Index

Aluminium packaging, 88, 89 American Marketing Association (AMA), 67, 218–219	percentage of business sector, 181
Analytical Center Expert Ural,	CEEP CSR LABEL, 89
176	Central and Eastern Europe
Approval market, 104	(CEE), 203, 275, 286
Artificial products (PRO-8), 281	countries, 280
Augmented product, 87	managers, 219, 226
rugmented product, or	market, 281–282
Brands, 90, 192, 231	Central European countries, 247
image and competitive	Certification, 88
advantage, 47	OHSAS 18001 health
premiumization, 133	certificate, 90
sustainability, 25, 90–91	product certification, 99
Business	and standardization, 281
activity, 151-152	sustainable product certificates,
contemporary, 54–56	88-90
environment, 16, 211	Chain of product origin, 98
model, 54-55	Classical marketing, 218
modern digitalization, 14	Climatic changes, 82, 135–136
incorporating sustainability	Co-creation, 91
into, 56–62	Co-relation, 84
sustainability business models, 55	Communication
in twenty-first century, 2	communicating engagement,
Business Relationships,	286
Accountability,	promotion-related
Sustainability and Society	sustainability marketing for
(BRASS), 166	two groups of countries,
Business to business (B2B), 24	268
B2B markets, 176, 191	strategy, 73
percentage of business sector,	sustainability marketing
181	relating to, 261, 263–267
relationships, 125, 130	Company
Business to customer (B2C), 24	operations, 191
markets, 176, 191	strategy, 62

Competition, 129-131 Cradle-to-cradle concept, 86, 97 Computer-assisted telephone Creating shared values and interviewing method (CATI diversity challenges, 16-21 method), 176 Cronbach's alpha, 275 Cross-industry collaboration, 98 Computer-assisted web interviewing (CAWI), 176 Curative marketing, 24 Consolidation process, 195 Customer, 256 Consumer Laurels 2017, 90 Consumers, 126 Demarketing, 95 Design for disassembly, 97 segments, 123 Destructive activity of Contemporary business, 54–56 Contemporary lifestyle changes, 133 enterprise, 82 Contemporary SMEs in Europe Development, 24, 124 causes and effects in See also Socio-economic contemporary SMEs' development; Sustainable development development, 23 country business climate and Deviations of social nature, 82 sustainability, 21–25 **Dimensions** creating shared values and of sustainability, 57 of sustainable development, diversity challenges, 16–21 SME integration in global 36 - 43business environment, Distribution, sustainability 14 - 16marketing relating to, 254, See also Small-and medium-256 - 261sized enterprises (SMEs) Downstream channel members, 98 Convenience of post-use, 102 Drink industry, 4, 7, 168 Convenience of use, 102 Drivers of sustainability Cooperation, 98, 104 marketing, 227–230 Core product, 86–87 Corporate objectives, 92, 199, 211 Easter period, 177 Corporate social responsibility Eastern European countries, 247 (CSR), 17, 18 Ecological factor in marketing Corporate strategy over time, strategy, 221-222 sustainability marketing Ecological indicator, success significance for, 236-238 measurement via, 222-223 Corporate sustainable approach, 24 Ecological marketing, 68 Cost types, 92 Ecological sensitivity, 108 Cost-based pricing, 93 Economic dimension Country business climate as of sustainability, 57 SMEs development trends, of sustainable development, 21 - 2539 - 40

