

Selling the EVP

*Marketing Pollution Prevention
in North America*

Scott McDougall

TerraChoice Environmental Marketing

www.terrachoice.com

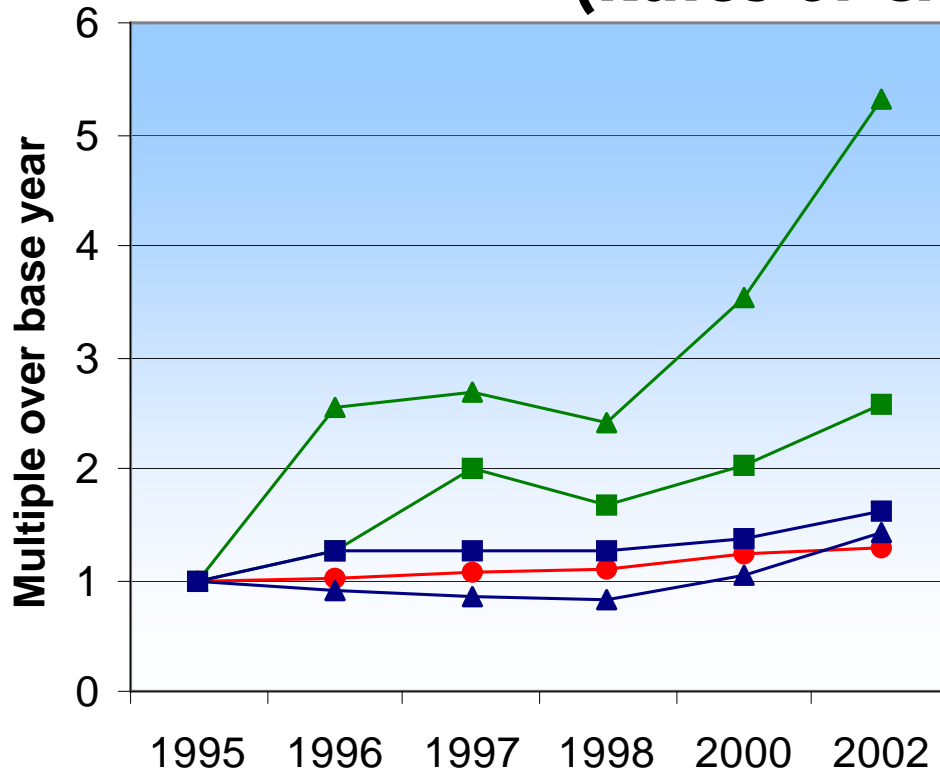
*Helping North America's most sustainable companies
succeed. Companies like ...*



... and hundreds of others.

Pollution Prevention

Expenditures (2002 Actual Expenditures) (Rates of Change)

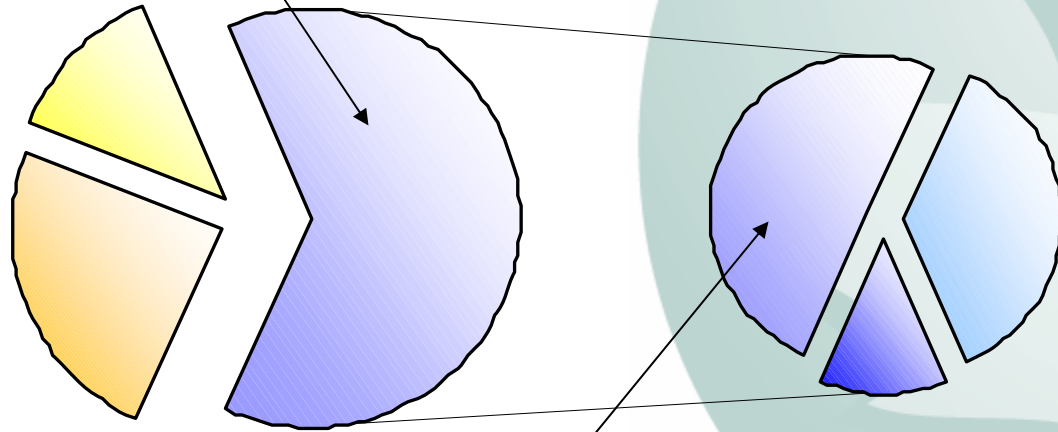


\$1.4 billion (capital)

