

The Green Marketing and the Education for a sustainable culture

O Marketing Verde e a Educação para uma cultura da sustentabilidade

El Marketing Verde y la Educación para una cultura sostenible

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Camilo Darsie

ORCID: <https://orcid.org/0000-0003-4696-000X>
Universidade de Santa Cruz do Sul, Brazil
E-mail: camilodarsie@unisc.br

Cristianne Maria Famer Rocha

ORCID: <https://orcid.org/0000-0003-3281-2911>
Universidade Federal do Rio Grande do Sul, Brazil
E-mail: rcristianne@gmail.com

Patrick Luiz Martini

ORCID: <https://orcid.org/0000-0002-5826-5656>
Universidade de Santa Cruz do Sul, Brazil
E-mail: plmartini@mx2.unisc.br

Fernanda Alves Carneiro

ORCID: <https://orcid.org/0000-0003-3281-2911>
Universidade de Santa Cruz do Sul, Brazil
E-mail: fcarneiro@mx2.unisc.br

Douglas Luís Weber

ORCID: <https://orcid.org/0000-0003-3915-0439>
Universidade de Santa Cruz do Sul, Brazil
E-mail: douglasluis94@hotmail.com

Abstract

The ways of thinking about global sustainability have generated important discussions in the last decades. Transformations linked to modes of consumption and human identities and subjectivities stood out in the context of discussions involving responsible consumption. These movements have changed the ways of production, consumption and the marketing of products. Based on this, this paper presents a reflection resulting from the desire to understand the effects from the articulation between proposals for environmental awareness, the principles of sustainable development, green marketing strategies and discussions on the ways in which cultural values are established through of educational movements, in Brazil and in the world. The discussion is relevant to critically think about the ways that marketing interferes with culture and the notion of sustainability. This action was developed through qualitative research, based on a literature review. Based on this, it is understood that green marketing strategies educate for consumption based on the establishment of a given culture of sustainability.

Keywords: Sustainable development; Green marketing; Culture; Education; Cultural studies.

Resumo

As formas de pensar a sustentabilidade global têm gerado discussões importantes nas últimas décadas. As transformações vinculadas aos modos de consumo e às identidades e subjetividades humanas ganharam destaque no contexto das discussões que envolvem o consumo responsável. Esses movimentos mudaram as formas de produção, consumo e comercialização dos produtos. A partir disso, este artigo apresenta uma reflexão que resulta da vontade de entender os efeitos que emergem por meio da articulação entre as propostas de conscientização ambiental, os princípios do desenvolvimento sustentável, as estratégias de marketing verde e discussões sobre como os valores culturais se estabelecem por meio de movimentos educacionais, no Brasil e no mundo. A discussão é relevante para se pensar criticamente sobre os modos interferências do marketing na cultura e na noção de sustentabilidade. Tal ação foi desenvolvido por meio de pesquisa qualitativa, baseada em revisão bibliográfica. Partindo disto, entende-se que as estratégias de marketing verde educam para o consumo a partir do estabelecimento de uma dada cultura da sustentabilidade.

Palavras-chave: Desenvolvimento sustentável; Marketing verde; Cultura; Educação; Estudos culturais.

Resumen

Las formas de pensar sobre la sostenibilidad global han generado importantes discusiones en las últimas décadas. Las transformaciones vinculadas a los modos de consumo y las identidades y subjetividades humanas se destacaron en el contexto de discusiones sobre consumo responsable. Estos movimientos han cambiado las formas de producción, consumo y comercialización de productos. Así, este artículo presenta una reflexión resultante del deseo de comprender los efectos que surgen de la articulación entre propuestas de conciencia ambiental, los principios del desarrollo sostenible, las estrategias de marketing verde y las discusiones sobre las formas en que se establecen los

valores culturales a través de movimientos educativos, en Brasil y en el mundo. La discusión es relevante para pensar críticamente sobre las formas en que el marketing interfiere con la cultura y la noción de sostenibilidad. Este movimiento se desarrolló a través de una investigación cualitativa, basada en una revisión de la literatura. En base a esto, se entiende que las estrategias de marketing verde educan para el consumo a partir del establecimiento de una determinada cultura de sostenibilidad.

