



# Oregon Wood Innovation Center

*Connecting People, Ideas, and Resources*

## Environmental Marketing

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# Environmental Marketing

Gaining profit from identifying and providing for the wants and needs of consumers while recognizing and minimizing impacts to the environment.

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**Environmental  
Concern**

**Social Pressure**

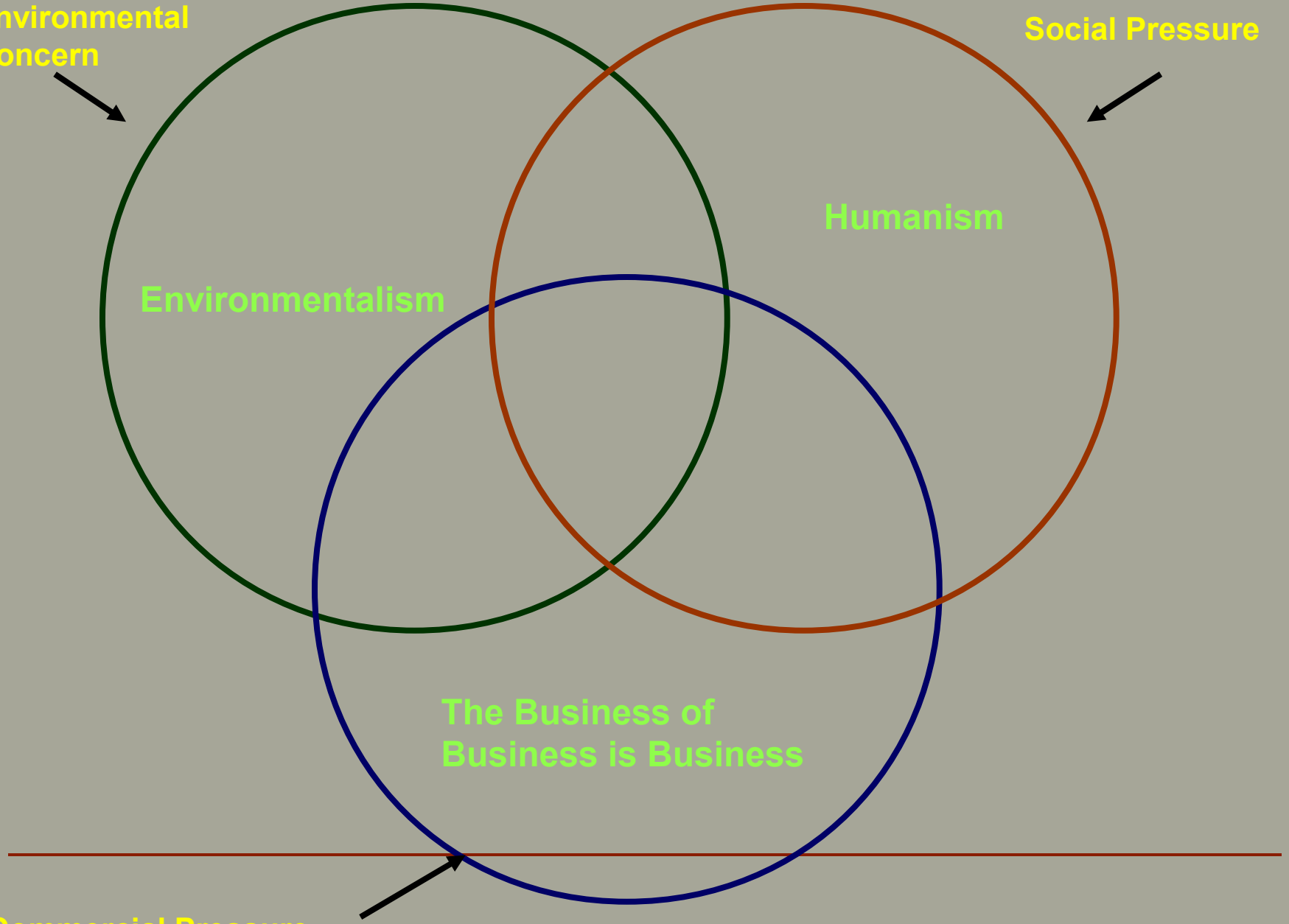
**Environmentalism**

**Humanism**

**The Business of  
Business is Business**

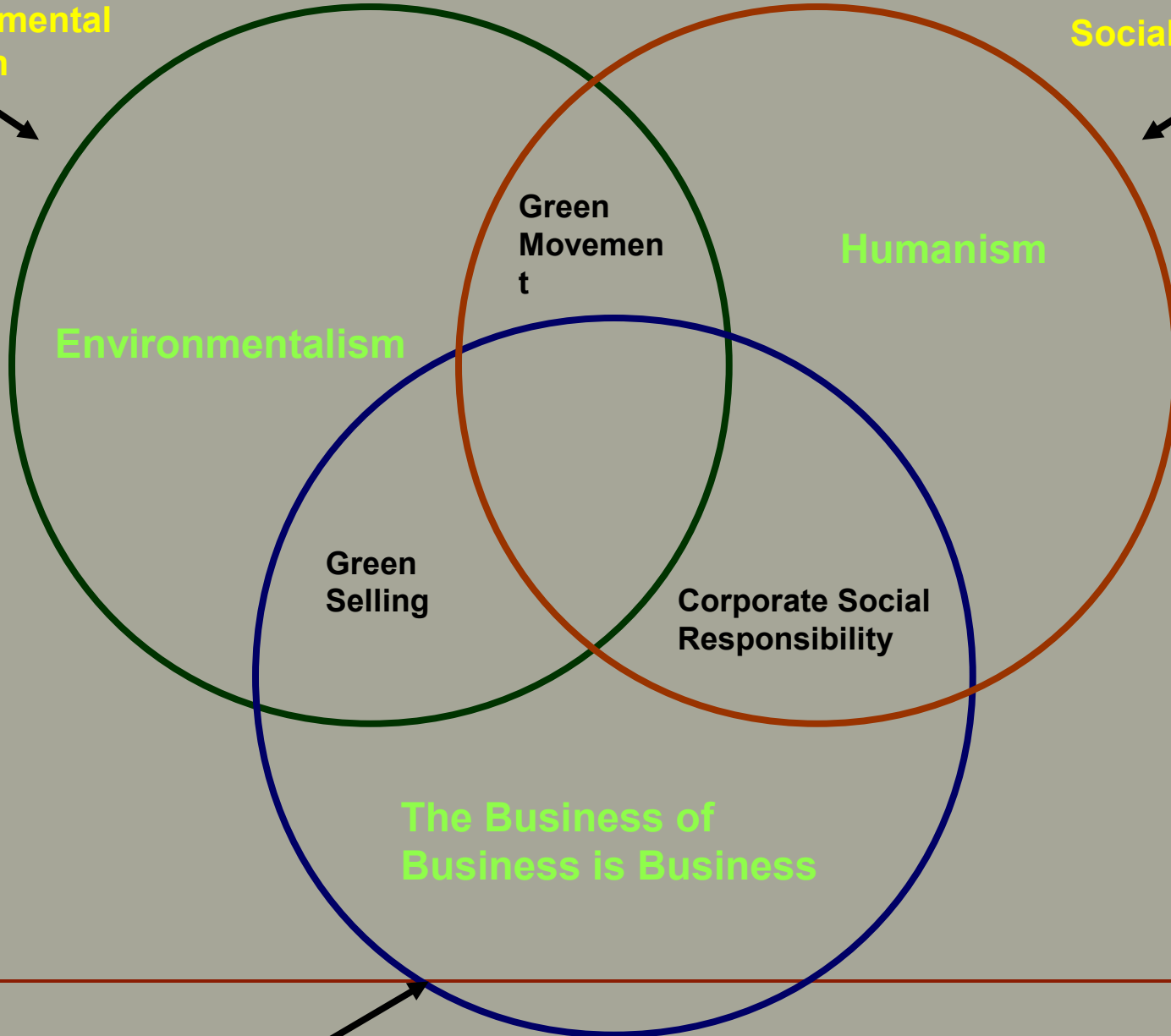
