

# Marketing Ecological Building Materials

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*A practical navigators guide*

*Michiel van Beek  
Hein C. van Beek*

# CAP'EM

Cycle Assessment Procedure for Eco-impacts of Materials



The CAP'EM (Cycle Assessment Procedure for Eco-impacts of Materials) Project is a North-West European programme drawing together the expertise of 11 partner organisations to improve the production, distribution and use of eco-materials.

## The objectives of this project are to:

- Develop a shared methodology for the life cycle analysis of the environmental and health impacts of construction materials.
- Evaluate 100 building materials according to this new methodology, and enable users to classify them according to multiple criteria.
- Increase the use and knowledge of eco-materials in North-West Europe by engaging with the building industry.
- Demonstrate the use of eco-materials in new build and renovation contexts, via a network of exhibition centres.



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## THIS BOOK BELONGS TO:



This book was developed by AlphaRainbow for Agrodome/CAP'EM in collaboration with:





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# FOREWORD

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## Developing and promoting ecological building materials



*As of April 2011  
Annemieke Traag is  
representing D66 for the  
province of Gelderland.  
She is responsible for  
environment, climate,  
energy, youth, culture and  
cultural history.*

CAP'EM<sup>1</sup> is an Interreg IVB project in Northwest Europe. The expertise of 11 partners is bundled to promote the production, distribution and usage of ecological building materials.

This practical guide is meant to further promote ecological building materials. This goal is enthusiastically supported by the province of Gelderland. Especially because of the role the province plays in the production- and construction industry.

Province of Gelderland,  
Representative Annemieke Traag

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<sup>1</sup> CAP'EM (Cycle Assessment Procedure for Eco-impacts of Materials) is also part of the strategic clusterproject ENVIREO from the European Interreg IVB program.



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“

Vision without action, is only dreaming. Action without vision is merely wasting time. But vision with action, can really change the world.

Nelson Mandela

# 1. INTRODUCTION

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Success starts with the articulation of an inspiring mission for the organization. This mission describes WHY the organization does what it does with passion and fun.

It is also important to have a clear vision (and communicate it!) on the market and how it will develop over time.

Based on the mission and vision a positioning or promise must be defined. This positioning should make it crystal clear to the customer what benefits the product is offering.

The positioning will then give direction to the marketing strategies. Portfolio, channels, pricing and promotion are important elements to cover.

The marketing calendar that is developed will summarize what needs to be done and when.

Finally one needs to make a dashboard to track progress and to be able to change direction if needed.

No product, how noble or good it may be, will sell itself. And this is also true for ecological building materials. Therefore one needs to prepare and execute market driven strategies to promote these products.

This book will help in doing so.

We hope that this book will inspire you in marketing ecological building materials and that as a result we will all benefit from a better environment.

The content of this book is sourced from various angles. We do not pretend that is unique. You may use and duplicate it as you find useful.



“

If you make people think they are thinking, they will love you. But if you really make them think, they will hate you.

Don Marquis

# 1.1 PURPOSE OF THIS BOOK

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The purpose of this book is to provide the fundamental knowledge and tools for developing successful marketing plans for ecological building materials.

This book will introduce the marketing concept in general and the need for having a great marketing plan.

In 6, easy to understand steps, the marketing plan will be outlined.

STEP 1. Define an inspiring mission for your company

STEP 2. Define your vision on the market

STEP 3. Craft your differentiating and relevant positioning

STEP 4. Define the goals and marketing strategies

STEP 5. Create a marketing calendar

STEP 6. Prepare a dashboard



“

If I had asked people what they wanted, I would've built a faster horse.

Henry Ford

# 2. MARKETING INTRODUCTION

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“

You miss 100% of the shots you never take.

Wayne Gretzky

# 2.1 What is marketing?

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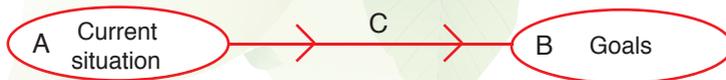
Marketing is everything we do to ensure that we deliver relevant and different products and services to our customers in a way that delights them every time.