Palabras clave: Desarrollo sostenible; Marketing verde; Cultura; Educación; Estudios culturales.

1. Introduction

The discussions about the concept of sustainable development, which occur globally, are causing ways of thinking about economic production from the creation of strategies that can guarantee the desired development in different countries – at the level of national and international markets – from the adoption of practices of production and use of natural resources in an “ecologically correct way”. In this direction, it should be thought that, in the context of different local realities, different consequences of these transformations will emerge, which are anchored in globalized discourses and practices as well as the dynamics and realities of the places where such ideas are spread.

Among the changes that are occurring, we can highlight the growing empowerment of production that seeks to wisely use natural resources, which many brands have been somehow conditioned to undergo in order to guarantee space in local markets and, in many cases, global markets as well. Moreover, these sustainable production practices have been utilized not only in production but primarily as a differential concerning the creation and dissemination of advertising campaigns to promote these brands and their products. (Sampaio, 2019; Guimarães, et al., 2015)

This trend has allowed the establishment of marketing techniques known as green marketing which can be taken as effective tools concerning the design of new cultural values related to nature conservation and the consumption of products. So, what is proposed in this paper is the updating of a previous reflection, on the strengthening of such ideas from the approximation between the principles of sustainable development, the strategies of green marketing, and the current discussions about culture. The discussion is relevant to critically think about the ways that marketing interferes with culture and the notion of sustainability. For this, was made movements related to qualitative research, through a bibliographic review. (Almeida et al., 2012; Souza, et al., 2021)

For that, a brief explanation will be presented about the emergence of concerns related to the topic, in the world and, especially, in Brazil, followed by the concept of sustainable development. Soon after, we discuss the basics of green marketing strategies, and continuing, we present some reflections on how these elements have become cultural trends that are strongly maintained and fall into something called, nowadays, “sustainable culture”.

2. Methodology

For this paper, was made movements related to qualitative research, through a bibliographic review. The bibliographical review comprises the survey of published references about delimited topic. It is an important methodology in the field of education, because using publications or documents, made by another authors, the researcher analyzes specific themes to answer their research problem. So, it’s possible to acquire new knowledge about the researched subject. Its purpose is to provide the student or researcher with access to literature produced on a particular subject, serving as support for the development of scientific works and research analysis (Souza, et al., 2021)..

3. Concerns About the Environment and the Brazilian Context

In the mid-1960s, the discussions that until today articulate issues of the economy and the environment began to become more significant and more structured. Three events must be considered fundamental to the early debates at the

international level of what we call environmental sustainability: the formation of the Group of Rome, the Intergovernmental Conference of Experts on the Scientific Basis for Use Resource Conservation, and Rational Biosphere, and the United Nations Conference on the Human Environment (Purvis et al, 2019; Dias, 2017)

The Rome Group was formed in 1968, by scientists, industrialists, politicians, and civil society representatives, who gathered in the city which named the group, for the establishment of production alternatives less damaging to the environment. The goals of these professionals included mostly discussions on issues related to economic growth and the use of natural resources in a moderate way. That same year, the United Nations Educational, Scientific and Cultural Organization (UNESCO) held in Paris the Intergovernmental Conference of Experts on the Scientific Basis for Rational Use and Conservation of Resources of the Biosphere, in which the subjects approached were exclusively linked to environmental sustainability, a fact that differentiated it from other conferences which had occurred so far (Dias, 2017).

Years later, in 1972, the United Nations Conference on the Human Environment was held. This is also known as the Stockholm Conference, as it happened in the Swedish capital. At this conference, a document was drafted – The Declaration of Human Environment (1972) - in which the principles of environmental preservation that must be followed by several nations associated with the organization were listed, with the intent of regulating the forms of industrial production concerning their environmental impact.

