Greenwich, United Kingdom.

The Textbook seeks for an innovative approach to Sustainability Communication as transdisciplinary area of research. Following the United Nations Sustainable Development Goals, which are intended to transform the world as it is known, we seek for a multidisciplinary discussion of the role communication plays in realizing these goals. With complementing theoretical approaches and concepts, the book offers various perspectives on communication practices and strategies on an individual, organizational, institutional, as well as public level that contribute, enable (or hinder) sustainable development. Presented case studies show methodological as well as issue specific challenges in sustainability communication. Therefore, the book introduces and promotes innovative methods for this specific area of research.

Fostering Sustainable Behavior

A Communications Perspective

Sustainability and the U.S. EPA

Green Consumerism: Perspectives, Sustainability, and Behavior

An A-Z Guide

Routledge International Handbook of Consumer Psychology

***For too long, marketers of sustainable goods and services have targeted "deep green" consumers to promote their products - and they have little to show for their efforts. In this innovative book, Jacquelyn Ottman shows how the green market has moved beyond such niche marketing, and how marketers will find greater success promoting the inherent superior value of their offerings. Greener products are now available within every industry and are a part of our everyday lives. But they didn't get to be so ubiquitous just because they are better for the planet. Whether they were promoted as such or not, sales of green products have grown so fast because of the added value they provide: health, superior performance, good taste, cost-effectiveness, or simply convenience. This central emphasis on primary benefits - the new rules - is critical to winning over the mainstream consumer and to driving overall organizational growth. The New Rules of Green Marketing helps readers understand why value-based sustainability marketing has become a critical organizational capacity, and how readers can adopt this approach in their own organizations. Illustrated by examples from both international mainstream and the more niche "deep green" leaders who are showing everyone else the way, the book provides practical strategies, tools and inspiration for building every aspect of a credible value-based green marketing strategy, including: How to use a proactive approach to sustainability to spur innovation How to frame environment-related benefits with relevance to mainstream brands How to communicate with credibility and impact - and avoid "greenwashing" How to team up with stakeholders to maximize outreach to consumers How to use a life cycle orientation to ensure the integrity of one's offerings How to best take advantage of recent technological advances in social media Drawing on the latest data from leading researchers and reflecting on learnings from Ottman's corporate clients and other pioneers including GE, Nike, HSBC, Method, Starbucks, Timberland, HP, NatureWorks, Philips, Procter & Gamble, Stonyfield Farm and Wal-Mart, this book shows how market leaders are edging out the competition using effective value-first marketing strategies. This book captures the best of the author's previous groundbreaking books on green marketing and takes the content into the 21st century. Whereas earlier works focused on readers who were less familiar with green initiatives, this work squarely focuses on a new***

**generation of marketers who likely themselves grew up with an appreciation of sustainability and who want and need to know how to connect effectively with mainstream consumers.**

**Although the information and communication technology (ICT) industry accounted for only 2 percent of global greenhouse gas emissions in 2007, the explosive increase in data traffic brought about by a rapidly growing user base of more than a billion wireless subscribers is expected to nearly double that number by 2020. It is clear that now is the time to rethink how we design and build our networks. Green Networking and Communications: ICT for Sustainability brings together leading academic and industrial researchers from around the world to discuss emerging developments in energy-efficient networking and communications. It covers the spectrum of research subjects, including methodologies and architectures for energy efficiency, energy-efficient protocols and networks, energy management, smart grid communications, and communication technologies for green solutions. Examines foraging-inspired radio-communication energy management for green multi-radio networks Considers a cross-layer approach to the design of energy-efficient wireless access networks Investigates the interplay between cooperative device-to-device communications and green LTE cellular networks Considers smart grid energy procurement for green LTE cellular networks Details smart grid networking protocols and standards Considering the spectrum of energy-efficient network components and approaches for reducing power consumption, the book is organized into three sections: Energy Efficiency and Management in Wireless Networks, Cellular Networks, and Smart Grids. It addresses many open research challenges regarding energy efficiency for IT and for wireless sensor networks, including mobile and wireless access networks, broadband access networks, home networks, vehicular networks, intelligent future wireless networks, and smart grids. It also examines emerging standards for energy-efficient protocols. Since ICT technologies touch on nearly all sectors of the economy, the concepts presented in this text offer you the opportunity to make a substantial contribution to the reduction of global greenhouse gas emissions.**

