

MODULE 1

Marketing and sustainability - theory and practice

Module objective and content

A recent study from WFA and Kantar showed that 90% of marketers globally think they need to act more bravely and experiment to drive transformational change in terms of sustainability¹. In this module you will explore the intricate relationship between marketing and sustainability. You will understand how the marketing and sustainability strategies of an organisation must be intricately intertwined to reinforce each other and bear fruits. The basic principles of marketing will be re-visited to incorporate a strong sustainability dimension and the impact on each element of the S.A.V.E model will be explored.

KEY BENEFITS

- Understand the relationship between marketing and sustainability
- Get conceptual tools to integrate the two concepts at strategic level
- Understand the 'lay of the land' in terms of consumer perception and behaviour about sustainability
- Get started with a very concrete and 'hands-on' methodology to better align your marketing and sustainability approach.

Teaching method

Interactive lectures and a workshop to help you further integrate your sustainability and marketing approaches

Topics covered

- > Key principles of sustainability, tensions between marketing and sustainability, concept of 'markethics' (©Galler).
- > Managing the ambiguous consumer - a model to map convergence and identify tensions.
- > Zooming on specific aspects of sustainability and digital
- > How to get started / to progress further: using the '14 levers to integrate sustainability in marketing', starting from the 'S.A.V.E. model'



Nicolas Lambert

The teacher

Expert and consultant in marketing and sustainability. Author of 'Le marketing peut-il sauver le monde' (Racine 2023). Lecturer at Louvain School of Management and HeiHa.

Nicolas was CEO of Fairtrade Belgium from 2016 to 2022. He has also been teaching marketing for more than 10 years at the Louvain School of Management. In the first part of his career, he held various senior marketing and strategy positions at Unilever, AB-InBev and Heineken, in Belgium, the UK and The Netherlands. He was strategy director at advertising agency Darwin BBDO.

Intro

There is an urgent need to transform our organisations to face the ecological and social challenges our society is confronted with. Unfortunately, marketing and sustainability often work in silos, when there is an opportunity for both functions to work better together. Can sustainability efforts be translated in a way that creates value for customers? Can marketing become a driver of the sustainable transformation of your company? This is what will be discussed in this module.



PRICE

900€ ex. VAT for the for the training day (catering incl.)
750€ ex. VAT: Special price for EMDMC alumni



DATES

Tuesday 30 January



PLACE

Building Solvay Brussels School, 42 avenue Franklin Roosevelt
at 1050 Brussels



TYPICAL DAY

8:30 a.m.: welcome with coffee

9:00 a.m.: course

10:30/11:00 a.m.: coffee break

12:30 p.m.: lunch

1:30 p.m.: course

3:00 p.m.: coffee break

3:30 p.m.: course

5:30 p.m.: end of the day

INFORMATIONS

THIERRY ANTOINE, Program Coordinator

T.: +32 2 650 41 45

Email: thierry.antoine@ulb.be

Registration: <https://bmma.be/executive-education-2/>