

Intro

Sustainability in the Marketing & Distribution Channel

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- **Goal**
 - Align businesses with proper environmental and social practices to satisfy customers expanding demands and comply with regulatory requirements; good for both the business and society
- **Examples of environmental practices**
 - Eco-friendly packaging, carbon neutral shipping and transportation methods, local distributors/suppliers to reduce waste and pollution, energy efficient operations
- **How these practices can help**
 - Enhanced reputation for brand
 - Cost savings
 - Differentiation in the market
 - More positive impact on the environment
 - Customer loyalty

- **Sustainability can make or break your business**
 - Consumers are happy to spend more on products and services
 - Differentiates products and services
 - Unlock new revenue opportunities



- **Zero Based Channel**
 - Without having intermediaries there would be less shipping, less carbon footprints, and less packaging.
- **Omni Channel**
 - Having less physical stores would save energy within the stores and also reduces methane gas from cars (customers that drive to stores/trucks that ship products to the stores).
- **Meet Customer Expectations**
 - Consumers prefer brands that use sustainable practices which can enhance customer loyalty and differentiate them from competitors
- **Collaboration Across Supply Chain**
 - Collaboration and communication between retailers, distributors, and manufacturers ensures that sustainability goals are fulfilled throughout the supply chain
 - Trust and accountability are cultivated by transparent reporting and shared sustainability metrics between the channel

Patagonia

What they're doing

1. Economy Initiatives

- They offer its "Worn Wear" program, where customers can trade in used products for credit. This encourages recycling and reduces waste.

2. Sustainable Materials

- They invest in sustainable production, using organic cotton, recycled polyester, and other eco-friendly materials.

3. Eco-Friendly Shipping

- The company minimizes packaging and uses recycled and biodegradable materials to ship its products.

Why it works

- Consumer trust and loyalty: Customers value their commitment to sustainability, reinforcing loyalty.
- Brand purpose: The company's mission resonates with a growing audience that expects them to address environmental issues.
- Market Differentiation: By aligning with environmental values, Patagonia stands out to eco-conscious consumers.



[How to Promote Sustainability in the Distribution Industry | SupplyChainBrain](#)

[Sustainable Supply Chain Trends in 2024 and Beyond](#)

[Sustainability: The New Frontier for Channel Partners - Quocirca](#)

[11 Ways Green Distribution Can Be Sustainable](#)

[What is sustainable marketing? Benefits and examples](#)

<https://www.brandcredential.com/post/patagonia-marketing-strategy-weaving-sustainability-into-brand-success>

<https://www.themanual.com/outdoors/oatagonia-worn-wear-collection-recycled-recommerce/>

**THANK
YOU**