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Consumer Society Corporation

Green Development and Sustainable Behaviour in Modern Time

“We simply must do everything we can in our power to slow down global warming before it is too late. We can save our planet and also boost our economy at the same time”

- Arnold Schwarzenegger

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Abstract

In modern times, we see a growing focus on sustainability, and consumers as well as corporations and nations that start questioning the way we live our lives and the way we treat our planet. As a consequence of the industrialization and globalisation, commodities are affecting the way we live our lives like never before. This study seeks to illuminate the green consumer and the characteristics of this persona. By investigating theory and testing it on real-life cases an understanding of this growing phenomenon is reached. The researchers of this paper seek to describe tendencies and illustrate experience from real companies through the terms of theory and an academic assessment. By working in depth and understand how and why the consumer acts, feels and thinks, a solid foundation for the forward analysis is cleared. Society and everything that surrounds the green consumer is naturally important to understand as well, and therefore have elements hereof been analysed, in order to create a more holistic framework to work from. Finally the corporate point of view is investigated in relation to the green movement on the market. To test the knowledge that have been built around the green consumer, forwardly this will be put to the test in real life cases. This is where the analysis comes into place, and here resemblance between founded theory and practical cases is clarified. To the extent of this paper a scope of the Critical Realism has embossed the research. Knowing that we never will be able to frame the complete truth within this paradigm, we have attempted to describe the reality through a transitive approach. To the findings of this paper, indications are that sustainable development and activities are useful in commercial coherences. This may be explained through strategic considerations that this paper does not provide investigate. Though it is important to mention that despite the growing focus and pressure from public institutions, some companies may choose to apply it subtle in their marketing activities. This paper furthermore concludes that to segment products to the green consumer, it is important to understand the many angles and perspectives there are to this topic. The green consumer is influenced a lot by needs and desire, and can be characterized by three types: The Antihero, The Environmental Hero and The Anarchist. They all respond different to sustainable products and communication.

Introduction

It is fair to say that the concepts of green development and sustainable behaviour are gaining more and more visibility and influence in the western society of today. Especially our consumption patterns and behaviours are very challenged by new environmentally friendly discourses and society's pressure on consumers to do the right thing and consume responsible. But in fact these topics have quite a few more facets than just to "consume responsible". The processes of procurement of products have become increasingly more complex as a consequence of the industrialization and globalization and commodities from all around the world are available to us at our demand. At the same time capitalism has influenced global commerce in a profit-oriented direction (Jackson 2005), which has led to excessive consumption, finally leading to overproduction to meet demands.

This paper seeks to investigate the underlying dimensions regarding sustainable consumption and development, with an aim of gaining some insights and understanding on three key dimensions; the consumer, the society and the corporate world as well as of the topic in general. On the one hand it is important to enlighten this area to create even more attention towards sustainable consumption patterns and responsible behaviour, to better serve our common world, but it is at the same time possible to use this green thinking strategically in the commercial world and hereby making "being responsible" profitable? These thoughts lead us to the following problem statement.

Problem Statement

What is important to understand in today's market regarding sustainable/green consumption and how can this be useful in commercial companies?

Philosophy of Science

It can be argued that philosophy is concerned with the essential ideas about how the world is constituted. With this in mind, philosophy of science is the essence of scientific research, which provides ideas and perceptions about how to approach and access a research and thereby to gain knowledge about a specific area or principle (Bryman 2008). This chapter will therefore outline how we view the world and reality in this project and how we aim to

create knowledge. We will approach this matter through explaining our standpoint on the following three fundamentals; ontology, epistemology and methodology.

Ontology and Epistemology

Ontology can be said to be the first circle of understanding, which is concerned about how the researcher comprehend and understands reality. Basically, the world can be understood from two main perspectives; positivism and interpretivism (Bryman and Bhaskar 2008).

The fundamental position of positivism can be classified as objectivism, where the researcher and actors are external to reality, and therefore have no possible way of influencing neither the world nor the truth.

The standpoint of interpretivism is based upon the understanding, that every human being equally through interactions and interpretations are constructing realities. Hence, no truth or conclusions about reality can be made, since we are all constructing it together by the way we act, speak and interact with each other. Bearing this in mind, all individuals create their own social reality, which is different from individual to individual. This social reality is also every changing and continuously under construction as individuals interact with each other (Kuada 2012).

We as researchers are anchored in critical realism, which is expressed through this thesis. We are of the conviction that the world rests on a foundation that is partly independent of human's acknowledgements. Hereby stating that we do not have direct admission to the world we want to investigate.

We are likewise of the persuasion that there is a reality out there, which is independent of human knowledge hereof. Ontologically seen, there actually exists a real world, unaffected by human acts. This reality is involving of consisting causal coherences, arrangements and structures.

Individuals are not able reach access to this reality. This is explained by that it is independent of human existence and acknowledgement hereof. All epistemologically work is socially constructed, humans between (Bryman and Bhaskar 2008). Distinguishing between transitive and intransitive objects of knowledge (Bhaskar, Collier, and Norrie 1998). The intransitive objects of knowledge is described as being objects that always will exist "out

there”, even if we as humans do not acknowledge or realize the existence hereof. Transitive objects of knowledge can be described as human attempts to understand and explain these intransitive objects. This is done by using models, theory and hypothesis – these are considered as being social constructions, created by human actions, activities and communication (Bhaskar, Collier, and Norrie 1998). Though it is important to stress that these transitive objects of knowledge cannot be replaced with reality and thereby remain socially constructed models, and structures in our attempt to clarify reality, well-knowing that these attempts will not reach the level of real truth (Bhaskar, Collier, and Norrie 1998).

By the above-mentioned induction to our critical universe, our focus is to observe, explain and understand Toyota and Nestlé’s success within strategic implementation of sustainable and green marketing and how other companies, to follow the trends within sustainable consumption, can apply knowledge hereof with advantage. It is important to stress, that the analysis and interpretations of this research is based on social contracted knowledge, thereby resting on a foundation of events and experiences of social transitive constructive nature.

Two companies have been chosen in this research, to illustrate the tendencies and inclinations by companies who prioritise green development and marketing. Both Nestlé and Toyota are considered to experience success within sustainable initiatives and by analysing their goals, methods and results, experience can be used further in our “area of focus”: sustainability. It is our intention to investigate these two companies strategic initiatives within sustainability, as they take place in the natural social life, to approach a point of explanation to the intransitive aspects of reality. We as researchers are fully aware that within this paradigm we do not possess a direct access to these mechanisms, deeper structures and causal laws.

Focus for this research, is the foundation of knowledge that we want to establish by deploying relevant theory and tendencies within sustainable- consumption, development, tendencies and how this is affected by different elements like the sustainable consumer, society’s role, the corporate point of view and the pressure from public institutions. Moreover our goal is to demonstrate how companies can take advantage of the sustainable development we experience in modern times. The result will hopefully provide a breeding

ground for further investigation, to of what and how companies can utilize corporate sustainability more strategically in their reality.

We will through the research let us inspire and gain knowledge through theoretical foundations, cognizant of the fact that these does not define the complete and final truth and is social constructed, thereby an interpretation and an attempt to understand.

Methodology Decisions

In order to conduct research, different methods can be applied to create a relationship and association between theory and research. These can be characterized as; deductive, inductive and abductive methods (Kuada 2012).

Deductive research methods take its standpoint in theory. Theories are used in order to test a hypothesis gained or created from these theories. The hypothesis is tested against observed and/or collected data. Here the theory can either be confirmed or rejected, based upon the results from the observation and/or test collected from data. Inductive methods starts with observations (Bryman and Bhaskar 2008). The aim is to observe patterns, similarities and designs with the aim of developing or using a theory to understand these observed patterns. The intention of inductive methods is more flexible and examining, and aim to understand and interpret rather than explain a phenomenon. Abductive research can be argued to be a kind of combination of both the above mentioned research methods. It can be said to be a hybrid. The fundamental idea is to shift between theory and data collected throughout the research (Bryman and Bhaskar 2008).

We have chosen to apply the abductive method for the purpose of this project. This is grounded by our assessment to the way we apply theory throughout the research. We start off with theoretical assumptions and applications that subsequently are linked to secondary data, whereupon this again will be discussed in terms of the theoretical nature of the research. We thereby shift between theory and collected data throughout the project.

From a critical realism point of view, we are of the conviction that we cannot reach a final and definitive truth, although we aim to do so throughout our research (Bhaskar, Collier, and Norrie 1998). By doing this, we create a foundation of knowledge, which constitutes as our platform, where we can create, shape and sculpture what we see as contemporary and close reflection of reality (Bhaskar, Collier, and Norrie 1998). This is reached through theories, which we have applied as the first part of the paper. Throughout the paper we will conduct research and try to understand and explain contexts and coherences from the chosen theory. Although we acknowledge that we cannot “squeeze” this in boxes. This is where critical realism has derived from positivism, to the more constructionistic paradigm, where everything is social constructed.

In this research we have not chosen to start from “scratch”. This expresses itself from the way that we build our research upon others findings, within the field of sustainability and consumption. By doing so, we add valuable knowledge and clarification to the field of research, thereby contributing to the scientific community. By using exiting cases and theory of other researchers as foundation and we construct knowledge by applying this to the cases of Toyota and Nestlé. While during so we will get a clear indication of how the practical cases correspond with theory within the field. Both companies have been selected due to they are considered leading within sustainable development – within their respective industries (more of this later). In terms of the problem formulation, we seek to illustrate how companies can use the sustainable development and demand in vantage. The researchers of this paper acknowledges that a general complete truth, or for that matter “best practice”, cannot be transferred to other corporate realities. To the extension of this we seek to analyze and conclude on tendencies, patterns and try to identify some underlying structures, by analyzing our theoretical framework with the two company cases. This is valuable insight, for future use, and serves to pass on theoretical proven experience for those of interest.

As to data collection, chain search have been the primary method of employment. Through the initial phase of the data collection, where the researchers gain knowledge and insight to understand and learn from which challenges and aspects the topic of sustainability consists of, chain search have added substantial value. When reading different theories and scientific articles new empiric experience have presented itself. By constantly submerging and deepening in these trails of knowledge the researchers of this paper have obtained a broad

acquaintance of sustainability and consumption. A positive angle on this, is the constant new information presented by this method. As a researcher you will lead deep into the very core of the topic. A possible negative side to this way of obtaining knowledge, is that you base everything on the choices of others. This is reflected throughout the whole research, even with a critical stance towards empirical procurement. Likewise it is easy to be seduced by others work, hence it is important to think “out of the box” and complement with other empirical data. This can furthermore mean that the final result can be less scientific balanced, or nuanced.

We have, mostly, utilized secondary data in the analysis. Secondary data is often well within reach, which makes it relatively simple to acquire – compared to primary data. In the cases of Toyota and Nestlé great volumes of secondhand data is processed, but as researchers we acknowledge that Nestlé and Toyota have a political agenda in appearing as positive as possible to consumers, investors and other of interest. This means that we have processed data of this character with a skeptical and critical approach. Likewise, the only secondary data use by us, is characterized as desk research – this means that the data used in this project basically is available to anyone wanting the information.

Two persons have participated in this research. This naturally creates a more broad assessment in terms of the data collection and sparring practice. Furthermore it benefits the project by understanding of what knowledge actual is and multiple people are positive for the diversity of opinions and ideas.

In addition to this, it can be added that we understand the world in “boxes”. When we open “Sustainability”, ten new boxes opens up, which each now consists of additional 10 new boxes. We experience sustainability and consumption as a broad area of interest, both consisting of many different subtopics. We have highlighted the ones of biggest influence in the elaboration of what we understand by sustainability in the delimitation section. We see these as fundamental for the understanding of the problem field and the problem formulation.

In order to answer our problem formulation, the first part of the paper seeks to investigate the “sustainable consumer”. To do this, the researchers of this paper have identified some

key elements within the field that we find necessary in the discourse of the topic. A comprehensive review of theory on the “Green Consumer” is processed. Here we want to understand how this type of consumer is classified and what possibilities and challenges they come with. By examining Identity, Motivational Challenges and Behavioural Change we will create a solid theoretical foundation for further discourse and analysis. To create a more holistic approach to the topic, tendencies and development on a corporate, national and international level will complement the section regarding the Green Consumer. This theoretical framework now function as a dynamic platform and as transitive knowledge objects. As mentioned in the last section, we will never be able to understand the complete truth, but we can attempt to frame a part of it by the help of these transitive knowledge objects.

In our abductive process we now want to see how theory corresponds with the two cases, Nestlé and Toyota. Regardless of the findings, we will in our search, try to find the coherence between how we think the world works (our theory), and what we learn from the data collected along the way. The goal is to learn from two companies recognised from their sustainable development, in a search for what other corporations can learn. The interdependent relationship between theory and data collection takes its place as the central methodological practise.

We as researchers acknowledge our part in the reality we want to investigate. We are not capable of understanding the reality out there, without taking part in it, or process it without influencing it. Everything we know and discuss is something that we have described and conceptualized. By trying to investigate the reality we are taking part in what we see.

Delimitation

As of the definition and accounting for what is understood as sustainability an elaboration on the subject seems appropriate. To the nature of this problem formulation it is important to clarify what is understood by “sustainability”.

Sustainability is a buzz word in present times, and the use of the word does not seem to have limits, although the essence of the term is “that which can be maintained over time” (Heinberg 2018). Throughout different literature and dictionaries, complementary

definitions can be found. It covers many areas and can flux in its meaning, depending on the appliance. While illustrating the meaning of sustainability the researchers of this paper acknowledges and realizes that there is no such thing as “eternal sustainability”.

Astronomers predicts that in several billion years, the sun will submit enough heat to make the oceans of the earth boil (Heinberg 2018). Richard Heinberg (widely known as one of the pioneers regarding researching and communicating the need of transition to renewable energy), use the term sustainability as a frame of reference to illustrate civilisations and societies that are able to maintain themselves, ranging from hundreds to thousands of years. This will be reflected by the way they carry themselves socially, and how they manage to preserve the environment (Heinberg 2018). As mentioned above, there are multiple definitions of what sustainability covers. Most definitions centres around the same core, but through their formulations have slightly various meanings. Oxford Dictionaries provides two versions describing it as “*The ability to be maintained at a certain rate or level*” and “*Avoidance of depletion, of natural resources in order maintain an ecological balance*” (Oxford Dictionaries 2018).

Many sub-concepts emanate from sustainability and while investigating sustainability, new words appear that can help frame the many facets of sustainability. Renewable, in relation to energy, is increasingly used in the discourse regarding energy consumption and production. Conducting business with sustainability as focal point may also imply taking a social responsibility. Securing communities and involved parties, both upstream and downstream in the supply chain, help sustaining business and societies in the future as well (Kramer 2018). Ecological considerations can also be the point of reference when discussing sustainability as well as resource management including tackling water spillage, waste disposal/renewal, correct use of soil etc. These facets of corporate sustainability illustrates that sustainability can be applied to many areas, business models and products.

The use of the term sustainability has increased critique lately, due to its wide and open definition. Companies with lack of deeper understanding, and careless people utilize the term to describe what is allegedly sustainable. Insufficient documentation or assumptions have affected the term of sustainability negative and some environmentalists have directly advised against the use of the term, central to this paper (Heinberg 2018).

Just as different parties have defined sustainability, sustainable development has likewise been coined. The United Nations have defined sustainable development as “*development that meets the needs of the present, without compromising the ability of the future generations to*

meet own needs" (World Commission on Environment and Development, 1987) (United Nations 2018).

Regardless of the effort trying to preserve our nature, society and planet, as we know it, change will always be inevitable. The environment that we find ourselves in is constantly changing – with or without our influence. This means that, to the extent of our understanding of sustainability, the term is centred on preserving the world as we know it. Corporate sustainability is therefore conducting business in a non-harmful and preserving matter, to elements of interest e.g societies and environment. Though it is probably safe to assume that no corporation is fully sustainable and leaves no mark on the planet and the environment, the researchers of this paper acknowledges that there can be different degrees of corporate sustainability. Therefore the term will be processed in relation to this forwarded in the paper.

As a part of the theoretical section, studies from Statista.com have been applied. The research provided is data based on questionnaires regarding green consumerism and thoughts on green products and attributes hereof. The statistics is carried out on 1000 respondents. This is not comprehensive enough to conclude on, but to the extent of this paper they only function as support to other empiric findings.

In the section with focus on national tendencies, within sustainable development conditions regarding transport (Tesla) and energy production is coined. This may not seem directly relevant to the problem formulation, but the researchers of this paper is convinced that it contribute to a more holistic understanding of the green tendencies. It is not just of interest to the private sector, but is something nations also are affected by.

Theory

The following section will take the reader through this paper's theoretical foundations, dealing with three key dimensions regarding sustainable consumption and development.

Consumer Section

This first section of the theory section will shed light on important elements regarding the green consumer.

Who is the Green Consumer?

Green consumerism is a topical phenomenon in our modern contemporary consumer culture. It is generally recognized that there are substantial barriers to the propagation of more green-oriented consumption patterns. These barriers are usually attributed to a motivational and practical complexity of green consumption resulting in different consumers having different conceptions of green oriented consumer behaviour (Moisander 2007). Despite of the fact, this form of consumerism often attracts policy makers and marketers yet it is a contested concept allowing for a wide range of translations in everyday practices. The following section seeks to investigate what covers the term “green consumer” and “green consumerism”, what motivates them and what challenges these concepts are facing in the modern contemporary western market economies.

To narrow down the very wide concept of green consumers, a research among young Finnish consumers will be utilized. The research is built upon 551 essays on “environmentally friendly consumption” written by Finnish 16-19 year old upper secondary school students (Wang, Lo, and Fang 2009). All of the essays have undergone a qualitative analysis on common and general attitudes, points and issues have been bundled up and finally paired together to three superior green consumer types. The Finnish society is argued a fairly affluent European society with a fairly high degree of education and environmental awareness. The Finnish society is therefore, regarding this matter, considered representative for modern contemporary western market.

It is particular interesting to examine the development of consumer identities among young people who draw on their cultural heritage and on other discourses, inclusive green discourses, to create their own discursive practices. The research by Chih-Chien Wang *et al.* manage to conceptualize these 551 essays into three subcategories or types of consumers regarding sustainable consumption: the **Antihero**, the **Environmental Hero** and the **Anarchist** (Wang, Lo, and Fang 2009). Although these three types construct different green consumer positions they all display central discursive practices of green consumerism. Of course it is not possible to strictly place all consumers to any of these three types and the borders between them must be viewed a little blurry, but they make a good notion of how consumers encounters green consumerism.