If we do it right, we will build preference with the customer that makes him buy over and over again. In doing so we are building a loyal group of customers that will safeguard the continuity of the business.

Marketing is much more than advertising and promotions.

Good marketing starts with superior and actionable customer insights. These insights need to be transformed into tangible propositions that are relevant for the customer and profitable for the producer.

Based on the insights the current situation (A) is determined and the chances become clear. The chance need to be translated into concrete goals (B). The market driven strategies (C) that are developed and executed will get you from A to B.



The marketing strategies consist of the product portfolio, the pricing, the distribution and the promotions.

Above all, marketing is about people and their needs and desires. It is up to us, the marketers, to be their custodians.



“

Marketing takes a day to learn.  
Unfortunately it takes a lifetime to master.

Philip Kotler

## 2.2 Why is marketing important?

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Marketing is the ONLY way to ensure sustainable success for your business. Only by anticipating the future demand for desired products and services you can ensure that the company continues to deliver relevant solutions for its customers.

The market place is getting more and more cluttered all the time. More and more new brands and line extensions are introduced. In this environment, only the outstanding marketing companies will survive. They are not necessary the larger ones!

Great marketing is often the difference between a success and a failure. Marketing should be ingrained in the total business, and should never be a staff function. The market is a great director. So make sure that marketing is leading in your business.

On the next pages you will find interviews with professionals who are involved in ecological building. They will expose you to their views on marketing and ecological building materials.

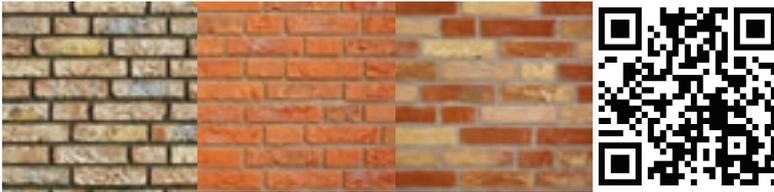


# Daas Baksteen

*Klickbrick bricks &  
Dueco panels*

Daas baksteen is a family owned business that is dedicated to the development and production of the most innovative and sustainable brick solutions.

[www.daasbaksteen.nl](http://www.daasbaksteen.nl)



Gert Jan den Daas about the marketing of sustainable building materials:

**Marketing:**

“To market, promote and sell our products.”

**Importance of marketing:**

“There is no trading without marketing.”

**Current marketing activities:**

“Through salesmanagers, fairs, architects, website and newsletter.”

**Marketing and sustainability:**

“You won’t sell if you don’t tell people you are sustainable.”

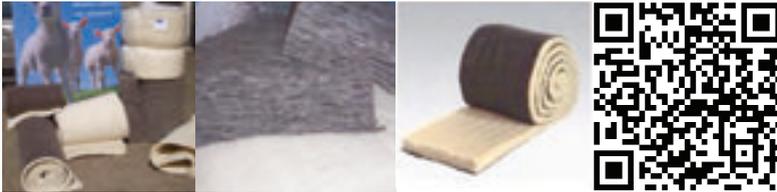
**Marketing advice for sustainable building materials:**

“Repeating is very important.”

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Doscha is the supplier of insulation made from sheep wool (Keratin). It is a renewable and ecological building material which has a minimal impact on the environment.

[www.doscha.nl](http://www.doscha.nl)



Wouter Kroon about the marketing of sustainable building materials:

**Marketing:**

“To put a relatively unknown product into an existing context.”

**Importance of marketing:**

“Because there won’t happen anything when I keep waiting behind my desk till the phone rings.”

**Current marketing activities:**

“Searching for ambassadors. Certainly no fairs or ads.”

**Marketing and sustainability:**

“By explaining sustainability in a different way. Sustainability sells mainly on proven performances.”

**Marketing advice for sustainable building materials:**

“Searching for product-market combinations.”



# ABC Board

*Cradle to cradle board from biomass*

ABC Board Company invests in a green future by using biomass as a raw material to produce 100% Cradle to Cradle panels.