However, according to Dias (2017), the biggest gain of the Conference was to make visible the challenges that had to be overcome, mainly because of the striking contrariety between the perspectives presented by developed and developing countries. While most developed countries - which relied on industrial structures already organized and intensely functioning - had concerns about the effects of environmental devastation and proposed international strategies for the conservation of natural resources, developing countries showed insecurity because they felt hampered by the lack of economic resources and the need to establish production actions that could reverse this reality. Therefore, less industrialized countries argued in favor of economic development strategies that could be faster rather than those less harmful to the environment.

In Brazil's case, the emphasis is given by the position taken in conjunction with other developing countries: resistance to the recognition of environmental problems and denial of the negative aspects arising from population explosion. Thus, Brazil created policies to attract polluting industries and disadvantaged population migration to the Amazon, to avoid land reform in the origin regions of these populations but also due to a broader geopolitical strategy, which aimed at the occupation of gaps in the Amazon territory (Serrano & Barbieri, 2008).

It is important to mention that according to Serrano and Barbieri (2008) during the second half of the 1980s, the gradual spread of public concern about the issue, both internal and external to Brazil, begun to highlight the Brazilian environmentalism transforming it into a broad and multisectoral movement. Viola and Leis (1997) show that from that moment on, there was the emergence of five sectors responsible for the maintenance and control of environmental causes in the country, namely, environmental associations, state agencies, the socioenvironmental, scientific institutions, and the business sector.

Among the environmental associations emerged a widespread movement of institutionalization, where there was a mass migration from volunteerism to professionalism. The goal of these partnerships is no longer the actions of complaint, but to claim for viable alternatives to conserve or restore the damaged environment. Moreover, professional bodies have introduced a new management style in Brazil, which combines efficiency and long-term social interest. About state agencies, since 1988, they began treating economy and ecology, which were previously perceived as two antagonistic realities, jointly, from the perspective of sustainable development (Serrano & Barbieri, 2008; Viola & Leis, 1997).

Socio-environmentalism, one of the sectors which came into existence with the rise of environmentalism in Brazil, a multisectorial country, includes many environmental movements, trade unions, and non-governmental organizations, which,

despite having other objectives, regard environmental protection as a relevant dimension in its field. The role of scientific groups, in universities and research institutions, was increasingly effective in environmental issues. Within this context, the business sector represents a significant role for Brazilian environmentalism in placing sustainable development as the focus of realistic proposals, since this is the sector where the environmental debate in the field of sustainable development lies the most. Many entrepreneurs, aligned with the theme of the environment, have guided their production processes and investments by the criterion of environmental sustainability. Moreover, many of them give significant financial support to new professional environmental organizations (Winckler, et al, 2018; Serrano & Barbieri, 2008).

These issues have created a context where there is greater visibility and greater concerns about this issue at the Brazilian national level. However, from a closer look, it is possible to highlight a focal point to be questioned, namely, the fact that current forms of dissemination and engagement of the Brazilian society in concerns about the environment come from the straight relationship that exists between the principles guiding the notion of sustainable development and the marketing practices of private companies that wish to promote their products as 'greener'. Therefore, in the following sections, we discuss some elements that may facilitate the understanding of such argumentation.

4. Sustainable Development: the Paths and Detours in the Formation of the Concept

Beginning with a restricted view, one can say that a developed nation would be one that can achieve some level of economic progress. This progress would be measured, for example, by the gross national product or the per capita income. However, in the latest and more comprehensive discussions, at least five dimensions that were associated with the idea of development can be identified, which structures a new way of understanding the concept: the social dimension, the economic dimension, the spatial dimension, the cultural dimension and the ecological dimension (Carvalho, 2019; Gutberlet, 1998).