The **Antihero** opposes ecological and environmental friendly consumption because this type does not believe in the individual to have any power to make any difference. This type

believe that the world is being destroyed to a certain extent whether or not he/she engage in environmentally friendly activities or consumption. As a type it can be stated that the Antihero puts himself/herself before the society in general which the research emphasizes through the point that the antihero will have no trouble consuming products that is manufactured by children, cosmetics tested on animals, excessive use of private cars instead of public transportation, as long as the individual feels/thinks that he/she is gaining something personally – e.g. fine quality clothes or cosmetics to a minimum cost or no inconvenient waiting for the bus. It is argued that this type of individuals are familiar with the green consumer discourse even though they choose not to promote it (Wang, Lo, and Fang 2009). These young people have been born into a world that on one hand directs people to consume more and on the other hand addresses environmental problems and promotes behaviour that reduces these. “Green” rhetoric is something familiar to young people today, even if they may not be convinced green consumers (Autio and Heinonen 2004). This reveals a tension between green consumerism as a concept and the implicit messages of promoting cheap and convenient consumerism, which leads back to the point of the Antihero seeking convenient solutions to issues in his/her own life. The Antihero disassociates himself/herself from the idea of individual responsibility by stating that the actions of one person are meaningless, which means that one person cannot be saviour of the world and therefore one should do as one pleases (Wang, Lo, and Fang 2009). This notion of individual responsibility, is actually quite a paradox: some individuals, as the Antihero for example, use this notion as a hindrance for executing green consumerism, while others believe in that the individual becomes a force by uniting with others, such as the Environmental Hero. (Wang, Lo, and Fang 2009)

The **Environmental Hero** acknowledge the importance of mainstream green practices as for example choosing environmentally friendly products or practising recycling. To many young people green practices are merely day-to-day choices than radicalism, growing up in society with recycling points and the like. They are familiar with environmentally friendly labelling such as Eco-label, Nordic Swan-label, organic food-labels and the like, and believe in them (Autio and Wilska 2005). Autio moreover argues, that green consumer practices are reflected in mainstream green ideas among young people. To these people, the everyday heroism consist of household waste management, as recycling and sorting and favouring sustainable, natural, organic etc. products. The Environmental Hero does not hereby view green consumer practices as limitations to consumption but more as a logical part of

household management – the right choices. The Environmental Hero may not take into account the effect the given product has on the environment in the entire life cycle of the product, but he/she is conscious about what impact several of the stages product life cycle might have. This is a demanding task as it might be difficult to the consumer to assess the impact of a product, but the Environmental Hero views science as a resource rather than a cause for scepticism as the Antihero does (Autio and Heinonen 2004).

Wang *et al.* refers to a different kind of tension than the one present to the Antihero. When it comes to young people, the main obstacle is argued to be the premium prices sustainable and environmentally friendly products often come with. Beside of being willing to make economic sacrifices to the benefit of committing to green consumer ethos, it is also argued that responsible choices require awareness and skills. The environmentally friendliness is hereby becoming the behavioural norm for conscious and educated people. This enables the tension between this behavioural norm and the individual's personal interests (Wang, Lo, and Fang 2009). If this should not be obstacles enough, the Environmental Hero also battles with (not different to the two other types, but may be more important here) the supply and range of sustainable products/activities can be limited dependent on where and how the individual lives his/hers life. Locally grown vegetables is harder to obtain in cold regions through the winter, using public transportation can be harder if not living in a city etc. Does the fact that you are growing your own vegetables make you a greener consumer, if it is at the expense of living in the countryside and need a car every time you need to leave home? Are you a green consumer by buying organic bananas in Denmark, even though they are grown on the other side of the planet? The Environmental Hero does not try to be a perfect green consumer or making radical initiatives in the everyday life, but tries to live a normal life and taking the right decisions as often as possible regarding sustainable consumption. He/she has implemented environmentally friendly activities as a mainstream part of the day-to-day life.

The Anarchist. The research reveals that the young Finnish consumers are aware of the shit storms against, for example, Nike, IKEA and H&M accusing the companies of using child labour. The Antihero would favour these companies to obtain self-glorification or self-exaltation to a minimum personal sacrifice, where the Environmental Hero will practise more responsibility through supporting sustainable/ethical/organic manufacturing. This does not mean that the Environmental Hero will deselect above-mentioned companies, but will rather encounter them with a critical attitude and maybe deselect the absolutely

cheapest products from e.g. Bangladesh. In comparison with these two types, the Anarchist represent the traditional and radical green discourse (Moisander 2007). This rebellious type can be viewed as a distinct opposition to the anti-green discourse and the mainstream environmental heroism. The Anarchist knows, as discussed regarding the environmental hero, that finding reliable information regarding sustainability and ethic is difficult, but also believe that there are hardly any truly environmentally friendly products, regarding products from commercial manufacturing. The Antihero is very political motivated and views multinational companies as immoral, outsourcing their productions to less developed countries and taking advantages of those who are worst off (Wang, Lo, and Fang 2009). To the Antihero, veganism, vegetarianism and freeganism (dumpster diving – searching dumpsters belonging to retailers for dumped goods) can become a mean of civic activism, protesting the surplus production in the food production sector and the overspending of resources in the meat production industry in comparison to plant-based food production. These views are not solely ideas and choices but are often linked to political motivated behaviour (Wang, Lo, and Fang 2009).

This research shows that the young Finnish people's understanding of green consumption is actively constructed but yet based on their existing cultural resources. The attitudes from the three types are reflected in current context and draws on educational material and topical social problems as well as popular culture and media.

The Antihero compares the avocations for green consumerism with both traditional value propositions (the “what is good and cheap for me”-mind set) and science, regarding the minimal influence the individual consumer has on the overall sustainable impact. In contrast to this, the Anarchist negates the social value of consumption. This type draws counter-discourses that argue the inconsistency of a capitalistic consumer society with environmental and social interests. The Environmental Hero represents a third way of thinking the reality, by constructing a continuum between green consumerism, scientific progress in the society and choosing the “right” kind of products and consumer behaviours, in terms of a long term project, of the individual moral responsibility. Furthermore it can be stated that the Environmental Hero does not deny that green consumer practices are incompatible with enjoyable consumer ethos.

A common feature of the three types there can be discerned a dominance of the individualistic moral discourse (Moisander 2001) which is argued to be the main form of agency whether or not it is viewed as effective.

The three types show what kinds of positions are available for most consumers today. The three different positions – The Environmental Hero, the Antihero and the Anarchist exist in relation to one another. The Environmental Hero represents a wholeheartedly embracement of the dominant discourse in which a consumer is a well informed, morally exemplary and rational social consumer (Moisander 2001). The Antihero's position is rather a simplified assumption of the dominant discourse and fatalism and dissociation will often be ways of dealing with the tensions of the modern day consumption. As by definition, the Anarchist places him/herself outside the dominant discourse. It can be argued that the Anarchist wants to go beyond the role as a responsible consumer and beyond the mainstream norm provided by the society and the media – recycling waste is not enough.

The Environmental Hero's role can be viewed as challenging due to the fact that the consciousness about- and context of being social and environmental responsible limits the available choices. The Anarchist ends up putting him/herself in a marginalized position relative to the mainstream consumer ethos by rejecting the notion of consumption is a way of gaining happiness and social success. The denial of the Antihero is completely the other way around. He/she welcomes all the pleasures of material consumer culture but denies any relevance of environmental consequences by leaning towards the before mentioned fatalism - the world is being destroyed regardless of the single individual's actions (Wang, Lo, and Fang 2009).

It is fair to state that from the three types, the research highlights, that the green consumer lifestyle is not very attractive, nor fashionable, unless the individual gains something from the denial of the benefits of the modern consumer culture. There is a lot of moral pay-off but in general this research concludes that these three types quickly will be affected by inconvenience and bigger strain on the private economy, and this is only if the consumer actually recognizes what choices are in fact the right ones regarding responsible consumption.

Needs, Desire, Identity and Consumption

With an eye to the three types of green consumers it is obvious to investigate the connection between consumption and identity to get a better understanding of the green consumer.

Needs

Consumption is necessarily tied up to cover some kind of need. Classifications of human needs tend to distinguish between social/psychological needs, as self-esteem, belongingness etc., and material needs, as protection and subsistence (Maslow 1982). Moreover these needs can be distinguished between needs themselves and satisfiers, but not all satisfiers are equally successful in meeting and fulfil the underlying need. For example is food a great satisfier to the need of subsistence, but not all foods are very good at meeting the need for subsistence due to poor nutritional value and some foods are even bad for us in anything else than small amounts. This point provides the basis for some critiques of the modern consumption society. Social critics has for decades maintained that commercial interests that have created sets of unnatural needs that only serve to generate income and at the same time alienates the consumers from their own natural needs and in the process indirectly engaging in ruthless exploitations of natural resources and our environment (Jackson 2005). According to this critique the consumer's life is flawed both ecologically and psychologically and serves neither our own best interest nor the protection of the environment (Paul 1983). Cultural theorists and sociologists tend to state scepticism towards the whole discourse of needs (Jackson 2005)(Paul 1983) but nonetheless "needs" retains an obvious resonance with the discourse of sustainable development.

Consumer expenditure has more than doubled since the 1980s but research shows that there has barely been reported any increase in life satisfaction in the same period (Kasser 2002). So by this, if our social and psychological needs are really in fact ill served by the modern commodities, it should be possible to live better by consuming less and by this reduce our impact on the environment. But when consumerism fails to satisfy us, and fails to increase life satisfaction, why do we continue to consume? The marketing of commercial marketers could be one answer, but other dimensions as desire and identity are also powerful responses to same question.

Desire

One rather persuasive response to the question stated above is that many of our tastes and preferences are informed by desire, which has a very different kind of character than needs (Jackson 2005). Desire is associated with emotional or sexual drives rather than the rational effort to match a product or service with our specific personal requirement. According to an ethnographic research (Belk, Ger, and Askegaard 2003) the old common wisdom that sex sells, is not by any means an artificial strategy made up by marketers. It exploits a very real and widespread association of material commodities with sexual and social status. By this it can be stated that consumer behaviour is conditioned, partial at least, by social and sexual competition, which can be linked to evolutionary and biological psychology (Belk, Ger, and Askegaard 2003). We consume more and more due to the fact that our sexual and social competitors are engaged in the same race.

However, evolutionary and biological psychology does not offer the role of competitiveness and self-interested behaviour uniqueness. It provides account for cooperative and moral behaviours as well (Jackson 2005). This theory suggests that individual choices between cooperative and competitive behaviour depends on the social climate.

Finally, that consumption is conditioned by social and sexual competitions suggests a biological basis for consumption, which may suggest that changing of behavioural habits regarding consumption may be a challenging task (Jackson 2005).

Ordinary and Inconspicuous Consumption

Another view regarding our consumption behaviour suggest that the conspicuous and status seeking aspects of our consumption has been overemphasised. This view argues that ordinary consumption is not oriented towards individual display but is rather about convenience, habit and individual response to social norms (Shove 2003). The concept of inconspicuous consumption is important in understanding behaviour, in particular because it has a clear resonance with our day-to-day experience of consuming. Apart from compulsive and addictive shoppers we do not per se spend our day-to-day life engaged consciously in consumption – in fact, much of our everyday consumption is almost invisible, even to ourselves (Jackson 2005). In particular it can be stated that many of the regular payments that leaves our bank accounts as rent, insurance payment, utility bills etc. have

very little to do with status associated consumption, even though it might take a fair share of our net income. When changing electricity or gas supplier very few people might be motivated to do so, in an attempt to improve their social standing. Of course there would be quite a little point in engaging in this strategy because as well as being inconspicuous to us, choices like this are as good as invisible to our social and sexual competitors at large.

Identity and Consumption

Even though we face some tensions between conspicuous and inconspicuous consumption there is a wide agreement on consumption is linked to both personal and collective identity (Gabriel and Lang 2006). The idea of material goods play a role in the concept of 'self' has a long story and can for example be traced to American philosopher William James' statement:

"A man's Self is the sum total of all that he can call his, not only his body and his psychic powers, but his clothes, his friends, his wife and children, his ancestors, his reputation and works, his lands and yacht and bank account..." (William 1890)

The insights that commodities are important in the process of creating identities have become basis for a very specific view in consumer society. According to this view the individual is engaged in a continual process of constructing and reconstructing personal identity (Jackson 2005).

Despite this, there are different positions among scholars regarding the link between identity and consumption being a good or bad thing (Jackson 2005) the link between these two is one of the most prominent and maybe the most important element in modern understanding of consumer behaviour. In earlier times we were what we did or whom we knew, but in modern society we are what we consume.

Motivational Challenges

This section seeks to provide some insights into the challenges the responsible consumer may face in the market. As coined in the earlier section, the consumer may have the motivation to devote him/herself to a responsible and green consumer style but may also face challenges to see through what is actually the right choices and what barriers to overcome to actual execute a green consumer lifestyle. Beside of this, it seeks to illustrate

the limitations of framing environmental policy measures in terms of morally responsible decision-making and individual motivation.

The environmentally friendly consumption may be characterized as a very complex form of consumerism, both intellectually and morally. In much existing research, green consumerism has been studied as a motivational tendency of the individual consumer and even though there is no final definition for the term motivation, it usually refers to or is understood as the reason for behaviour (Moisander 2000). Motivation can be viewed as having two important features: the strength or the intensity of the motivation and the direction which together determines what behaviour the individual will choose from all the possible behaviours at the given moment and why. It is argued that consumer motivation often is purposive, that people tries to satisfy a certain need or to solve some kind of problem. Nevertheless the concept "consumer motivation" is also often accepted as the associated motives can be both obvious and hidden (Moisander 2007). By this the consumer may or may not know of the reason or being aware of their motives of their behaviour in given situations.

Motives can be distinguished by primary motives and selective motives. A primary motive will refer to the purpose behind the consumer's decisions to engage or not engage in an entire set of behaviour, for example to engage in ecological responsible consumer behaviour. Selective motives are more linked to the purposes behind the consumer's decisions as to exactly what particular behaviours or activities he/she wants to engage – recycling, buying environmentally friendly products etc. (Wilkie 1990) (Moisander 2007) Regarding the three types of consumers from last section, the Environmental Hero would engage in responsible consumption (primary motive) which should express itself in e.g. waste sorting and procurement of sustainable products (selective motive). The Antihero could as well engage in responsible consumption as a primary motive, but the selective motive would be more radical as for example boycotting multinational companies or any motor driven transportation form other than public transportation. The Anarchist would have as a primary motive to obtain self-glorification and convenience through consumption that would allow these two things without sacrificing other aspects. The selective motive could hereby be choosing the fast fashion of H&M. In addition to motivation, consumers behaviour is usually to be determined by their ability to perform the given behaviour as well (Moisander 2007). The ability can be viewed as a function of the personal resources that are

needed to perform the behaviour, which could be personal income, time, intellect or the like. Opportunity, or possibility, to perform a given behaviour is also an important component regarding ability, and this can be seen as external factors of which the individual are in no control (Thøgersen 1994) (Moisander 2007). Behavioural control is usually taken to influence both the strength and direction of the motivation to engage in a given behaviour as well. In other words this means that people are not always motivated to execute behaviour in which they lack the necessary opportunities/possibilities and resources, however as we know from our personal life: a strong motivation tends to enhance one's ability of executing certain behaviour (Moisander 2000). If an individual really wants something, the chances of finding the money or time, for example, are rising. All these different dimensions of motivations are illustrated here under in figure 1.

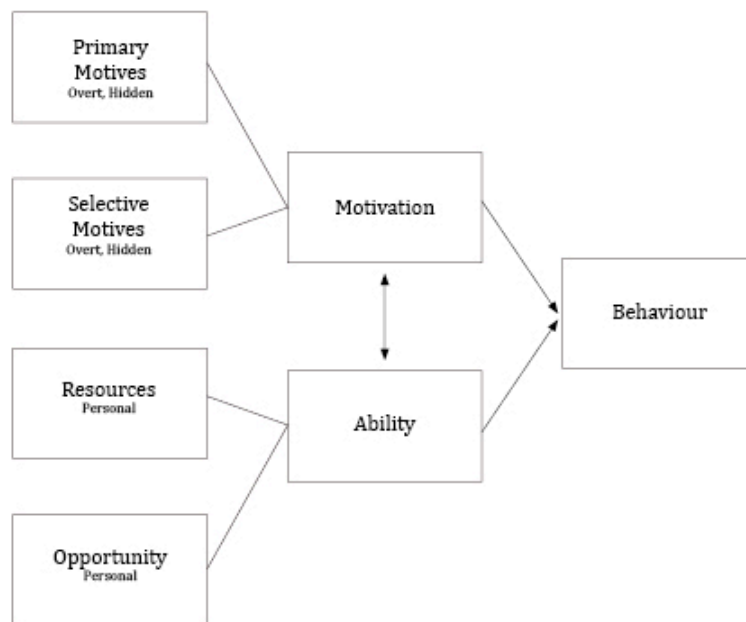


Figure 1 Dimensions of Motivation

Primary Motives

A classic definition to the term “environmentally concerned consumer”, posted by Karl Henion and Thomas Kinnear in 1976 (Henion and Kinnear 1976) describes these people’s behaviour as exhibiting and reflecting a relative consistent and conscious concern for the environmental consequences linked to consumption, use and disposal of products and services. But even though there is a wide acceptance of this definition (Moisander 2007), there may be considerable disagreement in practice. These are disagreements among consumers and environmental activists alike upon how this concern for consumption versus the environmental consequences are or should be signified in consumer behaviour. In continuation of this, the objectives for the practices and actions the green oriented consumer engages when selecting and using products and services are manifold and an agreement upon an appropriate consumption strategy is hardly obtainable (Autio and Wilska 2005). Following criteria of green or responsible products were posted by Elkington *et al.* in 1990 (Elkington, Hailes, and Makower 1990), and still seems sound and relevant to this day.

Environmentally responsible products and services (list 1):

1. Are not dangerous to the health of people or animals.
2. Do not cause damage to the environment during manufacture, use, or disposal.
3. Do not consume a disproportionate amount of energy and other resources during manufacture, use, or disposal.
4. Do not cause unnecessary waste due to either excessive packaging or to a short life span.
5. Do not involve unnecessary use of or cruelty to animals.
6. Do not use materials derived from threatened species or environments.