[www.abcboardcompany.nl](http://www.abcboardcompany.nl)



Pieter Broos about the marketing of sustainable building materials:

**Marketing:**

“Let the rest of the world know what you are selling.”

**Importance of marketing:**

“Because you won’t sell anything if nobody knows what product range you have.”

**Current marketing activities:**

“We are currently in the startup phase so we only have a website.”

**Marketing and sustainability:**

“In the right markets you have a trump in your hands.”

**Marketing advice for sustainable building materials:**

“Give it a chance.”

Welna-BouwHout focuses on realising building projects with the use of high quality, local wood. This wood provides excellent construction possibilities for beautiful and sustainable applications.

[www.welna-bouwhout.nl](http://www.welna-bouwhout.nl)



Rob Fernandes about the marketing of sustainable building materials:

**Marketing:**

“Getting your products sold to the right persons.”

**Importance of marketing:**

“It helps generating revenue.”

**Current marketing activities:**

“We aren’t focussing enough on marketing. We have a webshop and that’s it. Sometimes we advertise locally and get free publicity in trade journals.”

**Marketing and sustainability:**

“At our company marketing and sustainability are complementary, we only sell FSC products.”

**Marketing advice for sustainable building materials:**

“Make use of local resources and market these.”

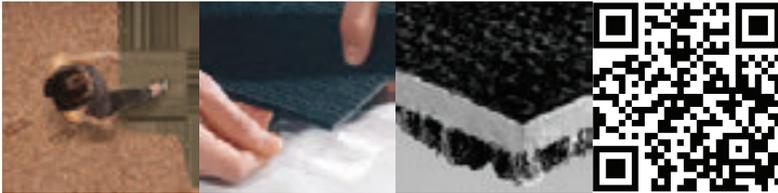
# Interface® Interface

## *Carpet tiles*

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Interface stands for sustainability. The Interface products and services help the customer to reduce the impact of their floor on the environment.

[www.interface.com](http://www.interface.com)



Ferdy Thoonen about the marketing of sustainable building materials:

### Marketing:

“An instrument to promote our 63% biobased made carpet tiles to the rest of the world.”

### Importance of marketing:

“Since 1992 we are focussing more on sustainability. The message of our founder Ray Anderson about the relevance of sustainability is further articulated through our marketing.”

### Current marketing activities:

“We have a state of the art website, we have a global presence at trade shows and are presenting ourselves in more than 150 countries. We also give lectures, the “Ray Andersen Lectures”.”

### Marketing and sustainability:

“We believe that those terms must be connected with each other.”

### Marketing advice for sustainable building materials:

“Be honest and open. Our motto is “Let’s be clear”.”



# ORGA architect

## *Architects*

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ORGA architect uses natural, environmentally friendly and healthy materials. With the evolution as inspiration they strive for a unique architecture.

[www.orga-architect.nl](http://www.orga-architect.nl)



Daan Bruggink about the marketing of sustainable building materials:

### Marketing:

“The way to promote our modern-ecological projects.”

### Importance of marketing:

“Building in a modern-ecological way is innovative. We search for innovative markets.”

### Current marketing activities:

“We share our knowledge and are informative. And of course we build quality.”

### Marketing and sustainability:

“Partly due to our leading position, “biobased building” gets more and more attention.”

### Marketing advice for sustainable building materials:

“Be visible, competitive price, flexible in use, readily available, easy to handle and provide the opportunity for architects to freely design.”



# Giesen Architectuur

*Architects*

Giesen designs sustainable, tailor made building design.

[www.giesen.nl](http://www.giesen.nl)



Sander Giesen about the marketing of sustainable building materials:

**Marketing:**

“Marketing helps us to get in contact with potential customers.”

**Importance of marketing:**

“Customers don’t show up without your effort.”

**Current marketing activities:**

“Website, many links to other sites, open evening every month to highlight a special subject. Local newspapers also communicate these evenings. And, I always try to be nice!”

