

Green Marketing Advertising to achieve Sustainable Development

Dr. Marwa Hassan Mohamed Said

Lecturer at Arab Academy for Sciences, Technology and Maritime Transport

Prof. Maysoon Mohamed Qutp

Professor of Design and Dean of the Faculty of Applied Arts - Helwan University

Abstract:

Considering that the media is an important mechanism and a strategic choice for expanding the base of the economies of countries and building creative thinking and ecological behavioral patterns among people, and in line with the trends of the modern era in achieving sustainable development and its goals, and focusing on preserving the environmental dimension in it, and since green marketing is one of the pillars on which countries rely to direct their institutions to achieve development sustainable development, and emphasizing the importance of adopting the green concept of advertising, which constitutes the promotional communication part practiced by organizations in green marketing, so it was natural for green marketing advertisements to achieve sustainable development (**research topic**), and from here **the research problem** appears, which can be summarized in the following question: To what extent does green marketing advertising contribute to achieving sustainable development?

The research aims to study how to achieve sustainable development by studying the role of green marketing advertisements and their connection to the concept of sustainable development.

The research follows the inductive approach by collecting data in an attempt to identify the concept of sustainable development, followed by the descriptive analytical approach in order to analyze a group of advertising posters in an attempt to identify how to achieve sustainable development through green marketing advertising.

The study showed the impact of the green marketing advertisement in achieving sustainable development and emphasizing it and consolidating the mental image of the recipient, through the ability to direct his behavior and habits, in a way that works to generate environmental awareness towards the importance of preserving the environment and nature and the hazards of environmental pollution to them before others, in addition to the future outlook for achieving these goals that benefit the recipient, which encourages them to contribute to the success of these national policies, as sustainable development depends on coordination between the disadvantages of resource use and investment trends; where they all work in harmony within the environmental system, in order to achieve the desired continuous development.

Research objective: It aims to study the green marketing advertisement to achieve sustainable development and its goals.

Importance of the research: The importance of the research lies in the attempt to benefit from the green marketing advertisement in achieving sustainable development by changing the behavior of the recipient, and its reflection on the quality of life and the preservation and sustainability of resources for the current and future generations.

Research Methodology: The research follows the inductive approach by collecting data and information in an attempt to identify the concept of green marketing and the concept of sustainable development, followed by the descriptive analytical approach in order to analyze a group of advertisements in an attempt to identify how to achieve green marketing advertisement for sustainable development.

Keywords :

Green Advertising, Green Marketing, , Sustainability, Sustainable Development, Inclusiveness, Sustainable Development Goals

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