

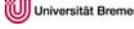
 Virtual Academy for Sustainability

 Technische Universität München

## Lecture 7: Customer Solutions

Episode 1: (Pre-) Purchase, Use, Post-Use

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Lecture „Sustainability Marketing – A Global Perspective“ supported by:

[Sustainability Marketing – A Global Perspective]  
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## Lecture 7: Overview



```
graph TD; A([Socio-ecological Problems]) --- B([Consumer Behaviour]); A --> C[Sustainability Marketing Values and Objectives]; B --> C; C --> D[Sustainability Marketing Strategies]; D --> E[Sustainability Marketing Mix]; E --> F[Sustainability Marketing Transformations];
```

Source: Belz and Peattie 2012, p. 30



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## Lecture 7: Overview

Customer Solution

Customer Cost

Communica-tions

Conve-nience

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## Lecture 7: Overview

**Episode 1: (Pre-) Purchase, Use, Post-Use**

Episode 2: Sustainability Branding

Episode 3: Case Study Sun Chips

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## Learning Objectives

**Learning Objective 1:**  
Define and characterize sustainable products and services.

**Learning Objective 2:**  
Describe decisions that sustainability marketers make to provide customer solutions in purchase, use and post-use.



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## Structure of the Episode

- Mobility Car Sharing
- Customer (Pre-) Purchase Solutions
- Customer Use Solutions
- Customer Post-Use Solutions



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Mobility Car Sharing

# mobility

car sharing

Source: Mobility Genossenschaft 2012



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Mobility Car Sharing



Source: Mobility Genossenschaft 2012



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## Mobility Car Sharing



Source: Mobility Genossenschaft 2012



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## Mobility Car Sharing



Source: www.mobility.ch



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## (Pre-) Purchase Solutions

### Sustainable Products and Services

“... offerings, that satisfy products and services that satisfy customer needs and significantly improve the social and environmental performance along the whole life cycle in comparison to conventional or competing offers.”

Source: Belz and Peattie 2012, p. 175-176



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## (Pre-) Purchase Solutions

### Key Characteristics:

- Customer satisfaction
- Dual focus
- Life cycle orientation
- Significant, continuous improvements
- Competing offers



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## (Pre-) Purchase Solutions



Soucre: FairTrade 2012



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## (Pre-) Purchase Solutions



Source: Marine Stewardship Council (MSC) 2012



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## (Pre-) Purchase Solutions



Source: Forest Stewardship Council (FSC) 2012



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## (Pre-) Purchase Solutions



Source: International Standardisation Organisation (ISO) 2012



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## (Pre-) Purchase Solutions



SAI  
SOCIAL  
ACCOUNTABILITY  
INTERNATIONAL  
SA 8000

Source: Social Accountability International (SAI) 2012



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## Use Solutions

**Key Characteristics:**

- Safety and Health
- Energy Efficiency
- Durability



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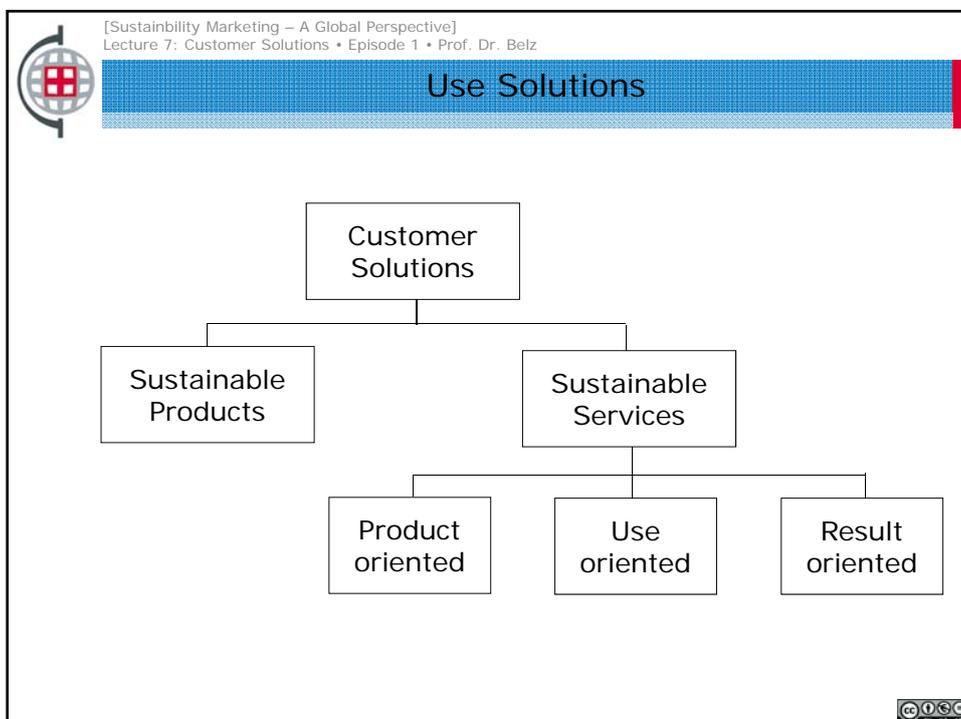
## Use Solutions

