

Handbook of Green Communication and Marketing

edited by Marino Cavallo,
Piergiorgio Degli Esposti,
Kostas Konstantinou



**Sociologia
urbana e rurale**

FrancoAngeli

Sociologia urbana e rurale

COLLANA DIRETTA DA **GIOVANNI PIERETTI**

Comitato scientifico: Giandomenico Amendola, Paola Bonora, Ada Cavazzani, Pier Luigi Cervellati, Alberto Gasparini, Nancy Holman, Richard Ingersoll, Jean François Laé, Ezio Marra, Guido Martinotti, Antonietta Mazzette, Alfredo Mela, Fiammetta Mignella Calvosa, Harvey L. Molotch, Osvaldo Pieroni, Fortunata Piselli, Mario L. Small, Antonio Tosi, Francesca Zajczyk

La collana *Sociologia urbana e rurale*, fondata da Paolo Guidicini nel 1976, attraverso la pubblicazione di studi e ricerche si propone come luogo di confronto fra studiosi, operatori ed esperti interessati al rapporto che l'uomo intrattiene con il suo ambiente.

Le trasformazioni del mondo urbano e di quello rurale, le nuove forme dello sviluppo, i fenomeni di impoverimento ed esclusione sociale, i problemi del governo urbano, i movimenti migratori su scala locale e globale, le tematiche ambientaliste sono solo alcuni degli ambiti di ricerca che la collana intende promuovere attraverso la pubblicazione di monografie e volumi collettanei.

La collana *Sociologia urbana e rurale* si propone di contribuire alla riflessione intorno alle forme contemporanee del territorio su scala locale, nazionale e internazionale.

Sulla base della loro rilevanza all'interno del dibattito scientifico ed accademico, tutte le proposte di pubblicazione vengono sottoposte alla procedura del referaggio (*peer review*), fondata su una valutazione che viene espressa sempre e per ogni lavoro da parte di due *referee* anonimi, selezionati fra docenti universitari e/o esperti dell'argomento.

I lettori che desiderano informarsi sui libri e le riviste da noi pubblicati possono consultare il nostro sito Internet: *www.francoangeli.it* e iscriversi nella home page al servizio “Informatemi” per ricevere via e-mail le segnalazioni delle novità.

Handbook of Green Communication and Marketing

edited by Marino Cavallo,
Piergiorgio Degli Esposti,
Kostas Konstantinou



**Sociologia
urbana e rurale**

FrancoAngeli

The handbook *Green marketing for industrial areas* has been written within the project *Ecomark-Eco-marketing* aimed at promoting eco-industrial parks and financed by the european *MED* programme. The activities concerning this document have been coordinated by Anatoliki (Greece).

The lead partner of the project *Ecomark* is the Province of Bologna (Italy). The other partners are listed below: Chamber of Commerce of Nice (France), Ecuba (Italy), Energy Agency of Ribera AER (Spain), Energy Restructuring Agency APE (Slovenia), Fundaciòn Comunidad Valenciana Region Europea (Spain), Patras Science Park (Greece), Stepra (Italy).



ecomark 
www.ecomarkproject.eu

Copyright © 2012 by FrancoAngeli s.r.l., Milano, Italy

L'opera, comprese tutte le sue parti, è tutelata dalla legge sul diritto d'autore. L'Utente nel momento in cui effettua il download dell'opera accetta tutte le condizioni della licenza d'uso dell'opera previste e comunicate sul sito www.francoangeli.it.

Index

Handbook of Green Communication and Marketing, by *Marino Cavallo, Piergiorgio Degli Esposti* page 7

Part I – Theoretical Approach

From Greenwashing to Green Marketing: The Case of Land Consumption, by *Giovanni Pieretti* » 13

Marketing for Territorial Competitiveness, by *Matteo Caroli* » 18

From Green Marketing to Sustainable Marketing, by *Carlo Alberto Pratesi* » 31

The Complex Relationship Between Territory and Marketing, by *Marino Cavallo* » 41

Marketing “Local” as a Green Option, by *Joan Buckley, Séamus Ó Tuama* » 56

Productive Areas, Territory and Competitiveness: the Case Study of EEIAs in Italy, by *Fabio Iraldo, Massimo Battaglia* » 68

How Marketing Turns to Green: Opportunities for a Near Future, by *Piergiorgio Degli Esposti* » 89

Green E-branding: the Spanish Experience, by *Alfonso Méndiz, Araceli Castelló* » 103