Even though these criteria seems reasonable from the perspective of a consumer they do remain almost impossible to follow in practice. To the consumer it is quite difficult to evaluate whether or not given products or services are dangerous to the environment or causing any damage. Moreover it can be argued that “unnecessary waste”, “cruelty to animals” or “disproportionate amount of energy” may be subjected to subjectivity and may not be objectively defined unless regulations are established from central place. More and more certifications and labels are available on the market, guiding the consumers in this jungle, but not all product categories are covered, neither are all damaging parameters covered (Moisander 2001). In any case evaluations of these qualities involve difficult value judgements and these can moreover vary among different interest groups and their motivations.

At last, there may be some disagreement on what are the relevant areas of environmental concern, due to the fact there are quite a few, and what elements should be given priority in the consumers’ responsible consumption strategy. The areas of environmental concerns are many and are ranging from urban waste problems, population issues to conservation of natural resources, which emphasizes the point that different interest groups have different views upon what are the most important area when it comes to environmentally friendly consumption. Following are a list suggested by Victor B. Scheffer, a respected American environmentalist and biologist. The list is backed with modern data from the UN and FPIF.

Issues consumers need to consider (list 2):

1. Concern for cropland, rangeland and forest abuse.
2. Preservation of land (wilderness) for its contained values in recreation, research, education and amenity.
3. Concern for global warming, hereunder carbon footprint.
4. Concern for fresh water pollution.
5. Preserving the world oceans.
6. Conservation of natural mineral resources.
7. Conservation of energy resources.
8. Protection of endangered species.
9. Concern for poisonous and toxic waste.
10. Concern of the rate of increase of population. (Scheffer 1991) (Hunter 2015) (United Nations 2017)

What is easy to conclude here is that protecting these areas of natural environment requires morally responsible consumption practices but also very strict routines concerning household management including the small chores and routines everyday. The list of criteria of being environmentally responsible products and services and the issues consumers need to consider can be closely linked together. For example: Palm oil has become very popular in the food-manufacturing sector due to its good properties and very low cost. The problem with this is that palm oil production is said to have been responsible for about 8% of the total deforestation between 1990 and 2008, which also have a negative impact on the biodiversity (BBC 2018). The reason for this shall be found in the population in the developing countries where palm oil comes from burn forest to make room for the palm plantations – even though it is illegal.

So by choosing palm oil it can be stated that the consumer consumes a product that is dangerous (indirectly) to animals (point 1 on list 1) and causes damage to the environment during manufacturing (point 2 on list 1) which activates concern for cropland, rangeland and forest abuse (point 1 on list 2), contradicts preservation of land (point 2 on list 2). Moreover over-fishing, excessive use of energy in pasteurization processing of food, pesticides in agriculture, excessive waste and packaging in production can be seen as major tangible issues the consumer needs to consider and contradicts the principles of environmentally responsible products from list 1.

In sum, the basic areas of environmental concern are many and also here very little agreement rules upon what qualifies for environmentally friendly behaviour with respect to the general goal of environmental protection (Moisander 2007). Once again it can be stated that green consumerism is motivated by a great many of environmental concerns, which sometimes involves paradoxal and incompatible means and ends; using sustainable power sources are generally viewed as responding positive to the concern of global warming and decreasing our carbon foot print. Hydro power plants are no exception, but often they simultaneously have negative effects on local river environments causing damage to the local environment (Union of Concerned Scientists 2015). So what is most important? In such case the green consumer needs to make a difficult value judgement. Some kind of acceptable levels of negative impact have to be established and they need to set priorities both with regard to the numerous areas of environmental concern as well as their personal responsible consumption strategy.

Selective Motives

Now that it has been determined that there rules divergent objectives for green consumerism when it comes to the primary motives, it is fair to say that there are myriad ways of acting green through the selective motives. The consumer's primary motive for green consumerism can be expressed through numerous different selective behaviours. This broad variation of selective motives further adds to the perplexity of green consumerism, which results from the fact that this behaviour constitutes a behavioural category (Moisander 2007). Behavioural categories are "inferred concepts that involve a wide range of single behaviours assumed to be instances of that general behavioural category" (Ajzen and Fishbein 1980). For example can energy saving behaviour be inferred from behaviours as buying energy saving light bulbs, taking shorter warm showers, using public transportation etc.. People's conceptions of sustainable and responsible consumption may vary in terms of what are the relevant behavioural elements involved (what behaviours are considered relevant regarding responsible consumption) and in terms of what are the weight of the given behaviour.

Few responsible minded consumers decide to do everything in a responsible manner – more, probably the majority of green consumers, do only what they think is their fair share of the things that they know (Thøgersen 1994). Despite of this fact and that people do not

necessary engage in some or many sustainable relevant behaviours, they know of, on a regular basis, they may still consider themselves as responsible consumers (Moisander 2007). Moreover, sets of behaviour that consumers include in their consumption patterns may vary in terms of the extent to which each relevant behaviour is performed. This means that some consumers may be unwilling to sacrifice by committing to for example public transportation or organic groceries, but they engage in other responsible behaviours to try to compensate for their environmentally harmful behaviour (Thøgersen 1994)(Moisander 2007).

Informational Complexity and Personal Resources

If a consumer should be able to act out their primary motives for responsible and sound consumption, the consumer should engage in rational considerations and analysis of information regarding environmentally friendly consumption, to be able to in fact carry out behaviour to support this primary motive. The consumer needs to be able to identify the relevant effects of their consumption activities but also understand the potential complex trade-offs and interrelations between these side effects – as for example regarding the hydro power plant example earlier. First of all, it is not a matter of course that all consumers understand the real causes of for example the greenhouse effect. Moisander argues that some of these activities require specialist knowledge to see through the trade-offs. Secondly, responsible consumption requires some practical skills and task knowledge. The consumer needs to get informed on how to dispose for example used electronics or old paint and be able to execute on this knowledge. These factors make up the personal resources of the consumer, which can have a negative impact on the ability and hereby on the general motivation as well, for example owing to the disagreements among environmentalists and researchers upon appropriate strategies for sustainable and responsible consumption. Consequently, even when a consumer is willing to use personal resources (money, time, effort) to take the right decisions regarding the environment, the complexity of environmental information can make it difficult for them to act on the environmental concerns. Actually, the use of unsubstantiated environmental arguments and allegations in green marketing of the past, have been found to have caused a lot of scepticism among green consumers concerning environmental benefits or friendliness (OECD Environment Directorate 2001). The complexity of this information also offers the consumer a handy excuse for denying their personal responsibilities in situations with demanding

consumption choices. This element of the motivational complexity regarding responsible consumption, can demotivate green consumption but and at the same time be a mean of justifying unsound decisions or behaviour by referring to the complex nature of green information (Moisander 2007).

Individual and Social Morality

So far the green consumerism and responsible consumption has been dealt with as a dimension of the individual's personal conviction and idea of what does/does not benefit the world and/or the individual. But as a pro-social form of consumer behaviour green consumerism can be characterized as being a quite complex ethical issue. It becomes a question that involves ethical judgements over what should be done concerning consumption and environmental protection (Autio and Wilska 2005). By this it becomes a question of both individual and social morality, which adds additional dimensions to the complexity of green consumerism, which both directly and indirectly affects the primary and selective motives (see figure 2).

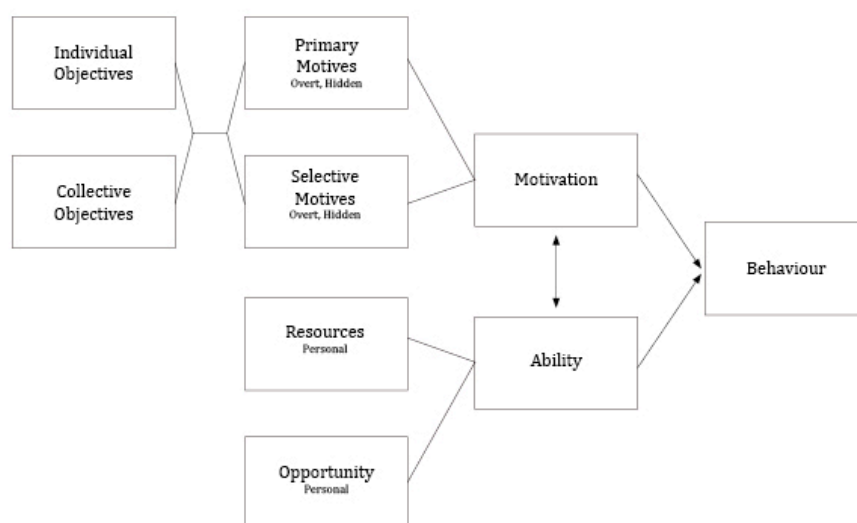


Figure 2 Dimensions of Motivation II

First it can be stated that green consumerism may involve tough motivational conflicts; the environmentally concerned consumption is fundamentally motivated by two different types of consumption motives: the individual motives of the consumer and the collective environmental protection-related motives of the society (Moisander 2007). By taken both individual consumption motives and collective consumption goals into consideration, it will often result in a social dilemma. In such situations “...the social payoff to each individual consumer for defecting behaviour, is higher than the payoff for cooperative behaviour, regardless of what other society members do, yet, all individuals in society receive a lower payoff if all defect rather than cooperate” (Dawes 1980). In practice this means that clean air, fresh water and other natural resources for example, is a collective good that is generally available for free to all consumers (exceptions can occur), but this is only the case if consumers are willing to cooperate and contribute to the production of environmental quality rather than engaging in environmentally destructive behaviour – the more consumers that contribute to environmental quality the better it is.

On the other side, in an individual choice situation, a consumer can be tempted to defect, as Dawes describes it, and take a free ride by engaging in environmentally destructive behaviour, for the benefit of self-exaltation, and leave the responsibility of producing environmental quality to others. Just as described regarding the Antihero typification. This results in another paradox in which cooperating in the production of environmental quality maximizes the long-term collective prize and defection maximizes the individual prize of the consumers, provided by those who cooperate. By this, being willing to engage in collective responsible motives and behaviour, the consumer needs to cooperate and contribute to the production of environmental quality, but since the contribution of the single individual is very limited in overall terms, the short term benefits of defecting are quite tempting (Moisander 2007).

Second, the green consumerism involves some moral problems as well. To be able to be participant in ethical environmental debate, the green consumer would need to have accurate understanding of ethical issues and controversies involved in different environmental quarrels and politics. This could be understanding what ethical theories that underlies which values, because controversies associated with green consumerism are not just conflicts of self-interest nor politics; they are controversies involving conflicting theories of social justice (linked to collective motives) and individual rights (linked to individual motives) (Moisander 2007). Therefor it can be stated that ideally the green

consumer should be able to uncover the limitations of everyday ethical thinking concerning the environment and in particular be able to uncover the value interests that are in conflict in prevalent environmental debates. A practical example: The meat production industry has for a long time been severely criticized for the disproportionate amount of energy and other resources used during manufacturing. From this debate the Danish company Naturli' Foods launched plant based substitute to ground beef called "Naturli' Hakket". The product is suitable for both vegetarians and vegans but should as well embrace those who appreciate the properties of the well-known meat product. By this the consumer may think that this alternative would be a suitable meat replacement for the green and responsible consumer but the truth may be a bit more complex to uncover for the regular consumer trying to benefit collective objectives. The Naturli' Hakket is made from 58% dehydrated soy protein isolate (Naturli' Foods 2018), which is a product of the soybean. The largest global source of the soybean is Argentina, but the country has suffered a catastrophic harvest this year leaving a massive gap in the global soybean sourcing. Brazil is another large producer of soybeans, but as the example with the deforestation to the benefit of palm oil plantation, Brazil are facing major challenges regarding illegal soybean cultivation in the Amazonas. The Argentinian gap in the market will necessarily lead to increased global demand on soybeans, which may lead to further deforestation of the rainforest (Willesen 2018). By this, the consumer who are choosing the meat-free alternative as an collective beneficial objective might ending up performing destructive behaviour even though the opposite was the objective.

By all these motivational complexities it would seem that the green consumerism is a much too heavy responsibility to the individual as a private lifestyle project and it would seem important to acknowledge that it is a complex ethical issue. Campaigns has from time to time urged consumers to take responsibility and turn down their thermostats and switching off electronic appliances with the point of significantly reducing their greenhouse gas emissions, for example the You Control Climate Change Campaign (European Commission 2007). Even though there is no doubt that this is a good and desirable goal to achieve, the households of the EU were only accountable for 25,4% of the total energy consumption in the EU in 2017 (Eurostat 2017). As seen in figure 3 transportation and industry are accounting for 58,4% of the total energy consumption and the critical green consumer might think of what responsibilities these sectors are taking. The idea of "controlling climate changes" by sitting in cold homes may seem unfair when these climate changes are mostly

generated and controlled elsewhere in the society, especially when some of the largest sinners of transnational companies are commonly known of aggressively lobbying against the Kyoto protocol, climate science and renewable energy for example (Cushman JR 1997) (Delmas 2016) (Williams 2016).

From a political perspective it seems mistaken to frame consumers solely as powerful market actors who use the purchasing power to bring about changes,

when green consumerism has become as complex as explained in preceding explanation. Sustainable development is ultimately a political and moral question where information plays a major role. The complete truth about who the responsible green consumer might not be available to anyone ever due to vast number of motivations of green consumerism, the background of the consumers, focus areas, ideologies and personality types. The previous has merely given insights in how complex the world is to the green consumer and what themes he/she are forced to engage and evaluate every single day.

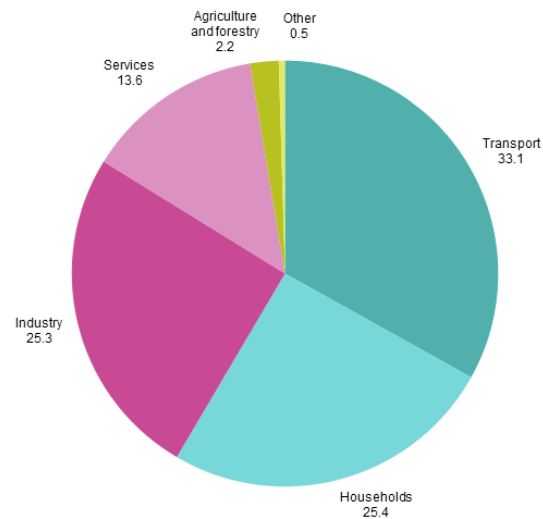


Figure 3 Total Energy Consumption in the EU, Eurostat 2017

Behavioural Change

Behavioural changes are becoming a hot topic for sustainable development policy and in particular regarding sustainable consumption. But changing behavioural habits might not be an easy task when literature suggests a biological basis for consumption as earlier argued. Moreover, as the exploration in preceding sections has made clear the responsible consumer faces enormously complex tasks regarding their consumption. The consumer choices are influenced by moral, normative, emotional, social and competitive factors, force of habit as well as rational and irrational intentions. In many cases people appear to be locked in to the habit or behavioural pattern that seem to be resistant to change and as mentioned several times before, some of these changes must be motivated or facilitated centrally. The long pedigree of persuasion theory (dates back to Aristotles' Ethos, Logos and Pathos) has some beneficial lessons for conventional public sector information campaigns (Jackson 2005) but

it also provides some useful pointers to the design of effective modern learning campaigns. Moreover social learning be characterized as a key area of interest for those thinking about behavioural change (Jackson 2005).

Persuasion Theory

If a government policy or an organisation aims to change either attitudes or behaviour in a more green direction, the rather extensive literature on persuasion could be a place to look. A more recent take of Aristoteles' model was suggested as work of the Hovland-Yale Communication and Persuasion (HYCP) group, which framed successful persuasion in three key elements:

- The credibility of the speaker (source)
- The persuasiveness of the arguments (message)
- The responsiveness of the audience (recipients) (Hovland, Janis, and Kelley 1953)

Even though this seems reasonable enough, it is now recognized that this rather linear model has some limitations. Most significant, the HYCP model assumes that attitude change occurs through the understanding and comprehension of the persuasive information (Jackson 2005). For example: An individual is exposed to a particular message – such as an argument regarding pro-environmental behaviour as for example a reducing of energy consumption. As a result of the exposure to this argument the individual changes attitude towards consumption and ultimately to the individual's own energy consuming behaviour. Even though it sounds reasonable, empirical evidence fails to support it. In fact, empirical evidence indicates that learning might occur without any change in attitudes and that attitude/behavioural change can occur without assimilation of the persuasion message (Petty and Cacioppo 1981). Moreover cognitive response theory places a greater emphasis on individuals as being active participants in the persuasion process. It suggest that people's cognitive response, which depends on involvement and history and context of the individual, is quite accountable for change of attitudes, rather than routine message learning (Jackson 2005).

Learning and Education

As coined several times earlier information is one the main key points regarding sustainable consumption and thus information and education are not less relevant in empowering consumers to look out for their interests in the environment than we know it from health and safety related issues. But the environmental issues seems more sensitive to media coverage than other social issues in the western part of the world, which may be because the consequences are not experienced directly by most individuals here (Thøgersen 2005). The sensitivity and importance of media coverage may show at least a couple of important points: It shows when people set their priorities; they are influenced by how the issues are prioritized in their community (or as reflected in media priorities). Given the complex and complicated nature of these environmental issues, it is quite sensible and therefore the right, relevant and knowledgeable referent is crucial to support the individual's prioritizing (Thøgersen 2005). Secondly, the sensitivity to media coverage moreover shows that it is possible to influence consumers towards environmental issues by the means of mass communication (Harland, Paul, Staats, Henk, Wilke, A., M. 1999). Despite of this fact, education on sustainability should not be limited to mass media campaigns because the issue is already a part of most educational levels today, in many parts of the world, and it should only be increased in the future (Thøgersen 2005). Thøgersen argues, that the result of these activities regarding knowledge, attitude and behaviour are quite mixed, but in general positive. And even if it is positive or not, the information stream has an impact when thinking of the research of the three types of responsible consumers. These young people in Finland all show knowledge and attitude towards the subject regardless of the influence comes from school, home or mass media. There are hardly anyone who questions that teaching sustainability and environmental responsibility in formal education is important, both for the sake of creating a basic awareness on the topic and to promote 'responsible' manners as well. But the positive consequences are not only limited to the long run, but are found to have rather instant effect on the current consumption patterns due to children and school influencing parents (Vaughan et al. 2010).

In addition to activities in the formal education systems, governmental organizations and NGO's offers more informal environmental education activities, but besides campaigns in mass medias, these activities tends to be less effective than those within the formal system. The informal initiatives are usually voluntary and they hereby attract people who is already

concerned about or engaged in responsible consumption, rather than the broad masses that the formal system engages (Thøgersen 2005).

