

Example

Examples of proposals for manufacturers & brands

Marketing Strategy: Create a sustainable market!



produce by Nonprofit Organization Forever Green

<http://www.forever-green.jp/>

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Example Purpose | Let's create a sustainable market!

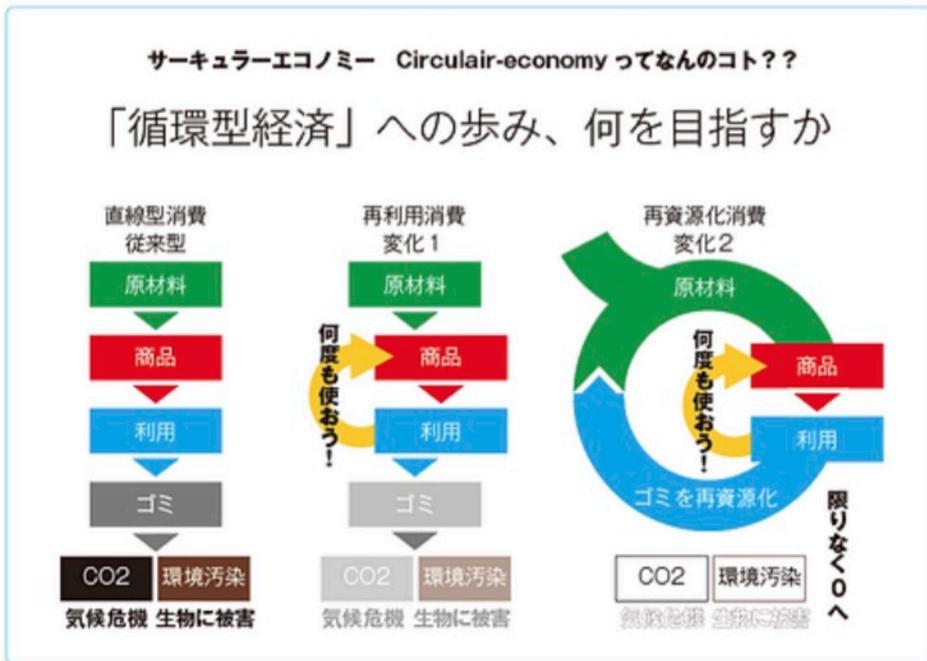
Example....

Circular Economy for Revolution !

Circular Economy is a new economic system that considers waste products as resources, recycles and reuses them. It is especially prevalent in Europe and the United States.

To curb global warming and sustain the economy, the construction of a recycling-oriented economic system is an urgent issue.

Spreading the circular economy is one of our missions to prevent global warming.



Example Summary

Established a Recycled Apparel Brand from Korea

In Korea, idol fan advertisements, known as "senil ads," are deployed and advertisements are replaced frequently.

The amount of discarded advertising signboards used at live concerts and other venues is large.



Korean Company, Fashion XXXX Inc. established an apparel brand using discarded signboards in Korea.

The company designs products using discarded advertisements to improve the global environment.



The purpose is to promote XXXX in Japan & its efforts to prevent global warming.

Example Approach to Objectives

Most important indicator → Sales score

Priority

The most important indicator for our goal of reducing global warming is the Sales score(number of purchases).
The widespread use of recycled apparel, a sustainable product, will contribute to the circular economy.

More recycled apparel = **more purchases**

Plan

To Increase Purchase Opportunities

3 test marketing plans

- 1 : **PR to Japanese high school girls!**
→Publication in Awareness-raising magazine Ett
- 2 : **Communicate with the family segment!** →Exhibit at events
- 3 : **Long-term plan**→ Contact with them from elementary school, and by the time they reach high school,will voluntarily seek it out
- 4 : **Sustainability Market**→Everyone can participate at any time



Example

Proposal 1

PR for Japanese high school girls!

Example Forevergreen can provide "special PR" to Japanese high school girls!

Let's try to conduct a targeted research project!

XXXXX is a project to investigate who wants the most.

Fashionable Generation Z is actually "broken" and has a very high rivalry factor in their purchases.