**Marketing and sustainability:**

“The combination is popular, but sustainability may become an empty phrase. Be honest.”

**Marketing advise for sustainable building materials:**

“Do not be opportunistic.”

---

Frits is an agency that focuses on renovation and rebuilding of buildings. Fritz wants to maintain heritage and know how and hand it over to the next generation

[www.bureaufriz.nl](http://www.bureaufriz.nl)



Maarten Fritz about the marketing of sustainable building materials:

Marketing:

“Marketing means pure communication for me.”

Importance of marketing:

“It generates work.”

Current marketing activities:

“Pure communication: via worth-of-mouth, website, Facebook and Twitter. We also appear frequently in journals. Also, we organize agency days during architectural heyday.”

Marketing and sustainability:

“Sustainability was invented by Monumentenzorg. It is wider than you think. Recycling and conservation are fine examples of sustainability.”

Marketing advise for sustainable building materials:

“Explain what it all means for.”



# 3. MARKETING ECOLOGICAL BUILDING MATERIALS IN SIX EASY STEPS

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# STEP 1: MISSION

A black and white close-up portrait of Mark Zuckerberg. He is smiling broadly, showing his teeth, and looking directly at the camera. He has short, light-colored hair and is wearing a dark suit jacket over a white shirt and a dark tie. The background is a plain, light color.

“

Facebook was not originally created to be a company. It was built to accomplish a social mission - to take the world more open and connected.

Mark Zuckerberg

## 3.1 The mission

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People do not buy what you do, they buy why you do it. People are looking for real benefits that you may offer to them. Features are, at first glance, less important.

Explain in your mission statement why you do what you do - your purpose or cause on a higher level than what your company does or produces. You'll find that what follows will be quite different than what you expect.

Don't write more than two lines on what you believe. This is not the place for long-winded descriptions about what your company does or its value to the world. The opening of your statement shouldn't require more than a line or two to capture the world you imagine.

Leave what you sell out of it. This is a statement of your mission, not what you do. Nowhere in Southwest Airlines' mission does it say anything about being an airline. What you do is important, but not at this level.

Apple: Everything we do, we believe in challenging the status quo. We believe in thinking differently.  
Walt Disney: Make people happy.  
Merck: Preserve and improve human life.

## STEP 2: VISION



“

We always overestimate what will change the next 2 years and underestimate what will change the next 10.

Bill Gates

## 3.2 The vision

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It is important to have a clear vision, to capture it and to communicate it. The vision should provide a picture of the market in which the company operates. And, importantly, how this market will develop in the future.

There are very few companies that have a clear vision of the future and have recorded it so that they can share it with their stakeholders. By having a vision, the company can anticipate on future needs and prepare for it. This ensures that the product-service portfolio of the company remains relevant in the future .

A good vision is based on understanding the market, the company, the customers and the competition. Competition should be broadly considered. For example, Coca-Cola competes with Pepsi Cola. But also other drinks that come with new relevant propositions can compete strongly. Consider the impact of energy drinks such as Red Bull. If you take a too narrow look at competition you may oversee the real danger.

How do you see the world?

## STEP 3: POSITIONING



“

If you don't know where you are going,  
any road will get you there.

Lewis Carroll

## 3.3 The positioning

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Defining the relevant desired position is the most important thing we can do in marketing. We call it positioning.

Positioning is the way you want consumers to think and feel about your brand.

It is the relevant spot on the map that we want to occupy in the consumer's mind relative to our competition in order to define and to differentiate our brand.

Effective positioning clearly differentiates your brand from competition and gives the brand its own distinct identity/place.

Everyone in the company must know and understand the positioning so that they can work towards the same destination.

