

Innovative Marketing of the Environmental and Recreational Services

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Contents

- ▶ Joke
- ▶ Innovative Marketing
- ▶ Environmental Services
- ▶ Recreational Services
- ▶ Innovative Marketing of the Environmental and Recreational Services
- ▶ Case Studies
- ▶ Interactive Research
- ▶ Conclusions

Environmental Joke



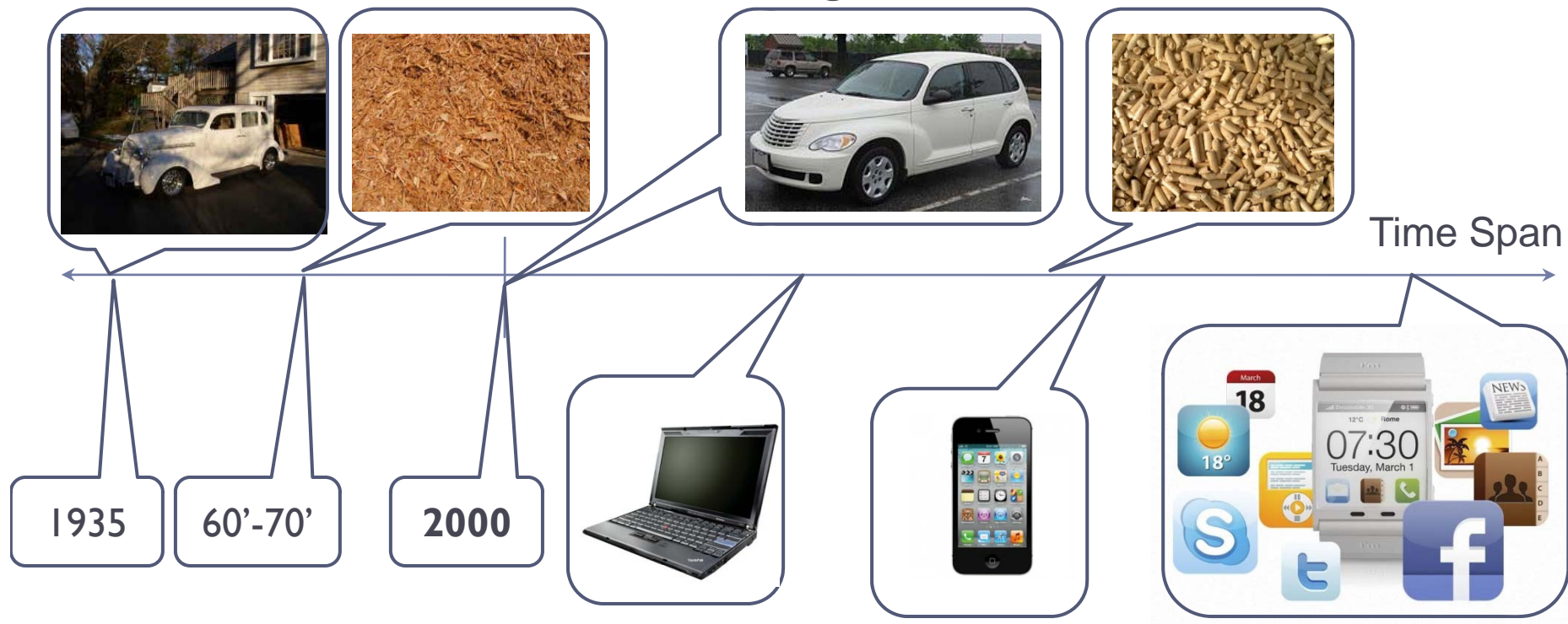
Any Marketing advice???

If you live in an igloo, what's the worst thing about global warming?

No privacy! ☹

Innovative Marketing

- ▶ What does the innovation mean in generally?
- ▶ Innovation \neq invention
- ▶ What is Innovative Marketing?



Marketing Tools (don't forget!)

