

Sustainability Marketing Canvas: Creating order in disorder



Marketing and sustainability? Weird! Usually marketing is seen as a problem in our world and not a solution in regenerating it. This is only because we kept marketing small. This course leads the way into inspiring win-win strategies for all stakeholders.

This course introduces you to marketing's enormous potential in creating more coherent, holistic sustainability strategies that support compliance and, more importantly, enable innovation. You will be working with the tool: The Sustainability Marketing Canvas which was developed by Prof. Nikolina Fuduric, your lecturer. The focus of the canvas is to help you create coherent, holistic strategies, tactical plans, and measurements for your company's sustainability journey.

Programme Goals You enter the interdisciplinary world of Sustainability Marketing and apply everything you learn in a practical example from your firm. The goal of this course is to have you map a sustainability marketing strategy for your company or business unit using the Sustainability Marketing Canvas. You will reflect on tactical decision-making and refine potential value propositions for communicating your sustainability promise. At the end of the course, there is an online quiz and upon its completion you will receive a course certificate.

Contents	<p>The Sustainability Marketing Canvas is introduced, and the following topics are covered:</p> <ul style="list-style-type: none"> • Thinking in systems to solve sustainability problems. • Sustainable Products: Circularity, effects on the planet and people. • Sustainable Supply Channels: Key aspects and technology driving them, effects on the planet and people. • Sustainability Communication: Communicating sustainability without greenwashing, the role of certifications and third-party quality assurances. 	
Structure	<p>Introduction: Marketing Basics & Systems Thinking Introducing the Sustainability Marketing Canvas</p> <p>Sustainable Products: Planet & People Perspective The Cradle to Cradle Product Development Journey</p> <p>Sustainable Channels & Communication: Planet & people perspective</p>	
Target Group	<p>This course is for people just beginning to think about changing their business practices to more sustainable ones. This is a highly interactive course and you are expected to ask questions & share your ideas. You shouldn't be concerned about your English. The course supports native and non-native English speakers.</p>	
Degree	<p>Upon completion, you will receive a FHNW course certificate and 2 ECTS points.</p>	
Dates	<p>Autumn 2023</p>	
Location	<p>Fachhochschule Nordwestschweiz Hochschule für Wirtschaft Riggenbachstrasse 16 4600 Olten</p>	
Costs	<p>CHF 550.-</p>	
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