**This book, based on authoritative sources and reports, links environmental communication to different fields of competence: environment, sustainability, journalism, mass media, architecture, design, art, green and circular economy, public administration, big event management and legal language. The manual offers a new, scientifically based perspective, and adopts a theoretical-practical approach, providing readers with qualified best practices, case studies and 22 exclusive interviews with professionals. A fluent style of writing leads the readers through specific details, enriching their knowledge without being boring. As such it is an excellent preparatory and interdisciplinary academic tool intended for university students, scholars, professionals, and anyone who would like to know more on the matter.**

**The Fourth Edition of Environmental Communication and the Public Sphere remains the only comprehensive introduction to the growing field of environmental communication, ranging from an historical overview of key terms to important legal and technological developments. This innovative book focuses on how human communication influences the way we perceive and act in the environment. It also examines how we interpret environmental “problems” and decide what actions to take with regard to the natural world. Three-time president of the Sierra Club, the largest environmental group in the United States, lead author Robert Cox leverages his vast experience to offer insights into the news media, Congress, environmental conflict, advocacy campaigns, and other real-world applications of environmental communication. New coauthor Phaedra Pezzullo brings two decades of applied experience working with grassroots environmental justice and health organizations, citizen advisory boards, and student-led campaigns, as well as her internationally recognized research on toxic pollution, social injustices, public advocacy, and more. The authors introduce the reader to the major areas, terms, and debates of this evolving field. The Fourth Edition incorporates major revisions that include four new chapters on visual and popular culture, digital media and activism, the sustainability of college and corporation campuses, and the legal “standing” of citizens and nature. Updates throughout the text draw on timely topics including visual communication used in climate science campaigns, fracking and challenges to the right to know, plastic bag bans, consumer apps, digital activism for environmental justice, green marketing, and arguments on giving legal rights to nonhuman entities from dolphins to rivers.**

**Green the Crowd. Communicating Sustainability through Open Air Music Festivals**

**A Journey into Eco-Communication**

**The New Brand Spirit**

**Sustainability, Participation and Culture in Communication**

## **The Green Bundle**

Sustainability is based on a simple and long-recognized factual premise: Everything that humans require for their survival and well-being depends, directly or indirectly, on the natural environment. The environment provides the air we breathe, the water we drink, and the food we eat. Recognizing the importance of sustainability to its work, the Environmental Protection Agency (EPA) has been working to create programs and applications in a variety of areas to better incorporate sustainability into decision-making at the agency. To further strengthen the scientific basis for sustainability as it applies to human health and environmental protection, the EPA asked the National Research Council (NRC) to provide a framework for incorporating sustainability into the EPA's principles and decision-making. This framework, *Sustainability and the U.S. EPA*, provides recommendations for a sustainability approach that both incorporates and goes beyond an approach based on assessing and managing the risks posed by pollutants that have largely shaped environmental policy since the 1980s. Although risk-based methods have led to many successes and remain important tools, the report concludes that they are not adequate to address many of the complex problems that put current and future generations at risk, such as depletion of natural resources, climate change, and loss of biodiversity. Moreover, sophisticated tools are increasingly available to address cross-cutting, complex, and challenging issues that go beyond risk management. The report recommends that EPA formally adopt as its sustainability paradigm the widely used "three pillars" approach, which means considering the environmental, social, and economic impacts of an action or decision. Health should be expressly included in the "social" pillar. EPA should also articulate its vision for sustainability and develop a set of sustainability principles that would underlie all agency policies and programs.