Labelling

As mentioned earlier, labels and declarations are widely used and serve the purpose of informing the consumers about important product qualities that are not immediately perceptible. The usage is today so widely accepted that the consumers globally face over 460 ecolabels across 199 countries and 25 industries ("Ecolabel Index" 2018). Labelling has been proven to be an effective tool regarding information and pushing the development in the right direction. For example, 6-7 years after implementing the EU mandatory energy labelling for home appliances, it was necessary to extend the classification with additional categories (see figure 4) because more than 90% of the products sold in some markets and product categories all were labelled with an A ("Energy Efficient Products - European Commission" 2018).

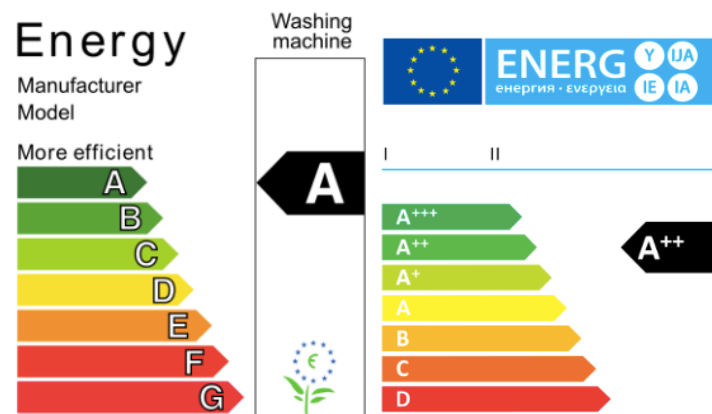


Figure 4 EU mandatory energy labeling before and after

However, it is argued that a number of preconditions need to be fulfilled to have the intended effect, including sufficient amounts of time (Dietz, Stern, and Thøgersen 2002). For the success of a label it is a precondition that producers of qualified products use the labels, which they only tend to do if it is mandatory by law or judged somehow profitable (Thøgersen 2005). As long as only few and marginal producers use a given voluntary label bigger companies or market leaders may conclude that the costs of implementing and using it may not be worth it. In fact, the Danish Consumer Agency's test laboratory revealed one of the leading detergent brands in Denmark, Ariel, fulfilled the criteria for the Nordic Swan

label in 2001, but only in 2008 the label was implemented on the product line (From 2001)(Arvid Nordquist 2018).

Another precondition is that consumers trust the label (Torjusen et al. 2004), which third-party schemes often meet better than producers' own labelling. State or trusted NGO controlled schemes for instances, is argued to be an important prerequisite for the growth of an organic food market in Europe (Torjusen et al. 2004).

A third precondition is that consumers necessarily may have sufficient knowledge about the given label to form an appropriate attitude towards it. Very often labels are not very self-explanatory in their nature and new environmentally friendly labels are implemented in environments (for example products in the FMCG-segment) that is already floated with labels, banners, logos etc. Uncertainty about what labels means what, what is just graphical content, and who issues what may reduce the trust among consumers (Thøgersen 2005). It can hereby be stated that in order to gain the favour of the consumers and create attention and trust, a labelling scheme must be backed by activities that inform and educate the relevant population about the qualities of the label topped with potential commercial benefits and just the right amount of patience.

Sub-conclusion

A complete truth regarding who the 'green consumer' is may never be completely raised due to the very complex nature of the issues concerning the subject. The three personality types regarding sustainable and responsible consumption raise awareness of what major discourses the modern consumer faces. Our creation of identity and evolutionary qualified instincts and urges, plays a huge role in our consumption pattern, even though our largest impacts on the environment comes from inconspicuous consumption. An account for our primary and selective motives regarding our motives, leads to an understanding on why we do as we do. What is very interesting is that not only the individual's direct resources, as financial state, is critical in terms of executing environmentally sound behaviour – maybe more important is the individuals intellect and skill set on the subject, due to the widespread informational complexities on the issues.

Individual and social morality is important dimensions on this subject as well. The Antihero is only able to enjoy environmentally quality and individual motives because the Environmental Heroes and the Anarchists are committing to social morality through

collective motives. Even though it maybe is becoming more and more fashionable to practice sound green behaviour, it often still comes with a price of a sacrifice to the individual. A private sacrifice that has been emphasized a lot in society, even though the major impacts happen in other sectors.

Shifting consumption patterns towards more sustainable behaviours is relying on a solid understanding on what motivates consumers, but also on how changes in behaviour occurs and how it can be influenced. Theory on persuasion has some basic lesson for conventional public sector information campaigns, but this complex subject might need more to change behaviour among consumers. Effective education in general, and the use of labelling schemes, are argued as valuable strategic tools when promoting environmentally responsible and sustainable consumers.

Society Section

This section seeks to complement the theory section regarding the green consumer, by shedding light on tendencies and development in the society in general.

Food and Corporate Sustainability

Food, and specifically the processing of it, is a popular topic today. We find ourselves in a noteworthy situation, where the industry produces excessive amounts of food, which sometimes ends up being thrown away. Either due to overproduction, picky costumers, the food turning bad or simply being damaged. This is happening alongside with starvation in other parts of the world. The climate of the earth is changing with record breaking speed, and one of the biggest sinners seems to be the emission of greenhouse gasses, and especially Co2 (Carbon Dioxide) (US EPA 2018). In modern times, climate and geographical placement does not seem to influence the availability, and accessibility, of any kind of food. We have obtained knowledge through science and experiments, and are now capable of controlling cultivated land, and breeding of animals. But the development of new technologies, that helps us optimize nature's own processes, comes at a price. Transportation of food is considered as a major sinner, in relation to the growing problem of greenhouse gas emissions (US EPA 2018). In order to combat this challenge, focus has to some extent shifted to buying locally produced food. The selection of local food is, often, not as exiting and exotic to the modern consumer, and whether he, or she, will comply with this is an extension of their characteristics, as seen with the Anarchist or the Antihero (Wang, Lo, and Fang 2009).

But there is more. As investigation of the food industry continues, more and more challenges seem to arise. The truth seems that mankind has shaped the industrialisation of food and beverages around a “rotten” capitalistic core. Blinded by profit and scaling of operations, the earth, which everything originates from, has been forgotten. The food system of today is enormously complex and seems by first glare impossible to turn around to a more sustainable future. Today the food industry accounts for more than 24% of the total global Co2 emission (US EPA 2018).

Although the number sounds unrealistic, some have actually managed to put focus on utilizing the resources of the planet in a more effective and sustainable way.

During the late 1900 the first public sceptics rose, and first movers started doubting the way food was produced in relation to sustainability. The sustainable focus on food production is traceable back to the late 1980's, as for popular literature (Raffensperger and Myers 2004). Focus increased during the 1990's and in 2007 the former Vice President of the United States, Albert Arnold Gore, Jr. (Al Gore) went viral as a product of his presentation, on the climate changes facing humanity, and the earth that we call our home (Nygaard 2018). In 2007, a documentary by the name “An Inconvenient Truth” won an Oscar in the category “Best Documentary”. It framed Al Gore's famous presentations and warns about the imminent climate crisis. The emission of Co2 and other polluting gasses as a product of modern times and a growing demand for food, consumer goods, transportation, electricity, heat in homes etc. Some industries leave a bigger Co2 footprint than others, and food finds its place in the top, alongside with areas e.g. transportation (burning of fossil fuels), production of clothes, CHP (Combined Heat and Power plant)(US EPA 2018). Sustainability as a topic comes in many facets, as argued in the delimitation, and is not only relevant in relation to carbon footprint. The challenges of sustainability vary a lot depending on the company and industry. Within the food industry, sustainability is a comprehensive term. Securing the lowest possible emission of Co2 and other damaging gasses is just one of them. Securing the earth's natural resources, such as water, is something that also draws a growing focus. The use of pesticides and other environmentally damaging chemicals is likewise a big problem all over the world (Jakuboski 2018). It helps increasing the yield of farming which is good, but it pollutes the environment that we as humans live in. It disrupts ecosystems and kills animals with the fatal pollution. Luckily, during the last couple of decades, governments and environmental organisations have restricted the use of environmentally damaging chemicals. But there is still a long way to go.

Besides this, the social aspect of sustainability also demands its place in the talk about securing a sustainability future. This is where companies work with their ethic and moral questions on topics like child labour, helping local communities (both where the products are being sold, but also downstream in the supply-chain). By this they secure wages, and future generations livelihood. Numerous of NGO's work with this area, and it is particularly prevalent in the third world countries.

As it seems, there are many aspects of sustainability and it can be argued, which postpone the biggest threat to the world and life, as we know it today.

A Growing Demand for Food and the Sustainable Challenge

The total world population today counts approximately 7,6 billion people. The global population is increasing dramatically, and has doubled in 40 years from 1959 (3 billion) to 1999 (6billion) (World Meters 2018). This sets great demands to the way we produce food, both in terms of nutritional value, sustainability and volume. Unfortunately our present food system is not based on sustainability. According to the prognoses from World Meters (an independent and nongovernmental organization), total world population is projected to reach 8 billion in 2023, 9 billion in 2037 and 10 billion people in the year of 2055 (WorldMeters 2018).

Anticipating that our global food production is 100% sustainable, we would only face the issues regarding scaling operations and securing the nutritional values as to future food production. The global supply of food has to undergo major changes in order to meet the future demand while converting to sustainable processes.

According to United States Environmental Protection Agency (EPA), the global emission of Co2 and other gasses is distributed between the following industries (see figure 5):

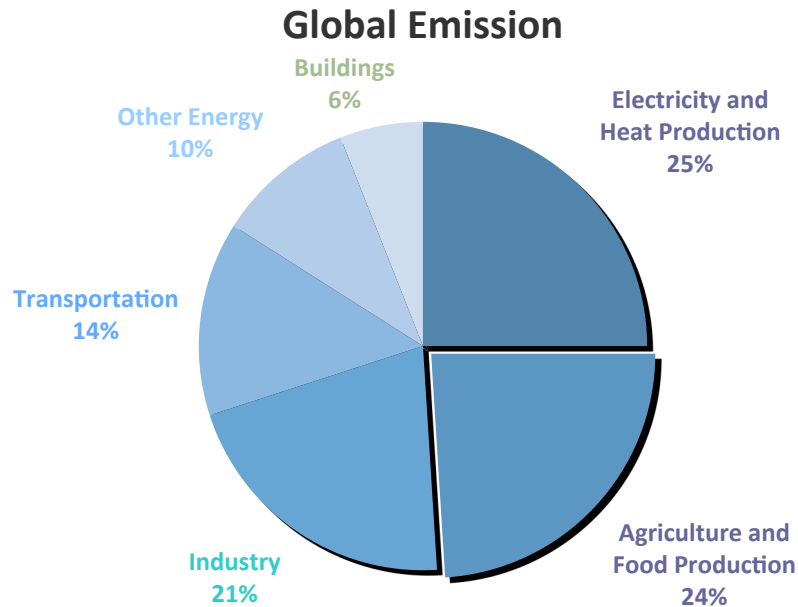


Figure 5 EPA - Global estimated spreading of greenhouse gas emissions (US EPA 2018).

Just about a quarter of the worlds emission is due to agriculture and food production. This is a calculated estimate since it would be impossible to measure in practice. Based on this, it now seems even more critical that the actors and influencers (food producers and consumers) take action as soon as possible.

Furthermore, it seems interesting to elaborate which countries produce the most food. By looking into which countries accounts for the biggest part of food production, it will be clear where resources are allocated the best, in order to secure a more sustainable future. FAO (Food and Agriculture Organization of the United States) has released a report showing which countries produce selected commodities. According to FAO, the three countries with the biggest production of most popular drinks are illustrated in figure 6.

PRODUCT	FIRST	SECOND	THIRD
MILK	India	United States	China
TEA	China	India	Kenya
COFFEE	Brazil	Vietnam	Indonesia
WINE	Spain	Italy	France
BEER	China	United States	Brazil

Figure 6: Table illustrating which countries accounts for the largest production of most popular drinks(FAO 2018)

By diving further into the numbers trying to uncover a more detailed picture of where the largest part of emissions is to be found, countries like China, United States and India appears again. FAO states that approximately 4% of the global emission of Co₂ comes from food productions (Friedrich, Ge, and Andrew 2018; FAO 2018).

Energy and its Link to Food Production

Turning the present food production into a sustainable one, using renewable energy and other clever solutions, is a big mouthful. Energy availability also takes a big place in the production of food. Without fossil fuel we would not be able to capitalize on heavy machinery, transport, producing chemicals and storing food (FAO 2018). To think it is only the production of food, which is energy consuming, would be naive. A well-debated topic for our time is to eat locally produced food. There is a big energy consumption tied to the transportation of food. Fossil fuels are being used as petrol for big vessels, trucks and planes as exotic foods are being transported around the globe, following the trail of demand. Food produced in e.g. Spain and sold in Denmark for instance, will have a big carbon footprint. Not only does the transportation emits greenhouse gasses, the cooling and storing of food also have an impact on the environment (FAO 2018).

Purchasing Decisions and Attitude on Sustainable Food Products

An online survey among 1.002 Americans between 18-80 years showed that sustainable choices among consumers have come here to stay (See appendix A). The study was conducted during march 2017 and the results show, that the green way of thinking is widely used among the population (Statista 2017b). 17,5% of the respondents prefers products that have some sort of sustainable attributes and find it very important. 33,5% of the respondents finds it "somewhat important". Together these two posts accounts for 51% of the total research population. This indicates an overall positive recruitment of the sustainable thinking. Worth noticing is also that 6,5% of the respondents do not know enough to form an opinion which is very interesting regarding to the earlier notion of the importance of educating and informing the consumers. Finally only 7,5% says its "not at all important" (Statista 2017b). Furthermore it should be mentioned that the survey was conducted online. This means that people without access to a computer, mobile or Internet not are part of the statistics. 1002 respondents do not provide a complete picture of the attitude, although it gives a good indication.

Another online survey (multiple answering) also indicates that we in terms of knowledge and education have come a long way (Appendix B). In 2014, 1003 respondents from United States of the age 18+ took part in a survey. This statistic described the importance of company action to American consumers in promoting sustainable food products in 2014 (Statista 2017b). 81% requested that they would like more environmental-friendly options made available when shopping. This indicates that the population is conscious about the sustainable issue that the earth's population is facing but is maybe not always conscious about what the right choices in fact are. 74% of the respondents expressed that they would wish companies would explain how the food purchase decisions impact the environment (Statista 2017b).

As described earlier, attitudes and opinions formed by social norms and other influencers have a big impact on the way we think of sustainability. In a survey from 2016 (Statista 2018b), results showed that a big part of the population's opinion, to eco-friendly goods and services was positive. 33% of the respondents thought of it as common sense to consume eco-friendly products. 19% of the participants feel proud consuming the ecological products (See appendix C) (Statista 2018b).

Looking into the number of Fairtrade certified products in the United States from 1998 to 2016, we see a dramatic increase (see appendix D). This is across nearly all food categories, and the development is expected to continue. It seems that consumers are hungry for sustainability and that the purchase power is solid. Since 1988 over 750 million products with the Fairtrade certification have become available on shelves (Statista 2018a). Fairtrade is a certification that secures trade on different commodities and takes responsibility regarding social sustainability. It does not take energy consumption, correct use of soil and reduction of pollution into consideration, but is still a good indicator of increasing consciousness among consumers.

The four surveys mentioned above, illustrates that there are sustainable consumers with a demand for sustainable products in the United States. According to statistics from Statista, the total Market Value of sustainable labelled packaged food, soft drinks and hot drinks will raise from 793,8 billion dollars in 2015 to 872,7 billion dollars in 2020. A significant increase of 9,9% during a five-year period (Euromonitor 2018).

Pressure from Public Institutions and Tendencies in Other Industries

The knowledge of critical climate change is nothing new to this world. Everyday small steps are made, and it is not just companies in the private sector that needs to rethink processes. Nations, regions and cities are starting to reconsider and question present solutions. Cities convert public busses from petrol to electricity, solar power or hydrogen. Some first-mover nations have introduced demands to how CHP-stations produce heat, and by that converting to a more renewable and sustainable energy production. By these initiatives, governments are pushing development and energy conversion towards a greener future. UN also implicate in the change of how we live our modern lives. In 2015 the heads of state and government and high representatives met at United Nations Headquarters in New York. Over a two-day period, representatives from the 193 sovereign states, clarified 17 specified goals to be reached by the time of 2030:

- | | |
|------------------------------------|--|
| 1. No poverty | 11. Sustainable cities and communities |
| 2. Zero hunger | 12. Responsible consumption and |
| 3. Good health and wellbeing | production |
| 4. Quality education | 13. Climate change |
| 5. Gender equality | 14. Life below water |
| 6. Clean water and sanitation | 15. Life on land |
| 7. Affordable and clean energy | 16. Peace, justice and strong |
| 8. Decent work and economic growth | institutions |
| 9. Industry, innovation and | 17. Partnerships for the goals(UN |
| infrastructure | 2018) |
| 10. Reduced inequalities | |

The shared challenge between nations is to translate these concrete goals into digestible and usable frameworks, that can be used by private and public actors to come up with innovative solutions. United Nations Secretary-General António Guterres is stressing the



Figure 7 United Nations Sustainability Goals (SDG) (UN 2018)

importance of collaboration between the public and private sector. He states that the world has the knowledge, wealth and capacity to transform and build a peaceful and beneficial future for every inhabitant on the planet, for both ecosystems and humans. UN is a big organisation of which many associate with heavy policy and bureaucratic decision processes (UN 2018). To give the private sector, and thereby corporations a helping hand, The Ten Principles of UN Global Compact have been established. By the help of these concrete principles, business now has guidelines that help them strive for more ethical and sustainable correct way, to manage their business. The 17 Sustainability goals, for the world, have been translated to ten principles for businesses to follow, which are characterized by these three themes:

- Human Rights
- Labour
- Environment

According to UN, businesses should undertake initiatives to promote greater environmental responsibility (United Nations 2018a). By converting to cleaner and more efficient processes, companies can increase resource productivity. Additionally, there is a rising demand for sustainable businesses between employees and consumers. By these principles

António Gueterres and the rest of UN hopes to advocate and guide industry and business in a sustainable direction. Companies should increase self-regulation and re-evaluate code of conduct in terms of managing their business and the environment (United Nations Global Compact 2017).

Since the UN board introduces the Sustainable Development Goals in 2015, the global business community have made great, and important progress in order to meet the ambitious sustainability goals. Around the world, companies have committed to The Ten Principles of the UN Global Compact at CEO-level, and have been able to approach the Sustainable Development Goals. Great progress have already been covered, according to CEO & Executive Director at United Nations Global Compact Lise Kingo (United Nations Global Compact 2017). According to a report that United Nations Global Compact has conducted among its members, steady progress is happening. The number of companies that show interest and commitment to an environmental change, and a more sustainable way to conduct business, is increasing.

