



WORKBOOK

SUSTAINABLE BRANDING IN MANUFACTURING SMES

AUTHOR MiiA Lammi, Vaasa University of Applied Sciences, Design Centre MUOVA

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INTRODUCTION

PURPOSE OF THE WORKBOOK

- This workbook aims to support manufacturing companies in sustainable branding.
- The workbook follows the structure of circular business model “How-to guide – Product-as-a-Service Business Modeling Tool” produced by VIA University college.
- The workbook was developed based on the literature and expert knowledge.
- The model contains 38 questions divided into the 9 categories of the Business Model Canvas (Osterwalder & Pigneur 2010), which is widely used in developing and describing businesses.
- The workbook explains the main concepts and the core process of sustainable branding.

USING THE WORKBOOK

- It offers important questions for developing sustainable brands and acts as a checklist for focusing the development. The questions are divided into research, strategy and implementation in order to structure the development.
 1. In research phase, the questions require studies and information gathering.
 2. In the strategy phase, the company needs internal discussion and decision-making to answer the questions.
 3. In the implementation phase, the strategic development activities need to be defined in detail and put into practice.
- Study, define and develop your brand by answering the questions and create a stronger sustainable brand.
- External experts can be used for necessary studies, creating a valuable strategy and producing quality and coherent visual image.

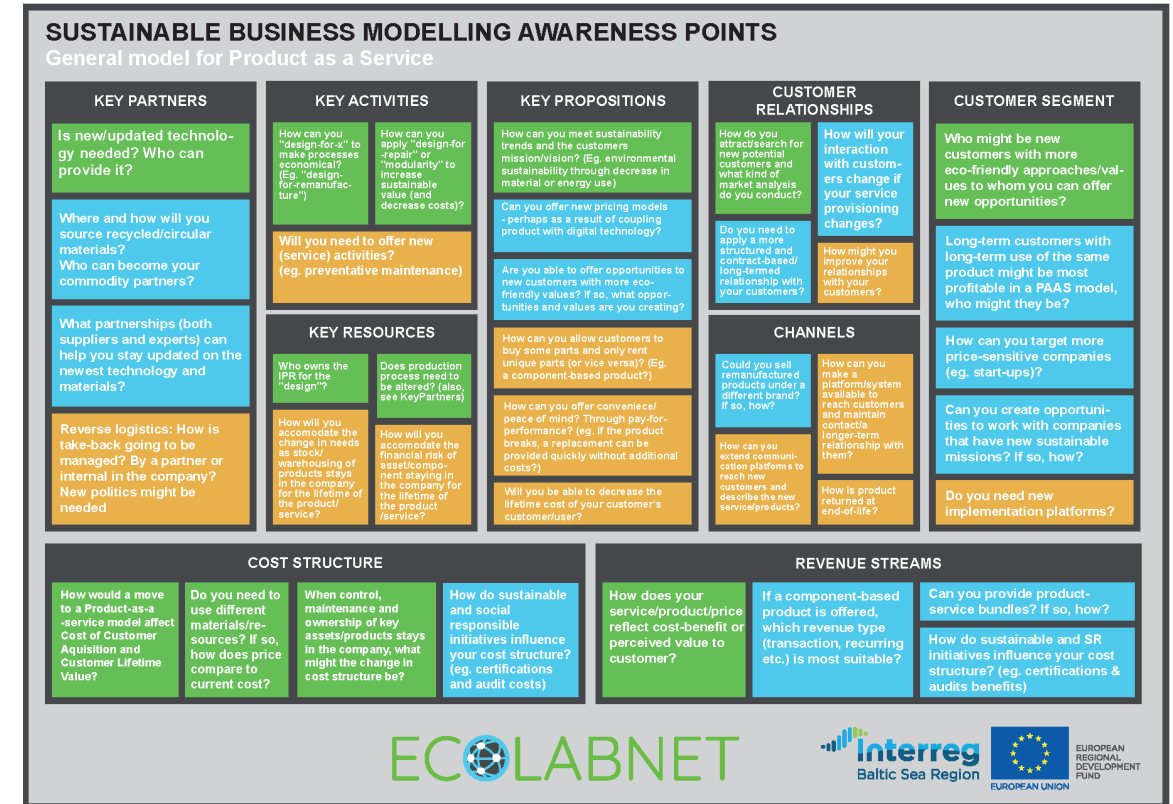
BUSINESS MODEL INFORMS BRANDING

Brand means the images of a product, service or organisation in the minds of the target group.