\$542 million (operating)

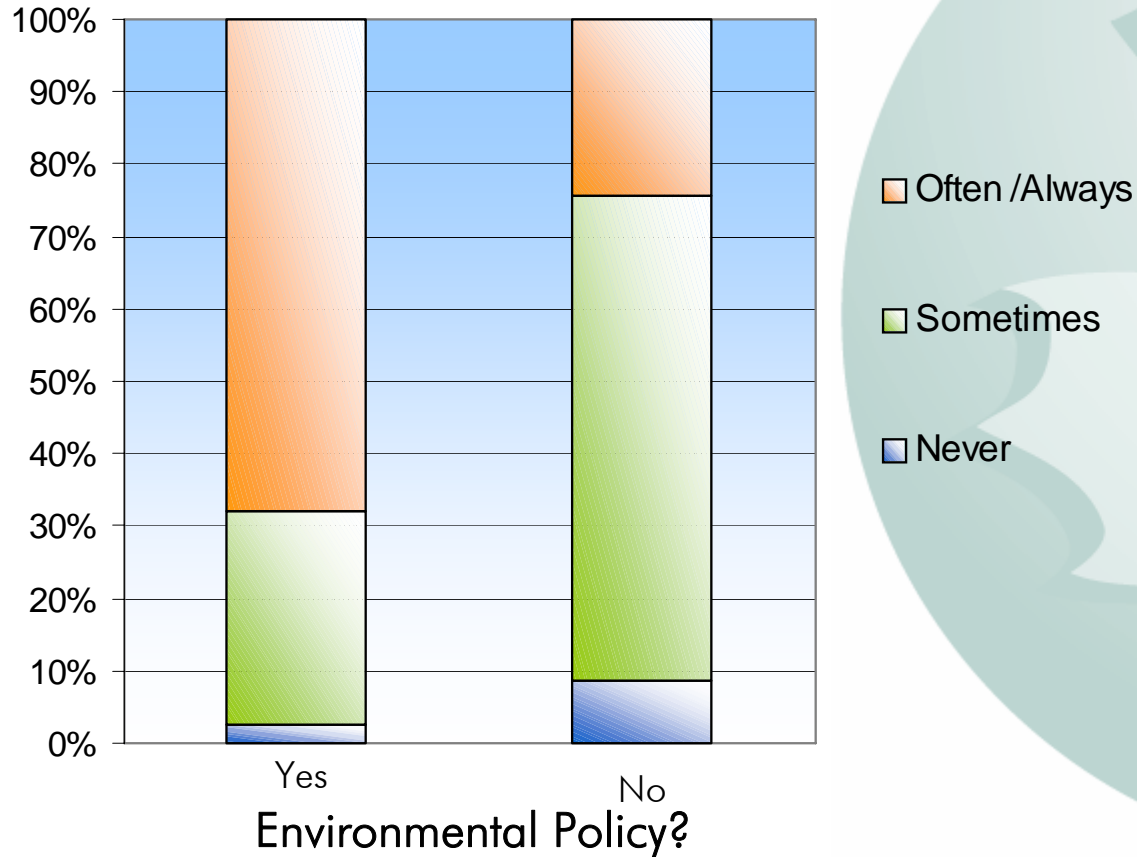
Canadian Procurement Professionals

63% of companies have an env/sustainability policy.



Half of those also have a “green” procurement policy.