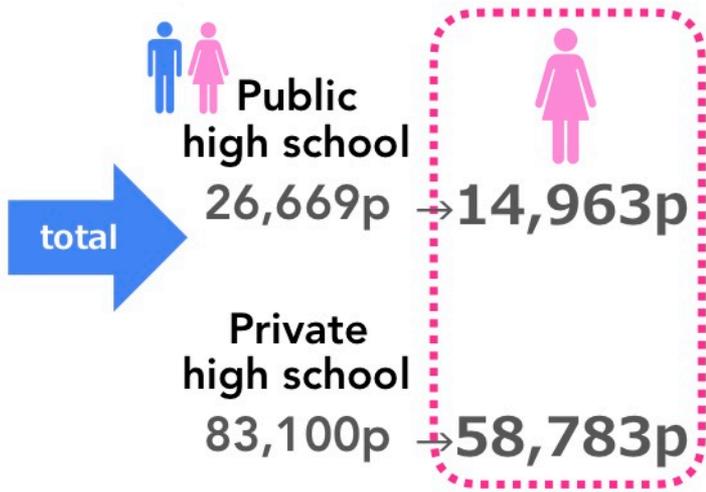
If Publishing this Ett, students who are learning about recycling in school, they say,,,

Ask to **「I want this mom!」 = High chance of making purchase.**

TOKYO
income
TOP10

Minato-ku	31 School	11,829 people
Chiyoda-ku	34 School	11,483 people
Shibuya-ku	17 School	8,956 people
Chuo-ku	3 School	2,441 people
Meguro-ku	17 School	7,670 people
Bunkyo-ku	38 School	14,461 people
Setagaya-ku	61 School	21,494 people
Shinjuku-ku	18 School	7,293 people
Shinagawa-ku	21 School	8,911 people
Suginami-ku	30 School	15,231 people

240 School



Total 109,769p Total **73,746p**

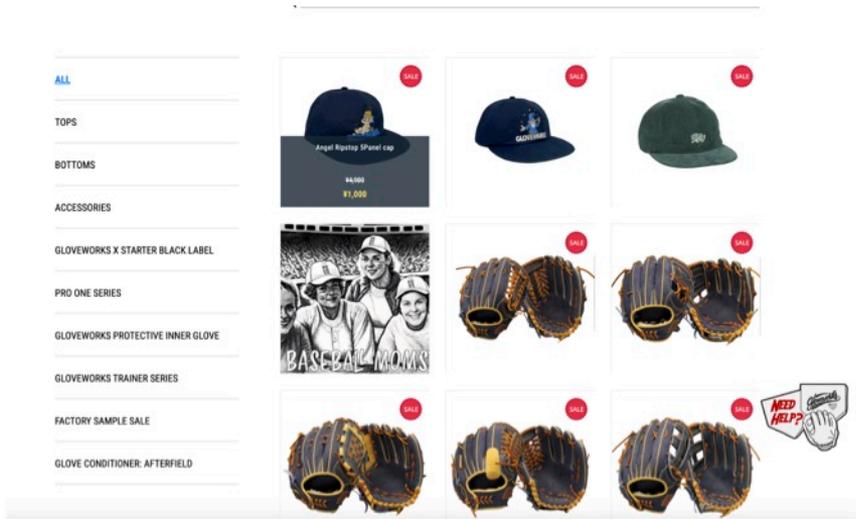
Example EC-design

Developing EC! ! Direct sales from Korea to Japan

Customize freely the way you promote and the functions you want.

EC production cost, minimum 1,000,000 yen~ to start.

cost	¥ 1,000,000~
Maintenance cost/month	¥ 33,000~
Server cost/month	¥ 600~



reference: <https://jp.gloveworks.net/>

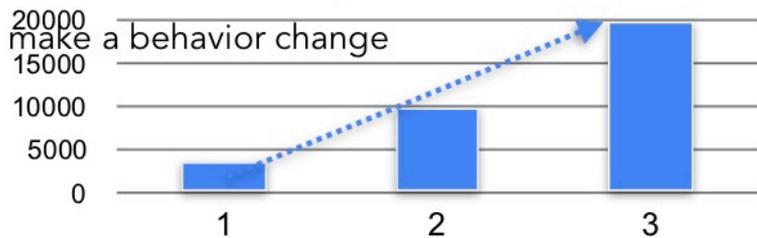
Example Estimated sales tied to Plan 1

【Estimated annual sales】 Estimate by applying the 2:6:2 rule

Year 1: 3.5% of leaders (**73,746 total teens x 3.5**) begin to change behavior

Year 2: XX% of followers begin to change their behavior *Need hooks

Year 3: 20% total (**total 73,746 x 20% people**) of the advanced people



【Estimation if marketing is successful】

Year 1: 73,746 visitors → 3.5% = 2,581 people → ¥20,000 jacket = **¥51,620,000**

Year 3: Max market size 73,746 people → 20% = 14,745 people → buy ¥20,000 jacket = **¥2,9490,000**

Example Reference data | Power to Change Society & Empirical Data

The 3.5% rule

advocate : Professor Erica Chenoweth

Affiliation : Harvard University

overview : A study of the history of hundreds of civic activism and social change initiatives in the 20th century found that many of the movements that reached 3.5% of the population in support of them were successful. The report found that nonviolent, peaceful activities were almost twice as successful as violent ones.