A Way Out is Possible, Green Marketing and Shared Social Responsibility Will Tell You How, by *Roberta Paltrinieri* » 123

Part II – Empirical Approach

Guidelines to a Successful Green Marketing Plan for an Industrial Park , by <i>Penny Mikelopoulou, Christos Karabatsos, Kostas Konstantinou, Iakovos Sarigiannis</i>	page	135
Defining and Evaluating Sustainability of Industrial Parks , by <i>Andrea Cecchin</i>	»	167
Learning by Interacting. Benchmarking and Guidelines as Development Opportunities , by <i>Viviana Melchiorre, Valeria Stacchini</i>	»	181
How to Build a Green Brand for Industrial Areas , by <i>Patrizia Musso, Elisabetta Sala</i>	»	191
Inventing the Space of a Green Factory , by <i>Gabriele Qualizza</i>	»	208
VEGA Scientific and Technological Park: from Industrial to Knowledge Production , by <i>Gabriella Chiellino</i>	»	225
Bibliography	»	241

Handbook of Green Communication and Marketing

by *Marino Cavallo, Piergiorgio Degli Esposti*

Introduction

Green marketing is truly becoming a mainstream phenomenon within the sphere of consumption as well as it is increasingly considered a major opportunity for economic recovery and sustainable growth. For too long the practice of green washing has been implemented in an attempt not to renew a course in crisis, but to merely give lifeblood through fake actions.

Today this path is no longer viable. The planet's resources are running low and, in addition to its structural limits, the green washing marketing approach has shown all its limitations even from an ethical point of view. For these reasons the focus of this volume aims to be the rethinking of the current development model and the proposal of alternatives, which has to be based on the key variable of sustainability. Sustainability is increasingly configured as an integral part of the development and production of both social and material welfare.

As Giddens argues (2012) for the first time in history we are faced with an actual global society, the world is much more integrated and interdependent than ever before, not only from an economic and financial perspective and in terms of consumption but also, and perhaps especially, from a technological and communicative perspective. Our society has to face a series of threats that require proactive responses and, particularly, incisive collective actions. Unfortunately we do not have the tools needed to handle such a scenario and the overall situation is affected by the economic crisis that is much more difficult to handle than expected. Within this context the relationship between local marketing and green marketing assumes great importance. These are two phenomenological approaches that are not opposed to each other but rather should converge towards common goals.

The key points to redefine the very concept of prosperity and to connect it to indicators collecting the strong current demand for quality of life

(Jackson 2011) are: the perspective of a green economy based on renovation of buildings, on renewable resources, on the redesign of public utility networks, new and more advanced infrastructure for public transport, on the increase of public areas (pedestrian areas, parks, etc.), and on the preservation and protection of the ecosystem. Territories now have the great opportunity to develop a strategic plan for local development based on a green economy. Territories have the opportunity to design programs which are not opposed to prosperity, but that are based on the symbiosis between economy and environment and that ensure that an increasing number of people can have access to the resources needed to live and to gain knowledge and citizenship in global society.

The broad international approach of this volume is interpreted in a perspective of green sustainability and of integration between nature, individuals, and local industrial production systems. This results in the relationship between sustainable consumption and green marketing, to understand how there can be performative forms of participation (Jenkins 2012) capable of activating virtuous circles of sustainability, and how these circles are not only capable of producing wealth, but also profits.

From a structural point of view the volume is divided into two sections. One section consists of mainly theoretical and methodological contributions related to macro-issues concerning the relationship between economics, business, and environment. These issues are important for anyone approaching the study of "green" issues. Particular attention is paid to the relation ecology/technology because it represents one of the main resources that the process of sustainable development must be able to activate, deploy, and develop in order to optimize resources, to reduce waste and to ensure the diffusion of sustainable processes in firms and territories.

The second section is devoted to a more empirical and descriptive exhibition with the collection of case studies representing some best practices for what concerns the relationship between local marketing and local economic development, green marketing and synergies in industrial areas, projects for improving the environmental impact of production chains, the directions of work and actual experiences in industrial areas and Eco-industrial parks. In this section the reader will find a focus on specific contributions describing the operational arrangements to facilitate green communication within industrial areas and towards potential investors.

The volume is enriched by contributions from Italy, Greece, Ireland and Spain. These countries are now facing a period of great instability and economic crisis. For this reason it seems interesting to understand how critical situations can be faced and how sustainable development is considered a way out of the difficult economic situation. The hope is that the application of "green" models primarily represents an opportunity for growth and development in all the European economies that are passing through phases of

deadlock. These "green models" are also an alternative for stronger European economies.