Therefore, thinking about development today means taking into account aspects related to enhancing the quality of life of societies, considering indicators other than merely economic ones, we must take into account the socio-cultural indicators (health, education, employment, among others) as key to this dynamic. Associated with this, it also means making investments in the progressive increase of economic indicators as a way to nurture the improvement of fees for various areas related to the well-being of populations. This means, therefore, that the socio-cultural and economic indicators should be developed mutually from their inter-relationship, an issue that, in the case of Brazil, represents a promising challenge. (Rosa & Profice, 2018; Dutra & Parente, 2018)

Furthermore, it is important that when thinking about development nowadays, to direct our gazes on strategies related to the organization of urban and rural areas, to ensure the quality of the production processes and, in this context, the preservation of local cultural identities, as well as the relationship of these with global information. Finally, it is essential to take into account the impact that such issues - considering that all of them must be thought of and operated in a coordinated manner - can have on nature.

After all, the very constitution and operationalization of these dimensions (social, economic, cultural, environmental) are linked to the idea of sustainability, which according to Dias (2010) and Dutra and Parente (2018) should be understood as a characteristic of a process or state that can be maintained indefinitely. For Rosa (2007), sustainability is the result of a historical process that has begun to challenge industrial production and the organization of industrial societies. This author also notes that this concept originated in the area of ecological studies and remains to be embedded more responsibly by the societies so that it can effectively generate positive results. From this, moderate behaviors related to the use of natural resources could come to ensure that the human species raise the quality of life and enjoy the benefits of nature and economic development, among other things, without being necessary to extinguish the natural resources and hence human kind (Souza, et al., 2019; Schweigert, 2017).

In this context, from the relationship between the ideas of development and sustainability, emerges the notion of sustainable development, which posits that the developmental practices must respect the limits of the environment being managed sustainably. For this, it would be necessary to find a form of development that is maintained indefinitely, i.e., that does not harm the environment to the point of exhausting their resources and does not cause economic damage. Sustainable development is a process in which the exploitation of natural resources, the use of technological tools, and the direction of investments are made from strategies that take into account both the present and the future. In this direction, it is essential to create new productive organizations and new ways of understanding the production process as a whole, as we must take into account both the positive as well as negative impacts involving exploration, replacement, and management of the raw materials used to produce consumer goods (Souza, et al., 2019; Schweigert, 2017).

However, as shown by Almeida (2005), the discussion on sustainable development, especially in countries like Brazil, must begin to refer to what constitutes such human needs. The solution to environmental problems, according to the author, would be located above issues related to the production of consumer goods and the use of natural resources. It would be configured by the democratization of control over natural resources and the ending of privatization in the public environment. In this context, the growing integration of the broad masses of population hitherto excluded would be a priority, allowing people to become aware citizens.

The author points, then, that the paths that lead to sustainability would tend to recognize that the processes of environmental degradation and social inequality depend on the power structures over natural resources. So, to place the environment in the sphere of political rights would be a way of questioning, even if symbolically, this inequality of power over natural resources. The questioning of inequality at the consumption levels should be seen as a step in the discussion of inequality of power over environmental resources, looking for solutions that are, at the same time, ecological and truly more redistributive (Almeida, 2005).

In this perspective, goals such as environmental sustainability, gender equity, poverty eradication, respect for human rights, employment, and social integration must be achieved through a complex process that involves conflict and cooperation at the local, national, regional, and global levels, mobilizing a variety of social actors such as governments, international organizations, corporations, and citizens groups. It is, therefore, a global conceptual and relational framework referencing all the dimensions of development, including the prospect of the democratic integration of the ecological variable constitutive of social processes (Dutra & Parente, 2018; Acselrad, 2010; Almeida, 2005). Thus, for Almeida (2005), regarding the establishment of a development that is truly sustainable in countries such as Brazil, the ideal to be followed is the one in which the needs of social groups can be addressed from the democratic management of diversity, never losing sight of the whole society. The direction of sustainable development would no longer be linear and would recognize the articulation of different forms of organization and social demands. The development to be sought, then, would be a model rich in alternatives, able to face new solutions to the social and environmental crises. According to the author, it is necessary to design a development that has social priorities as its main reason to exist, transforming, via political participation, the excluded and marginalized into citizens.