The Palgrave Handbook of International Communication and Sustainable Development is a major resource for stakeholders interested in understanding the role of communication in achieving the UN'S Sustainable Development Goals. Bringing together theoretical and applied contributions from scholars in Europe, Africa, the Middle East, Asia and North America, the handbook argues that communication is a key factor in achieving the global goals and suggests a review of the SDGs to consider its importance. Reflecting on the impact of COVID-19, it highlights the need for effective communication infrastructure and critically assesses the 2030 agenda and timeline. Including regional, SDG and country case studies as well as integrated analysis, the chapters seek to enrich understanding of communication for development and propose crucial policy interventions. It is critical reading for researchers as well as policy makers and NGOs.

From products we use to clothes we wear, and spaces we inhabit, we rely on colour to provide visual appeal, data codes and meaning. *Color and Design* addresses how we understand and experience colour, and through specific examples explores how colour is used in a spectrum of design-based disciplines including apparel design, graphic design, interior design, and product design. Through highly engaging contributions from a wide range of international scholars and practitioners, the book explores colour as an individual and cultural phenomenon, as a pragmatic device for communication, and as a valuable marketing tool. *Color and Design* provides a comprehensive overview for scholars and an accessible text for students on a range of courses within design, fashion, cultural studies, anthropology, sociology and visual and material culture. Its focus on the use of colour in marketing as well as design makes this book an invaluable resource for professional designers. It will also allow practitioners to understand how and why colour is so extensively varied and offers such enormous potential to communicate.

Offering a comprehensive overview of contemporary theoretical and programmatic issues in the fields of sustainability, culture, communication, development and social change, this book explores the relationship between communication and sustainability from a social change perspective.

Talking Green

Sustainability in Construction Engineering

Theory and Praxis

How Innovative Hotels are Transforming the Industry

Innovative Case Studies and Solutions for Emerging Economies

The Making and Marketing of Sustainable Brands, Second Edition

**Drawing upon research and practitioner narratives from management, leadership, organizational studies, entrepreneurship and sustainable business domains, this book explores the many pathways that enable emerging countries to transform knowledge into action to achieve economic and sustainable development. The authors take a holistic approach to 'transforming knowledge' that goes beyond the mere 'application of knowledge' to include the assimilation, adaptation, and contextualization of knowledge to suit the unique contexts, needs and conditions existing in emerging countries. They then presents success stories and case studies comprising innovative solutions for emerging economies that practitioners can utilize. Current research in management is highlighted by bringing together academics, practitioners, policy-makers and interest groups from diverse regions and perspectives.**

**Green Information and Communication Systems for a Sustainable Future covers the fundamental concepts, applications, algorithms, protocols, new trends, challenges, and research results in the area of Green Information and Communication Systems. This book provides the reader with up-to-date information on core and specialized issues, making it highly suitable for both the novice and the experienced researcher in the field. The book covers theoretical and practical perspectives on network design. It includes how green ICT initiatives and applications can play a major role in reducing CO2 emissions, and focuses on industry and how it can promote awareness and implementation of Green ICT. The book discusses scholarship and research in green and sustainable IT for business and organizations and uses the power of IT to usher**

sustainability into other parts of an organization. Business and management educators, management researchers, doctoral scholars, university teaching personnel and policy makers as well as members of higher academic research organizations will all discover this book to be an indispensable guide to Green Information and Communication Systems. It will also serve as a key resource for Industrial and Management training organizations all over the world.

This new volume, *Green Consumerism: The Behavior of New Age Consumer*, provides a holistic understanding the importance of promoting green products and discusses consumers' buying intentions and decisions. The chapters consider consumer behavior theory in the context of green or ecologically friendly products from both the academic and business perspectives. The chapters present the latest empirical and analytical research in the field of green marketing and provide an abundance of information about profitable and sustainable ways and strategies to deal with environmental problems. The volume considers how consumers are taking responsibility and becoming more aware, driving change in the marketplace. In response, companies are integrating appropriate green strategies into their operational activities, product development processes, and marketing activities to achieve a competitive advantage in saturated markets. This helps companies gain market share and minimize their production costs. Topics discussed in the volume include green pricing, green consumer behavior, various dimensions of consumer purchase intention, sustainable marketing, innovation techniques used to go green, eco-awareness, and other ongoing developments in this rapidly expanding area. Key features: • Discusses research on the latest trends in the field of green marketing, green practices, green products, eco-literacy, environment awareness, protection, management etc. • Provides insight about current consumer behavior, consumers' eco-literacy levels, and their desires to go green • Covers a multitude of topics, including green pricing, green consumer behavior, sustainable marketing, innovation techniques used to go green, eco-awareness, and more

