

MARKETING AND CLIMATE CHANGE

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The financial growth of companies since the middle of the last century was due, among other things, to the successful implementation of the marketing product strategy massive production of disposable products, and the hidden planned obsolescence of the goods. This has led to higher intensive usage of natural resources and increase the release of consumer waste, which irreversibly negatively affected the climate change.

As the problem of safe waste recycling and disposal began to increase, companies began to change product marketing policies and launch anti-litter and intensive recycling programs, actively supporting consumer responsibility for managing the waste of disposable goods. At the same time, having looked out for the growth profits the companies did not intend to reduce the output of such goods.

Surveys have shown the world generates 2.01 billion tonnes of municipal solid waste annually, with at least 33 percent of that – extremely conservatively – not managed in an environmentally safe manner. Worldwide, waste generated per person per day averages 0.74 kilogram but ranges widely, from 0.11 to 4.54 kilograms. Daily per capita waste generation in high-income countries is projected to increase by 19 percent by 2050, compared to low- and middle-income countries where it is expected to increase by approximately 40 % or more [1, p. 3].

The reasons for environmentally harmful consumption are also the results of companies` marketing communication policy. Every day a consumer is subjected to thousands of advertisements per day that convince a consumer that he (or she) will be happier, and society will consider him (or her) successful with a new car, a modern refrigerator, fashionable jeans, or the latest model of a mobile smartphone.

For example, it is common knowledge that the use of paper products leads to large emissions of greenhouse gases from production to waste disposal. The negative impact on climate from this production covers the destruction of carbon capture trees and biodegradation in landfills.

Recycling the packaging of goods by consumers does not solve the problem of plastic waste and does not stop climate change quickly. Indeed, under the influence of solar radiation, plastic packaging emits impurities of greenhouse gases methane and ethylene, and over time, the volume of emissions grows, which leads global warming.

Companies face a major challenge in transforming marketing strategies and creating innovative products and their packaging aimed at the safe production, consumption, and disposal of waste to end the destructive impact on climate change.

References:

1. Kaza, Silpa; Yao, Lisa C.; Bhada-Tata, Perinaz; Van Woerden, Frank (2018). What a Waste 2.0: A Global Snapshot of Solid Waste Management to 2050. Urban Development;. Washington, DC: World Bank. // [Electronic resource]. Retrieved from <https://openknowledge.worldbank.org/handle/10986/30317>