Economic vitality, environmental	marketing as key driver of
quality and equal	sustainable enterprises,
opportunity (3 Es), 56	62–67
Economic(s), 131–132	operating on beverage
crisis, 32, 122, 126, 150, 207	manufacturing market,
factor in marketing strategy,	156–157
221–222	operating on food, beverages
and market factors, 21	and tobacco retail market,
objectives, 201	158
process, 231–232	operating on services market,
success measurement via	159
economic indicator,	operating on wholesale of food,
222–223	beverages and tobacco
sustainability, 36	market, 157
ECSIP Consortium, 130, 131–132	sustainable development in, 56
Electronic waste, 98	See also Small-and medium-
Email, 265	sized enterprises (SMEs)
EMAS, 61	Entrepreneurialism, 146, 150
Emerging World Economies, 132	Environment(al)
Emission Trading System (ETS),	changes, 135–136
127	dimension of sustainable
Emotional involvement of	development, 37–39
employees, 112	dimensions of sustainability, 57
Empirical research, 218	impact, 243
Employee-Friendly Employer, 90	management standards, 281
Employees, 108	marketing strategy on,
openness, 108	223-225
people-related sustainability	pollution, 82
marketing for two groups	and social issues, 292
of countries, 274	sustainability, 36
sustainability marketing	Environmental management
relating to, 267, 269–273	standards (PRO-12),
sustainability marketing	246-247, 281
strategy to employee	Environmental protection
recruitment and loyalty,	agencies (EPA), 42
223, 224	Environmentally friendly
Employer, 110	packaging (PRO-2),
Enterprise, 82, 149	280-281
broken down into particular	Ethical and fair principles of
sectors, 153	cooperation (DIS-1), 285
destructive activity, 82	Ethical code, 109

Ethical rules of cooperation, 259 European Political Strategy EU Sustainable Development Centre (EPSC), 126, 127, Strategy (EU SDS), 44 128 - 129European Union (EU), 19-20, 128 Europe 2020 Strategy, 32–33 European countries, 243 fiscal policy, 127 European Economic and Social FLEGT, 38-39 food and drink industry, Committee (EESC), 127 125-126, 129European food & beverage sector, SMEs in, 151 food safety law, 134 standards, 144 business activity type, 151–152 'External' costs, 93 division of activities, 154 dominance of SMEs, 158-159 Fair trade, sustainability and, enterprise, 154–155 124 - 125food industry production Fairtrade, 124 volume, 160 Fairtrade Foundation, 124, 166 market share of MSMEs, Fairtrade Movement, 125 155 - 158FIBL-IFOAM-SOEL Group, 128 number of enterprises broken down into particular Finance market, 104 sectors, 153 Financial objectives, 201, 204 number of enterprises Five-point Likert scale, 173 operating on beverage Food and beverage industry in manufacturing market, EU, 122 156 - 157challenges and opportunities, number of enterprises operating on food, competition, 129-131 beverages and tobacco competitiveness, 122-123 retail market, 158 economics, 131-132 number of enterprises environmental changes, operating on services 135 - 136market, 159 legislation and government number of enterprises regulations, 134-135 operating on wholesale of organic products, 128-129 food, beverages and political changes, 131 tobacco market, 157 social factors, 132-133 structure of food products and sustainability, 125-128 drink industry, 155 sustainability and fair trade, European food and drink 124 - 125industry, 4 technology and innovation European Food Prices factors, 133-134 Monitoring Tool, 125 trends/challenges, 123

Food and drink industry/sector,	Honest and ethical practices
122, 243, 259, 275	(DIS-3), 285–286
Food consumption, 133	Honesty and ethics of
Food industry, 4, 6–7, 168	cooperation, 285–286
Food standards agencies, 135	Human development index
FoodDrinkEurope organization, 4	(HDI), 168
Foodies, 133	
Forest Law Enforcement,	Indicators, 43
Governance and Trade	fundamental sustainable
Action Plan (FLEGT),	development, 45-46
38-39	market share, 182
Forming process, 97	net profit, 182
Future product, 87	sales revenue, 182
	sales volume, 182
Giving activities, 95	Innovation factors, 133–134
Glass packaging, 88, 89	Institute for European
Global business environment,	Environmental Policy
SME integration in, 14–16	(IEEP), 127, 129
Global Climate Change Alliance	Integrated product life cycle, 86
Plus (GCCA $+$), 38	Internal organizational process,
Global financial crisis, 131	204–205
Global socio-ecological changes,	Internal policy, 96
199	International Institute for
Global traceability of products,	Sustainable Development, 34
134	International marketing research,
Global warming effect, $1-2$	167
Globalization, 14	
GMOs, 123, 134	International Monetary Fund, 168 International Union for
Green marketing. See Ecological	Conservation of Nature
marketing	
Green transport, 100	and Natural Resources
Greenies, 133	(IUCN), 33
Gross domestic product (GDP),	ISO 14000 and 14001 standards, 90
18–19, 127	ISO 14001 standards, 61
Gross value added creation	ISO 26000 standards, 112
structure, 178	
Guarantees, 88	Line extension, 91
	Logistics, 259
Happy planet index (HPI), 168	
Health, 24	Macro-marketing, 68
Healthies, 133	Making, marketing activities, 83

