

SELLING SUSTAINABILITY

Using the Dark Arts...

What is Marketing?

Identifying and fulfilling
consumer needs...

What is Marketing *really*?

Targeted and intelligent
selling ...

The Marketing Mix

"It would ruin your street cred wouldn't it, buying one of those cars..."

"energy efficient this and that, it' always dearer.."

PRICE

PRODUCT

PACKAGING

"I think it should be on the packages ...perhaps the back of your shopping bill"

POINT OF SALE

"Most leaflets that come through peoples door, they don't look at them"

PROMOTION

The Marketing Mix

PRICE

PRODUCT

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POINT OF SALE

PROMOTION

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nine people
nine weeks
nine skills
change your life
more info
site map

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[Tham](#)

[Vicky](#)

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[Chris](#)

[Ruth](#)

[Jan](#)

[Dudley](#)

ninelives.tv week 9


[nine people](#): Find out why nine volunteers want to change their lives and become more sustainable

[nine weeks](#): See how they got on - the ups and the downs - in video and written diaries

[nine skills](#): Learn about the nine life skills through DIY action plans

[change your life](#): Discover many local resources to help make your life more sustainable

how sustainable are you?



Take the [ninelives quiz](#) to find out where **you** could change your life. Answer nine questions about the way you live and get detailed feedback and tips.

ninelives poll

Do you buy second hand clothes?

All the time

Never

ninelives.tv

Irresistible offers

[9 ways to make your life more sustainable](#), from free energy saving light bulbs to training & counselling sessions.

Video diaries

Read about what's been happening to the nine and watch their [video diaries](#).

Meet the experts

Meet some of our [expert advisors](#).

Change your life

Check out the nine [life skills](#) & DIY Action Plans.

Think global, act local

Find out about [Local Agenda 21](#), the sustainability strategy behind ninelives.

Local resources

A list of [resources](#) available locally.

Library booklist



video diaries

local press



experts

local business

free offers

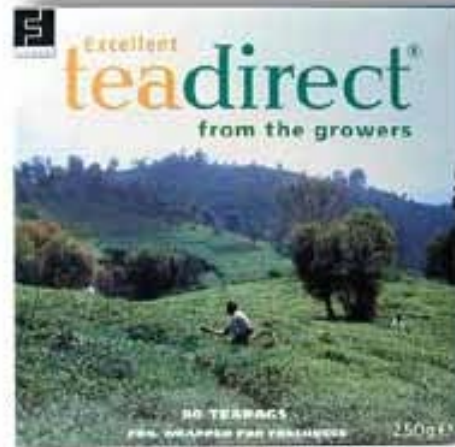


quizzes

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(RP PHOTO)



What can we learn from Marketing?

- CONSUMER LED
- Do the research – understand audience
- TEST TEST TEST
- Kill the leaflet
- KISS - Keep it simple, stupid
- Viral is personal

ATTITUDE

or

BEHAVIOUR

or both?

Biodiversity

Inter-generational Equity

Climate Change Levy

Direct Action

Carbon Tax

Brown-field

Accountability

Eco-efficiency

Permaculture

Global Warming

Precautionary Principle

Additionality

Key Performance Indicator

Life Cycle analysis

Stakeholder

Quality of Life

Triple Bottom Line

Factor 4

Bottom up

Life Cycle Assessment

Empowerment

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big picture

**technically
correct**

be cool

belong

only stories work

optimism

glory button

change is for all

**we need more
heroes**

personal circle