

Sustainability, Green marketing & Media in the Creative Industry



STIVAKO:

- VET-institute for employees & employers in the graphic media & creative industry
- Offering education, training and workshops, research on innovations in management & marketing of the company: sustainability, CSR, Lean, Graphic Media 3.0, marketing.

Sustainability-project:

- Awareness of sustainability, the impact of sustainability in the value chain
- Possibilities of activities in creative companies on this field
- Green marketing (actions) for the companies



Goals:

- Marketing/sustainability skills to get more competitive
- The competitive position of SMEs by offering the customer new (sustainable) service
- Level of entrepreneurship to better compete with suppliers outside the Creative Industry.



Objectives:

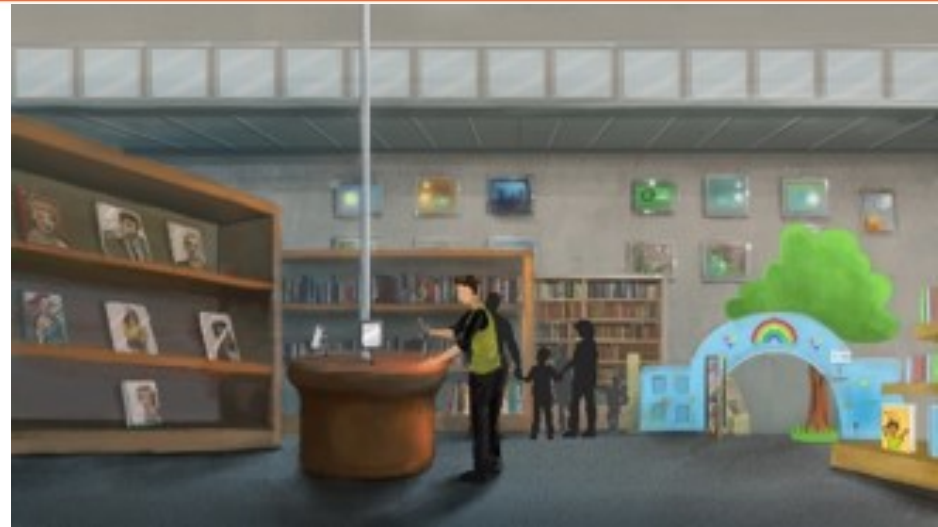
- Transfer Sustainability knowledge and Green Marketing model
- Adjust Sustaingame according to local needs & (re)develop a training+instruments on Green Marketing
- Test of Sustaingame/workshops & Green Marketing course (in VET & SMEs)
- Develop a digital Sustain game
- Translate material (E,ES,DK,F,TR,NL) and dissemination



**Welcome to the Green Game! Play the
interactive Sustainability game and learn...**



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When you buy printed matter, which three types of certified labelled paper can you choose between?

☐ ClimateCalc, EMAS and GMP

☐ EU Ecolabel, PEFC and GMP

☒ FSC, EMAS and ClimateCalc

☐ FSC, EU Ecolabel and PEFC

PHYSICAL SUSTAINABILITY GAME

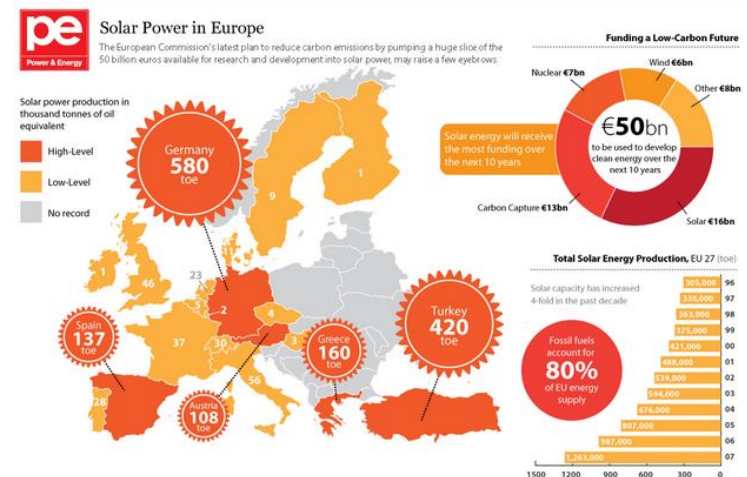
Mark the right answer on the answer sheet for the following questions:

1. The EU has set a goal for 2020, to reduce the energy consumption. With what percentage should the energy consumption be reduced in comparison with the present / now?

- 20%
- 30%
- 40-50%



Lifelong
Learning
Programme



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Read the questions below about culture. Fill in the right answers on the answer sheet.

1. The EU supports culture by proclaiming cities as cultural capitals every year. How many cultural capitals are proclaimed yearly?

- seven
- four
- two



Information:



**This project is co-funded
by the European Union**

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HOME PROJECT CONSORTIUM SUSTAINABILITY GREEN MARKETING GAMES PROGRESS & RESULTS

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*Welcome to the projectwebsite of Sustainability,
Green marketing & Media in the Creative Industry*

Why this project

The creative industry and especially the graphic media market is a turbulent market with developments that require a different attitude of management and staff: other knowledge, skills, attitudes.
The market demands a more sustainable production and better respond to their demand. Companies would have to develop and sell new products and services. Due to the lack of awareness and use of marketing tools, no such development is taking place.

Research by the European social partners in the creative sector, particularly printing industry shows that customer relationship building skills and sales skills are top-priorities within the SME's in the industry, if they want to use the potential development opportunities in the future.
The labor market of employees or students coming from VET institutions does not reflect to the demand. This also applies to part-time training opportunities in VET.

In the area of marketing and sales there are a few programs, but these are rather academic in nature and not attuned to the needs of creative industry SME's (95% 1-19 employees) and to the level of competence of employees. The focus of the labor force in the companies is mainly concentrated on technical aspects. So marketing and sales in combination with sustainability offers companies new opportunities to connect to new business models in the future.

What is the Creative Industries?

Although different definitions of the cultural and creative sectors are used, the definition established in the study on 'The Economy of Culture in Europe' in 2006 distinguishes between:

Core arts areas: performing arts, visual arts, cultural and architectural heritage and literature.

Cultural industries: film, DVD and video, television and radio, video games, new media, music, books and press

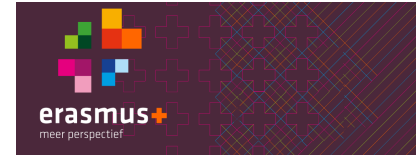
Creative industries: industries which use culture as an input, including architecture, advertising, design and fashion.

News Media Events Contact

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Next year:



New Applications in submitted in March 2015 developing:

- Sustainability and entrepreneurship in the Green Hair & Beauty salon (Stivako-The Netherlands)
- Sustainable-Innovation (Danmar Computers LLC-Poland)
- European Learningpool for the Creative industries (Hellenic Open University)
- Creating sustainable procurement leaders (University of Valencia)

Sustainable innovation 2025:

- Research and analysis on the existence and status of entrepreneurial education and training
- Research on generic company profiles analysis & local differences
- Learning module entrepreneurial skills: module1, 2 , 3
- E-tool for benchmarking, self assessment
- Awareness game



Thankx

More information or contact?

www.stivako.nl or

www.stivako.org

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