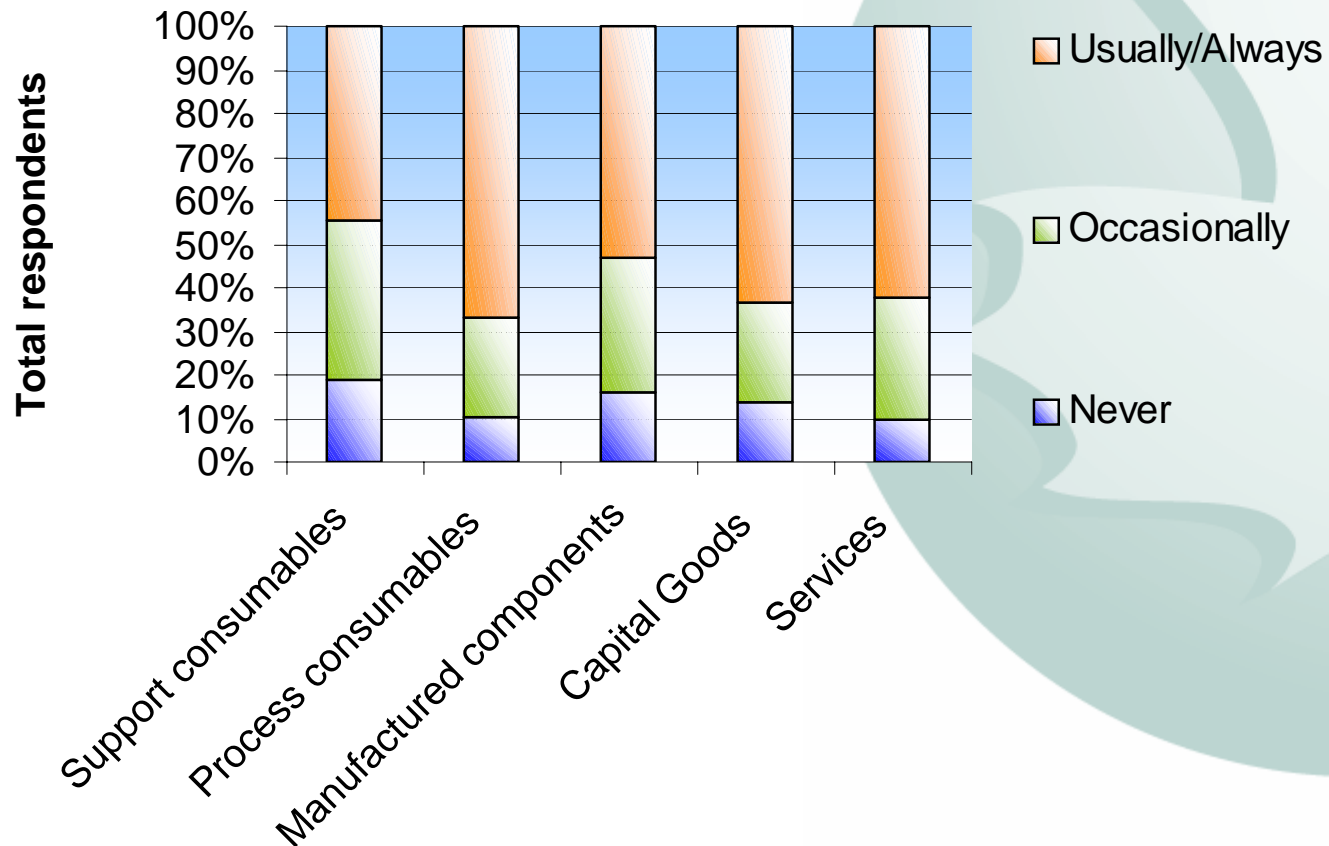
'Green' Procurement?



