



Green Marketing & VE

Canadian Value Symposium 2014

CSVA Conference

Toronto

November 17-18th 2014

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Introduction



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- graduate automotive engineer,
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Presentation Objectives

The challenge: How to consider future generations in business models?

Aims:

- Insight into the relationship of function analysis and environmentally sound business decisions.
- Application of a technique that can assist business in considering future generations (Value Engineering).

Content

- Recognition of a “green” way of thinking
- Sustainable thinking in business models
- The application of “green” products in the field of market development
- Environment-friendly production
- Sustainability; new ideas and objectives; systematic seeking for a more optimal value combination
- What is the relationship between Value Engineering and “sustainable production”?

Environmental Consciousness and its Impacts

- Man may not be torn out from his natural medium (cheaper, easier, convenient).
- Environmental consciousness is creating growing consumer demand
- Green marketing
- **CHALLENGE:** changing business and consumer behaviour.

Sustainable Thinking in Business Models (I.)

Sustainable thinking \neq environment protection

- Real value establishment,
- Consideration of the points of view of the environment,
- Consideration of the social points of view,
- Concentration on healthy lifestyles
- Activities based on real biological or social needs.

Sustainable Thinking in Business Models (II.)

The best-known models:

- Organic farming.
- Recycling.
- Sharing.
- Fair trade.
- Social undertaking.
- Let's slow down!

The Application of “Green” Marketing in the Field of Market Development

- It is cool (I say it, but do I do it as well?),
- It need not be explained, (*everybody is an expert at it, ☺*)
- Social movements make green products popular (*they advertise instead of us*)
- The appearance of the choice based on environmental consciousness of the consumer.

Green marketing: appearance of the environmental advantages at the level of products / services.

Environment-Friendly Production

Opportunity for green products market growth:
Sustainable production process reduce
pollution and utilization of materials
Emphasizing the fully “environment-friendly”
features of the nature-friendly materials or
the waste materials originating from them.

Features of a Environment Friendly Product

- sustainable (in the long run),
- durable,
- dematerialized (as little use of materials as possible),
- Recyclable,
- Flexible,
- modular,
- etc.

CEWA toilet paper, the roll dissolves (however, what about the nylon package?)

Introduction into Thinking in Functions...

What is sustainability?

- Wording of new ideas and objectives;
- Systematic seeking for a more optimal value combination.

Yes, but how to think in green marketing and functions?

Let's Think in Functions! – Recycling



Typical Results of Value Engineering

- Material reduction,
- Shorter process,
- A product consisting of fewer parts,
- The use of less energy,
- A Product satisfying the customer's needs at a higher level, etc.

During design the formation of continuously and systematically integrated “green” functions and sustainable business models.

More functions....



Examples (I.)

Hot-dip galvanizing plant



Energy saving 18%,
investment cost
saving 24.4%

Industrial footpath grid



Material saving
19%, reduction in
the production
time 8%

Examples (II.)

CO₂ load = 0,
Alternative green
energy = 100%

Biomass power plant

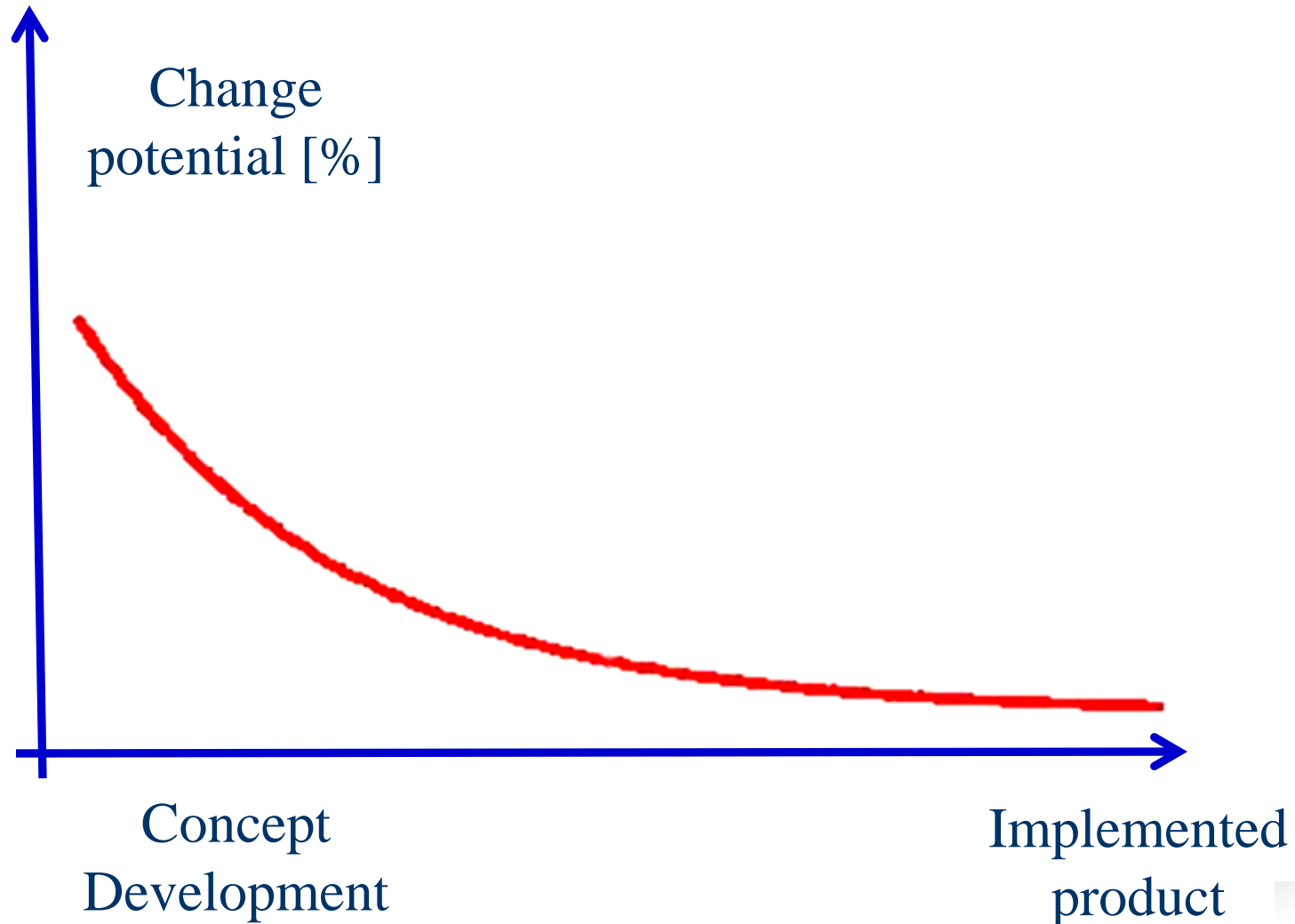


Paper factory



Waste
reduction
68.5%

Change Potential of Value Engineering



Summary

The advantages offered by functional thinking:

- A new dimension of development of the “green thinking”.
- Emphasizing sustainability factors or values in business models and consideration of alternatives.
- Identification and evaluation of environment-friendly solutions and products, through function analysis, and considering sustainability in performance.
- New value combinations for the future.
- New thoughts for the future generations.

*Thank You
for your
Attention!*



www.shva.hu
www.ertekelemzok.hu
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Make Presentation much more fun