Managerial knowledge of	share of MSMEs, 155–158
sustainability marketing	single market, 122, 123
concept	Market orientation (MO), 56
implementation of	Market-penetration pricing, 93
sustainability marketing	Marketing, 3, 24, 83–84, 166, 298
concept, 227–236	activity, 218-220
managers' attitudes towards	contribution to economic well-
sustainability marketing,	being, 65
218-225	as key driver of sustainable
managers' knowledge on	enterprises, 62–67
sustainability marketing	marketing-oriented
concept, 225-227	companies, 98
significance for corporate	role in sustainability issues,
strategy over time, 236–238	293-294
Managerial marketing, 65	Marketing mix tools
Managers' attitudes towards	conceptualization, 273
sustainability marketing,	Cronbach's alpha, 275
218	eigenvalues and percentages of
economic, social and ecological	variance, 282
factors in marketing	measuring scales for individual
strategy, 221–222	constructs, 276–280
focus of marketing activity,	price terms of cooperation, 286
218-220	reliability coefficients, 281
marketing strategy on society	sustainable communication, 284
and environment, 223-225	sustainable distribution, 284
success measurement via	sustainable people, 285
economic, ecological and	sustainable price, 283
social indicators, 222-223	sustainable product, 283
sustainability marketing	work safety and transparency
strategy to employee	of cooperation factor, 287
recruitment and loyalty,	Marketing strategies, 293
223, 224	economic, social and ecological
Market, 149	factors in, 221–222
approval, 104	on society and environment,
CEE market, 281–282	223-225
finance market, 104	Material product life cycle. See
orders market, 104	Integrated product life
organic market, 129	cycle
Russian market, 153	Mission statement, 58, 204
sales market, 104	Modern digitalization of all
share indicators, 182	business processes, 14

MSME Country Indicators 2014,	market, 129
150	products, 128–129
MSMEs, 147	Organization
in food and drink sector, 174	activities, 176
share in total number of	of logistics processes, 260
enterprises, employment,	Organization for Economic
and added value, 151	Cooperation and
Multi-sustainability brands, 91	Development (OECD), 42
Multinational companies	
(MNCs), 15	Packaging, 87
	type, 88, 89
Naming sustainability brands,	utilization methods, 88
90-91	Paper packaging, 88, 89
National Classification of	People, planet and profit (3 Ps),
Activities, 175–176	56
National Statistics Database	People, sustainability marketing
Spark, 176	relating to, 267, 269–273,
Net profit indicators, 182	274
New sustainability brands, 91	Perception of price by companies
No extra boxes or bags (PRO-3),	92
281	Perception of price by customers,
Nomenclature statistique des	92
activités économiques dans	Personnel management, 111
la Communauté	Place, sustainability marketing
européenne (NACE), 152	relating to, 254, 256–261,
Non-GMO, 123	262
Non-misleading descriptions on	Plastic packaging, 88, 89
the packaging (PRO-5),	Platinum, 98
280-281	Political changes, 131, 134
Non-parametric Mann-Whitney	Positioning sustainability brands,
U test, 173	91
North American Industry	Post-use costs, 92
Classification System	Prestige pricing, 93
(NAICS), 19	Price, 92
	price-related sustainability
OHSAS 18001 health	marketing for two groups
certificate, 90	of countries, 255
Orders market, 104	pricing terms, 260
Organic	in relation to pro-social and
agriculture development, 128	pro-ecological investments
farms, 99	282