The Global Compact initiative now counts 9.413 (United Nations Global Compact 2017) companies affiliated. They are distributed in 163 different countries, covering all continents. 66 million people are employed at a Global Compact company. 28% of the Fortune 500 companies participate in this initiative. Of the 9.413 affiliated companies the four biggest sectors are 3.137 within Industrial Goods & Services, 785 within Technology, 685 within Construction & Materials and 551 within Food & Beverage (United Nations Global Compact 2017). 75% of companies claim that they take action to meet the ambitious Sustainable Development Goals. Further investigation shows that involvement at board level has increased significantly in the past two years. Also CEO commitment is high, which are critical to a successful strategic approach towards sustainability (United Nations Global Compact 2017).

Not all of the Sustainable Development Goals are related to the environment. Participants who engage in the environmental principles, prioritizes different goals. The specific goal, Climate Action is met with the biggest engagement, according to Global Compact's report. 37% of the participants are working with improving the impact on the environment and have activities targeting climate change. 50% of the consulted, believe that their efforts have a significant impact on the issues (United Nations Global Compact 2017). Whether it is efforts within reducing water spillage, improving life on land, improving life below water no

other area are getting the same attention. Furthermore, participants report likewise, that Climate Action is the area where most believe in the impact of their actions.



Figure 8 Different challenges to small and large companies (United Nations Global Compact 2017)

Adapting to the goals, and converting business processes, procedures and attitude to conducting a more sustainable way of business comes with different challenges. According to the Global Compact report, small and large businesses faces different challenges. Among the small businesses, lack of financial resources seems to be the biggest issue. It is not uncommon for companies have big expenses connected to sustainable investments. These investments hopefully pay off over time, but to the company it is necessary to have the liquidity to withstand the transition period. For larger companies this problem is not as big. As for large companies, extending strategy throughout their supply chain is a bigger problem. Large companies have naturally more suppliers and strategic partners that they depend on. Ensuring that they follow guidelines, in terms of a sustainable code of conduct, can be hard. Lack of transparency is not uncommon, and can slow the process of choosing and evaluating suppliers and strategic partner. The majority of them do not include sustainability. Of all the issues we are facing on this planet and our global society, the committee of UN managed to allocate five bullets specific for the topic of sustainability. To the researchers of this paper, this is indicating that sustainability is a high priority. Emphasizing sustainability on the UN goals' agenda obviously does not solve the issues themselves. Each bullet has its own subsidiary objectives that aim to split these large goals

in minor and more digestible sub goals. This helps companies, and other actors, to take up the challenge and become a part of the change. By help from the private sector and governances around the world, goals can be reached, but it requires some to lead the way.

First Mover Industries – The Wind of Change

Along with the food industry, electricity and heat production and transportation are also contributing significantly to emission of greenhouse gasses. According to EPA (United States Environmental Protection Agency) 24% of the global greenhouse gas emission derives from food production, 25% from electricity and heat production and 14% from transportation, but lately we have seen a change. First movers of renewable energy and sustainable solutions pop up within more and more industries and nations. Converting the production of energy and heat, in a CHP-station (Combined heat and power station) demands great investments. Denmark is one on the leading countries within renewable energy. By 2020 the goal is to have a 100% supply of renewable energy in the energy and transport sector (Danish Wind Industry Association 2018). Some countries are blessed with an abundance of natural resources such as oil, metals, gold or diamonds. Denmark has the wind. Plenty of it. This, and other factors, has cultivated Denmark as a first-mover within the wind industry, and today hundreds of companies covering every aspect of the supply-chain in Denmark. All kinds of companies can be found ranging from turbine producers, developers of offshore wind farms to incredible vessels handling offshore installations, transport, maintenance and service (Danish Wind Industry Association 2018). Along the private sector and universities, extensive research and development programs are being carried out. The target is to develop new and more efficient technology. In order to convert the largest possible amount of wind energy to electricity a close collaboration is needed.

At multiple harbours in Denmark ports are customized for handling and assembling offshore wind turbines. Around 75% of Denmark's wind capacity comes from onshore installations, and 25% is from offshore (Neslen 2018).

A report from The Danish Energy Agency, reports that the best performing investment in new energy plants (new CHP-stations, onshore wind turbines, offshore wind turbines and natural gasses) is onshore wind parks. The only challenge here is that they often (to some extent) bother residents in the area where they are put up. The challenge with offshore wind parks is that they demand a significant bigger start-up and maintenance budget. Either way,

wind energy is according to The Danish Energy Agency, the cheapest solution both in terms of initial investments from the supplier's point of view, but also from the end-user (Neslen 2018).

But as green as Denmark may seem, not all areas, in terms of sustainability is cultivated fairly. Tesla (American producer of electric cars) launched their new model S and entered the Danish market in the fall of 2013. Until 2015 all Tesla models, and other electric cars have been exempt from paying duty (Turula 2018). The word spread fast and the Danish government decided to impose a duty on electric cars equivalent to traditional cars, running on fossil fuels. Critics argued that this would slow the progress of converting the cars of the Danish roads from fossil fuels to more renewable energy. By a phase of seven years, the duty will gradually get charged on electric vehicles – in contrast to Norway. Norway is the Promised Land for electric cars. The government of Norway has set an ambitious goal – to out phase petrol powered cars by 2025. To reach this goal the Norwegian government has launched a string of initiatives to promote the use of electric cars. First and foremost, there are no purchase/import taxes when purchasing an electric vehicle. Owners of e.g. a Tesla also exempt from the 25% VAT compared to other cars running on fossil fuels. Owners of electric cars pay a low annual road tax, and are also exempted for charges on toll roads and ferries. If you drive an electric powered vehicle in Norway you can also enjoy the benefit of free municipal parking and access to bus lanes (Turula 2018). Not surprisingly there also exist attractive models for acquisition of an electric company car, and likewise on leasing. With this model Norway have become globally know as the first-mover within green transportation. The attractive regulations regarding electric vehicles now means that Norway has more than 10% of the global electric car fleet (Turula 2018).

All over the world new initiatives and solutions appear to help solve the sustainable challenges we face. But as the two examples illustrate, big actors like governments and companies need to take action – otherwise we will miss the window of opportunity. Norway has taken a big leap forward, and is a big inspiration to the rest of the world. Denmark can learn a lot from Norway in terms on converting the car on the roads to more renewable alternatives.

The question now seems if there is a connection between these examples (Norway with electric cars, and Denmark with wind energy), and the emission of greenhouse gasses. According to FAO (United States Environmental Protection Agency) and their estimates on greenhouse gas emissions, electricity and heat production accounts for 25%, and

transportation accounts for 14% of the global emissions. This corresponds well with the Danish and Norwegian governments attempts to reduce Co2 within critical areas, and thereby becoming more sustainable. Furthermore, the two examples are great indicators of a global trend, which is not only happening within one industry.

As great these examples might sound, there are bad examples to be found as well. According to a report by the British Think Tank InfluenceMap, political lobbying against sustainability is not uncommon. Some of the worlds biggest brands and most powerful companies, spends enormous resources trying to manipulate legislation in their favour (InfluenceMap 2017). This may not come as a surprise, but the results are interesting in the light of some corporation's stance on climate policy, level of lobbying activity and overall economic clout. This report is identifying 50 of the 250 biggest, non state-owned, industrial companies that have the biggest influential on the climate policy today. The other 200 is more or less passive. While people all over the world is working against climate changes, 35 of the biggest companies are actively lobbying against pro-climate policies. Most of them are heavy industry companies that have some sort of strong connection to fossil fuels, transportation or energy production (e.g. CHP stations) (InfluenceMap 2017). Major companies that increasingly support the alignment of the Paris Climate policy are also featured. Here global brands like Apple, Unilever, IKEA, Nestlé and Tesla is to be found. But the nerve within this report is the companies that oppose to the renewable and more sustainable climate policies. As mentioned already, companies that operate within the fossil fuel value chain (e.g. ExxonMobil, Chevron, Shell) and others decelerate the sustainable development and future. Within these mentioned 35 companies of great political influence are four powerful vehicle manufacturers including Ford, BMW, Fiat Chrysler and Daimler. The researchers behind the report claims to have clear evidence that these actors are lobbying to delay or reduce efficiency and Co2 emissions standards and procedures both in Europe and North America (InfluenceMap 2017). Looking at BMW for instance, this is rather paradoxical. BMW brands itself as a sustainable industry leader as a car manufacturer within its class. Sustainability is, according to BMW, a focal point. The allegedly work with becoming Co2 neutral, reducing waste and becoming greener in relation to gas emissions from their cars (BMW Group 2016a; BMW 2016; BMW Group 2016b). Still they allegedly lobby against a more sustainable policy.

Paris Agreement

In 2015 193 nations came together to act on the critical climate change. A major meeting was held in Paris, and the event has been described as historical. Never before have that many nations, in collaboration, developed ambitious goals on the climate issue. The agenda was clear; to cut down greenhouse gas emissions, and thereby trying to save the earth for future generations (United Nations 2018b). In 1997 the Kyoto Protocol set a target for a handful of developed countries to cut down on emissions. As United States pulled out and other countries failed to reach the goals, The Kyoto Protocol became a failure.

The Paris Agreement is centred on following key elements:

- A goal to keep the global average temperature below 2.0C (3.6F), and long term lower to 1.5C.
- A limitation and reduction of greenhouse gasses emitted by humans. The goal is to reduce greenhouse gasses to a level where trees, soil and oceans can naturally absorb. Estimated at some point between 2050 and 2100.
- Reviewing each countries contribution by emission reduce every five year. By doing this, measures can be made and it is furthermore possible to keep pressure on the specific country, and set new goals.
- It is expected that countries that are well-off, helps countries that is not as wealthy. This can be done by economic aid, cooperation and sharing of experience and knowledge (United Nations 2018b).

These key elements is set to help countries combat the climate changes that faces humanity, but the goals will not be reached without heavy investments. One of the sticking points of the negotiations has been centred about ways to finance this turnaround. Developing areas like Africa and parts of Asia have requested financial, educational and technological help to phase out fossil fuels (United Nations 2018b). The Paris agreement requires the wealthy nations to assist with financial aid of total \$100 billion per year. Rich nations pledges to this agreement that is binding to year 2020. In 2020 the monetary aid is supposed to be re-evaluated with the \$100 billion acting as starting point for further negotiations. According to the agreement countries must keep supporting other countries that are not so well off. The countries, which are not obligated to help, are encouraged to join and help on a voluntary basis. Dr. Ilan Kelman (scientist within physical and environmental conditions at Institute fir Risk & Disaster Reduction and Institute for Global Health) of UCL (University College of

London) expresses his worries towards the agreement. He argues that the resources allocated will not come to be efficient. According to an article on the topic from BBC, \$100 billion is less than 8% of the declared world-wide military spending – each year (United Nations 2018b). The acknowledged Paris Agreement is just the beginning of a more green discourse. Many institutions, e.g. United Nations are leaning against the goals, and uses it as step stones in their strategic work towards a more sustainable future.

How far have we come? Is it all for nothing?

It is a hard question to answer. Acknowledgement of the issue is a big part of it, and it is from here on possible to start working with solving the challenge. The sections above indicate that there is a restructuring undergoing. Change is inevitable, and it seems that actors on different levels and markets have acknowledged that. It is positive to see how big brands are adapting to the new and greener mind-sets. As McKinsey & Company express, it is important to “live” the change and incorporate the goals and the greener thinking into core values (Boninini and Görner 2011). Support from consumers and the demand for greener products, more sustainable solutions, responsibility and change will naturally affect the way companies conduct business. Companies have since the dawn of time, lived by the demand of consumers. If the demand for a product changes, or lets say evolve, so will the company and the market. Anticipating that all consumers in the world wanted to solely buy sustainable products from companies that worked hard to achieve a greener and sustainable planet, sustainability in general would be more common. As easy as it might seem to blame the big multinational corporations, consumers also need to look inwards. Nations, governments, cities and organizations also play a big role in the conversion to a more sustainable world. It seems complex to evaluate the progress so far, and how far we have come. What can be said is that opinions and attitude towards sustainability have changed. More and more people is joining the sustainable movement. Some to greater extent than others. Regardless of the degree, the true challenge is to get consumers to act on their good intentions. Earlier the attitudes and intentions among consumers towards sustainability have been elaborated. This is rather interesting in terms of discussing how far we have come. Again, the acknowledgement of the issues, accounts for a big part of the progress. Education and spreading of the word promotes the knowledge, just as science explore new perspectives and come up with new ways produce food more sustainable.

Sub-conclusion

According to statistics from UN and FAO we are consuming more than ever, and the effect on our planet is not to be mistaken. The number of inhabitants on our planet is growing with an impressive rate, and with the increased demand for food and FMCG in general, the world, as we know it face a difficult challenge. Clear indicators on a threatening environmental change have circled the last couple of decades, only to spread the message. Consumers of western origin express clear positive attitude towards products with sustainable attributes. Both in terms of exiting products, new products and more information. Looking into the different industries and how they affect our environment, it is clear that some industries are bigger sinners than other. Especially the food production, industry and transportation sectors are responsible for the biggest impact. Looking further into industries it quickly becomes clear that some brands, industries and nations can be characterised as first movers. This is very interesting, as it puts perspective on the sustainable development in a holistic matter. The tendencies within sustainability are not something that is limited to a special product category, nation or continent. It indicates that a change of the world as we know it is undergoing, right before our eyes – even though we might not notice it in our daily life's. A paradigm is shifting.

With pressure increasing from public institutions, like UN, change seems inevitable. UN urge change among nations and encourage the private sector to affiliate with the comprehensive code of conduct, UN Compact.

The Corporate Point of View

As described earlier the accelerated demographic, technological and industrial development of the last century has intensified the consequences by human activity on the environment. In this context the concept of sustainable development emerged and became widely known in 1987 through the publication of the Our Common Future document - a UN report of the World Commission on Environment and Development (Mebratu 1998). Sustainable development was hereby defined as “the development that is able to satisfy the needs of current generations, without compromising the ability of future generations to satisfy their own needs” (Brundtland 1987). It is argued that the sustainability is viewed lying on three main pillars; the environment, the economy and the society where it can be stated that the company's/organization's social responsibility is included in all three (Elkington 1994). In

regard of this and the fact earlier stated concerning industry's impact on the environment and resource consumption, companies need to be a part of the solution, which makes it a managerial responsibility.

Marketing might be one of the most crucial strategic activities companies can utilize to ensure respect for the environment and social wellbeing compatible with the business operations (Simão and Lisboa 2017). In this regard, green marketing focuses on developing and marketing solutions/products/services that on the one hand satisfies customer needs and on the other hand taking environmental sustainability into account (Polonsky 1994). Companies can direct their efforts towards producing "cleaner" products, yet, if these products are perceived as of lower quality (as the Anarchist thoughts on organic vegetables), overpriced (also a common attitude as argued several times earlier) or fail to deliver on the main benefits of the products, they will not attract customers and rather result on negativity towards the given company (Elkington 1994).

Companies and Sustainability

It is widely acknowledged that the environment, companies and development are connected and in particular sustainability relates to business management (Elkington 1994) (Polonsky 1994) (Chabowski, Mena, and Gonzalez-Padron 2011). From a sustainable perspective it is desirable that companies promote an efficient consumption and replacement of materials and resources. More specifically companies can engage in activities of resource efficiency and replacement, manage residuals, reuse and recycle materials, manage water, soil and air pollution, green processes and products that represent lower environmental impact and promote green practices both internally and externally (Chabowski, Mena, and Gonzalez-Padron 2011).

As made clear in the last section governments exert a fundamental role in spreading and promoting preservation of the environment, and serves the purpose of defining environmental norms and regulatory mechanisms in society. Yet, the need of environmental protective legalisations and regulations are mostly accepted it raises a dilemma – economy vs. ecology (Chabowski, Mena, and Gonzalez-Padron 2011). Even though all people basically wants a liveable planet, a widespread belief that environmental regulation may prejudice competitiveness rules, as argued in the consumer section.

Others claim that it is important that managements build an environmental management strategy to achieve organizational goals as moral obligations of being socially responsible and reduction in operational costs for example (Polonsky 1994). In fact it is argued that implementing environmental practices do not only represent an additional cost to the company, but it might provide desirable benefits such as:

- Cost reduction resulting from lower resources consumption.
- Resource saving/profit gain due to material recycling.
- Detection of new raw materials and manufacturing processes.
- “Clean” manufacturing technology patents’ sales.
- Firm image improvement and sales increase, due to of ecological products development and launch.
- Possibility of entering in the international market, increasingly rigid in regards to environmental restrictions.
- Greater facility of obtaining foreign financing through investments.
- Greater acceptability of shareholders who prefer to invest in environmentally responsible firms (Simão and Lisboa 2017)

On top of these benefits it is also argued that environmentally friendly initiatives may influence very positive on brand image, brand knowledge and overall company reputation (Chabowski, Mena, and Gonzalez-Padron 2011) (Connelly, Ketchen, and Slater 2011). This may partially reflect the changes in the society in regard of consumer’s and society’s/government’s expectations towards companies. By this, since some trends among consumers and in society changed attention from consumption to sustainable consumption it became relevant to companies to take this seriously, as alternatively companies associated to actions against sustainability might be negatively affected (Connelly, Ketchen, and Slater 2011). To sum up, it can be stated that companies tend to adopt sustainable and environmentally friendly practices to obtain business related benefits or because they are motivated by external forces, such as governments.

Commitment to Sustainability

Companies that choose to engage sustainable practices can of course choose to be more or less committed and the extent of commitment can be divided into three stages (Chabowski, Mena, and Gonzalez-Padron 2011). The first stage is “reaction”, and here companies consider environmental issues the roots of unnecessary costs, hence very little commitment. These companies tend to focus “treatment of symptoms” as pollution control instead of “curing” and remove the source of pollution. Second stage, or “prevention”, companies try to avoid environmental because they recognize that regarding costs, it is preferable to alter processes and avoid pollution, rather than dealing with the effects and damages from it. The third and final stage is “proactiveness”. Here environmental management is viewed as a strategic opportunity to enter new markets or strengthen existing ones. This type of companies proactively engage in development of preventive and corrective actions applied to the entire organisation and its supply chain in a holistic manner (Chabowski, Mena, and Gonzalez-Padron 2011) (Ginsberg and Bloom 2004).

The integration of environmental focus in the company’s functional areas shows a company’s ability to use these environmental issues as strategic opportunities. Particularly the marketing area seems to have a central role in applying this focus. This higher commitment and involvement from the company as a whole emerge constructs such as green marketing, which will be dealt with in the following section.

