

Best Practice in Marketing

Management Focus Group

«Marketing in the Era of the Circular Economy, Sustainability and other Societal Demands»

"You must unite behind the science. You must take action. You must do the impossible. Because giving up can never ever be an option."

Greta Thunberg (2019)
Speech in front of US-Congress

Not only since the rise of a young Swedish girl has the topic of climate change, together with many other societal demands, been on the agenda of many large corporations around the world. Without any doubt our planet and society faces more challenges than ever and customer increasingly ask for answers, not only from their governments but also from companies. Arguably, the concept of Corporate Social Responsibility (CSR) has been around for quite some time with rather limited effects. Consequently, for many companies it feels very much impossible to incorporate the two often contradicting views, environmental & social concerns as well as an economic perspective, into daily business.

This Management Focus Group will elaborate on how companies can find ways to tackle this challenge with strategic marketing measures. These include branding, sales and product development but especially communication.

From gaining the end-customers thrust through transparency in explaining corporate challenges over enabling circularity in B2B to managing a crisis or shitstorms, communication is key to successful marketing, not only for sustainability but rather at the background of a diverse set of societal demands.



SwissLife



Keywords

- How to market and monetize sustainability (B2C & B2B)
- Estimate market demand for sustainable or circular products
- How to communicate sustainability without greenwashing
- Identify and react to societal demands of new generations (Y,Z)
- How to communicate challenges and during a Crisis
- Marketing implications of climate change

Your Benefits as a Participant

- Enjoy a two, two-day workshop in an attractive locations in Switzerland and Germany (excl. board and lodging)
- Experienced moderators and guest speakers
- Suggest preferences regarding guest speakers and content
- Exchange experiences with managers from a vast array of industries
- Work on solutions for your own challenges related to this workshop series by reflecting and discussing ideas with other managers.

Participation and Additional Information

- Target group: People with a focus and passion for sustainability from: Marketing Management, Business Development, Corporate Communications & Brand Management
- Date: and **2-3 September 2020** (Hotel Walhalla, St. Gallen) and **15-16 October 2020** (Seminaris Campus, Berlin, DE)
- Language: English
- For additional information on this management focus group, please do not hesitate to contact Katja Söllner:
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- If you are interested in participating in this management focus group, please contact the coordinator within your company.