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

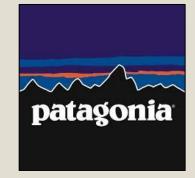
What they're doing

- 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