Green Marketing

Green marketing consists in the activities conceived to produce and facilitate the commercialization of products or services to satisfy human desires and needs and yet causing a minimum impact on the environment (Polonsky 1994). It can be viewed, as a holistic process responsible for identifying and satisfying consumer and society needs in both lucrative and sustainable ways. By this point it must be acknowledged that there exist a relationship between morality and green marketing.

As a concept green marketing has evolved over time since concerns on pollution in the 1970s (Elkington, Hailes, and Makower 1990). With the increased global concern of environmental quality green marketing has acquired more and more importance over time. As a result companies that are aiming to expand their markets or increase their sales volume

could benefit from the positive image established through green marketing (Ginsberg and Bloom 2004).

When developing a green marketing strategy companies should take into account two crucial aspects: creating a product that satisfies consumers' needs together with carrying a minimal negative impact on the environment and to generate a perception of product quality and the company's commitment to the environment in the mind of the consumers (Chabowski, Mena, and Gonzalez-Padron 2011). This said, companies need to develop both the functional and the emotional benefits of the product to satisfy the needs of the conscious consumer. The green marketing strategy involves a proactive posture as explained in previous section, which also often enables a long-term orientation (de Bakker 2009). De Bakker here argues that the proactiveness aims to gain competitive advantages by positioning products in consumers' minds. But to achieve these advantages a green marketing strategy has to deal with some of the fundamental elements of marketing activities such as segmentation, (green) product development, (green) positioning, pricing, logistics communications and partnerships equivalent to the desired overall green strategy. As a crucial aspect of strategic management and marketing, the strategic management of the brand plays a very important role regarding sustainability – in this context the creation of and management of green brands is the key in green marketing (Chabowski, Mena, and Gonzalez-Padron 2011).

Sub-conclusion

Green marketing has acquired more and more importance over time, and even though it can be very beneficial to achieve a green image in the mind of consumers, it is still fundamental to companies to deliver a satisfactory product/service. Being able to deliver a product that satisfy the consumer's needs with minimal negative impact on the environment is important regarding green marketing, but it is argued likewise important to establish the perception of the company's green commitment as well. Even though there are several arguments towards carrying green marketing and using it statically, many companies still tends to only adopt sustainable practices that is even beneficial to the company or is forced upon them by law.

Analysis

The following section seeks to investigate and analyse some best-in-practise companies regarding green and sustainable development to uncover how these specific companies respond to the movements in society and among consumers. The two companies chosen is Nestlé and Toyota.

Nestlé

Nestlé invests increasingly in sustainability, and is considered to be one of the leading companies within their industry (Globescan 2015). Nestle is rather interesting in the light of this papers problem formulation due to the company's increasing investments in sustainability, and because it is considered to be one of the leading companies within their industry (Globescan 2015). To the extent of the research, this paper seek to illustrate how companies can benefit from the sustainable development we see. Nestlé is a role model to many in the industry of food and beverages (Nestlé 2017c) and through continuous activities and increasing investments Nestlé is slowly, but steady converting their way of business. As previously argued food production is among the highest greenhouse gas emission industries and agriculture remains one of the biggest sinners in this category (US EPA 2018). Nestlé's production on consumable goods rest, among others, on the following crops:

- Coffee
- Cacao
- Palm oil
- Pulp and paper
- Soya
- Sugar
- Cereals and grains
- Hazelnuts (Nestlé 2017d)

The abovementioned items are the ones that Nestlé source in the largest quantities, and at the same time the most vital to their business model. These incentives a real challenge for Nestlé, as demand for sustainable products rise.

The analysis of Nestlé has been divided into three parts for the sake of the reader to ensure a better understanding. First a brief introduction of Nestlé Group containing key facts and a timeline will be presented. Secondly, an investigation of how the theory of this paper corresponds with the case of Nestlé Group and their sustainable efforts. Finally, an assessment of if and how, Nestlé Group applies their sustainability efforts in their communication. Due to the complex nature of Nestlé Group, it is important not to generalize. Our goal in the third section of the Nestlé analysis is to illustrate the role of sustainability and see if it is possible to demonstrate how Nestlé Group benefits from their sustainable efforts, through communication channels.

Nestlé Company Presentation

Nestlé is an internationally known food fabricant, and seller, which many people might recognise within sweets and breakfast related products. The company is fairly interesting in the case of sustainability as they take great responsibility regarding the climate change, as well as social responsibility. Nestlé is a very big corporation, and exactly the size of the enterprise is also interesting. The company and their sustainable methods, and actions, will be elaborated in the following section. Nestlé Group is managing a wide range of brands and is in direct contact with all levels of the supply chain.

In 2016 Nestlé celebrated 150th anniversary, and to uncover the success of the brand we will travel back in time where it all began. The year is 1866, and Henri Nestlé have just founded Anglo-Swiss Condensed Milk Company (Nestlé 2017a). In 1867 Henri develops a breakthrough within infant food. To combat high mortality rates between new-born infants, who can not breast feed, German-born Henri launches his “KinderMehl”. The breast milk substitute combined milk from a cow, wheat flour and sugar (Nestlé 2017a).

As the company experiences success in the start of the 20th century, competition grew with a company due to a company with an almost identical name: Anglo-Swiss. Anglo-Swiss was at that time a rival and there was allegedly fierce competition between the two companies. Especially on the market of condensed milk and infant cereal (Nestlé 2017a). Even though both companies expanded, and grew heavily, both in terms of product ranges but also opening new markets, they decided to merge. Together the two companies founded what we

today know as Nestlé Group (Nestlé 2017a). During the pioneering years of Nestlé, society on a national and international level was changing at record-breaking speed. People moved to the city during the industrialization to find work and one of the characteristics of this period was that companies started to implement machines as part of the production, to maximise productivity (Johansen 2017; Nestlé 2017a). This was made possible due to the propagation of electricity and a fast evolving railway network, connecting growing cities on a national and international level. This spurred trading of international in consumer goods.

In 1904 the company started selling chocolate, which they today are internationally recognised for. Henri was in the 1880s ready to sell commercial milk chocolate, but due to lack of faith in the new product, it was not released until 1904.

Throughout the rest of the 20th century a comprehensive string of brand and product launches took place. Among them are famous products and brands like:

- 1938 – Nescafé
- 1948 – Nestea
- 1948 – Nesquik
- 1986 – Nespresso (Nestlé 2018a)

Nestlé have also bought up promising brands e.g. Perrier (French brand of natural bottled water captured at the source in Vergèze, and known for their green bottles) and Vittel (French brand that bottles mineral water from the source in Vittel, France) (Nestlé 2017a; Nestlé 2018a). Furthermore they have signed great partnerships with other big corporations like L'Oréal and General Mills. By engaging in joint ventures, they have launched numerous product lines based on their shared expertise. Nestlé's storyline is rather complex but centres around products that are digestive. The product range contains both necessary foods, like water, but also sweets that do not appear as a necessity, but rather as a treat. In total Nestlé group manages 2000 brands, ranging from local favourites to international icons (Nestlé 2018a; Nestlé 2017a).

The multinational consumer goods company is headquartered in Vevey, Switzerland. Nestlé Group employs more than 323.000 people worldwide and is present in 189 countries. Nestlé

Group had a turnover of more than \$89bn in 2017 (Sneider 2017). Approximately \$40bn of the sales is derived from the American region. Here Nestlé operate 158 factories and employs 33,6% of their workforce. Europe, Middle East and North Africa accounts for roughly \$26bn of the global turnover. This area employs 33,9% of the global staff in 146 factories. Asia, Oceania and sub-Saharan Africa delivers a turnover of \$23bn. 32,6% of employees work here, and 109 factories are operating (Sneider 2017).

According to themselves, Nestlé's purpose is to contribute to a healthier future and enhance quality of life among their consumers. Through their product range, they want to inspire people to live healthier lives (Nestlé 2018c). By during this they argue that they contribute to society and while ensuring long time sustainability and success of the brand. Nestlé realizes and acknowledges issues of sustainability and takes part in solving them. To structure and organize their sustainable efforts Nestlé have set ambitious goals (Nestlé 2018a).

Sustainable Development Goals

Nestlé is of the conviction that everything is interconnected; from the individual to the family and from the community to the planet. According to Nestlé Group the business thrives when the planet and its inhabitants have the best premises. To ensure that the business of Nestlé Group have the least impact on our environment, regarding the climate and social aspect, inspiration have been drawn from the Sustainability Goals (United Nations)(Nestlé 2018c) . Nestlé Group has defined some ambitious goals to reach by 2030. They take great responsibility regarding production and procurement along their supply chain, but also



Figure 9 Illustration of Nestlé's three sustainability commitments (Nestlé 2018a)

climate change related issues. Three overarching visions are defining their work, and guiding decisions as they convert the business towards a more sustainable one in the future. Overall Nestlé's efforts are illustrated in figure 9, and is set to be reached by 2030.

For individuals and families

Goal: Help 50 million children live healthier lives (Nestlé 2017b)

One of the three pillars in Nestlé's CSV strategy is centred on children. There are two sides to this point. First of all they wish to help youth around the world, and over time provide kids that are poor and not well off with better opportunities and livelihood. Nestlé Group works directly with 700.000 farmers, and affects approximately five million throughout their supply chain. By committing to help suppliers, and making it a part of the company's core purpose and value, the company are much more likely to carry through with actions. Not only do Nestlé seek to raise standard of living and opportunities downstream in the supply chain, Nestlé Group is also committed to make kids healthier. By helping and promoting healthy diet choices, Nestlé claims to enhance quality of life among kids and thereby contributing to a healthier future. This can be characterized as Nestlé working with the social responsibility. *Nestlé for Healthier Kids* is the initiative that gathers all the efforts to support caregivers and parents in educating children in sustainable and healthy food choices. This corresponds very well with the section Purchasing decisions and attitude on sustainable food products described earlier in the paper. Here research shows that up to 51% of respondents prefers, or find it somewhat important, that products have some sort of sustainable attribute (Statista 2018b; Statista 2017b).

In extension of the above seems relevant to highlight the theory regarding Learning and Education. Displaying information and labelling on products is crucial in guiding and informing consumers. As mention in the Labelling section earlier, companies only tend to use labelling if it is mandatory by law or somehow profitable (Dietz, Stern, and Thøgersen 2002). 89,4% of products sold by Nestlé Group have the Guideline Daily Amount (GDA) based labels on front of pack in countries that allow it (Nestlé 2017b). 44.4% of the products intended for children have the GDA label, and 97,3% of all foods in Nestlé Group's product portfolio have the Nestlé Nutritional Compass (Nestlé 2017b). Here Nestlé uses the labels as a strategic tool to inform and educate the consumers. Actively pursuing to educate, inform

and advise consumers. Consumers will now be better off in their decision making process, and thereby positioned, to buy the right product (here referring to the Environmental Hero in the section regarding *Who is the Green Consumer*, as this persona acquires the skills and awareness to a purchase of this character). This is more of a social responsibility nature than environment, but perspectives can clearly be highlighted in terms of cooperate sustainable development.

For the Planet

Goal: Strive for ZERO environmental impact in our operations (Nestlé 2017b)

The second focus sheds light on the environment. As a response to the accelerating climate change, Nestlé have launched initiatives trying to combat greenhouse gas emissions. Just as their social oriented commitments corresponds well to the Sustainability Goals by UN. Nestlé's whole business model rests on agriculture, and therefore it is important to act on the climate change. This way they can "be the change", that consumers want to see among companies. Increasing investments in sustainable projects have led to that 25,7% of electricity now are obtained from renewable sources (Nestlé 2018a; Nestlé 2017b). This has led to a 33,2% reduction in emissions of greenhouse gasses. An ambitious target have been set while striving towards zero environmental impact in operations. Nestlé is a member of the renewable energy union, RE100. As coined in the Certification of Sustainable efforts section, RE100 is an initiative promoting and supporting companies to convert energy supply from non-renewable sources to 100% renewable (RE100 2017). Change of this character does not happen overnight and is followed by great investments. Improving and optimising energy supply for the many factories and operations around the world, contributes to a greener image and is relevant in the discussion of the earlier section. By working in depth with the environmental challenges regarding greenhouse gasses, it shows that Nestlé is able to work with the subject as a strategic option. As argued in the Commitment to Sustainability passage, companies can be divided into three types with each their characteristics. Overall, depending on how committed companies are, and how they recognise sustainability challenge, these three types can help describe the level of engagement and integration of environmental focus. Nestlé's accession to the environmental issue, fits best within the third and final stage. By striving for 0% environmental impact in

operations, Nestlé works proactively to engage and developing new preventive actions. These actions have become central part of strategic opportunities. Furthermore, a perspective can be taken to the section Who is the Green Consumer. By committing to reducing environmental impact as much as possible, Nestlé is addressing the Environmental Hero who is characterised by acknowledgement of the climate change, sustainable consumption and thinks of science as a resource. The environmental hero is taking responsible choices as products of awareness and skills, as argued in the previous section. Nestlé group complies with the importance of incorporating sustainability as a part of the core business. This corresponds very well to the section regarding McKinsey & Company, and Commitment to Sustainability which expresses the importance of “living” the change in order to benefit from it (Boninini and Görner 2011). By doing so Nestlé secures future activities, and avoid spillage of unnecessary resources. According to research by McKinsey & Company, companies that fully integrate sustainability efforts and strategies as part of their core values and performance measures, is much more likely to succeed. Nestlé commits by the above-mentioned activities, and more, fully to the challenge.

For our Communities

Goal: “Help to improve 30 million livelihoods in communities directly connected to our business activities” (Nestlé 2017b)

The last of the three pillars that Nestlé’s ambitions rest on is Communities. Again, you will notice a high level of commitment from the company. This area deals primary with rural development, human rights and general working conditions.

In 2005 Nestlé achieved the Fairtrade certification (Nestlé 2018b). This certification allows, as elaborated in the Certification of Sustainability Efforts, consumers to assess if the company supports farmers in the early state of the supply chain (agriculture). By disclosing this, the consumer can now navigate through alternatives, and choose to support sustainable agriculture and Fairtrade in its essence. Nestlé seems to have a sincere motivation to be better and provide consumers with better choices. It should be stated besides helping consumers navigate and helping farmers who cultivate and sell crops, Nestlé also market the products to the Environmental Hero. This may be the first and foremost important point to the Fairtrade collaboration.

Nestlé's mantra within social sustainability is their CSV strategy. As mentioned, it is centred on creating shared value. They do this by securing fair wages, and payments in all levels of supply chain (Nestlé 2017b). With this as the foundation, they incorporate partnerships with farmers in different rural districts. Nestlé have a direct supply from 685.000 farmers worldwide and by knotting ties they secure a great cooperation where they can promote and support smart and sustainable methods (Nestlé 2017b). In 2017 118.426 farmers received technical support and assistance in the cultivation of their land. This helps secure potential yields, yet also educates the farmer. As a product of this cooperation Nestlé's partners work more future-oriented, and become sustainable in two ways: sustainable as of "securing" future livelihood but also regarding the environment. Alongside with this close relationship, Nestlé also promotes acceptable working conditions and human rights in the rural districts that they get in touch with (Nestlé 2017b). Human rights violations can occur, and can be very hard to identify, Nestlé says. This is due to that supply chains often are complex and general lack of transparency. This results in an obscure picture of the reality, which therefore can be hard to act on. By working close with nongovernmental organisations like the Danish Institute for Human Rights, Nestlé constantly works to improve. The goal is to continuously be better in spotting violations (Nestlé 2018a). Alongside with the increasing awareness of creating shared value through education, and promotion of human rights, Nestlé have launched a program to monitor initiatives and activities. Partners of this program deliver information and general statistics regarding their production or enterprise. By the help of this program Nestlé have greater control and enlightenment of eg. a farmers activities.

The abovementioned activities are, of course, profit driven to some extent but also constitute a much bigger purpose, according to Ulf Mark Schneider (Chief Executive officer of Nestlé). As argued in the Commitment to Sustainability section, companies exert a fundamental role in spreading and preserving environmental and social responsibility. In present time it is not enough for a company to be a known supplier of quality, if the competitive leap is to be secured. At the end of the day it is no longer sufficient to be the respected quality provider. As a company you want to be liked by your consumers. This will only happen if the company successfully promotes and delivers a transparent and trustworthy company profile. By the research of Nestlé group, it seems that commitments to their Community goals are comprehensive. Deep roots of this fundamental effort to solve issues of present time, can be traced into the very core of Nestlé values and purpose. This corresponds very well with the

two sections Commitment to Sustainability and McKinsey & Company uncovered earlier in the paper. To experience effective change, by initiatives and actions, based on a wish to improve sustainable profile, companies must anchor the concept in core values. Again, Nestlé Group is successfully changing their company image from what easily could be a target for critique to lack of care regarding their supply-chain and the communities surrounding it. Instead, Nestlé excels in working transparently and honestly, thereby providing partners throughout the supply-chain with resources to achieve a more promising future described as part of the Third stage, working proactively in Commitment to Sustainability. This strategic approach provides Nestlé with the possibility to utilize the strategic opportunities of sustainability related concerns. Coined in the Strategic use of Threats and Weaknesses to Sustainability in regard to tendencies, it is vital for a company to be transparent in its actions and initiatives. Nestlé's level of commitment to sustainability, together with the detailed reporting and informative nature, is strong indicators of an authentic wish to be better. At glance, the social and community oriented responsibility and promotion of Nestlé Group operations seems more complex of nature, than reducing the greenhouse gas emissions. This is expressed through the company's profiling.

Communication of Nestlé Sustainability Commitments

As mentioned earlier Nestlé is a company that holds over 2000 brands (Nestlé 2018a). Naturally these brands vary a lot both in terms of product, markets, customers, and competition. By analysing Nestlé Group and applying findings to many diverse brands, it would provide us with an obscure picture of the reality.

What can be elaborated, is the way Nestlé Group share information of their activities. All the sustainable initiatives might not be relevant to a particular brand or product. As described in the Who is the Green Consumer section, three different classifications of green consumers is illustrated. Depending on how much the consumer engages in the sustainable belief, he or she, will have some defined characteristics. Due to different convictions and consumer behaviours, Nestlé cannot apply all the sustainable experience to all brands. This could mean that some will get scared off. Even though we live in 2018 and sustainability is widely spread and still increasingly are gaining ground, some consumers are of the conviction that sustainability is bad or expensive. It is always easy for the simpleminded to repel something that one does not understand or can affiliate oneself with. With this information Nestlé have

to be careful with who they communicate what to – especially in the line of Fast Moving Consumer Goods (FMCG).