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Essential Concepts of Environmental Communication

How Communicating Sustainability Builds Brands, Reputations and Profits

Green Marketing vs. Greenwashing. Saving the world as a marketing strategy

Green Marketing in Emerging Economies

Sustainability in Hospitality

Color and Design

*This unique handbook maps the growing field of consumer psychology in its increasingly global context. With contributions from over 70 scholars across four continents, the book reflects the cross-cultural and multidisciplinary character of the field. Chapters relate the key consumer concepts to the progressive globalization of markets in which consumers act and consumption takes place. The book is divided into seven sections, offering a truly comprehensive reference work that covers: The historical foundations of the discipline and the rise of globalization The role of cognition and multisensory perception in consumers' judgements The social self, identity and well-being, including their relation to advertising Social and cultural influences on consumption, including politics and religion Decision making, attitudes and behaviorally based research Sustainable consumption and the role of branding The particularities of online settings in framing and affecting behavior The Routledge International Handbook of Consumer Psychology will be essential reading for anyone interested in how the perceptions, feelings and values of consumers interact with the decisions they make in relation to products and services in a global context. It will also be key reading for students and researchers across psychology and marketing, as well as professionals interested in a deeper understanding of the field.*

*With chapters written by experts in their field, this volume advances the understanding of theory and successful practice of marketing and promoting environmental sustainability. Some experts predict that the next big trend in business will involve the green economy. Yet, communicating sustainability to consumers provides a set of challenges for marketers that do not necessarily follow all the rules of other types of marketing communication. In many ways the concept of sustainability challenges the core ideals of promoting consumption. Accordingly, this book identifies for researchers and practitioners the barriers that keep customers from engaging in environmentally sustainable consumption and find ways to overcome those barriers. The book includes topics such corporate advertising strategy related to sustainability, corporate social responsibility advertising, greenwashing, advertising related to values, persuasion and persuasion knowledge in sustainability marketing, social media and sustainability, and advertising and public policy.*

*What sustainability has come to mean -- The green bundle -- No substitute for quality -- A status update -- A healthy perspective -- Put money in context -- An emotional connection -- The pitfalls of greenwashing -- Sending a clear signal -- Conclusion : reaching the convenient environmentalist*

*At a time when sustainability is on everyone's lips, this volume is one of the first to offer an overview of sustainability and communication issues – including community mobilization, information technologies, gender and social norms, mass media, interpersonal communication and integrated communication approaches – from a development and social change perspective. Drawing on contemporary theories of communication as well as real-world examples from development projects around the world, the contributors in this collection showcase the increasing richness and versatility of communication research and practice. Together, they make a case for adopting a more comprehensive perspective on communication in the areas of development and social change.*

*Smart and Sustainable Intelligent Systems*

*Green Information and Communication Systems for a Sustainable Future*

*Environmental Communication and the Public Sphere*

***The Palgrave Handbook of International Communication and Sustainable Development  
Sustainability Communication  
Beyond the Green Team***

***"This is the best undergraduate text devoted to environmental communication. It's the standard book for an introduction to the field."  
—Jeffrey L. Courtright, Illinois State University The Fifth Edition of the award-winning Environmental Communication and the Public Sphere remains the most comprehensive introductory text in the growing field of environmental communication. This groundbreaking book focuses on the role that human communication plays in influencing the ways we perceive the environment. It also examines how we define what constitutes an environmental problem and how we decide what actions to take concerning the natural world. In the highly anticipated Fifth Edition, internationally recognized researcher Phaedra Pezzullo and three-time Sierra Club President Robert Cox leverage their vast experience to offer insights into the news media, Congress, environmental conflict, advocacy campaigns, and other real-world applications of environmental communication. This edition also explores recent events—the Trump Administration, wolf conservation, public land milestones, the Flint water crisis, corporate disinformation campaigns, new alliances for a "just transition" in a growing renewable energy economy, the People's Climate March, international legal precedents, and more—to illustrate key terms and the significance of environmental communication.***