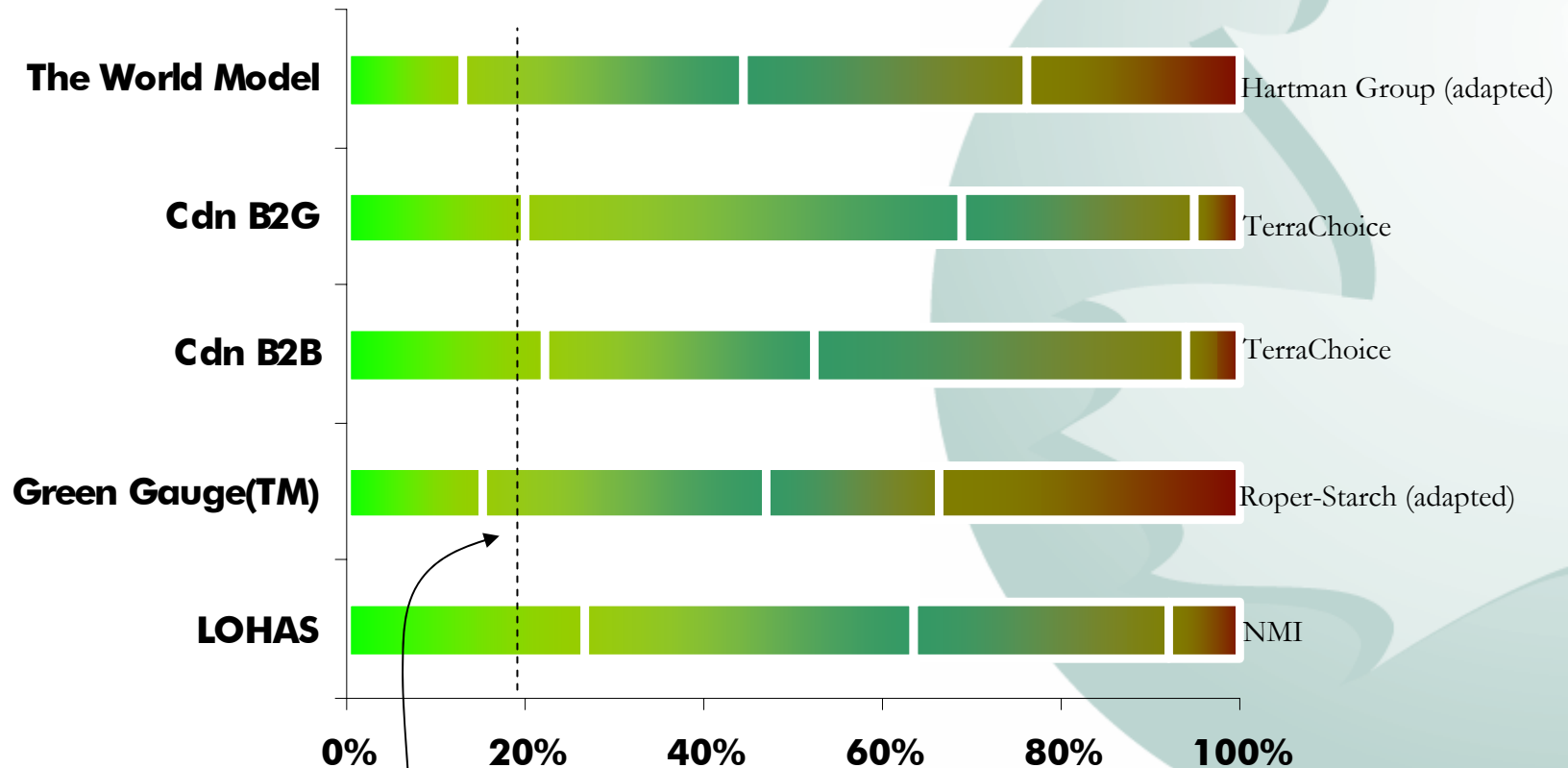
Adapted from: EcoMarkets™ B2B, 2005

Green Buying By Category

(Among those companies that do 'buy' green)



A Spectrum of Interest



The average result for a *strong predisposition* to environmental behaviour is a steady 20%.

Myth:
green people and brown people



Reality:
shades of green (but lots of different reasons)

Eco-centric

Anthropocentric

My position in this community is a result of my culture, values, and attitudes. These give rise to my behaviours.

Communicating the EVP

Who are you trying to reach,
and what *language* do they
speak?