Although Nestlé Group does not sell a product, but “only” look into the best interests of all the associated brands; they still need to take care of their company image as a whole. Nestlé Group is present and mostly active on Instagram, Facebook and Youtube.

Instagram

The posts and sharing's of Nestlé's Instagram account is very diverse, and they count 45.100 followers¹. In continuation of the comprehensive sustainability efforts, Nestlé was expected use it a lot in the discourse on Instagram. Very few of the posts are related to sustainability (Nestlé 2018b). Of shared material that is embossed by sustainability it is mostly big announcements. Besides sustainability related posts the channel is mostly characterized by themes like general health promotion, diversity of people and culture, animal rights and personalization. Especially the personalization constitute a big part, and is therefore is interesting. In spite of the great resources invested in sustainability, Nestlé Group allocates most of the space on personalizing the brand. This is through personal narratives of all kinds of people, and so called “Employee take-overs” (Nestlé, n.d.). This can be interpreted as a wish to embody or incarnate the company profile and by this contributing to a more friendly and warm image. From the impression of this platform, the purpose is to work with the image of Nestlé Group.

Facebook

Nestlé Group's Facebook is more comprehensive in its function, than their Instagram profile. It counts 11 million followers ², and works much more like a communication platform (Nestlé 2018c). All necessary contact info is available and people with issues, questions and inquiries get response. Again, it does not seem like Nestlé is using their sustainable development efforts as part of marketing and communication on this platform. It is very limited to what post have to do with sustainability. Most of the sustainability related posts have something to with recycling of waste and how consumers should dispose waste correctly (Nestlé 2018d). Besides from the limited sustainability, posts exist mostly of

¹ Date: 22/5 2018

² Date: 23/5 2018

employee branding, healthy tips and ideas to exercise more in general promotion of healthier lifestyles.

Youtube

Youtube is one big collaboration of movies and short films. There are many different categories and their Youtube channel seems to promote everything from kids' health to investor related content. Looking into all the different categories, it seems like this is the place to become educated in the Nestlé Group universe (Nestlé 2018e). Research & Development, Creating Shared Value, Healthy Lifestyle, News and Events, Nestlé Ads, Working at Nestlé, Ask Nestlé and Healthier Kids are all categories with numerous movies and films. Creating Shared Value (Nestlé CSV program) definitely has its place on the channel, but does not over shine the other channels (Nestlé 2018f). Among Nestlé Group ads, the majority of messages have something to do with creating a nice and friendly image of the company. Few deals with the sustainable development that Nestlé Group is involved in (Nestlé 2018f).

Sub-conclusion

As experienced in the analysis of Nestlé Groups sustainability actions, implementation of sustainability in core activities and values is key. Nestlé works comprehensive with the issue of sustainability. The analysis of Nestlé Group shows, that depending on the specific area of interest (Environmental, Social or Community), different levels of the illustrated theory can be proven. By one step at a time Nestlé is slowly converting the business to meet present and future needs and demands. It seems fair to conclude, through the analysis of Nestlé Group, that to succeed with sustainable implementations it is important to make it part of core values. Furthermore, depending on the case, it is of high value to label the products correctly, regardless of if it is for nutritional or environmental purposes. Securing a well-documented segmentation will help illustrate who the consumer is, and how important it is to apply sustainable attributes to the product or service. In the case of Nestlé, it does not seem like they use sustainability a lot in their communication, but rather use it to secure future business activities. There can be several explanations to this, but the most reasonable will be to "protect" the many brands that the company holds. Nestlé Group holds over 2000 brands, which is very diverse in markets, competition and target group.

Toyota

The case of Toyota has been chosen due to the company's global acknowledgement regarding green marketing and because it is a worldwide reference of corporate responsibility (Simão and Lisboa 2017) (Interbrand 2014).

History

Toyota was founded in 1937 in Japan and is today part of the Toyota Motor Company Ltd. of Kiichiro Toyoda. Kiichiro Toyoda had a dream of producing automobiles and was inspired by the principles of mass production that emerged in USA and Europe in the beginning of the 20th century. The dream came true thanks to Kiichiro Toyoda's father who earned huge success in developing technology to fabric weaving machines. From weaving fabric to producing cars, all the philosophy is based on the "do more with less" principle, which lead to the acknowledged "just in time" principle of Toyota. The just in time principle builds on, and allies with reduced stocks and productive efficiency, which is made possible through tight and strict production planning and waste management (Toyota 2018b).

As early as the first decade Toyota reached 100.000 produced vehicles and even though World War 2 forced the company to slow down, export was chosen as growth strategy. Hence, in the 1950s the Land Cruiser was the first Toyota model to hit the American market (1957) and Toyota opened the first production plant on foreign soil in Brazil (1958). In 1966 Toyota launched the Corolla, which due to its popularity strengthened Toyota's international position, in particular in the USA. Moreover Toyota began commercialization in the European market and in 1998 Toyota was present in all segments of passenger cars with a wide product range of cars and motors.

Today the Toyota Motor Company is one of the leading automotive manufacturers in the world with a presence in more than 160 countries and beside of being undisputed markets leader in the Japanese and even Asian markets, Toyota is the best selling non-American car brand in the US (Toyota 2018b), leading Japanese brand in Europe (in front of Honda, Nissan, Subaru and Mazda) (Simão and Lisboa 2017) and is ranked as 2017's 7th best global brand with an estimated brand value on 50 billion dollars (Interbrand 2017). Toyota

employed more than 364.000 people in 2017 (Statista 2017a) and had a total net revenue of more than a breath-taking 2.517 billion dollars³.

One of the major milestones of Toyota was being a pioneer in the hybrid car market by launching the Toyota Prius in Japan in 1997 and a couple of years later in the US and Europe. In 2011 the revolutionary Prius reached a stunning 3 million sold units. The Prius can be viewed as a symbol of what became a major change in the discourse and way of thinking in Toyota Motor Company.

Toyota Environmental Challenge 2050

In 2015 Toyota announced their Toyota Environmental Challenge 2050 as a means of contributing to the realization of a sustainable society (Toyota Motor Corporation 2017). By this Toyota has promoted a wide range of initiatives to address the increasingly global environmental issues as global warming, biodiversity depletion and shortage in natural resources due to overproduction. These challenges are to oblige Toyota's own commitment to reduce the environmental burden of cars to as close to zero as possible and at the same time contribute to a positive impact on the earth and the societies (Toyota Motor Corporation 2017). The Toyota Environmental Challenge 2050 consists of six challenges with each a different scope:

Challenge 1: New Vehicle Zero CO2 Emissions Challenge

Reduce global average CO2 emissions from new vehicles by 90% from Toyota's 2010 global level.

Actions: Accelerate widespread use of next-generation vehicles to save energy and utilize a diverse range of fuels.

- Accelerate global expansion of hybrid vehicles and plug-in hybrid vehicles.
- Accelerate widespread use of fuel cell, electric and other zero-emission vehicles (Toyota Motor Corporation 2017).

³ Calculated from Japanese Yen exchange rate 0,91 14/5-18

Challenge 2: Life Cycle Zero CO2 Emissions Challenge

Completely eliminate all CO2 emissions from the entire vehicle life cycle.

Reduce CO2 emissions along the entire vehicle life cycle, from materials production, parts and vehicle manufacturing to driving and disposal stage.

- Reduce CO2 emissions during materials production by developing and expanding use of low-emission materials.
- Promote eco-friendly actions through wider use of recycled materials (Toyota Motor Corporation 2017).

Challenge 3: Plant Zero CO2 Emissions Challenge

Achieve zero CO2 emissions at all plants by 2050.

Actions: At all production plants, development and adopt low-CO2 technologies and implement daily *kaizen*⁴, while promoting the use of renewable energy and hydrogen.

- Reduce energy consumption to one third or less by simplifying and streamlining production processes and taking innovative energy-saving measures.
- Adopt renewable energies at plants, including the use of wind power produced on-site at our Tahara Plant by around 2020 (Toyota Motor Corporation 2017).

Challenge 4: Challenge of Minimizing and Optimizing Water Usage

Minimize water consumption and implement wastewater management based on individual local conditions.

Actions: Reduce water consumption in existing production processes as well as introducing technologies that reduce industrial water consumption through rainwater use and improving water recycling rates.

⁴ Continuous improvements. One of five core values of Toyota introduced in 1937

- Manage wastewater quality by complying with strict standards, improving the local environment by returning clean water.

Challenge 5: Challenge of Establishing a Recycling-based Society and System

Promote global deployment of End-of-life vehicle treatment and recycling technologies and systems developed in Japan.

Actions: Establish a recycle-based society with four key features: use eco-friendly materials; use auto parts longer; develop recycling technologies; and manufacture vehicles from End-of-life vehicles.

Two global projects started in 2016:

- Toyota Global 100 Dismantlers Project
- Toyota Global Car-to-Car Recycle Project (Toyota Motor Corporation 2017)

Challenge 6: Challenge of Establishing a Future Society in Harmony with Nature

Connect nature conservation activities beyond the Toyota Group and its business partners among communities, with the world, to the future.

Actions: Enhance Toyota's long-standing nature conservation activities in the areas of nature fostering, environmental grants, and environmental education. Developing three "connecting" projects started in 2016, sharing our know-how and environmental experiences.

- Connecting communities: Toyota Green Wave Project
- Connecting with the world: Toyota Today for Tomorrow Project
- Connecting with the future: Toyota ESD Project

Being an automotive manufacturer might not be the most forgiving line of business regarding public relation related to sustainability and environment. The first small and visionary steps was as mentioned earlier taken in 1997 when launching the Toyota Prius

and it can be stated that Toyota already at that time was aware of what weaknesses they were carrying and what threats they were facing in their sector. Even though the concept of CO₂ emission first seriously gained mainstream attention after Al Gore's 'An Inconvenient Truth', CO₂ emissions and polluting exhaust from automotive was a topic much earlier. Even though the Kyoto Protocol is argued to be a failure, it caused a lot of attention towards the topic, and maybe by a coincidence, Toyota managed to launch the Prius almost simultaneously in late 1997. This launch and the associated activities (as investments in developing hybrid motors for example) can be viewed as the foundation for what became the building of Toyota's green marketing.

The challenge 1 not only complies with the Paris Agreement, which makes Toyota place stage 2 commitment, but moreover it exceeds the scope of it making Toyota proactive in stage 3 in relation to the commitment theory (Chabowski, Mena, and Gonzalez-Padron 2011). Not only is Challenge 1 ambitious by it self, but maybe more important it supports their green marketing, making Toyota a potential go-to option in minds of more concerned consumers as the Environmental Hero or even the Anarchist. Aside from approaching customer segments that might not have been accessible without the green activities, Toyota also avoided negative impact towards the brand in general which might have occurred following mainstream focus on the environmental issues if the company had continued the traditional car manufacturing discourse. By exercising care and diligence Toyota will be able deliver products that on the one hand serves to satisfy costumer needs and on the other hand taking environmental sustainability into account, which constructs green marketing (Polonsky 1994).

Challenge 2 intends to eliminate CO₂ emissions in the complete product lifecycle, including materials, parts and the general manufacturing of a Toyota vehicle. Beside of the immediate benefits to the environment as well as supporting the points stated above, this challenge responds to the issue regarding consumers' challenges evaluating if products are in fact environmentally friendly. As discussed earlier, the consumer must engage in rational considerations and analysis of information to be able to in fact carry out the desired environmentally friendly behaviour to support the primary motives of the individual (Moisander 2007). It can take specialist knowledge to see through and evaluate the trade-offs, but by removing all CO₂ emissions from the vehicle life cycle more advantages emerges towards consumers; A) Toyota could position itself as a go-to brand among the Anarchist personality types. It is stated that the Anarchist as far as possible avoids multinational

corporations, but this type seems at the same time quite well informed on products and environmental consequences, which would be an advantages to Toyota in this case. B) The Environmental Hero would be attracted by the environmentally friendly performance and properties of Toyota and with the right communication, Toyota should be able to reach the consumers with good intentions but lack of personal resources to take the “right” decision. C) The environment will benefit from Toyota accomplishing this challenge. Not only will it contribute to the awareness towards environmentally friendly commercial activities, but consumers as the Antihero could buy a Toyota because of any other given product attribute and by that engaging in sustainable consumption activities.

Challenge 3 is much in correspondence with the points of challenge 1 and 2. By a complete depletion of CO₂ emissions Toyota will further remove hidden environmental impact from the operation making it easier to consumers to make the most environmentally friendly decision. As argued earlier, steps towards sustainable development can require significant investments, but might being good and profitable investments in the long run. This point is backed by Steve Hope, General Manager of Environmental Affairs and Corporate Citizenship at Toyota:

“We approach the Environmental Challenges with the same rigor as we would any other goal, because we are certain of the benefits that meeting them can bring and because we view them as making good business sense.” (Hope and Singer 2017).

By this Steve Hope not only underlines the moral issues concerning environmental challenges as “making good sense” but he acknowledge that Toyota potentially can make good business from these kinds of initiatives and investments. Especially promoting renewable energy and becoming self-sufficient with electricity from on-site windmills should not only support/provide good public relation, but should remove a significant cost of purchasing electricity from third party suppliers.

Another potential positive offspring benefit of a zero CO₂ emission production is a further cost reduction. It has been a widely used practise for long time that companies or even individuals can buy CO₂ offsets to compensate for harmful behaviour and negative environmental impact (Clark 2011). By achieving zero CO₂ emission there will be no negative impact to compensate in this regard.

When dealing with reducing and optimizing water usage it is very close linked to Toyota's holistic accession towards the global environmental issues. By reducing water consumption in existing production processes as well as introducing technologies that reduce industrial water consumption through rainwater use and improving water recycling rates, Toyota responds to point 3 on list one by Elkington *et al.* concerning environmentally responsible products do not consume a disproportionate amount of energy and other resources during manufacture, use, or disposal (Elkington, Hailes, and Makower 1990). The same of course applies to the initiatives regarding renewable energy supply sources on the plants for example. Moreover these initiatives are not only implemented internally in Toyota but in their supply chain as well. Steve Hope establish this holistic engagement:

"We try to work creatively with operational sites in our direct network and those of willing partners, to harvest natural resources (such as energy and water) in a sustainable way..."
(Hope and Singer 2017).

It is not only regarding direct resource consumption as for example energy Toyota engage in the holistic accession. Toyota have challenged itself to establish a recycling-based society through the use of eco-friendly materials, prolong the lifecycle of auto parts, developing recycling technologies and manufacturing vehicles from end-of-life (ELV) vehicles. To the common consumer it might be impossible to evaluate the consequences of the impact of auto parts with a short life span or what in fact happen to vehicles when we discard them. In fact, every year ELV generate between 7-8 million tonnes of waste throughout the European Union (European Commission 2016). Through these challenges Toyota undertakes a great responsibility, which, as argued previous in this paper, may be a too large or complex issue just to evaluate and see through by the common consumer. But even though Toyota through the massive size of the corporation can make a major positive impact, Toyota is also aware that the world in general must be ready to corporate and invest if the goals regarding good environmental quality shall be met. Steve Hope argues:

"The complexity of our Challenges means that one sector, or one company, cannot solve them in isolation – we need not only business partners, but also multi-company/sector collaborations between industry, governments and society. For example, the transformation of society to include hydrogen as a potential energy carrier and storage solution for excess renewable

energy will include collaborations between energy providers, distributors, governments, municipalities and users. To this end, Toyota has already made over 5,600 hydrogen-related patents available for other partners to use, royalty-free” (Hope and Singer 2017).

Naturally statements like this places Toyota as a forerunner for sustainable development, but it is still important to remember that Toyota still is a multinational corporation that marketed 86.810.000 vehicles in 2016 (Simão and Lisboa 2017). Still it is very interesting what responsibility Toyota is trying to take by not only making initiatives themselves, but also tries to promote sustainable development in other sectors through innovation for example.

The challenge 6 is very much centred on promoting sound environmental behaviour and preservation of nature and wildlife. Some of the initiatives have environmental education as core activities, which is in good correspondence with earlier findings that information is one of the main key points regarding sustainable consumption. As several of the other challenges and initiatives, this challenge is quite hidden for everybody else than the directly affected, as for example those who participate in some of the educative initiatives.

Communication

Even though Toyota’s Environmental Challenge 2050 is very ambitious and has a major potential towards positive environmental impacts, it is not used in large scale in their public relation or marketing activities. When looking specifically for the information, it is quite easy to find report on report explaining different initiatives and projects from Toyota (Toyota 2016) (Toyota Motor Corporation 2017) (Simão and Lisboa 2017) (Kates, Parris, and Leiserowitz 2016) but in general sales communication it is a bit different. When visiting www.toyota-global.com the first option the visitor is presented, is “Showroom” to guide the visitor to the different national Toyota sites. Just under this button the visitor will find “sustainability” where the consumer can find a vast selection of all Toyota’s initiatives regarding sustainability (See appendix E). If the visitor is in fact a potential buyer looking for product information, s/he will be guided to the national website of his/her country. The national websites are more sales oriented and promote sales content such as prices, specifications and other product attributes, value propositions and of course the legal requirements (within EU) as the energy labelling and CO₂-emission rates.

The consumer is presented for some different filter options such as price, size etc. Regarding sustainability the only aspects the potential buyer is immediately presented are the filter options “CO2 Emission (g/km)” and “Km/l” (Toyota 2018a) and an emblem informing on hybrid-availability on the different models (See appendix F). This can be argued to be surprisingly little information seen in relation to what efforts Toyota are putting in the Toyota Environmental Challenge 2050. The selling propositions on the website seems mostly influenced by traditional value propositions regarding car purchase such as practical use, economy or aesthetics.

In search of what Toyota is giving priority regarding their communication their social media platforms have been investigated. On Youtube, the Global, European and Danish sites of Toyota do not have exactly the same focus, but regarding sustainability the only focus on each of them is some promotional videos regarding their hybrid-solutions, but these are mostly presented as value propositions as a tool of saving cost on fuel (Toyota Motor Corporation 2018i) (Toyota Motor Corporation 2018f) (Toyota Motor Corporation 2018c). The same goes for the company’s different Facebook sites. These are filled with a lot of different content such as promotion, events and image/branding activities related to their partnership with the Olympics. (Toyota Motor Corporation 2018g) (Toyota Motor Corporation 2018d) (Toyota Motor Corporation 2018a). The same goes for the three Toyota Instagram pages Toyotaglobal, Toyota.europe and Toyotadk (Toyota Motor Corporation 2018h; Toyota Motor Corporation 2018e; Toyota Motor Corporation 2018b).

