



PROGRAM SPINAKEK

Vacation learning at AGH for Sustainable Industry 4.0 Education

CHALLENGES FOR MARKETING IN THE CIRCULAR ECONOMY

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Agenda

- marketing evolution
- modern vision of marketing and satisfying customers needs
- principles of a circular economy
- from green marketing through sustainable behaviour to satisfied customers
- best practices of circular marketing

The objective of the workshop

to know and analyse the best practices of using marketing
to make people be more engaged in circular economy
and satisfied customers
(in the same time of course 😊)

The marketing evolution



Marketing 1.0
Product-driven



Marketing 2.0
Customer-oriented



Marketing 3.0
Human-centric



Marketing 4.0
Moving to Digital
New CX



Marketing 5.0
Marketing in Digital World
New CX x Next Tech

Source: Philip Kotler, Hermawan Kartajaya, Iwan Setiawan, Marketing 5.0: Technology for Humanity, 2021.

Marketing

is (was and will be 😊) the delivery of customer satisfaction at a profit.

The circular economy

is a systems solution framework that tackles global challenges like climate change, biodiversity loss, waste, and pollution.

is based on three principles, driven by design:

- eliminate waste and pollution
- circulate products and materials (at their highest value)
- regenerate nature

That is true and very important, but be honest for most of modern customers it sounds boring and tiring.

Can marketing be circular?

This is the must!

Can marketing help customers become more circular?

Yes!!!

How to make customers like:

- longevity (i.e., encouraging long use, or resisting obsolescence)
- leasing (i.e., PSS or servitisation, slowing the loop by providing access over ownership)
- reuse (i.e., extended use, or postponing obsolescence through extending product life)
- recycling (i.e., recovery, or reversing obsolescence through extending material life)?

Is it possible that CUSTOMERS will still feel SATISFIED?

Best practices

from green marketing
through sustainable behaviour
to satisfied customers

(examples from fashion sector, technology, food etc.)

**Which way we can develop and adapt
them in other areas?**