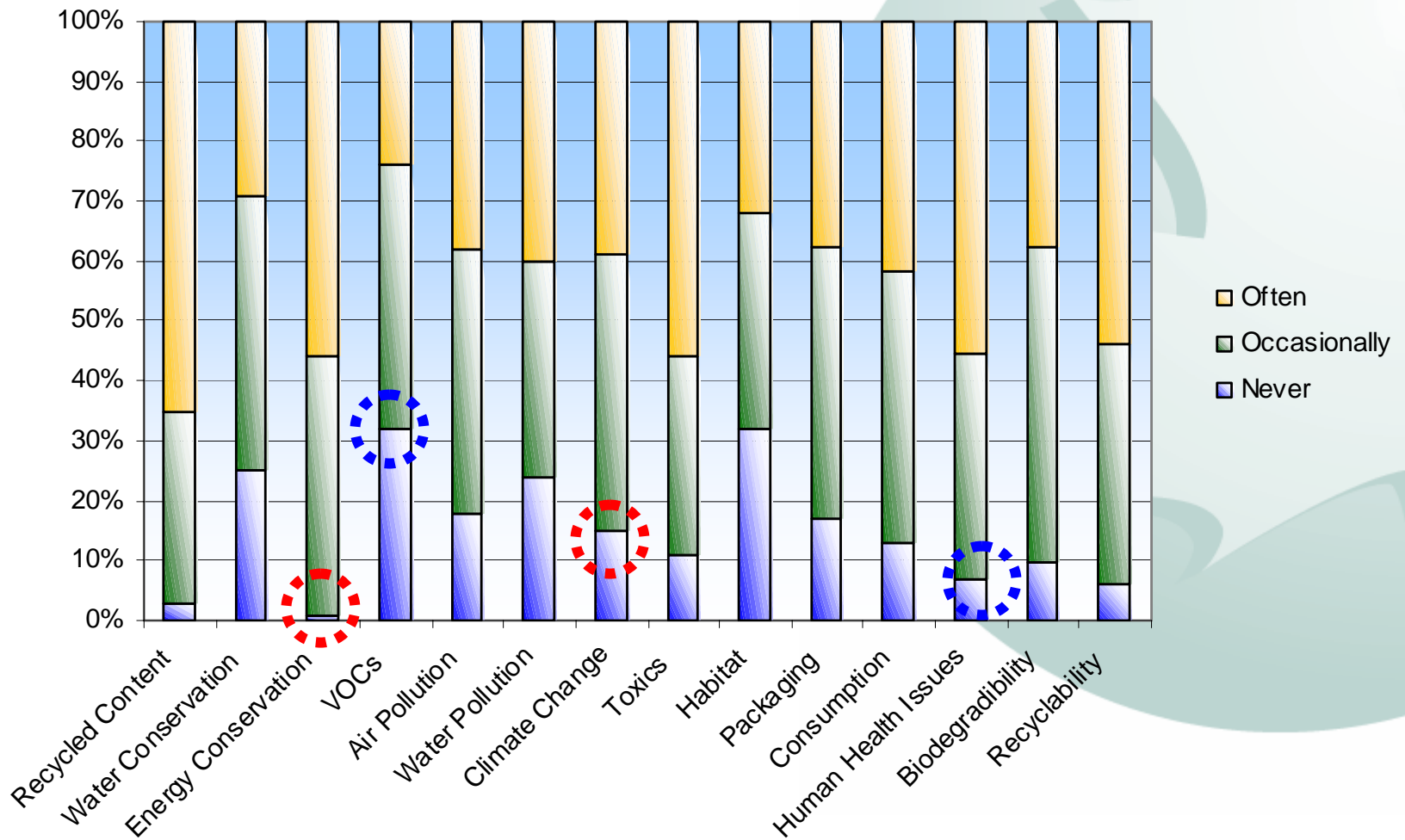
Challenge:

“Environment” is too big.
What dialect do they speak?
What are there issues of concern?
More specific, more focussed.

Challenge:

“Environment” isn't their vocabulary.
What language do they speak?
Use an Esperanto
Less specific, more universal.