Within this scope, and more optimistic, Acselrad (2010) states that the debate on sustainability in the Brazilian context has favored several axes of reflection that point to different modes of collective elaboration of significant social and technical changes. Among the different reference values placed for discussion, there would be new concepts of efficiency, able to ensure sustainability for the material resources necessary for economic and social development: principles of equity; new patterns of consumption and production; consideration of the role of local knowledge, accumulated for self-sufficiency of communities; and, ultimately, ethical principles related to the preservation of life on the planet.

However, one may think that even though the principles involving sustainable development, pointed out by Almeida (2005), have been slowly incorporated into everyday society, they are often overshadowed by matters related to consumption that is ecologically correct. An example of this is the fact that, increasingly, environmental issues become the focus of attention and investment from entrepreneurs, since not only it assures the condition of production and maintenance of their industries, but also they are configured, in a way, as one of the incentives related to the provision of products worldwide.

After all, the adoption of sustainable green practices, given its importance in the global discursive order, provides an important marketing strategy for the potential customers who care about the preservation of nature. Such issues have become more significant in recent years, and it can be argued that they are the result of the rapprochement between the discourses arising from concerns about the environment and what came to be called green marketing, i.e., advertising strategies that different brands began to use when they get involved in these discussions (Dutra & Parente, 2018; Diaz, et al., 2018)

Guimarães (2017) and Inocência and Oliveira (2020) argue that adherence to environmental causes are nurtured by cultural productions. Thus, brands that adopt this discourse - and preservationist practices - collaborate not only with the environment but also find a way to increase sales of their product through the engagement of their consumers to these causes. To further elucidate these practices, we will, in the next section, explain the principles of green marketing so that, in sequence, we can present a reflection on how such matters circulate in society today, forming a type of culture of ecological engagement.

5. The Green Marketing

As mentioned before, in the last five decades, there was a large strengthening of the concerns and actions related to economic development and environmental sustainability. Such efforts have shaped the notion of sustainable development as we know, and have leveraged significant changes in the forms of production, consumption profiles, and also in advertising campaigns created by different companies and industries that advertise their brands and products. Among these transformations, we can highlight the emergence of green marketing, also known as environmental marketing and green advertising.

To operate under the perspective of green marketing is to sell products from the point of view of ecologically correct arguments. This marketing strategy, amidst discussions on sustainable development, looks for compelling arguments to attract customers and, as much as possible, adapt production processes that emphasize the adoption of such practices (Dutra & Parente, 2018; Diaz et al., 2018). Polonsky (1997) argues, almost 15 years ago, that green marketing is nonetheless a marketing strategy like any other whose objective is to sell products, brands, and ideas, but is distinguished by the operationalization of the principles of the preservation of nature and its resources. Furthermore, the author draws attention to the fact that part of this sales strategy is necessary: the packaging redesign, modification of products, and especially the many changes that can be applied to their manufacturing processes.

Moreover, the notion of green marketing takes into account, above all, new business networks, in which industries partner with vendors, carriers, resellers, and other services that share the same principles of sustainability. It is not, therefore, an individual strategy, but a collective one, in which the business networks include in the process new businesses that so far would not be engaged in the dynamics, but, due to the possible loss of market, would need to reorganize their production strategies and services (Polonsky, 1997).