Services Marketing

The four main features:

- 1) *Inseparable*
- 2) *Intangible*
- 3) *Perishable*
- 4) *Variable*
- 5) *Heterogeneous ???*

Communication Mix

The four main features:

- 1) *Advertisement*
- 2) *Personal sell*
- 3) *Promotion*
- 4) *Public Relations*

Innovative Marketing Tools

► New trends in communication:

- a) Internet marketing
- b) Social networks marketing (Social Multilevel Marketing) –
Research space, Finding market niches, Target Group:
Generation X » Y
- c) Mobile Marketing (Smartphone usage)

http://www.youtube.com/watch?feature=player_embedded&v=dedrqrtZgug <http://www.youtube.com/watch?v=toeFnThqIVg&feature=relmfu>



Environmental Services

Defining and analysing environmental services is not easy:

- a) *closely related to environmental goods*
- b) *substantial amount of services is undertaken by suppliers from other sectors*
- c) *many environmental services that are provided by external suppliers can also be undertaken in-house*

Environmental Services

Differing relationship to physical processes or products:

- a) *'Heavyweight'* environmental services
(e.g. contaminated land remediation or waste management)
- b) *'Middleweight'* services (e.g. pollution monitoring)
- c) *'Lightweight'* services
(e.g. environmental consultancy)

Environmental Services focus on

- ▶ In 'heavyweight' services, **technical processes** (which are often linked with new products created by suppliers), **and organisation, in the form of new contracting arrangements** (e.g. to achieve economies of scale or scope, better risk management of complex activities, or incentives for customers to change behaviour).
- ▶ In 'middleweight' services, **new products** (e.g. more effective instrumentation, or designed to facilitate servicing approaches), **and marketing and organisational innovation** (e.g. new kinds of contract to facilitate shared use or 'end of first life' recovery).
- ▶ In 'lightweight' services, **new ICT-based processes to capture and analyse information, and marketing and organisational innovation** (e.g. to achieve economies of scale or scope, or better access to key decision-making processes).

Why Does Environmental Service Innovation Matter?

- a) Helping to achieve Government targets for environmental improvement, and sustainable consumption and production;
- b) Helping to ensure that these targets are met as cost-effectively as possible;
- c) Providing high quality and secure employment; and
- d) Contributing to greater awareness of the imperatives of sustainable development amongst business, the public sector, and consumers.

Examples of Environmental Services Innovation

Product-related

‘Add-on’ services by suppliers, e.g. advice, management of inventory.
‘End of life’ value recovery, e.g. remanufacturing, surplus inventory disposal.

Process-related

New separation technologies for contaminated soils or wastes.
Collection and analysis of information.

Marketing-related

New distribution channels for recycled/reused goods and materials.
‘Servicing’ solutions involving changes in customer behaviour.

Organisation-related

New forms of contractual arrangement (e.g. leasing rather than sale).
New kinds of partnership between service providers, customers and others.

Drivers of Change and Competition in Environmental Services

- ▶ Environmental regulation is the dominant factor in shaping environmental services markets
- ▶ Government policies and regulations, and innovation, varies by sector for instance :
 - ▶ In waste management, the nature of long-term contracts for municipal waste, and regulatory and taxation impacts on the markets for recovered materials

Recommendations for Governments to foster Innovation in Environmental Services Sector

- a) **Create** greater **long-term certainty** about **policy implementation**, and levels of **financial incentive** to stimulate greater interest and investment in innovation;
- b) **Enable** greater **support** for the demonstration and near market stages **of innovative environmental services**;
- c) **Establish** **new drivers** for environmental service innovation, especially an effective carbon and resource accounting framework at business level, and the creation of lead markets;
- d) **Create** **a higher profile** for **resource**, and especially materials, efficiency issues within its activities;
- e) **Improve the information** base on environmental services and resource efficiency.