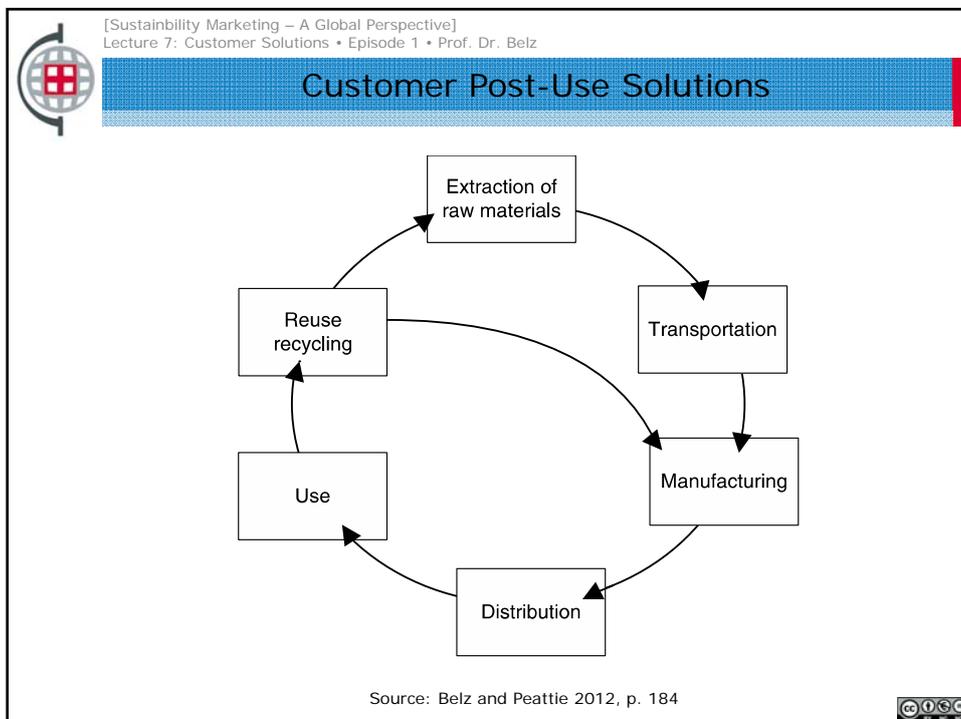
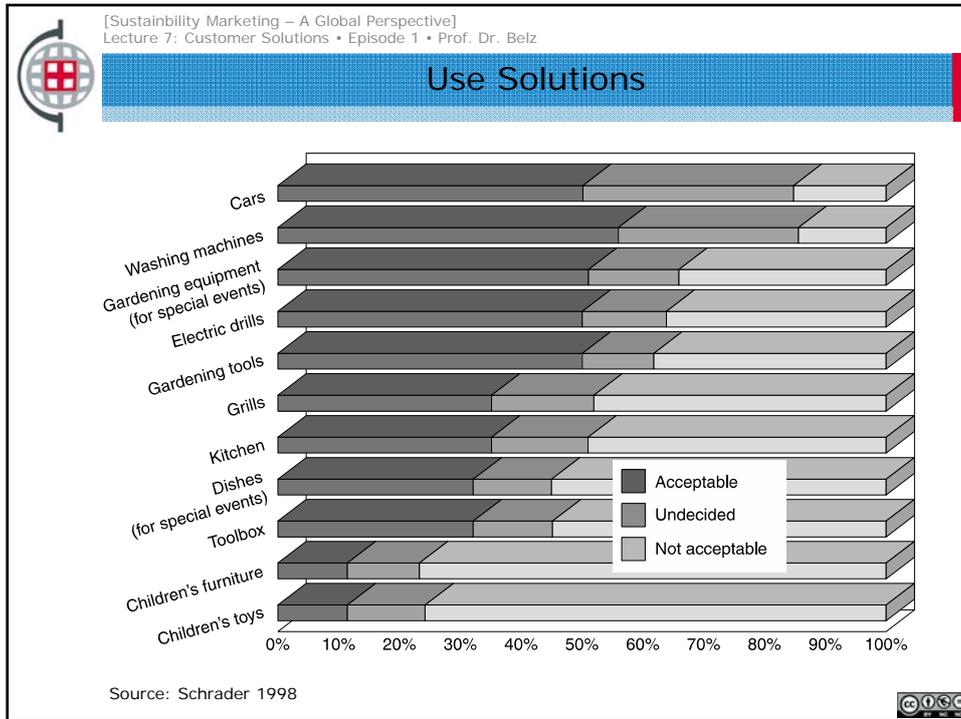


The Light Bulb Conspiracy (Trailer)

The Untold Story of Planned Obsolescence **THE LIGHT BULB CONSPIRACY**

Source: [www.reelisor.com/project/id\\_\\_304/](http://www.reelisor.com/project/id__304/)





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## Customer Post-Use Solutions



The logo features two interlocking circular arrows, one green and one blue, forming a continuous loop. The word "CERTIFIED" is written in bold, black, uppercase letters across the center of the loop. Below the loop, the text "cradle to cradle" is written in a lowercase, sans-serif font, with "cradle" in blue and "to cradle" in green. The letters "CM" are positioned to the upper right of the blue arrow.

Source: Cradle to Cradle Products Innovation Institute 2012



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## Review and Discussion Questions

1. What are different kinds of sustainable services? Explain by the example of washing.
2. What are the potential benefits and limitations of car sharing? Do you think it would work in your region? Why? Why not?
3. Is product life extension really useful for the environment? Give pros and cons for this line of argument.



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## References

- Belz, F.-M., Peattie, K. (2012): Sustainability Marketing: A Global Perspective, 2. ed., Chichester, p. 173-185.
- Cooper, T. (2010): Longer Lasting Products: Alternatives to the Throwaway Society, Surrey.
- Ottman, J. (2011): The New Rules of Green Marketing, Strategies, Tools and Inspiration for Sustainable Branding, Sheffield, UK, p. 56-106.



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## In Cooperation



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