Dashefsky (2001) states that many companies have been forced in recent years, due to the incorporation of the concept of sustainable development, to adopt advertising campaigns in which the efforts and actions that are put in place to ensure the preservation of the environment are presented and, this way, maintain or increase customer friendliness regarding their brands. According to Teixeira (2007), the main objective of this form of advertising is to present consumers with the idea

that the articles produced by certain industries go through environmentally friendly processes, i.e., products that are manufactured using less harmful techniques to the environment. Another point worth noting is that this marketing strategy, besides selling the products they advertise also makes consumers responsible about the principles of sustainable development, involving them, from the choices they make, in a sort of conscious consumption (Almeida et al., 2019)

Dias (2008) and Guimarães, Viana and Costa (2015) however, point out that green marketing is a set of policies and communication strategies that are designed to give an advantage to the sale of goods or services concerning competing brands. Consequently, more than a concern linked to the principles of sustainable development, this form of advertising has as its axis the awareness of consumers from an appeal that strengthens their participation regarding the conservation of natural resources and encourages them to consume such products – often more expensive – over others.

More importantly, although several studies indicate an increase in the number of consumers who care about such issues when they purchase any product, companies must also consider the large number of consumers who do not seem to worry about it. Therefore, before preparing any green marketing strategy, companies need to take into account the interests of their potential customers and, if necessary, engage them in the principles of sustainable development. On the other hand, considering that the environmentally sustainable production processes require higher costs than those that do not follow the principles of sustainability, strategies for selling these products need to convince consumers about paying higher values in favor of sustainability.

In this direction, one of the purposes of green marketing is grounded in the reeducation of society through initiatives coming from industries and private companies, state agencies, and various organizations. For these authors, awareness programs offered by the different brands that make use of green marketing services as an important tool for social transformation because they insert the subjects in the center of environmental preservation actions. Such actions, even if embedded in the logic of sales, help establish new ways of thinking that may help, markedly, the formation of societies that are more committed to sustainable development. Furthermore, the authors call attention to the fact that, to endorse their green marketing strategies, many companies establish alliances with non-governmental organizations (NGOs) that are committed to protecting the environment. These alliances act to strengthen all stakeholders and this contributes to the spreading of ideas related to sustainability (Almeida, et al. 2019; Guimarães, et al., 2015).

Such issues point, as mentioned earlier, to a transformation that has, in recent years, been helping consumers to become more aware of the principles of environmental sustainability. It is, therefore, a cultural transformation, nurtured by the rapprochement between the need for selling products and the need for preservation of the natural environment, which has shaped a new position of the consumer: the environmentally-conscious consumer.

6. The Education for Sustainable Culture

Culture is very important with regard to the structure and organization of contemporary society, education processes, the development of the global environment and the disposal of its economic and material resources. Hall (1997) points out that the means of production, circulation and cultural exchange have been expanded, through the new technologies and the revolution that occurred in terms of information sharing. Appadurai (1996), in his classical “Modernity at Large”, indicates that the media nurtures a large and relevant flow of ideas, of customs and innovations that end up engaging different people in different causes and discussions, thereby strengthening what Harvey (2001) has called space-time compression.

Technological devices, especially electronic media, nurture the awareness of individuals about various local and global issues. From this, there is the rise of concerns related, for instance, to many environmental movements that in other times would be restricted to a limited operating range that gain adherents in various parts of the world and therefore multiply, strengthen and quickly alter local dynamics, becoming part of the culture of those who are challenged by them. Nowadays,

therefore, education occurs through different tools that operate in the direction of informing, but, thus, the subjective ones, creating knowledge and ways of being (Andrade & Costa, 2017)

In this direction, it is important to draw attention to the fact that the notion of culture adopted here is not associated with the more classic concepts approached by different disciplines. Instead, it takes into account the full range of meanings and social messages that constitute our ways of thinking. Woodward (2014), Andrade and Costa (2017), for example, argue that to gain an understanding of a text or a cultural artifact, it is necessary to analyze the processes of representation, identity, production, consumption, and regulation that make up the dynamic known as the circuit of culture.