Recreational Services

- a) Seasonal oriented services portfolio
- b) Based on selling the variety of products
- c) Target group: families, single couples

Trends:

- a) Leisure time has become a worthy product
- b) Comeback for traditional values
- c) Customers' behaviour – more exacting
- d) Globalization – unlimited possibilities

Recreational Services

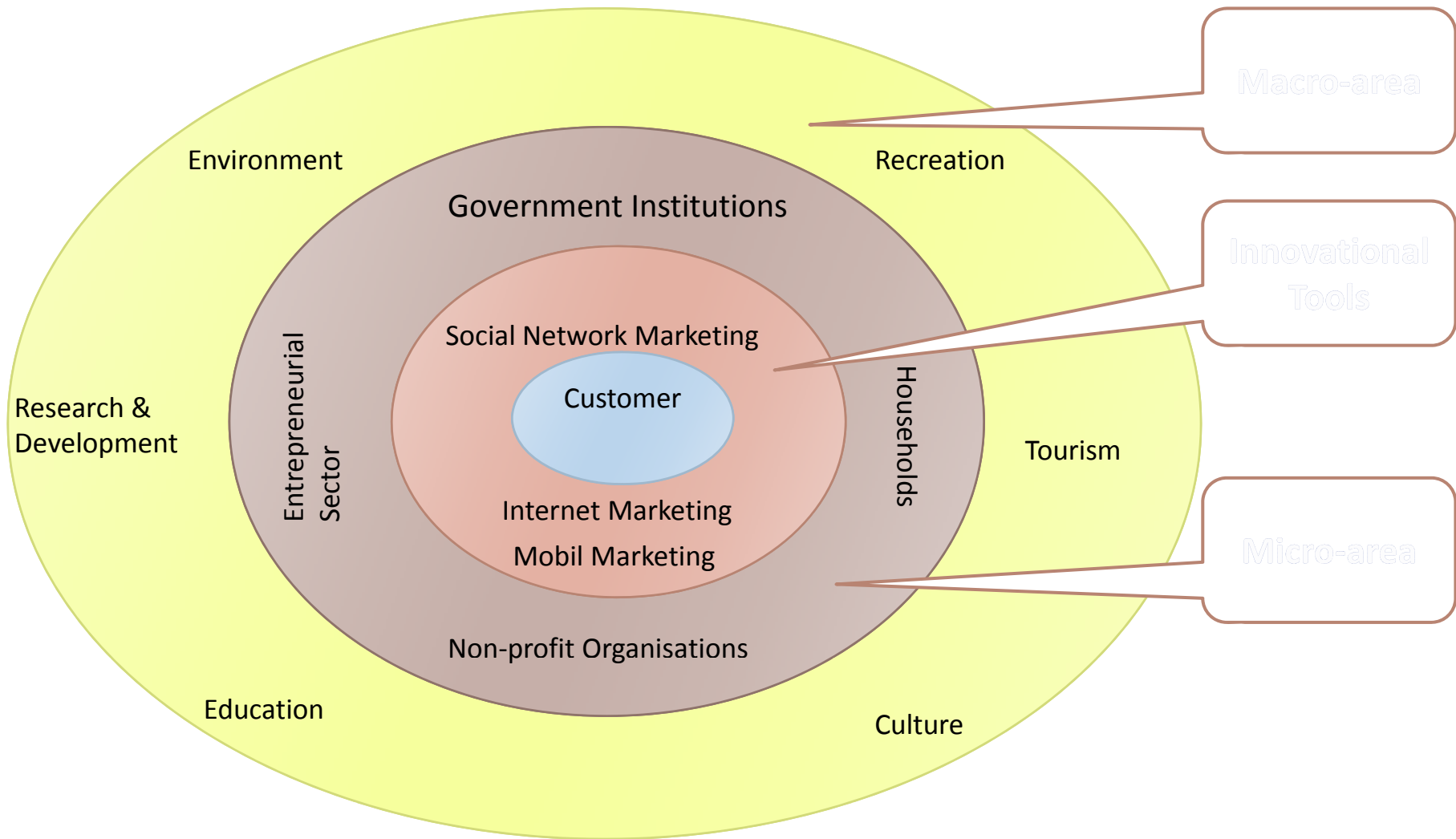
► For instance: Farm enterprise has to cover:

- a) Horse riding
- b) Living in wooden houses
- c) Wellness services
- d) Children programme
- e) Local kitchen
- f) Location for recreation activities
- g) Technology facilities

Recreational Services

- ▶ **Obstacles for start-up or providing the recreational service:**
 - ▶ Economic crisis – customer behaviour (saving programme), price of power fuel, civil disorder & diseases
 - ▶ Subsidy policy
 - ▶ Target group: families from middle class
 - ▶ Trends: Polarity society, Increasing number of divorces & retiring age

Innovative Marketing of the Environmental & Recreational Services



Innovative Marketing of the Environmental & Recreational Services

The screenshot shows the Geocaching website interface. Overlaid on the page are several text elements with checkmarks, indicating key features and services:

- ✓ Social network
- ✓ Environment
- ✓ Recreation
- ✓ History Knowledge
- ✓ Tourism

The website content includes:

- Header:** "GEOCACHING" logo, navigation links (Learn, Join, Play, Community, Shop, Partnering, Videos, Follow Us), and a "Welcome, Visitor!" message with "Sign In" and "Sign Up" links.
- Main Content:** A large blue banner with a tree and a person geocaching. Below it, three numbered steps: 1. Browse (Search for interesting geocaches), 2. Discover (Explore the world as you search), and 3. Share (Share your experience with the geocaching community). A "WATCH Geocaching in 2 Minutes" video link is also present.
- Right Sidebar:** Promotional boxes for "Geocaching Premium", "Geocaching Applications", "Shop Geocaching Merchandise", "Cache In Trash Out" initiative, and "GPS Adventures Maze Exhibit".
- Recent Activity:** A section titled "Recent Activity" showing "In the last 30 days, there have been 7,837,550 new logs submitted". It lists recent finds with location, user, and date.
- Footer:** Windows taskbar showing various open applications and the system clock.

Case Study 1

(Small Farmers for Local Schools)



Case Study 1

(Small Farmers for Local Schools)

► Innovation:

- Supply a local school lunch program with fresh agricultural products in northern Florida
- Elaborate the project for increasing farm income by implementing improved methods of marketing value-added agricultural products for limited-resource growers
- Target group: local schools
- Background: The U.S. Department of Agriculture's (USDA), Agricultural Marketing Service (AMS) or Florida A&M University (FAMU) creates marketing opportunities

Case Study 2

(Caterpillar's remanufacturing strategy)



Case Study 2

(Caterpillar's remanufacturing strategy)

Innovation: remanufactured products can have 85% lower energy costs, and 60% lower materials costs, than new equivalents.

Caterpillar's \$1 billion turnover remanufacturing division is growing at 12-15% a year and is more profitable than many of its conventional manufacturing operations.

Experts also foresee a lucrative business in 'refreshing' cars after initial leases so that they can be sold as 'good as new'

Case Study 3 (John Deere's Environmental Solutions)



JOHN DEERE



Case Study 3

(John Deere's Environmental Solutions)

Innovation: http://www.youtube.com/watch?v=CD2V8GFqk_Y

- a) *The new LED lights save more than 428,000 kWh of electricity and about 27 metric tons of CO₂-equivalents annually (Montenegro, Brazil)*
- b) *Energy-efficient fluorescent light fixtures save energy to serve the needs of about 1,400 homes annually & cut annual GHG-emission > 12,500 metric tons of CO₂-equivalents (Dubuque, Iowa)*
- c) *Environmentally friendly paint which includes less than 1 % hazardous air pollutants, or HAPS instead of 30 % of HAPS (Ningbo, China)*

