



# Marketing Skills to Promote Greener Products and Services

Sustainable Advertising



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## Duration

1 hour

## Materials:

- Paper and pens
- A box or bowl
- Laptops or computers

## Goal:

The exercise aims to show how sustainable products can be marketed and what may be the challenges.

## Instructions:

### Step 1

#### Preparation (10 minutes)

Each student writes the name of a sustainable product on a piece of paper. Everyone put their ideas on cards into the box or bowl. Then, each student randomly picks a piece of paper from the bowl.

### Step 2

#### Advertisement Development (30 minutes)

Then, each student has the task of preparing a short advertisement, in the form of a presentation or a short video, based on the product provided. In the advertisement, at least 4 strong (positive) features of the product should be mentioned. The participants can base their knowledge on the video about marketing sustainable products.

### Step 4

#### Presentation (20 minutes)

Each participant presents their product. Encourage a short discussion after each presentation.

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