This work was developed within the *European Project Ecomark*, which aims to promote the green marketing approach in eco-industrial parks and industrial areas in order to foster competitiveness and sustainable development of small and medium enterprises. Thus far there has not been a conjunction between marketing tools, that are designed to promote products and services, and marketing tools addressed at the promotion of industrial areas, territories, new districts, clusters and chains. For this reason, the essays in this volume wish to represent a bridge between disciplines: economics and regional development, business management and marketing, socio-economic analysis and communication. In fact, only closely intertwined conceptual frames, fields of research, and operational tools that belong to such heterogeneous disciplines, can communicate the profile of this new economy based on the environment and on proper management of resources and can communicate its enormous potential for change.

Part I

Theoretical Approach

From Greenwashing to Green Marketing: The Case of Land Consumption

by *Giovanni Pieretti*

Summary

In his book *A Plan to Save the Planet* (2009), N. Stern says that there is no more time: the climate and environmental crises causes constraints that should prompt us towards a deep and decisive change in the name of our planet and future generations. This change is imposed by the development model promoted and disseminated by the Western world. This model is no longer replicable nor is it sustainable. The way we produce and consume puts us well above our means, especially above our energy resources, which is of concern because in the short term these trends may potentially lead to self destruction. The first part of this paper delves into this issue.

In the second part we will analyze the case of land consumption in Italy as a factor supporting current development model and as an emblem of current climatic, environmental, economic and social crisis. In the third part there is the description of a different model that is still to be built, which derives from culture of our national lower classes, with ancient rural origins, that we call culture of essentiality (Pieretti 1996). This culture has its own internal traits of "natural" sobriety that can be a compass to guide towards an increasingly sustainable and more equitable navigation and that can provide inspiration for communication and marketing.

1. Ending of a Model

We do not need green washing, a very common sport practised among multinational oil companies and car producers, but we do need a determined steering, allowing the planet, and our children, to survive. It is the value of life that is at stake and we have a right to live that needs to be protected. The website *Act.earthtoday.org* gives a measure of how governments, in terms of environmental sensitivity, generally do not have a devel-

oped a planetary consciousness that is widespread to populations, as it may be evident with a visit to the mentioned website.

This can give rise to the desire to understand the reasons of this gap, that is, at first sight, inexplicable or too easily attributed to powerful lobbies. They are, unfortunately, too powerful and are only concerned about profit. No limiting action of Robber Barons by itself will trigger virtuous circles of national or supranational government actions. Yet the catastrophe of inaction appears next to come. The contributions, not too well known, provided by the worthy and qualified *Stockholm Environment Institute*¹, shows how climate, environmental, and agricultural disaster is dramatically near, and at the same time it makes it clear that decisive action and massive investments can afford to reverse the path to catastrophe and even to generate economic and social value. Everyone is sleeping and acting like ostriches with their heads in the sand, except for people who, by bottom-up initiatives, increasingly feel that it is time for a radical change, but at the same time, wait for governments to act before climatic disasters explode. However, climatic disasters have already started to happen, especially in countries far from the mainstream, in deafening silence of public media which is more ignorant and stupid than the party at power.

The business world gives a contribution but, (with few, extraordinary and sometimes laudable exceptions), it mainly cares to survive, in the hope that economic trends become positive by themselves. In fact the companies and businesses are deeply concerned by research of quick profit and are often prone to the dogma of utilitarianism – "maximum results with minimum effort", to put it simply, or with the beautiful words of Joseph Schumpeter, the «unspoken system of cost accounting» (Schumpeter 1973). But businesses have not understood that nothing will ever be as before, and that, not only there will be no recovery, if not an ephemeral one, but probably we will quickly face climate disaster not only in poor lands but also in rich countries, like Europe and North America.

Game over. The game has gone haywire and there is no energy to turn it on, unless we get out of development without progress, to mention Pier Paolo Pasolini, to do it soon and do it actually. Governments have not understood, entrepreneurs wait and see, but people are fed up.

We still want cars and goods, as Hidden Persuaders (Packard 1958) can make us buy everything. The world acutely perceived and described by H. Marcuse and P.P. Pasolini takes more and more ground, and it is characterized by repressive tolerance, where, under pseudo liberal masks, there is an

¹ The Stockholm Environment Institute is a leading international and independent research institute, formally established in 1989 by Swedish government. Main research interests concern environmental issues and sustainable development, with an integrated approach for scientific analysis and aimed at supporting local, national and International decision makers.

indiscriminate and equivalent supply of goods and values, which can be constantly replaced because they are fungible.