***Are you looking for ways to make your company more sustainable? Are you a leader who cares about people and the planet? Does your workplace reflect your values? Beyond the Green Team explains that the way you talk about sustainability within and beyond your walls is the essential foundation of any successful green initiative. Whether you have five or twenty-five years of experience in the business world, you can help your company's green initiatives succeed. This book will show you a framework that will help you take your company's sustainability journey to the next level.***

***This ground-breaking research represents the most complete collection yet on how the hospitality industry is addressing sustainability and ethical issues. Covering supply chain management, innovative sustainability initiatives, CSR programmes, biologically-respectful tourism and Value Creation, Sustainability in Hospitality: How Innovative Hotels are Transforming the Industry presents valuable global viewpoints on embedding sustainability into all aspects of the hospitality industry, and the impact this could have on transforming the sector into an advocate for more sustainable, eco-conscious tourism. The chapters in this edited collection span organizational governance, human rights and labour practices, environment and climate change, fair operating practices, stakeholder engagement, CSR and strategic management. The global reach of the collection brings case studies from China, the US, the UK, Mexico and Italy, while company case studies include Fairmont Luxury Hotels and Sextantio. Sustainability in Hospitality: How Innovative Hotels are Transforming the Industry will be an essential read for academics researching the development of ethically-conscious and sustainable hospitality, and for hotel managers and group CEOs who want to know how sustainability and CSR can be embedded in their day-to-day operations.***

***Communicating Sustainability for the Green Economy***Routledge

***Aligning Internal and External Communication to Advance Corporate Sustainability***

***The Handbook of International Trends in Environmental Communication***

***Effective Sustainability Communication for Music Festivals and Other Mega-Events. Find Out how to Green the Crowd***

***The New Rules of Green Marketing***

***African and Asian Perspectives***

***ICT for Sustainability***

The world is experiencing an unprecedented period of change and growth through all the electronic and technological developments and everyone on the planet has been impacted. V 'science fiction', today it is a reality. This book explores the world of many of once unthinkable advancements by explaining current technologies in great detail. Each chapter focuses aspect - Machine Vision, Pattern Analysis and Image Processing - Advanced Trends in Computational Intelligence and Data Analytics - Futuristic Communication Technologies - Disrupt Technologies for Future Sustainability. The chapters include the list of topics that spans all the areas of smart intelligent systems and computing such as: Data Mining with Soft Cor Evolutionary Computing, Quantum Computing, Expert Systems, Next Generation Communication, Blockchain and Trust Management, Intelligent Biometrics, Multi-Valued Logical System Computing and security etc. An extensive list of bibliographic references at the end of each chapter guides the reader to probe further into application area of interest to him/her.

"This guide shows how the power of communication can be harnessed for achieving the goal of promoting more sustainable lifestyles. It is designed to be read by local and national

authorities, and everyone else who wants to develop and implement public awareness campaigns on these issues."--Publisher website.

This handbook provides a comprehensive review of communication around rising global environmental challenges and public action to manage them now and into the future. Bringing theoretical, methodological, and practical chapters, this book presents a unique opportunity for environmental communication scholars to critically reflect on the past, examine present start envisioning exciting new methodologies, theories, and areas of research. Chapters feature authors from a wide range of countries to critically review the genesis and evolution of communication research and thus analyze current issues in the field from a truly international perspective, incorporating diverse epistemological perspectives, exciting new methodological interdisciplinary theoretical frameworks. The handbook seeks to challenge existing dominant perspectives of environmental communication from and about populations in the Global South and disenfranchised populations in the Global North. The Handbook of International Trends in Environmental Communication is ideal for scholars and advanced students of communication, sustainability, strategic communication, media, environmental studies, and politics.