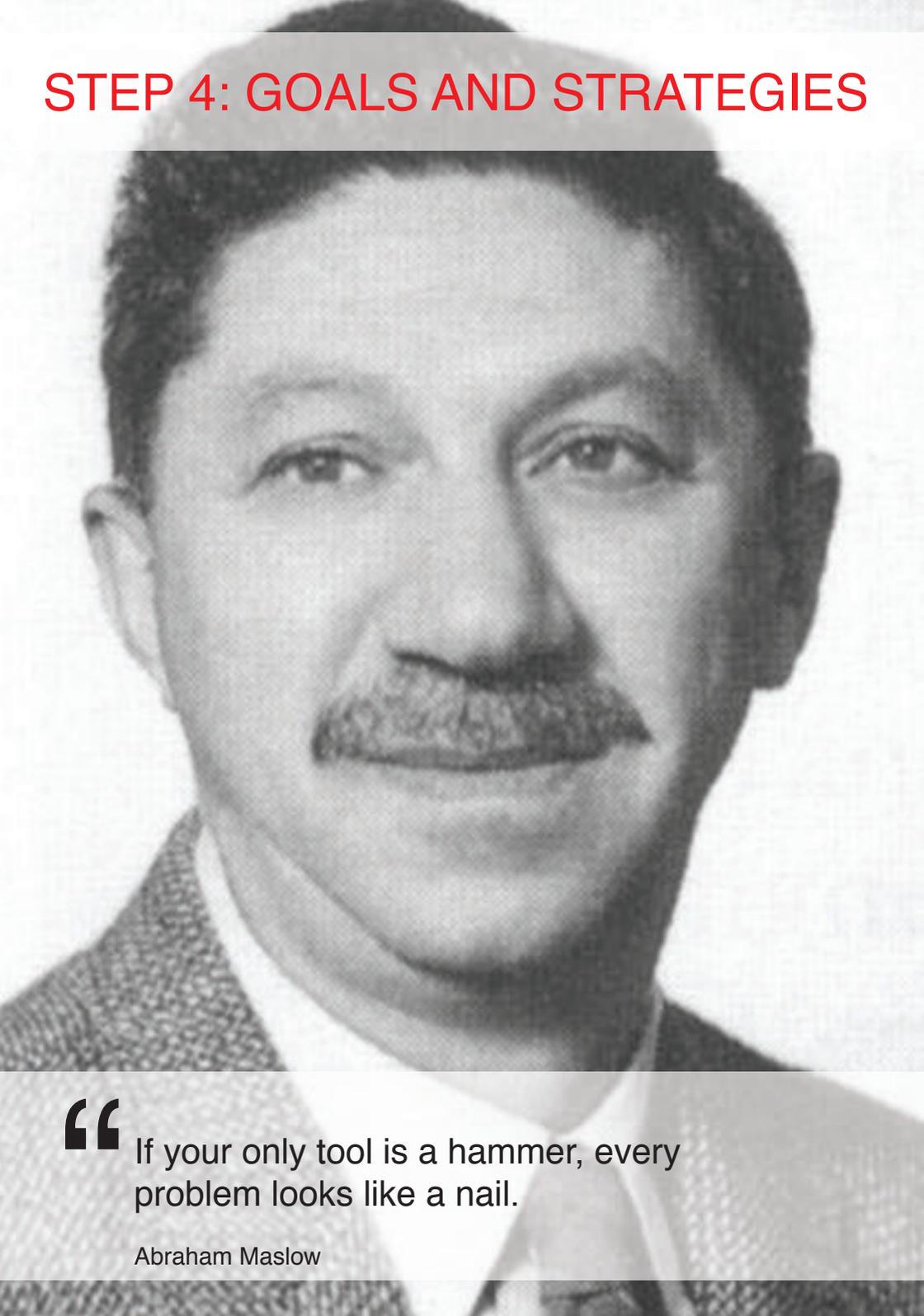
A good positioning statement will give direction to everything you do in marketing. And importantly it will also tell you what you should not do.

A good positioning statement consists of six elements. These six elements define what your brand wants to be for whom and why that is credible.

The elements of a positioning statement are as follows:

1. The target group
2. The problem of the target group
3. The market in which you compete
4. Your point of difference
5. Your supporting evidence for your differentiation
6. Your end promise to the customer

# STEP 4: GOALS AND STRATEGIES



“

If your only tool is a hammer, every problem looks like a nail.