Sub-conclusion

On one hand Toyota has managed to turn a threat into an opportunity, when looking at the case in a SWOT-point of view, regarding depleting oil resources, increasing prices on said and bad publicity regarding negative environmental impact. At the same time Toyota has engaged in ambitious sustainability development activities by their Environmental Challenges and have committed the company even more to the cause by stating these challenges publicly. This said, it seems like Toyota is not using all these different green initiatives and sustainable development in the general selling and branding activities. The information regarding the challenges is no way hidden, but it is argued it is mainly presented for those of interest or who are looking specifically for the company’s green profile – e.g. the Anarchist or some Environmental Heroes. On the other hand, what it is basically all about is the environment and a sustainable development, which are not making smaller impacts by not being advertised on

Facebook. By removing all CO₂ emission from cars and production, Toyota will remove this emissions, even from consumers who do not directly wants to engage in environmentally friendly consumption. Even though this is a good thing, it is hard to believe that Toyota could not benefit even more from their sustainable development both in relation to brand and image, but possibly regarding sales activities as well.

Conclusion

Firstly, it is fair to conclude that sustainable consumerism, development and green practices are very comprehensive topics, and areas of academic interest. In the perspective of utilizing these dimensions in commercial activities, several areas and topics have been uncovered as essential in establishing the necessary understanding on the topics. These different dimensions are found to be resting on three main pillars: The consumer, the society and what we like to call the corporate point of view.

First of all it is important to realize how complex these topics are and to understand how consumers engage them. Different personality types have a huge impact on how consumers are engaging in more or less sustainable behaviour and consumption. It is of no question that our creation of identity and evolutionary qualified instincts play some role in how our behaviour and consumption express itself even though our largest environmental impacts comes from inconspicuous consumption. Moreover, it is important to understand, that not only interest in the subject plays a role regarding the consumer's commitment, but also a factor as intellect skill set might be as important, due to today's informational complexities. It is hereby established that a solid understanding on the consumer such as motivations, is crucial to carry out a valid and useful segmentation. Another crucial thing to understand when trying to utilize sustainable consumption commercially is that many consumers might need help in taking the right choices. Help that can be gained from social learning and education, as well as informative labelling schemes.

Our society is gradually realizing the difficult challenges we are facing regarding environmental changes and sustainable food production, and the consumers in our part of the world is increasing positive attitudes towards green and sustainable product attributes, as well of more information on the topic.

Even though it is concluded that the food production, and transportation sectors are major sinners, it is also concluded green initiatives and development are not limited to specific

countries, sectors or brands which indicates that a general change is occurring and new discourses are implemented globally. But even though some actors are performing first mover initiatives, institutions and countries must facilitate regulation to ensure proper development.

To companies that want to support, or even go beyond the green regulations, green marketing seems to be beneficial. It balances the interest of a good product, serving a need with the ideas of procurement with least negative impact on the environment. This thinking embraces both responsible behaviour and the fact that a company needs to deliver a good product, to earn money, and hopefully invest more in responsible operations. Beside of managing sustainable procurement, even more emphasis should be put on fundamental elements of marketing activities such as segmentation, product development, positioning, pricing etc. only by gaining success within these fields, the company will gain sustainable success within environmental responsibility.

It is fair to state that the two case companies, Nestlé and Toyota have both implemented their green marketing and sustainability actions within their core values and activities. Both companies are at the same time adapting to respond to both present and future needs and threats. Both companies are performing green development both to collective good of the world, but at the same time securing the future operation of the companies in regard of ensuring future resources and cropland and avoiding bad publicity and potential legal proceedings.

It is fair to say that neither Nestlé nor Toyota are utilizing their responsible behaviour as much as they could do, but despite of this fact, the academic evidence argues that information and education towards the consumers is crucial to green development. Hereby it is concluded that informational complexities should be removed and avoided but companies should at the same time prioritize fundamental marketing activities to ensure solid and sustainable operation and hereby ensuring the foundation of sustainable development.

Discussion

It seems relevant, according to the problem formulation, to shed light on the findings of this paper, and discuss the results. As argued in the sections regarding The Corporate point of view, companies can utilize their sustainable effort to increase growth, open new markets or as a strategic tool to enhance their brand depending on how they access the sustainable challenges of today's world. Some industries are according to the statistics from FAO (see A growing demand for food and the sustainable challenge), less sustainable than others. This naturally puts the big "sinners" in a spotlight of critique and bad publicity. Toyota, who operates as a car manufacturer, is constantly exposed to scandal and likewise bad publicity, as seen with Volkswagen. In 2015 the press could reveal that Volkswagen systematically have been committing fraud. The company had placed software in the vehicles to manipulate indicators of greenhouse gas emissions, to be far better than they were. This affected Volkswagen and their brand, which was met with critique from public institutions and nations from all over the world. To the size of Toyota, and the industry they operate within, they are just as Volkswagen, exposed to a natural threat. This is of course besides the environmental impact of production and manufacturing activities. The big question is now why Toyota do not utilize their sustainable efforts and promote it more, along with the existing marketing and communication? Looking at their assessment of sustainability, and the assumed resources allocated to this, they seem relatively passive regarding how they communicate this.

As to the other case study, Nestlé, the tendencies are the same. Despite big investments in sustainable activities and continuous new initiatives to improve sustainable performance of the company, little signs of usage show in their marketing across different channels. There could be numerous explanations on this, and this as a research topic could be interesting to investigate in a future case.

It is possible that the two companies are afraid to go all "green", potentially scaring consumers who discard sustainability off. This could be consumers characterized in the section Who is the Green Consumer as the Antihero. This type of consumer directly opposes ecological consumption, and discards environmental oriented products. This persona is of the conviction that his or hers efforts has no effect on the environment and therefor declines and refuses to pay for products that have with strong sustainable attributes. The same theory can be explained in the case of Nestlé. As mentioned in the conclusion, both

companies have information rich websites, with detailed and elaborating information and reporting of their sustainable activities.

This can be interpreted in different ways, but the one that seems most obvious to us, as researchers is that these companies are working with sustainable development to minimize threats. This is an assumption, a qualified reasoning of why these two big multinational companies with strong financial positions do not go “all-in” on the green consumer wave. By doing this they “secure” business in a future aspect and, of course, do the right thing. In terms of sustainable development, both companies perform good, compared to other actors in their given industry, but looking ahead, minimizing the impact on our environment might be a good investment. By doing this, brands of this size, become more transparent, which makes it easier for consumers to identify with them.

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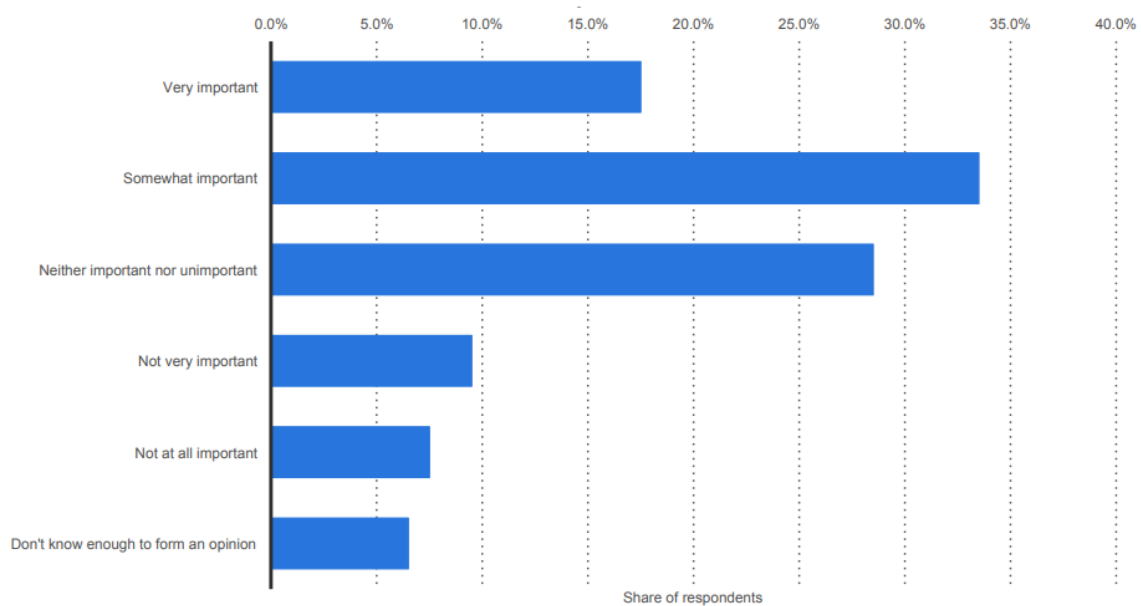
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Appendices

Appendix A

Importance of consuming sustainable foods U.S. 2017

How important is it to you that the food products you purchase or consume are produced in a sustainable way?



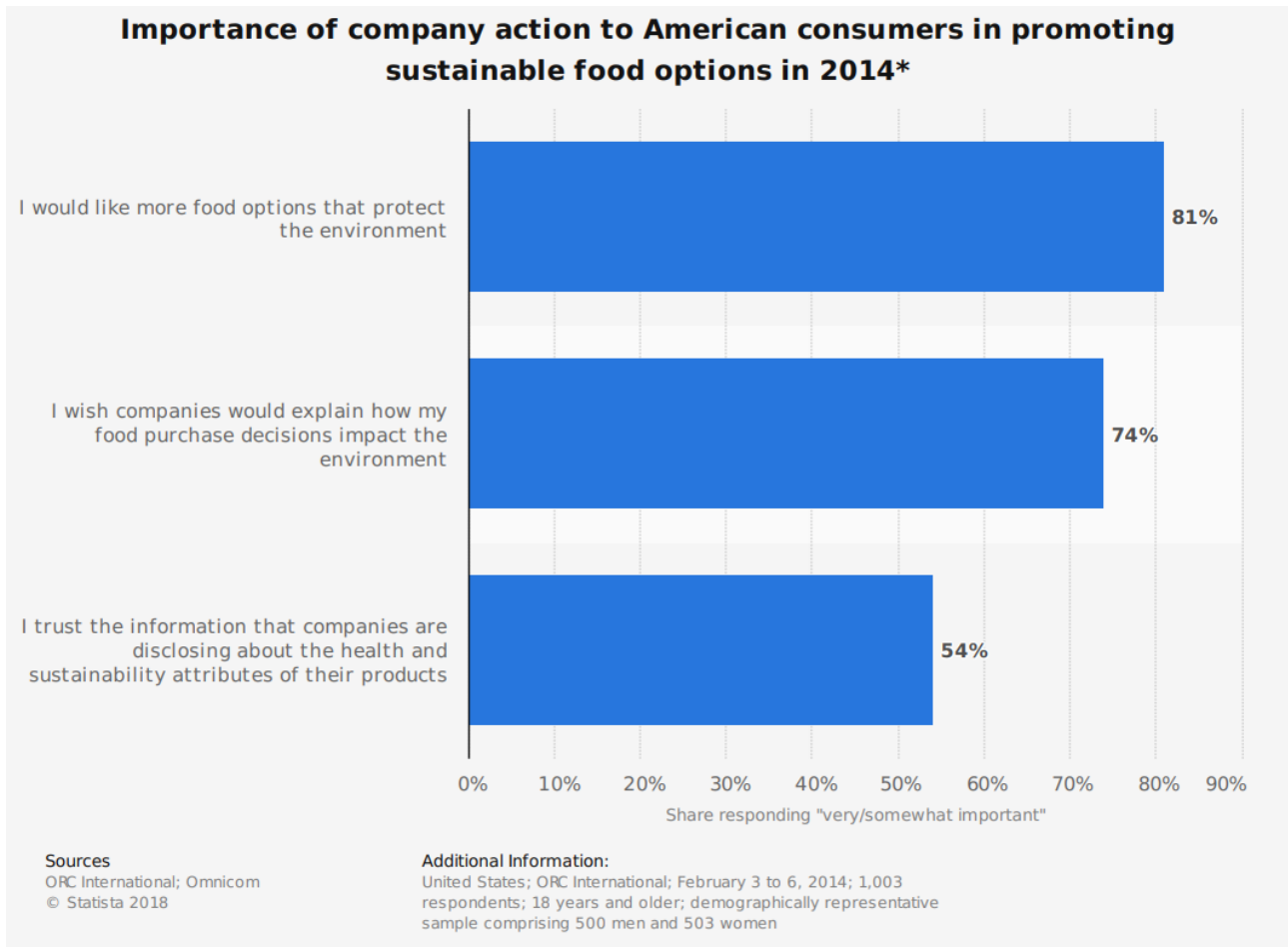
Note: United States; March 10 to March 29, 2017; 18-80 years; 1,002; Results were weighted by age, education, gender, race/ethnicity, and region

Further information regarding this statistic can be found on [page 62](#)

Source: IFIC; Greenwald & Associates; Statista estimates [ID 245066](#)

statista

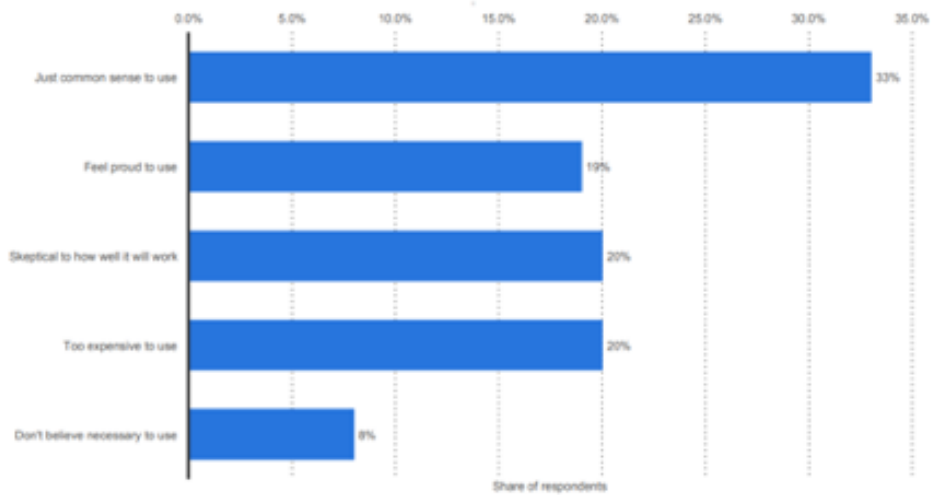
Appendix B



Appendix C

U.S. adults views on sustainable goods and services 2016

Opinion on eco-friendly goods and services among U.S. adults as of March 2016



Note: United States, March 21-23, 2016; 18 years and older; 1,009

Further information regarding this statistic can be found on [page 67](#)

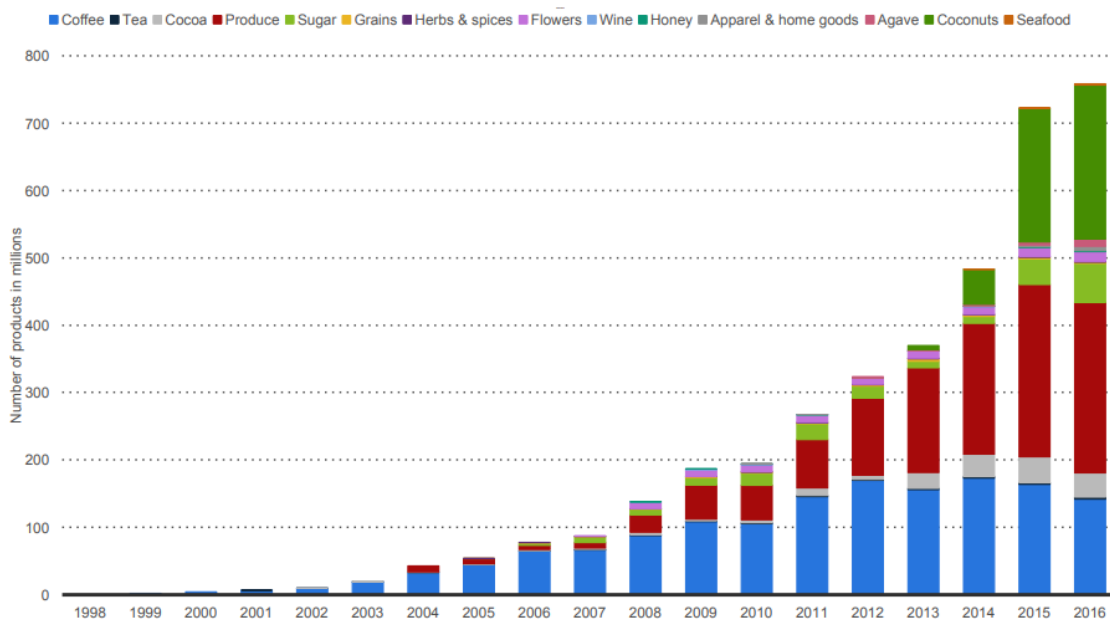
Source: Ipsos [Q1.550706](#)

statista

Appendix D

Fair trade certified products in the United States 1998-2016, by category

Number of fair trade certified products in the United States from 1998 to 2016, by category (in millions)



Note: United States; 1998 to 2016

Further information regarding this statistic can be found on [page 58](#).




Source: Fair Trade USA [ID 633956](#)

statista

Appendix E

TOYOTA	
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Showroom	Sustainability Top Page
Innovation	CSR Basic Philosophy
Events	Society
Sustainability	Environment
Company	Governance
News	Social Contribution Activities
Investors	Report Library
<hr/>	
Q	
<hr/>	
トヨタ企業サイト	
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Appendix F


[Bil-modeller](#)[Kampagner](#)[Billån & leasing](#)[For Toyota-ejere](#)[Hvorfor Toyota?](#)[Erhvervsbiler & firmabiler](#)[Mobility For All](#)


[Yaris GRMN](#)[Sportsvan](#)


Find din Toyota-model her


Fra bybil til SUV, hybrid eller varebil – du finder din nye Toyota her!


Spar tid og filtrer din søgning, så du finder det helt rigtige


**Modeltype**


**Pris i kr.**

**Kuldioxid CO2 (g/km)**


**Blandet kørsel (km/l)**


**Antal sæder**


**Tophastighed (km/t)**


**Maksimal ydelse (hk)**


Du kan også søge mellem vores Toyota-modeller herunder


**AYGO**
Fra kr. 93.975

**Yaris**
Fra kr. 128.970

**Yaris GRMN**
Kr. 457.183

**Auris**
Fra kr. 199.970

**Auris Touring Sports**
Fra kr. 212.970

**Toyota C-HR**
Fra kr. 253.970

[Nulstil filter](#)