Branding is systematic and consistent development of customer interface. It studies target groups and defines the core message. It aims to create a desired image defined as a target image. Branding is based on unique (compared to competitors) and meaningful (in the eyes of target groups) truth of a organisation or product which is defined differentiation factors. Branding covers all business activities visible to customers including products, services, facilities, staff, marketing.

Sustainable branding means communicating environmental, economic and social issues of business operations to the target groups. Sustainability requires actions and results, which are communicated to the target group in a meaningful way through offerings and marketing.

A circular business model offers relevant information for branding of a product life-cycle. Therefore, a business model can be used as a starting point for sustainable branding.



For a "How-to guide" for working with Product-as-a-Service Business Model tool, please see ecolabnet.org

DEVELOPING A SUSTAINABLE BRAND

1. RESEARCH

Analyse the internal and external information

COMPETITORS

- Study competitors to discover strengths on the market
- Study indirect competitors competing for the time, effort and money of customers

CUSTOMERS AND STAKEHOLDERS

- Learn about the value and experiences
- Study sustainability of the supply chain

OWN COMPANY

- Discover strengths and weaknesses in the offering and business model, value creation
- Calculate LCA to get proof of sustainability

2. STRATEGY

Set targets for the future

Define present image

Define the target image

Define strategic goals and core messages for achieving the target image

Create visual image to illustrate core message.

3. IMPLEMENTATION

Develop brand based on targets

Create branding guidelines for visual image and target experiences of customer contact points.

Develop visual image and functionalities of products, services, marketing material, facilities according to the branding guidelines.

KEY PARTNERS

How sustainable is the partner network?

How can partners strengthen the sustainable brand?

How can we develop and communicate about the partner network?

KEY RESOURCES

How sustainable are materials, facilities and production? Are competences sufficient?

What resources are more sustainable than competitors?

How can we communicate and develop sustainability of resources?

KEY ACTIVITIES

How can the company monitor and proof its sustainability?

What is valuable for customers in sustainability?

What do we communicate about sustainability?

What do we develop in sustainability to become more desirable?

How can the company improve sustainability of a product life-cycle?

How is the offering marketed and sustainability communicated to customers?

KEY PROPOSITIONS

What are the benefits and experiences of partners, resources and activities to customers?

What is the target image?

What is the value (technical, monetary, perceptual) of the sustainability of your offering?

What is the role of the company in developing the sustainable society?

What is the visual image and the main messages?

How can the product life-cycle support the target image?

CUSTOMER RELATIONSHIPS

How do you interact with customers?

How can the company support the success of customers through sustainability?

How do services, products and business operations support sustainability of customers?

CHANNELS

What are the marketing, sales and logistic channels for product life-cycle?

What channels do strengthen your sustainable brand?

How is sustainability of the of the channels communicated and developed?

CUSTOMER SEGMENTS

What are the attitudes, expectations, behaviour, and experiences of customers?

What customer groups do value sustainable solutions?

What are the main customer segments for sustainable solutions?

How does the company create customer understanding?

How does the company respond to the needs of target groups through products, services and communication?

How can the company support sustainability of the target groups?

COST STRUCTURE

What are the environmental impacts and costs?

What is the cost of sustainability? What are the costs of not being sustainable?

How can cost-efficiency connect to sustainability?

What are the priorities of sustainable development?

REVENUE STREAMS

How and when do customers gain valuable benefits and experiences?

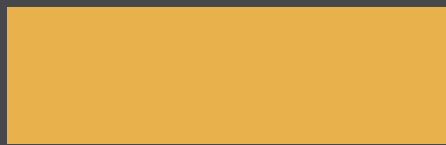
What are customers willing to pay for sustainable offerings?

What is the value and the earning model of sustainable offering?

What is the price of a sustainable solution?

What kind of earning model supports sustainability?

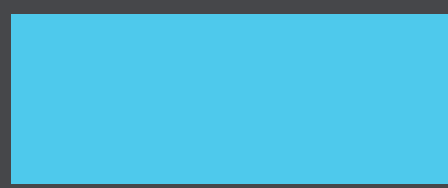
KEY PARTNERS



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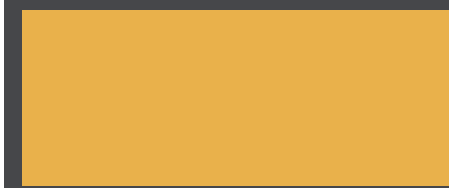
CUSTOMER RELATIONSHIPS



CHANNELS



CUSTOMER SEGMENTS



KEY RESOURCES



COST STRUCTURE



REVENUE STREAMS