Abraham Maslow

# 3.4 The goals and strategies

Now we know our desired position, it's time to get moving. Marketers have many tools at their disposal to take action. But first, it is important to formulate marketing goals.

It's really important to know exactly WHAT you want to accomplish before you decide HOW you are going to achieve that. The moment you know what you want to achieve, you can select the right tools.

So, before selecting the tools we determine the goals. After this, you determine the right marketing strategies that meet the goals.

A good tool for this is the OGSM model.

O = Objectives (targets in words)

G = Goals (targets in numbers)

S = Strategies (activities in words)

M = Measures (activities in numbers)

Based on the correct insights and taking into account the mission, vision and positioning completing the OGSM provides a clear approach.

Below is an example:

Insights	Objectives	Goals	Strategies	Measures
Product X is unknown to customers in industry A	Product X is known by customers in industry A	7 out of the 10 recipients know product X	- Send samples - Make web pages - Place blogs	- 10 per week - Done by ... - 2 per week

# STEP 5: THE MARKETING CALENDAR



“

Discipline is the bridge between goals and accomplishment.

Jim Rohn

# 3.5 The marketing calendar

Plan the work and then work the plan. It is vital to ensure that the marketing activities are well planned and communicated throughout the entire organization.

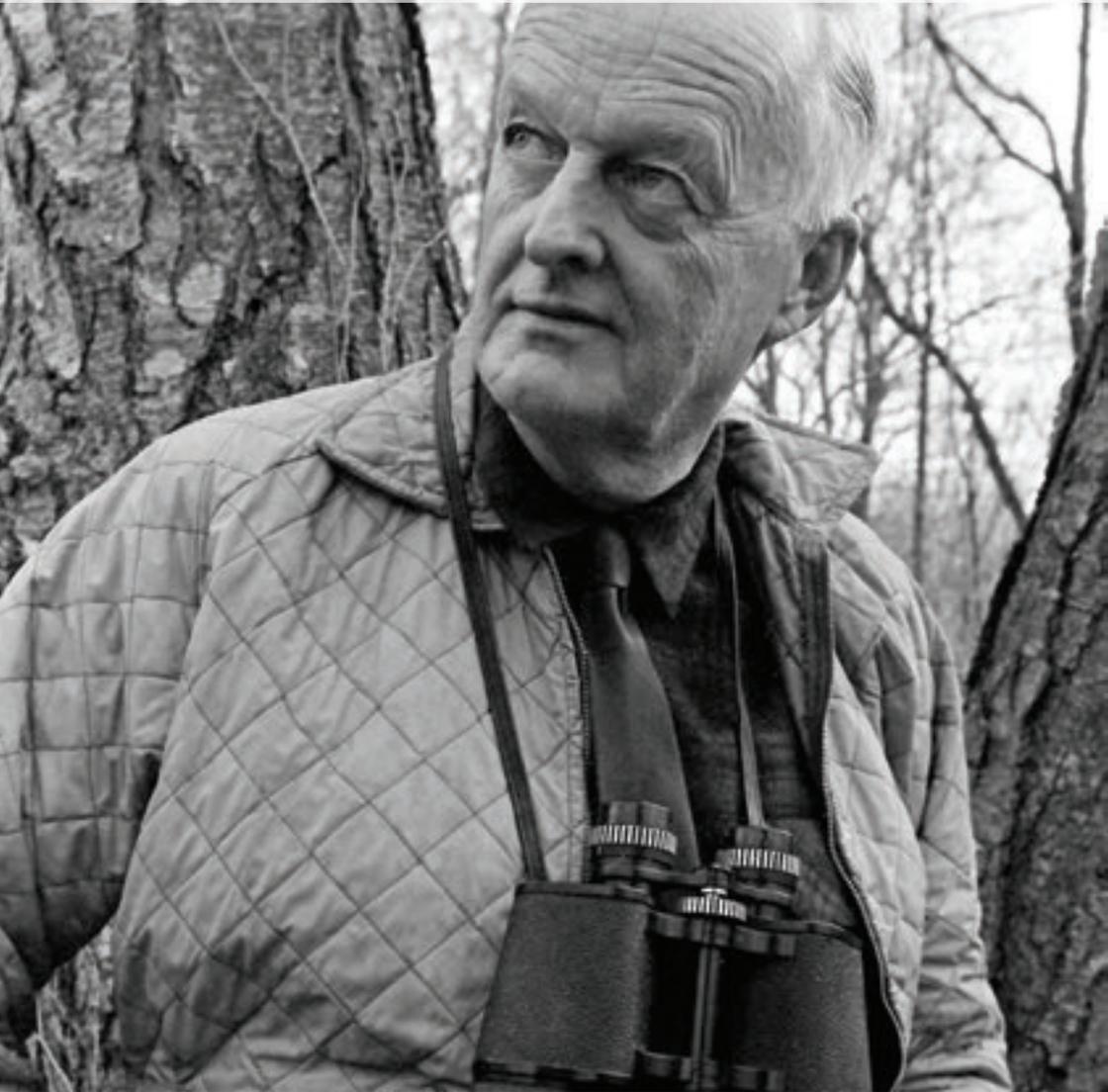
The marketing planning calendar will help you structure your marketing efforts. But it only works in combination with discipline and clear communication.