Such elements are articulated in a complex way and, from them, it becomes possible to analyze various matters, departing from any of these processes. According to the authors, the representation refers to symbolic systems - visual texts or images - such as those involved for example in green marketing strategies about the manufacture and marketing of different products. These symbolic systems act to produce meanings, not only over those products themselves but mainly on the kind of person who uses them; thus, producing subjects with specific cultural identities. This is an important way to understand how issues involving the culture of environmental sustainability produce ways of being.

Building on this, the notions about these identities and products with which they are associated should be understood as the result of specific techniques associated with cultural trends. These practices of cultural production - in the case of this discussion, those related to green marketing and sustainability - would be operated to reach consumers who, motivated by them, buy the products with which they identify. It should be said also that a product, just like an advertising campaign that promotes the benefits of sustainable development, has effects on the regulation of social life as a result of the ways it is shown, the identities with which it is associated, and the articulation between its form of production and the profile of its consumers (Woodward, 2014).

Thus, taking into account the fact that the issues surrounding the notion of sustainable development have been discussed since the mid-1960s, but only became more powerful in recent years, it can be thought that the new forms of marketing, communication, and exchange of information contributed to the strengthening of its precepts, instituting a kind of green circuit of culture. These educational processes would be constituted by different discourses involving the preservation of the environment, how these are disclosed and the commitment of many businesses and organizations to strengthen these principles.

Considering that such discourses circulate in different types of media, this process, besides strengthening itself by using such media, also strengthens a set of processes and procedures that Hall (1997) describes as the strengthening of cultural industries. About that, he, and other authors referenced in this research, say that the media is responsible for sustaining and outlining the economic relations that the entire global movement of information, knowledge, capital, investment, production of goods, trade of raw materials, and marketing of products and ideas depend on. Thus, the media act as the main disseminator of the ideas that surround and form, among others, the notion of sustainable development and, from that, collaborate on the construction of new consumption and life habits practiced by many societies (Sampaio, 2019).

Much of this process is enhanced by strategies related to green marketing because, as advocated by authors such as Rosa (2007), this is precisely the intention of such strategies. It may be thought, therefore, that the restructuring related to modes of production to which contemporary companies and their marketing strategies were subjected have operated to culturally transform the way of life of individuals and their consumption practices.

Furthermore, many organizations can be cited and related to this process, especially non-governmental organizations that develop activities and practice interventionist actions to ensure environmental sustainability. Taking into consideration that NGOs somehow also sell ideas, it would be coherent to think that they also practice some kind of green marketing. Matters discussed in this direction, by Souza (2006, 2014), point to aspects related to the construction of subjectivities that are made

possible through disease prevention campaigns. For him, such campaigns, however well-intentioned they may be, operate to establish new ways of thinking and, therefore, make use of advertising resources that establish 'correct' forms to behave and act socially. Likewise, it should be said that concerning green marketing, advertising strategies need not be directly attached to products that are available to be consumed, but they are directed to establishing given choices, made by different people, ruled by the understanding that it would be more correct to opt for environmentally sustainable consumption alternatives.

Elements like these, belonging to the world of green marketing, reinforce what Carvalho (2009), Sampaio (2019), Inocêncio and Oliveira (2020) posits as an environmental culture that is hinged on ethical issues. Such ethical assumptions that involve environmental culture legitimize certain types of relationships with nature - even if it means choosing certain products rather than others. For the authors, these dynamics make up a sort of guide to be followed to establish ecologically sustainable societies.

That all this moving around the notion of environmental sustainability has generated influences on social values and thus on people's habits. In this context, people have learned that they can do their part for environmental conservation through the products they buy or do not buy. So before purchasing a product or service, an increasingly significant portion of consumers has been comparing different brands of products and learning about their origins and about how they are produced. This behavior provides a type of consumption conduct known as the practice of sustainable consumption.

