CLOSING THE VALUE-ACTION GAP THROUGH GREEN MARKETING

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Background
- Consumers across nations, gender and generations demand sustainability.
- When consumers are forced to make trade-offs between product attributes or helping the environment, the environment never wins.
- Value-action gap contributes significantly to the prevention of sustainable consumption.
- An effective green marketing strategy can help close this gap and plays an important role in promoting sustainable products.

Research Question
What kind of knowledge/information is needed to achieve effective green marketing to close the value-action gap of sustainable consumption?

Internship + Methods
- Identify factors causing value-action gap
- Identify strategies that can help address these factors

Research
- Implement strategies into marketing

Implement
- Get feedback from supervisor and faculty advisor
- Hold weekly meetings to refine storyboard.

Feedback

Result
- Education
- Value
- Credibility

Green Marketing Strategy

Sustainable Consumption

Storyboard
1. Good storytelling displays the struggle between expectation and reality in all its nastiness.
2. Audience must feel like they are being part of a movement towards sustainability.
3. Explanation of the necessity of the funding correlates with success of campaign.

Figure 2: Education, value and credibility are factors that needs to be incorporated into marketing in order to close the value-action gap.

Value: Aligning with consumer’s value (price, quality, etc) helps increase likelihood of them accordance to it.

Education: Information deficit acts as a hurdle for consumers who want to buy sustainable products.

Credibility: Companies with socially responsible corporate values will appear more credible to target audiences.

Figure 3: Storyboard (action + script) that will be used as a backbone for Enweave’s launch on Kickstarter.

Significance + Benefits
- Effective green marketing strategy can help close value-action gap and scale Enweave’s business.
- Implementation of this framework can benefit both producers and consumers, promoting sustainability.
- Actual effectiveness of this marketing strategy is yet to be measured to identify area of improvements.

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