Grow Sales and Profits Focusing on Green

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How Do You Define Green
a: environmentalist political movement

b : concerned with or supporting environmentalism

c : tending to preserve environmental quality (as by being recyclable, biodegradable, or nonpolluting)
FTC Definition

Generally indicates it’s a bad idea to use the word “Green” without substantiating the claim.

Section 260.4 of the Green Guides states:

Unqualified general environmental benefit claims are difficult to interpret and likely convey a wide range of meanings. In many cases, such claims likely convey that the product, package, or service has specific and far-reaching environmental benefits and may convey that the item or service has no negative environmental impact.

Because it is highly unlikely that marketers can substantiate all reasonable interpretations of these claims, marketers should not make unqualified general environmental benefit claims.
Reality

“Green is in the eye of the beholder”

For the purpose of this discussion, we will be using the term loosely and as a general term to indicate sustainability and environmental concern.
Additional Terms

- Environmental Responsibility
- Sustainability
- Eco-friendly
- Alternative Energy
- Energy Conservation
- Renewable Energy
- Renewable Resources
- 3 R’s (Reduce – Reuse – Recycle)
Our Speakers

• Shamini Peter
  – Director of Product Safety and Compliance
  – Axis Promotions

• Caterina Rossi
  – Vendor and Social Compliance Manager
  – Spector & Co.
Selling to the Eco-Client
Top 10 Tips
Tip #1

What are the rules of the road?

Environmental responsibility considers all applicable environmental laws and regulations

- Manage your environmental footprint to minimize the adverse impact on the environment
- Manage energy, water and waste systems for maximum efficiency and minimal adverse impact on the environment
Tip #2

What tips do you have for sourcing environmentally responsible “eco/green” products?

Manufacturing Processes
- Insight into supplier/manufacturer facility and processes
- Product Life Cycle
- Waste
- Pollution
- Verify Marketing Claims
Tip #3

How do you validate green product claims?

Green Guides

– The terms “green” or “eco-friendly” are difficult to define because they are subjective. Marketers use these terms to represent attributes of products

– The Federal Trade Commission (FTC) has stepped in to better define them
Tip #4

What do you look for in environmentally responsible supplier processes?

Ensure eco-friendly claims

– Are not exaggerated
– Are clearly stated
– Can be substantiated or proven
– Specify whether it refers to the product, the packaging, a component of the product or packaging or a combination of these

– All environmental symbols or logos on products or marketing pieces have to be substantiated or proven
Tip #5

How do you validate and/or weigh these processes?

• Ask for certificates - Eco-labeling organizations
  – Forest Stewardship Council (FSC): [www.us.fsc.org](http://www.us.fsc.org)
  – Green Seal [www.greenseal.org](http://www.greenseal.org)

• Ask for life-cycle analysis of product (Make sure it is complete)

• Understand what the negative effects or consequences of production are on the environment

• Ask for how much waste is created during the full life cycle

• Are recycled or biodegradable materials used to produce and pack the product?
  – In which percentage?
Tip #6

What tips do you have for discussing environmental responsibility with clients that may not currently be bought into the green movement?

Who is the client and where do they fit in terms of demographics?

– Location
– Education
– Generation
– Business Niche Location

Understand and communicate the attributes of our supply chain and products.
Tip #7

How do you convert a non-believer?

Understand the basic principles:
- 20% will actively lead; 20% will actively resist and the remaining 60% will wait to see what’s in it for them
  - Design your programs and education for the 60%
  - You’re dealing with habits not just policies

Understand the challenges your suppliers and customers face

Share possible legal and tax advantages
Share value and feel good aspects while increasing profit
Tip #8

What tips do you have for finding potential environmentally responsible clients?

Research

– Websites
– Mission Statements
– Prospecting Interviews
– Consumer Facing Platforms
Tip #9

What are you doing in your own company to be environmental responsible?

Distributor Environmental Responsibility Practices

- Energy policy
- Recycling programs
- End of life disposal
Tip #10

How do you validate and promote those claims to clients?

Documentation and Information

– Consumer facing platforms
– Sharing blog postings or articles on these issues with your clients
– Review articles on the FTC Guidelines
  • Understand what you can and cannot say
Review
Why Corporate Responsibility

- Distributors are in the brand protection business
- Damage to brand value associated with ignoring environmental responsibility
- Every day more end-buyers begin to care
  - It can be a strategic advantage and increase your value to your customers
- Corporate responsibility is a key market differentiator
Where To Start

• Know your sources
  – Know your suppliers
  – Talk to your suppliers about corporate responsibility
  – Ask the right questions
  – Demand proof of marketing claims
Understand Social/Environmental Concerns

• Social Responsibility
  – Work and Labor Standards

• Environmental Responsibility
  – Manufacturing Practices
  – Marketing Claims
  – Product Life Cycle
Establish and Document

- Corporate Social Responsibility
  - Social Compliance
  - Environmental Compliance
- Product Responsibility
- Supplier Management
- Verification and Remediation
- Resources and Training
- Code of Conduct
Engage in the Conversation

• Environmentally responsible manufacturing practices
• Recycled vs. Recyclable
• Reusability (avoid the trash)
  – Will product serve customer’s purpose or end up in a landfill?
• Add picture of new end buyer document here
Resources

  - PPAI: TimB@ppai.org or AnneL@ppai.org
  - Twitter: @PromoSafetyGuy

- **WRAP Worldwide Responsible Accredited Production:** [www.wrapcompliance.org](http://www.wrapcompliance.org)

- **FLA Fair Labor Association:** [www.fairlabor.org](http://www.fairlabor.org)

- **ILO International Labour Organisation:** [www.ilo.org](http://www.ilo.org)

- **B Lab:** [www.bcorporation.net](http://www.bcorporation.net)

- **EPA:** [www.epa.gov](http://www.epa.gov)