Case Study 4

(High Tatras without barriers)



Case Study 4

(High Tatras without barriers)

- ▶ Innovation:
 - ▶ Disabled facilities as sidewalks
 - ▶ Target group: handicap people
 - ▶ Established in 2007
 - ▶ 30 km accessed sidewalks in Tatra and Pieniny national park
 - ▶ Connecting mountain lake with forest valleys & enable access to many mountain cottages

Case Study 5

(Forestry Open-air-museum Vydrovo)



Case Study 5

(Forestry Open-air-museum Vydrovo)

► Innovation:

- 140 ha area promotion of forestry & foresters for human life in 48 stops on the 3km long walk of history, present & future of the forestry
- Small game preserve of wild boar
- The natural works of international Eko -Art -artists in aesthetic way
- Educational trail 3.6 km in length
- Target group: forestry public, families with children, students

Case Study 6 (Slovak Hucul Club's Recreational Solutions)



Case Study 6

(Slovak Hucul Club's Recreational Solutions)

► Innovation:

- Established in 1999, environmental non-profit organization
- Protection & reestablishment of the Hucul horse
- Target Group: Families with children, students
- Hucul- very patient race – children health care on psychological way
- Horse-riding in the countryside, riding in the riding school, horse hotel , horsemanship seminars

Interaction research

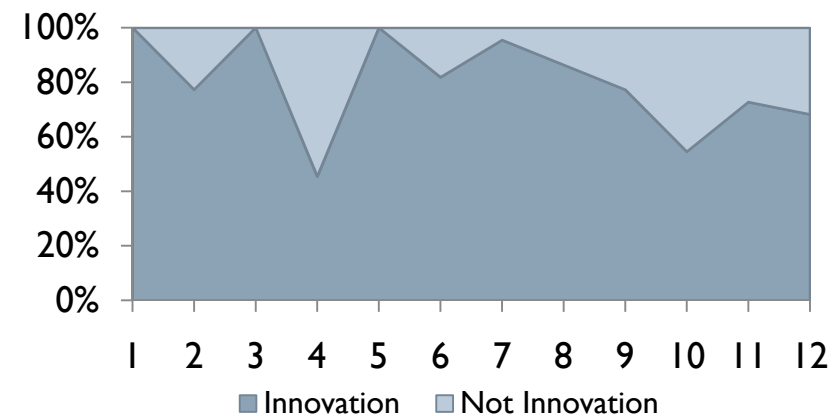
► Questionnaire research

Interaction Research Using Methods: Brainmapping, Brainwriting, Questionnaire
With which areas do you agree and with which you disagree?

Area	Before Invention	After Invention	Agree	Disagree	Result
Health	Blindness	Bionic eye			FALSE
	Glasses	Surgical Operation			FALSE
Industry	Gas-engine	Hydrogen, solar, electromotor			FALSE
		Future car -sci-fi			FALSE
Technologies	Abacus	PC			FALSE
Social	Communication F2F	On-line communication			FALSE
		Social Network			FALSE
Environment	Waste (plastic)	Cell phone			FALSE
		Softshell jackets			FALSE
Recreation	Natural Resources	Selling the recreational mix			FALSE
		Space Tourism			FALSE
Shopping	Brick&Mortar Business	3D-shopping			FALSE
		Augmented Reality			FALSE
Learning Knowledge	Face-to-Face, Verbal, Memorize	3D-Library α - level Language Learning			FALSE
What do you think?					
In general, we are moving forward with this kind of invention.					FALSE
Invention has to be for the business not for the man.					FALSE

Conclusions

- ▶ Viewing angle - is it innovation or not?
- ▶ Time span - invention to innovation
- ▶ Innovative Marketing is business oriented
- ▶ Different using of Innovative Marketing Strategy
- ▶ The right way is to meet the wants and needs by providing the customer benefit
- ▶ Questionnaire Results:



Thank you for your attention!

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