In other words, make sure that you install a discipline to update your marketing calendar at least once a month. And likewise, communicate the marketing programs at least once a quarter to the relevant stakeholders. It is good to do that well in advance. That will allow others to build on your initiatives and make them even better and more impactful.

Example of a marketing calendar:

		Jan	Feb	Ma	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Products	Launches		■							■			
	Upgrades					■						■	
Distribu- tion	New outlets				■				■				
Communi- cation	Webinars		■					■					
	POS				■						■		

## STEP 6: THE DASHBOARD



“

Birds are indicators of the environment. If they are in trouble we'll soon be in trouble.

Roger Tory Peterson

## 3.6 The dashboard

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A good dashboard consists of a small number of indicators that show how you are doing ... and how you will do in the future.

We distinguish two types of indicators:

1. Leading indicators (action)
2. Lagging indicators (reaction)

In particular, the leading indicators are important for the planning of success. These are the activities that will lead to results. For example, the number of visits that a representative pays, the number of blogs that you write, the number of innovations that you are sending, the number of events on which you are present. These leading indicators, when well chosen, will determine your future results.

In addition there are the lagging indicators. These are the resultants of your actions. These will not manage your future. It's more accounting. For example: Sales, volume, market share, profits, brand awareness.

Many companies spend too much time measuring and discussing the lagging indicators. Actually, they look in the rearview mirror. Successful companies spend most of their time identifying and checking the leading indicators.



# 4.

# WORKSHEETS



Now put the theory in practice.



## 2. Your vision

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ON THE MARKET: \_\_\_\_\_

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ON YOUR COMPANY: \_\_\_\_\_

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ON YOUR CUSTOMER: \_\_\_\_\_

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ON YOUR COMPETITOR: \_\_\_\_\_

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### 3. Your positioning

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TARGET GROUP: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

PROBLEM: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

FRAME OF REFERENCE: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

POINT OF DIFFERENCE: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

SUPPORT: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

END PROMISE : \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

## 4. Your targets and strategies

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Insights	Objectives	Goals	Strategies	Measures

## 5. Your marketing kalender

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Activity	Quarter 1	Quarter 2	Quarter 3	Quarter 4

## 6. Your dashboard

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Leading Indicator	Target	Actual	Difference
Lagging Indicator	Target	Actual	Defference

## SUCCESS

*To laugh often and much,*

*To win the respect of intelligent people and the  
affection of children.*

*To earn the appreciation of honest critics and  
endure the betrayal of false friends.*

*To appreciate beauty. To find the best in others.*

*To leave the world a bit better, whether by  
a healthy child, a garden patch or a redeemed social  
condition.*

*To know even one life has breathed easier because  
you have lived.*

*This is to have succeeded.*

*Ralph Waldo Emerson*