sustainability marketing	Research, 172
relating to, 248, 251–254	conceptualization of research
terms of cooperation, 286 Prizes and awards for	project, 166–173
	design, 169
sustainability marketing,	methods of reaching respondents in individual
235–236 Pro social and pro sociacioni	countries, 174–177
Pro-social and pro-ecological	research methodology
engagement (DIS-2), 286 Pro-social and pro-environmental	flowchart, 170
costs, 285	structure of respondents,
Product	177–183
certification, 99	See Small-and medium-sized
of PDOs, 135	enterprises (SMEs)
of PGIs, 135	Respondents
product-related sustainability	declarations, 199, 209–211
marketing for two groups	methods of reaching
of countries, 249–250	respondents in individual
sustainability marketing	countries, 174–177
relating to, 242–248	structure of, 177–183
of TSGs, 135	Restoration, 24
utilization costs, 92	Retailers, 124
Product, Price, Place, Promotion,	Reverse flow, 97
People tools (5P tools), 84	Reverse logistics, 97
Production process (PRO-9), 243,	Reverse translation, 172
281	Russian market, 153
Promotion, sustainability	
marketing relating to, 261,	SA 8000 clean production
263-267, 268	programme, 90
Protected Designation of Origin	Sales market, 104
(PDOs), 135	Sales revenue indicators, 182
Protected Geographical	Sales volume indicators, 182
Indication (PGIs), 135	Sampling process, 177
Purchase costs, 92	Seahorse, 88
Purchasing power parity (PPP), 168	Segmentation, targeting and positioning (STP), 72
Quality, 88	Shared economy, 95
Quantitative and qualitative	Single Market, 123
perspective of SMEs,	opportunities, 122
142-150	Sistema de Análisis de Balances
Quantitative research approach,	Ibéricos database (SABI
167	database), 175

Small-and medium-sized	operating in food and drink
enterprises (SMEs), 3, 7,	sector, 171
14, 15, 86, 142, 146, 218,	predispositions, 149–150
247, 294, 296, 297	pricing strategies, comparison
approaches to size of enterprise	of, 93
based on number of	promotional mix tools,
employees, 143–144	105-107
assessment of challenges facing,	quantitative and qualitative
196–197	perspective, 142
assessment of impact of	role of SME sector, 150–151
environmental factors on	strategy, 208–209, 210
strategies and goals, 193,	sustainability issues in
194	strategies, 206–211
assessment of importance of	sustainable communication,
strategic objectives, 202	103-108
challenges in business	sustainable distribution,
environment of SMEs,	96-103
188–199	sustainable employees,
changes in system of objectives	108-112
of SMEs, 199–206	sustainable price, 92–96
comparison with large	sustainable product, 84–92
enterprise, 148–149	universal dimension, 149–150
countries applying additional	See also Contemporary SMEs
criteria of enterprises	in Europe
classification, 145	Social and environmental issues
country business climate and	(PRO-11), 281
sustainability as SMEs	Social dimension
development trends, 21–25	of sustainability, 57
EU guidelines, 146	of sustainable development,
in European food & beverage	40-43
sector, 151–160	Social factors, 132–133
in food and drink sector, 203	in marketing strategy, 221–222
in global economy, 15	Social indicator, success
influence of business	measurement via, 222-223
environment factors on	Social marketing, 68
objectives and strategies,	Social media, 265
189-190	Social objectives, 201, 212, 226,
integration in global business	233, 294
environment, 14–16	Social process, 231–232
mission, 205, 206	Social sensitivity, 108
nature of, 82–84	Social sustainability, 36
	· ·

Social trends, 132	as SMEs development trends,
Socio-demographic changes, 133	21-25
Socio-ecological criteria, 72	SMO, 56–62
Socio-ecological economic	three pillars of, 36–37
incentives, 17–18	Sustainability brands, 90, 91
Socio-economic development	creation, 90
conceptualization of marketing	extension, 91
mix tools, 273, 275–287	Sustainability marketing (SM), 3,
disparities in, 5	22-23, 67-75, 69, 84, 101,
people, sustainability	172–173, 218, 259, 291,
marketing relating to, 267,	292-293
269-273, 274	associations with, 225–227
place, sustainability marketing	awareness of term, 225
relating to, 254, 256–261,	barriers for implementing,
262	233–235
price, sustainability marketing	benefits expected from
relating to, 248, 251–254,	implementation, 230–233
255	challenges in business
product, sustainability	environment of SMEs,
marketing relating to,	188-199
242-248, 249-250	changes in system of objectives
promotion, sustainability	of SMEs, 199–206
marketing relating to, 261,	components of sustainability
263–267, 268	and SMEs strategy,
Spatial limitation, 35	208-209, 210
Speciality food and drink	implementation, 227
products (SFDPs), 135	level of sustainability
Stake, issues at, 35	marketing implementation,
Stakeholders, 30, 44, 58, 219, 265	227
identification, 60	managers' knowledge, 225-227
Statistica software, 173	mix, 72, 73
Stricter government policy, 131	myopia, 91
Suppliers, characteristics of, 259	prizes and awards for, 235–236
Supply chain, 101	reasons for and drivers,
Sustainability, 31, 62, 125–128,	227-230
207, 291, 292	significance for corporate
business models, 55	strategy over time,
components, 208-209, 210	236-238
of ecosystem, 135	strategy to employee
and fair trade, 124–125	recruitment and loyalty,
research, 218	223, 224

