



## **Back up your green claims**

Demand for brands which can demonstrate credible attributes such as being organic, fair-trade or natural is on the rise. But consumers are more sceptical – so how do businesses emerge from a sea of “greenwash” to promote their eco-credentials in an honest, compelling way?

“Bland generic statements about ‘green’ intentions won’t convince savvy consumers, and may even damage your brand’s credibility,” says Wright Communications managing director, Nikki Wright. “Demand-driven change is underway in many markets. Consumers most likely to buy eco labels have household earnings of \$100-150,000 a year. That’s a market worth connecting to through effective messages.”

Kath Dewar of Good Sense sees green marketing as the future.

“Domestically, consumer demand for more ethical and responsible products and services is substantial, but largely unmet, creating significant opportunities.”

Apart from the ethical responsibility to do the right thing, there’s now greater commercial impetus to do so.

Green marketing raises awareness around the manufacture, shipping and selling of products and services.

Sustainable Business Network (SBN) CEO Rachel Brown says green marketing helps embed sustainability but a credible brand also depends on staff engagement.

“Companies that take our ‘Get Sustainable Challenge’ report a great upswing in their teams’ motivation. By refocusing a business on environmental and social outcomes, you stimulate staff creativity and innovation.”

SBN is hosting a breakfast briefing on good green marketing in Auckland, August 24. Visit <http://sustainable.org.nz/> for details.