



## Sustainability, Green marketing & Media in the Creative Industry

*Customer relationship and sales skills are top priorities in the Creative industry. The project tries to reduce the gap between skills in the labour market and the need for knowledge on sustainability and (green) marketing.*

## Green Marketing Learning materials

Green marketing involves more than simply presenting an environmentally friendly product. It also speaks to, and actively promotes, a company's processes and business practices as having low environmental impacts.

Some business practices, such as reducing production waste or energy costs, are good for both the environment and business profitability.

Adopting such practices may or may not be perceived as "green", depending upon consumer perceptions of other aspects of the business. However, these actions can still be positioned as the company "doing its part"-promoting positive reactions toward the company.

## Green Opportunities

- use recycled materials in product production
- use green energy (such as wind and geothermal)
- reduce production waste (in both energy and materials)
- use eco-friendly methods, including sustainable and organic agriculture
- buy/sell locally, reducing transportation energy
- reduce product packaging
- make products reusable and recyclable



# PROJECT SUSTAINABILITY

Learning material



In the project Sustainability, Green marketing and Media in the Creative industry we have developed several learning materials in six languages.

- Sustainability game (physical)
- Green marketing course including learning material
- Sustainability and marketing game (internet)

All the learning materials can be used in VET-institutes, Higher Education and for in-company-training in SME-companies in the graphic media and creative industry.

All the learning material includes:

student material and a teachers' guide with practical information.

The Green Marketing course also includes:

powerpoint presentations, a student workbook and assignments.

## More information

All learning materials will become available in September 2015.

For more information, contact the contact persons as indicated per country.

The learning material is available in six languages.



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## Website

The website gives information about: the project goals, partners, sustainability, green marketing and gaming. Information about the progress and results is also available. PDF's of presentations and learning materials are downloadable.

[www.project-sustainability.com](http://www.project-sustainability.com)



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