Effective sustainability communication can deliver business value. Get it wrong, however, and the reputational damage will be costly. Stakeholders, and the general public as well as a unforgiving of companies whose products, services, business practices or culture fall short of their socially responsible rhetoric. Based on close to one hundred in-depth interviews with experts, Christian Conrad and Marjorie Thompson's *The New Brand Spirit* helps corporate communications and marketing professionals tackle this conundrum by providing a first-hand look at eight distinct and relevant stakeholder perspectives. Nineteen comprehensive and well-researched best practice cases from sustainability leaders like IBM, Unilever, Marks & Spencer inspire all those tasked with communicating sustainability with practical and applicable tools and lessons learned. The result is a book that will enable senior executives, corporate communications professionals and brand managers to decide when, to whom and how to communicate sustainability related messages - and when not to.

Communicating Sustainability for the Green Economy

Interdisciplinary Perspectives and Theoretical Foundation

Sustainable Development and Green Communication

Communicating Sustainability

How to Produce Effective Public Campaigns

Handbook of green communication and marketing

*Communicating Sustainability* is a book of evidence-based strategies for making sustainability vivid, accessible, and comprehensible. To do this, it brings together research from a range of specialties including cognitive psychology, visual perception, communication studies, environmental design, interpretive exhibit design, interpretive signage, wayfinding, storytelling, courtroom litigation, information graphics, and graphic design to illustrate not only what approaches are effective but why they work as they do. The topic of sustainability is vast and complex. It interconnects multiple dimensions of human culture and the biosphere and involves a myriad of systems and processes, many of which are too large, too small, too fast, or too slow to see. Many people find verbal explanations about all of this too abstract or too complicated to understand, and for most people the concepts of sustainability are regarded as quirky, peripheral, and not essential to everyday life. Yet the challenges of sustainability concern the very survival of most species of life on Earth, including the human species. In order for life as we know it to survive and thrive into the future, sustainability must become broadly understood—by everyone, not just activists or specialists. This book offers tools to help make complex systems and nuanced, abstract ideas concrete and comprehensible to the broadest range of people. The goal of communication, and of this book, is to build understanding.

The highly acclaimed manual for changing everyday habits--now in an all-new third edition!

Examines the most common questions and obstacles that confront environmental advocates, especially when it comes to communication. Simultaneous.

Master's Thesis from the year 2012 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: 1,0, Carl von Ossietzky University of Oldenburg (Fakultat II: Informatik-, Wirtschafts- und Rechtswissenschaften), course: Sustainability, Economics and Management, language: English, abstract: "People come in their millions upon millions to our shows and we have the enviable position of a captive and receptive audience. We are in a position to champion causes, highlight issues and inspire changing behaviour." (Event Professional Meegan Jones 2010: vi) What do you have in mind, when you hear music festival? Do you think on the first representatives, like Woodstock, as a movement of love and peace against the confrontational direction of the world leaders? Or, more likely, do you think of young adults hanging around without any political intentions? Festivals today are more popular than ever in Germany, but lack the revolutionary spirit of their meaningful ancestors. But thereby is mankind confronted with the greatest challenges, which indeed are communicated by politicians and business leaders, but not satisfactorily tackled. Weather extremes all over the world remind mankind, with increasing frequency, of the strong dependence of human activities on climate conditions. Climate change has already begun and it looks like it will affect the living generation. These are self-made problems, because they concern those who emit more and more carbon dioxide and use so much of the natural resources that the available amount shrinks dramatically (see Sachs 2008: 19 et seq.). With the rising public awareness for sustainability the companies' interest to include the topic in their communications strategy has increased, which is also true for the Music Event Industry branch. But while many companies are concentrated rather on green washing than acting like that, some"