The term sustainable consumption involves, first and foremost, consumers who are concerned about environmental sustainability and that can act through their purchases, preferring products deemed environmentally sound, and thus avoiding those that are not (Ottman, 2011). Such consumers opt for products that cause less impact to the environment and are willing to pay more for them because they were challenged by such arguments and therefore have conditions to understand the individual and collective benefits generated by their choices. Within this logic linked to sustainable development, in recent years there has emerged - both from theoretical work as well as advertising campaigns - possible ratings on behaviors related to consumption.

Taking into consideration the settings made so far on the types of consumers, and especially on the notions of the circuit of culture and green marketing, it can be proposed that such classifications operate in a certain way to encourage subjects to ascend toward a position that privileges more correct practices from the point of view of environmental sustainability, and thus to assume certain cultural identities linked to these choices. Such classifications are part of a process of social regulation from the culture. People are identified based on their choices and the products they consume and, as a result, act the way you expect them to, in a circuit that never ends.

It is known, firstly, that the effects of these practices can be quite positive. However, it is important to further discuss the fact that they are not innocent strategies from the marketing point of view. Such understandings about the constitution of practices and 'greener' choices are embedded in cultural patterns that are defined from the requirement that companies must be identified as organizations that are concerned with conscious consumption.

It is precisely the relationship between the notion of education and sustainable development, media, and economy that supports the strengthening of new behaviors, new criteria for the choice of products, and new ways of marketing that revolve around the formation of cultural identities, each increasingly 'green'. In this respect, it is important to be said that none of the elements should be neglected because it is precisely the dynamics among them all that ensure a true cultural transformation that involves social engagement on sustainable development.

7. Final Considerations

Given the discussions presented in this text, it is clear that the concerns related to industrial production methods and strategies for environmental conservation are not new. This relationship has been developed for at least five decades through

discussions led by different groups and organizations, both private and public, seeking ways to ensure economic development for the different nations using techniques that are less risky about imbalance and depletion of natural resources.

As a result, the old notion of development that disregarded the principles of sustainability was transformed and strongly associated with the principles of environmental preservation. Thus, the development of a nation, in the past, was evaluated from the positive numbers about its production and distribution of products; contemporaneously, this evaluation includes, besides the sums related to economic dynamics, processes linked to human, cultural, ecological, and spatial development. This transformation acts to ensure the maintenance of the dynamics we know as sustainable development because it envisions a form of economic growth aimed at the future and not only the present about access to the natural resources needed to produce consumption goods. (Guimarães, 2017).

The changes concerning the theme require different brands to reassess the processes of production and marketing of their products and companies to fit in with this marketing trend driven by sustainable development. Thus, the conditions for the formation of advertising strategies that constitute green marketing find an important gap where they can develop and, in this sense, establish new ways of thinking about the topic. It is worth pointing out that this type of marketing while making use of environmentally friendly ideals for the sale of various products, potentialized discourses involving the preservation of the environment and insert consumers in the process. (Almeida, et al, 2012; Almeida, et, al, 2021).

On the other hand, the association between the principles of environmental sustainability and green marketing strategies, driven by powerful media strategies, cross different societies and, in this way, form consumers culturally engaged in a type of environmental ethic. Thus, it can be said that, in addition to offering products, the dynamics involving such elements operate to constitute cultural identities related to sustainable development. (Guimarães, 2017; Inocêncio & Oliveira, 2020).

These dynamics operate to create an education for sustainable culture, formed by all tools used by industries and organizations that act for the preservation of the environment, which sustains a cultural transformation linked to the need to make ecologically correct choices. Therefore, it would not be correct to say that only some of the factors involved - the notion of sustainable development, green marketing, and the role of media in the production of subjectivities – operate as responsible for the current consumption trends that take into account the preservation of the environment. It would be more prudent to think that it is precisely the dynamic established between such dimensions that ensure the strengthening of them all, as well as a significant cultural transformation based on the principles of environmental sustainability and economic development.

In the future, the intention is to deepen the discussions in order to contemplate other issues that are linked to the presented argument, among them, the Sustainable Development Goals, of the United Nations.

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