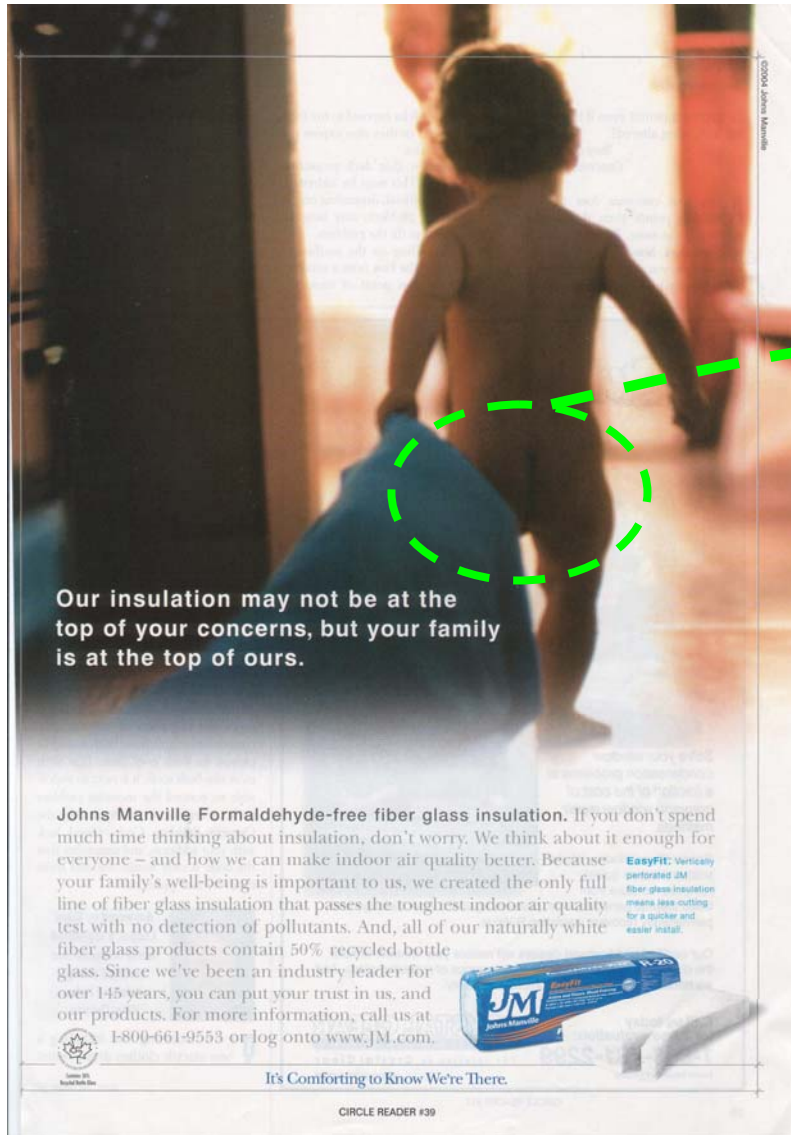
What's My Dialect?



Dial the Dialect




- Third-party endorsement combats perceptions of ‘greenwashing’
- Communication that is customized to the issue of the day - the “dialect”



Our insulation may not be at the top of your concerns, but your family is at the top of ours.

Johns Manville Formaldehyde-free fiber glass insulation. If you don't spend much time thinking about insulation, don't worry. We think about it enough for everyone – and how we can make indoor air quality better. Because your family's well-being is important to us, we created the only full line of fiber glass insulation that passes the toughest indoor air quality test with no detection of pollutants. And, all of our naturally white fiber glass products contain 50% recycled bottle glass. Since we've been an industry leader for over 145 years, you can put your trust in us, and our products. For more information, call us at 1-800-661-9553 or log onto www.JM.com.

EasyFit: Vertically perforated JM fiber glass insulation means less cutting for a quicker and easier install.



It's Comforting to Know We're There.

©2004 Johns Manville

Circle Reader #39

Universal a-peel!

An environmental theme communicated in non-environmental language.

Seventh Generation.
Because you shouldn't have to choose
between spotless and harmless.



In your grandmother's generation, keeping house meant using natural potions that worked well enough, and certainly did no harm.

In your mom's generation, synthetic chemical cleaners promised to make her home as spotless as a space station. But is it really healthy to eat, sleep, and play in a household awash with harsh chemicals?

Today you have a new generation to raise, and your own choices to make—the least of which should be what products are safe and effective when it comes to caring for your children and your home.

Which is why there's Seventh Generation. A family of products that—finally, reliably—offers clean without compromise. Based on natural, non-toxic ingredients perfected by the latest science and technology.

Can you really get the best of both worlds with Seventh Generation? We guarantee it. And we'll make it worth your while to try.

Save \$10 now.

Visit www.seventhgeneration.com, and you can print out over \$10 worth of coupons for all sorts of Seventh Generation products. From a dishwashing detergent that leaves your plates as spot-free as the leading traditional brand. To laundry detergents that remove tough stains without leaving irritating residues.

Seventh Generation products. They're safe—and they work. Prove it for yourself—and save.



A clean home. A healthy family. A safer world.™ **seventh GENERATION.**

- Universal appeal to family, children
- “Environment” in universal language

Conclusions

- B2B markets are large and growing
- B2C stratigraphy is unchanging, but only limited by skill at communicating
- In both markets, the key to marketing communication is language - their language, not yours