sustainability issues in	process of organization
strategies of SMEs in food	management in, 59
and drink sector, 206–211	strategies, 272
Sustainability marketing tools, 8	strong, 36
conceptualization of marketing	Sustainable Development Goals
mix tools, 273, 275–287	(SDGs), 38, 39, 41
nature of, 82–84	Sustainable Development
promotional mix tools, 105–107	Indicators (SDIs), 44
relating to people, 267,	Sustainable distribution, 96, 275,
269–273, 274	280, 284
relating to place, 254, 256–261,	activities/components, 96-97
262	disintermediation, 100
relating to price, 248, 251–254,	elements required for certificate
255	application, 99
relating to product, 242–248,	establishment of, 102–103
249-250	perspective of sustainability
relating to promotion, 261,	marketing, 101-102
263-267, 268	scope of, 97–98
sustainable communication,	sustainable relationships, 98-100
103-108	Sustainable employees, 108–112
sustainable distribution, 96–103	promotional mix tools,
sustainable employees, 108–112	108-107
sustainable price, 92–96	Sustainable enterprises
sustainable product, 84–92	creation, 62
Sustainable 2030 Agenda, 128	marketing as key driver of,
Sustainable business model, 56, 203	62–67
Sustainable communication,	Sustainable generation, 292
103–108, 275, 284	Sustainable management
Sustainable Consumption and	principles, 207
Production (SCP), 126	Sustainable market orientation
	(SMO), 56, 57
Sustainable development, 16, 29,	incorporating sustainability
30, 65, 246	into business strategies,
definition, 33–36	56-62
dimensions, 36–43	marketing as key driver of
in enterprise, 56	sustainable enterprises, 62–67
historical notions, 31–33	
in marketing, 242 measurement for sustainable	SM, 67–75
	sustainable development and
development, 43–46	changing perspectives, 54–56
principles of, 195–197	34-30

Sustainable marketing. See Traditional Speciality Guaranteed Sustainability marketing (TSGs), 135 (SM) Sustainable packaging and UN Conference on Environment product composition, 281 and Development Sustainable packaging and (UNCED), 32 production process, 281 Unique selling point (USP), 87 Sustainable people, 275, 285 United Nations Commission on Sustainable price, 92-96, 275, 283 Sustainable Development Sustainable product, 84, 243, 275, (UNCSD), 71-72281, 283 United Nations Commission on attractiveness of various Trade and Development packaging types, 89 (UNCTAD), 31 certificates, 88-90 United Nations Environmental customers, 91-92 Program (UNEP), 31, 33, impacts on sustainable product 42 creation, 90-91 Upstream channel members, 98 implementing, 85-86 Urban social sustainability, 41 marketing tool, 84-85 Use costs, 92 packaging, 87-88 product-related issues, 86-87 Value system, 58, 205, 206 Sustainable promotional mix, Value-based pricing, 93 104 - 107Vis-à-vis employees, 111 Sustainable supply chain, 101 Volatile global economy, 22 'Sustainable', 32, 69, 253 Sustaincenterism, 57 Wasting, marketing activities, 83 Symposium on Sustainable Weak sustainable development, Consumption (1994), 71 35 - 36Systematic communication, 103 Western Europe, 275 managers, 221-222 Taking, 83 SMEs, 297 Tangible product, 87 Work safety and transparency of Technical stage of sustainable cooperation factor, 287 product, 86 Work-life balance (WLB), 272 Technological stage of sustainable World Trade Organization product, 86 (WTO), 42 Technology, 133-134 World Wide Fund for Nature Telephone, 265 (WWF), 33 Time banks, 95 Time horizon, 35, 294 Written mission statement, 201, Traditional methods, 83 203, 213