**Commercial Pressure**

**Peattie**



**Environmental  
Concern**

**Social Pressure**

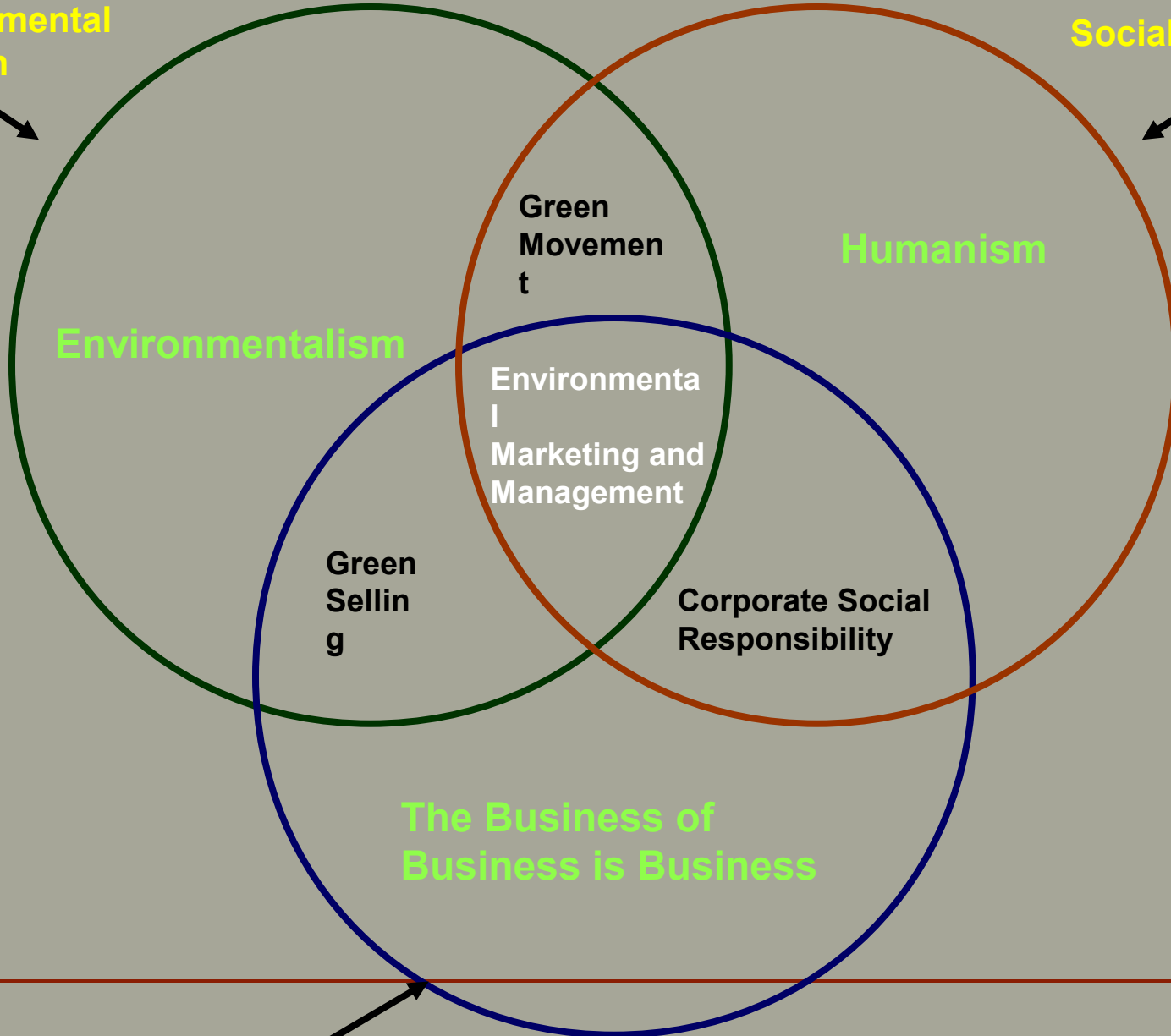


**Commercial Pressure**

**Peattie**

**Environmental  
Concern**

**Social Pressure**



**Environmentalism**

**Humanism**

**Green  
Movement**

**Environmental  
Marketing and  
Management**

**Green  
Selling**

**Corporate Social  
Responsibility**

**The Business of  
Business is Business**

**Commercial Pressure**

**Peattie**



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# Stop Boise Cascade

A CAMPAIGN TO SAVE ENDANGERED FORESTS

Boise Cascade:  
dinosaur of the  
logging industry

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# Beware of Greenwashing

Greenwashing is when a company dishonestly says their products and/or policies are environmentally friendly.

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# Avoid the pitfalls of greenwashing

## ■ **Make greener products**

- Reduce pollution from your process
- Improve efficiency
- Use energy sources that are renewable

## ■ **Know the facts**

- Base communication on a thorough understanding of all environmental impacts of the product through its lifecycle

## ■ **Provide support**

- ~~Make evidence of product claims readily available to the consumer~~