Exploring Contemporary Issues in Environmental Communications

New Horizons in Management, Leadership and Sustainability

Greener Products

Packaging for Sustainability

A Reflective Compendium

The Sustainability Communication Reader

**Festivals are an important part of the music event industry, especially for young adults. But compared to the beginnings, their meanings have changed: Attendees want to celebrate without any compromises. However, today mankind is confronted with the greatest sustainability challenges, which are not satisfactorily tackled. Still, with a rising awareness of these issues,**

companies' interest in including sustainability issues in their communications strategy has increased. This study attempts to explore how a Sustainability Communication (SC) concept needs to be designed to reach fans of music festivals and influence them towards a more sustainable behaviour. For that purpose, it deals with sustainability management, background information about SC and the attendees' needs. Moreover, it shows rays of hope for this issue in the festival landscape. Afterwards the results of a survey conducted among festival fans (more than 750 participants), examining their attitude regarding sustainability issues, were assessed. This study aims to equip the reader with a thorough knowledge of the potential of Sustainability Communication within and through festivals, as well as give an insight into how a SC strategy must consider the needs of fans to realize a more sustainable event.

Master's Thesis from the year 2012 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: 1,0, Carl von Ossietzky University of Oldenburg (Fakultät II: Informatik-, Wirtschafts- und Rechtswissenschaften), course: Sustainability, Economics and Management, language: English, abstract: "People come in their millions upon millions to our shows and we have the enviable position of a captive and receptive audience. We are in a position to champion causes, highlight issues and inspire changing behaviour." (Event Professional Meegan Jones 2010: vi) What do you have in mind, when you hear music festival? Do you think on the first representatives, like Woodstock, as a movement of love and peace against the confrontational direction of the world leaders? Or, more likely, do you think of young adults hanging around without any political intentions? Festivals today are more popular than ever in Germany, but lack the revolutionary spirit of their meaningful ancestors. But thereby is mankind confronted with the greatest challenges, which indeed are communicated by politicians and business leaders, but not satisfactorily tackled. Weather extremes all over the world remind mankind, with increasing frequency, of the strong dependence of human activities on climate conditions. Climate change has already begun and it looks like it will affect the living generation. These are self-made problems, because they concern those who emit more and more carbon dioxide and use so much of the natural resources that the available amount shrinks dramatically (see Sachs 2008: 19 et seq.). With the rising public awareness for sustainability the companies' interest to include the topic in their communications strategy has increased, which is also true for the Music Event Industry branch. But while many companies are concentrated rather on green washing than acting like that, some encouraged sustainability efforts do not become public after all, although marketing communication provides a valuable tool for the strategic positioning and is able to inspire people to modify their consumption behaviour (see Meiländer 2011: 52). Hence, this master thesis attempts to explore, by taking the example of Open Air Music Festivals, how an applied target group specific Sustainability Communication (SC) concept needs to be designed to reach the customer and influence them towards a more sustainable behaviour.

Written by a renowned sustainability expert, Greener Products: The Making and Marketing of Sustainable Brands, Second Edition makes the case for why the people and the planet need products to be made in a different, more sustainable way. The growth of the global middle class, with an additional 3 billion people expected to enter the consumer market by 2030, is putting an unprecedented demand on resources and straining the global supply of raw materials, fossil fuels, food and water. This book provides insights on how to raise the bar on product development and investigates the best practices for making and marketing sustainable brands. Over 40 case studies are analyzed in this book and summarized for the reader to easily see what it is that makes leading companies successful. Analysis on marketing campaigns and greener product development range from leading companies like Apple, Nike, Samsung Electronics, BASF, GE, Johnson & Johnson, Unilever, and Method. New updated content in this second edition includes: New developments like the United Nations Sustainable Development Goals with concepts of biomimicry, circular economy, emerging issues management, and eco-innovation. Novel tools and examples for bringing sustainable products to market. New chapter dedicated to natural capital. Analysis of current green marketing methods and market trends. Best practices for making and marketing sustainable brands. For more information, visit the author's book website at [www.greenerproducts.biz](http://www.greenerproducts.biz).

Communicating the Environment to Save the Planet  
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