Yet signs of a change are in the air, and we can start thinking from crisis, primarily on the economic level, that strikes western countries. It is the development model to be untenable not only for economies and for macro-systems but also for concrete lives of concrete individuals. It was time that what is happening happened (the crisis) and that will certainly occur. We the people are fed up of running to consume and of sacrificing our lives on the altar of the development model that has finally shown its true face to those who did not want to face it. The progressive depletion of increasingly large bands of population, however, requires stopping immediately at least a part of the crazed locomotive that leads to Apocalypse.

2. Land Consumption and Surplus Culture

Land consumption is a convoy that must be immediately stopped. In this case land consumption is used in terms of buildings that are useful only to speculators and, unfortunately, to sprawl addicts, those who have not yet understood the cost of acting like the *Happy Few*s without having gardeners and various personal service.

Amongst others, sprawl and related mobility, is one of the signs of the point of no return in surplus culture and of irreversible decline of the development model that is connected to it. In recent years our country has been concerned by a strong development of the so-called urban sprawl or, simply, sprawl. A settlement pattern that, in the description of Salzano, shows «low density, unlimited opportunities for expansion, specialization and segregation of land uses, discontinuous development, lack of planning for large areas, prevalence of road transportation, and administrative and planning fragmentation, gaps in local tax levy, large commercial structures, implicit discouragement of homes for low-income groups» (Gibelli, Salzano 2006).

Sprawl has often been welcomed as a sort of added value and expanding urbanization has been extolled. In fact urbanization is always motivated by good intentions; land use is described to public opinion as a necessity of economy, which will certainly have a positive impact on the welfare of citizens. In fact the existing urban sprawl consumes much more land than normal urban development, particularly if new areas are created with a low population density. Very little or nothing was done to contain unlimited expansion of towns: indeed, in many cases, urban policies were encouraged by a pervasive political system.

At the same time, there is in our society an emerging new pattern of housing, still in its first phases. There is the need of different towns that are oriented to sustainable development models.

A future-oriented development must reconcile social equity, ecological care and economic efficiency. This alarm was understood by many people who demonstrate the need of new lifestyles, often without an actual awareness of how to translate this need into concrete action. These new lifestyles are aimed at more sustainable ways of living characterized by the contrast to land and energy consumption, and generally to all forms of waste.

A strong critique is expressed by several parties to the development we knew and we know. Emerging realities are convinced that we need a decisive ecological turning, on the one hand, and on the other hand, a containment of waste of resources. Our belief is that there is a widespread request for different and better towns. This request is struggling to emerge in traditional urban contexts because, amongst other things, mechanisms of political participation are delegated to institutional and non-institutional bodies that are not ready to rapidly respond to these instances. It is increasingly clear that being ecologically correct when building can solve only a part of environmental imbalance. There are those who feel the need to escape from surplus culture to find truly sustainable values and to invest resources on local community. It has not yet been metabolized by a political system what is probably already present in the values and attitudes of many. The fact that it is not so clear does not mean that there is not a disposition and an environmental sensitivity among Italian cultures and subcultures. These dispositions and this sensitivity probably are to be merely legitimized.

Yet, in this framework, niche experiences are emerging in Europe and Italy (BedZED in Great Britain and Freiburg Vauban in Germany, among others) that seem to react to the image of space theorized by Baudrillard (1991). The experiences seem to seek new forms of sociality around the idea of sustainability, environmental respect, and attention for organic and biodynamic agriculture. In Italy these outposts are seeking full expression even within significant urban realities; they are mainly developed in narrow and sparsely populated environmental contexts and, in our opinion, these experiences are carriers of more extensive and shared instances that need to be fully legitimized at the level of complex urban contexts.

3. Essentiality Culture As Compass

It is necessary to find other models that already actually exist and that are probably buried under the ashes of a fire that is our responsibility to revive. One of these was inspired by the culture that we have been defining for a long time as essentiality culture, legacy of ancient rural origins.

Inside of it there is not only a model of development different from the model in force, but also a peculiar idea of territory and its symbolic value and that could be a way out from the point of no return represented by urban sprawl and the mobility model attached to it.

