

Can Marketing Save The Planet? 101 Practical Ways to use Sustainable Marketing as a Force for Good

Michelle Carvill and Gemma Butler

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Can Marketing Save The Planet? by Michelle Carvill and Gemma Butler underscores an essential message: marketing must acknowledge and address its environmental impact. This book serves as a comprehensive resource for marketing and communication professionals seeking to transform their practices. It is relevant not only for marketers but also for public relations practitioners. In today's swiftly changing, consumer-focused landscape—where more than 10 million people work in marketing—social and environmental concerns are gaining significant attention among executive priorities.

Carvill and Butler, distinguished leaders in sustainability marketing, tackle the tension between consumer-driven markets and the pressing need to address the climate crisis. They assert that integrating sustainability into marketing strategies not only fulfils ethical and responsible practices but also enhances customer loyalty and bolsters brand reputation. By minimising waste and conserving resources, businesses can achieve greater efficiency and productivity, which in turn can drive higher profits. Their prior work, *Sustainable marketing – how to drive profits with purpose*, received high praise, further establishing their authority in the field.

A distinctive aspect of this book is its ability to elucidate complex sustainability concepts, rendering them accessible to professionals. The book is systematically organised, featuring a 101-topic directory that offers practical, actionable guidance across five principal sections: situational analysis, objectives and goals, strategy, tactics, and measurement and KPIs—designated as fundamental components of sustainability within the text. This methodical approach provides a broad overview, establishing the book as a versatile resource for those seeking precise and targeted advice. Each of the 101 topics is designed to function independently, detailing what it entails, its significance, and how to initiate implementation. Furthermore, each chapter prompts readers to consider three specific actions based on the knowledge acquired, thereby facilitating practical application of the concepts presented.

This book is an invaluable resource, replete with authoritative content and actionable guidance. The authors adeptly direct readers to reputable sources such as the UN Sustainable Development Goals and the IPCC, ensuring that their recommendations are firmly based on credible information. This meticulous curation is particularly crucial in an era where misinformation is widespread.

The book is extensively comprehensive, with a central focus on enabling marketers to advance sustainability and effect change both internally and externally. It incorporates the latest insights, case studies, and trends, covering a wide range of topics from circular economy to carbon footprint, greenwashing to degrowth, all presented in a clear and accessible manner.

In conclusion, the book delivers a singular and compelling message: marketers must be both well-informed and proactive in leading the transformation of consumer behaviour and fostering innovation with a sustainability focus. This strategic approach is pivotal for achieving future success and for promoting a healthier, safer, and more productive environment.