The climate and social crisis we are living in can be faced, if not solved, through a rediscovery of rural Italian values. Essentiality culture, related to land, has a life know-how which, if traced and found, can help to rediscover a sense of justice and redistribution of resources. Any technical remedy without these characteristics will be un-useful since it is based on an idea of development without progress.

There is, at least in our country, a culture that can already count on a strong sense of justice and redistribution of assets and that is able to withstand, if not decline, a strong restriction in lifestyle and consumption. The aim of this culture is to leave something for future generations and to fairly distribute assets among different populations. A culture that does not give way to individualism and that has always considered sober lifestyles and consumption as a costume, as well as the ability to cope with little and, as needed, with even less.

It is hard to get out from a context characterized by excess and unsustainability by a collective, repressive and impracticable decrease as the one suggested by Latouche.

Authentic green marketing may not be limited to the bridge (Smith 1998) that fills the gap between conscious and environmental sensitive consumers and the widespread and apparently ineradicable desire to maintain typically Western styles of life and consumption.

Green marketing can be different from green washing by going beyond the placebo effect for those aware consumers that through green brand may revise their consumption behaviour and feel they have done their part in some way. Green marketing has to walk a straight road, without pretence and deceptions, and paying attention to welfare of all. However, this requires a solid base of values that is not compatible with the development model inspired by surplus culture. In this context the reference to culture of essentiality appears immediate and self-evident. The belief is that traces of this culture are rooted in many of us far more than it appears at first sight, and far more than anyone can consciously perceive.

Marketing for Territorial Competitiveness¹

by *Matteo Caroli*

1. The Main Driving Forces of the Evolution of Territorial Competition

The competitiveness of a region is decisively influenced by three main variables:

- ✓ general economic trends and the consequent development and industrial policies implemented by the State;
- ✓ trends of geographic markets;
- ✓ strategies of firms, especially in terms of international development.

There are also a number of "extra-economic" conditions, such as demographic, political and social trends. The first major issue the competitive management of the area will face in the future will be the structural reduction of public costs which are expected to characterize budgetary policies of Western countries for a rather long time. Conversely, we can currently observe how the areas that are characterized by an economic growth are increasingly investing in the determinants of regional competitiveness: scientific research infrastructure, training of human capital, and support for the development of local business. The trend of geographic markets is a fundamental determinant of the new balance configuring in the different macro-areas in the world. If there isn't any significant change in their development rates, "emerging" markets will represent an increasingly powerful magnet for productive activities and resources (including qualified staff), becoming the main areas of value creation.

This effect, combined with the improving quality of territories as described above, offers these territories the opportunity to become worldwide leaders. The possibility of geographic areas hosting mature markets (and led by highly indebted governments) of not losing ranking, dramatically depends on how much and how quickly they implement a strong recovery

¹ This paper is based on the contents developed in Caroli 2011.

of efficiency and value creation in the use of public resources; on the development of effective forms of "public-private" partnership in the creation and management of regional attractiveness factors; on their investments in innovation in order to promote new products with a high rate of growth and on their strengthening local business, in terms of size and availability of competitive advantages. The third force that will influence regional competitiveness is the model of enterprise development, increasingly characterized by international location of production activities. In the past this choice was primarily dictated by the search for a cost advantage; today, it mainly depends on the desire/need to achieve a more direct presence in new geographic markets where there are the best opportunities for growth. Less restricting public regulations about production processes is another important push for the localization of productive activities in "emerging" countries, especially in those sectors in which such regulation have greater potential impact on costs (pharmaceuticals, energy, and heavy industry).

The development of the major groups in emerging countries is another factor to be taken into account because it has three significant effects for our production systems:

- ✓ strengthening the competitiveness of their territories of origin through the increased accumulation of physical, human and intangible capital and through the expansion of supply chains;
- ✓ intensification of competition, also in western markets, resulting in an additional "creaming" of local productive fabric;
- ✓ pressure on the best equipped Western companies in terms of technology, brand, market-share that are considered as targets for acquisition or merger.

2. The Possible Effects on the Dynamics of Territorial Competition

The combination of forces described above establishes a structured and growing intensity of competition between geographical areas which consequently has effects in the formulation of policies for the development of territories themselves. Some effects are already in place, others are likely to flourish in the medium term. There are at least five effects that seem to be particularly relevant:

- ✓ the need for more effective integration of development policies at a local and national level;
- ✓ the increase of the "critical mass" of the territorial supply necessary to be competitive at the international level;
- ✓ the reduced capacity/ability of companies of any size to tolerate inefficiencies of the administrative system in their geographical context;