<http://www.forever-green.jp/>

Law of 2:6:2 (Pareto's law)

advocate : Vilfredo_Pareto

introduction : Pioneer in Welfare Economics

overview : The 2-6-2 rule is a rule of thumb that states that in any given group, there are 20% of people with good performance (productivity), 60% with medium performance, and 20% with poor performance. A concrete example, a school event where 20% of the students are high performers, 60% are mediocre, and the remaining 20% are poor performers.



Example Considering psychology of mother. Give a sense of security >> Easy to buy

**Mommy, I want this for my birthday!
My friend have one!
I want it too!**

1. They ask for a bag featured in a fashion magazine.
2. they ask for a brand featured in a sustainable awareness paper distributed at school.

Which one would the parents prefer to buy for the child?

Same "I want!" But Mother' peace of mind is different. They have the same things for society as the honors students in their class.



Example Plan1: Publication in Awareness-raising magazine 「Ett」

Cost of Ett Listing

Plan	One-page A 4 color booklet submitted
Number distributed	100,000 papers
Cost: ASK	Donation(advertising space)+ α (creative cost)
Distribution Locations	High schools
Distribution Method 1	Distribut to Students in class
Distribution Method 2	Delivered by bicycle from the package production site to the school. Zero CO2 emissions!
Distribution period 1: Event announcements	Late February~Early March 2024 before the event
Distribution Period 2: Event Report	Early May 2024 after the event* (planned)

Includes planning, interview, photography, design, and printing costs. Secondary use of articles is possible.

Example

Proposal 2

Communicate with families!

We enable to advertise elementary and junior high school students DIRECTLY in Japan!

Example

Targeted Research Project 2!

A project to investigate who wants it most. Mothers in their 30s and 40s (millennials) are most likely to consume!

Popular fashion magazine for moms [VERY] has many models in Setagaya!

【Setagaya Ward Child Population】

Kindergartens	8 : 400人
Elementary schools	61 : 38,000
Junior high schools	29 : 12,000
Total: approx.	50,000



Distribute to moms via schools.
Forever Green has a special way!



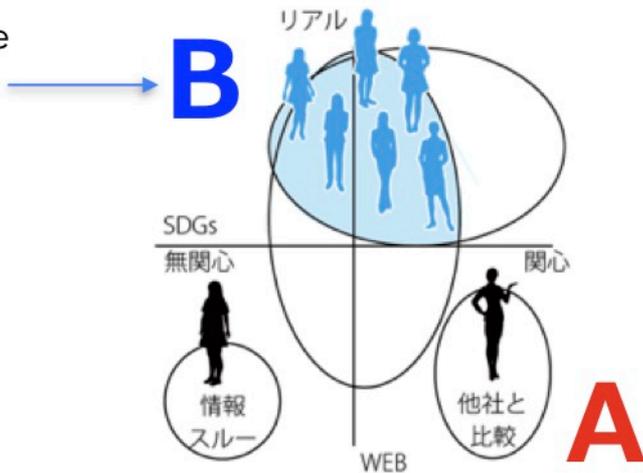
Example Let's hear consumer's thoughts directly!

Ask them to hold it in their hands and check their reactions!

[Strategy: Acquire new fans of sustainability.

A: That sustainability fans already have a favorite brand and so it is difficult to convince to buy something new.

B: We believe it is more efficient to encourage people who will become fans of sustainability anew to purchase new products.



<http://www.forever-green.jp/>

ピースフォーアース ママの楽チン成長パートナー

高島屋アレーナサロン 留学体験

子供と体験する世界の冒険!

- 世界で1番パンの種類が多い国のラブラスイーツ体験
- 伝統文化をお持ち帰りができる体験
- カナダへひとつ飛び! 甘い体験が楽しめる!
- コンテンツ名入りのコンテンツ名入る
- コンテンツ名入りのコンテンツ名入る
- 超スマート大学生の顔の中ってどうなってるの?
- "美味しい地方産品試食体験" コロケプリンセス vs コロケ王子

本誌をお持ちいただく会場内ブースで「SDGs なモノ」プレゼント

2024年3月 10:00~19:30
23日(土) 24日(日)

名称 | 「ピースフォーアース」二子玉川
場所 | 玉川高島屋5・C 西館1F アレーナサロン
入場料 | 無料
主催 | 特定非営利活動法人フォーエヴァーグリーン
運営 | ピースフォーアース実行委員会
後援 | 環境省、東京都環境局

ピースフォーアース 東京都環境局 環境省 SUSTAINABLE DEVELOPMENT GOALS

環境省 持続可能な社会の実現のため、ご来場には、なるべく公共交通手段をご利用ください。ピースフォーアースは環境省認定SDGs推進企業です

Example Exhibiting at Events

Cost of exhibiting at an event

Booth Plot ①

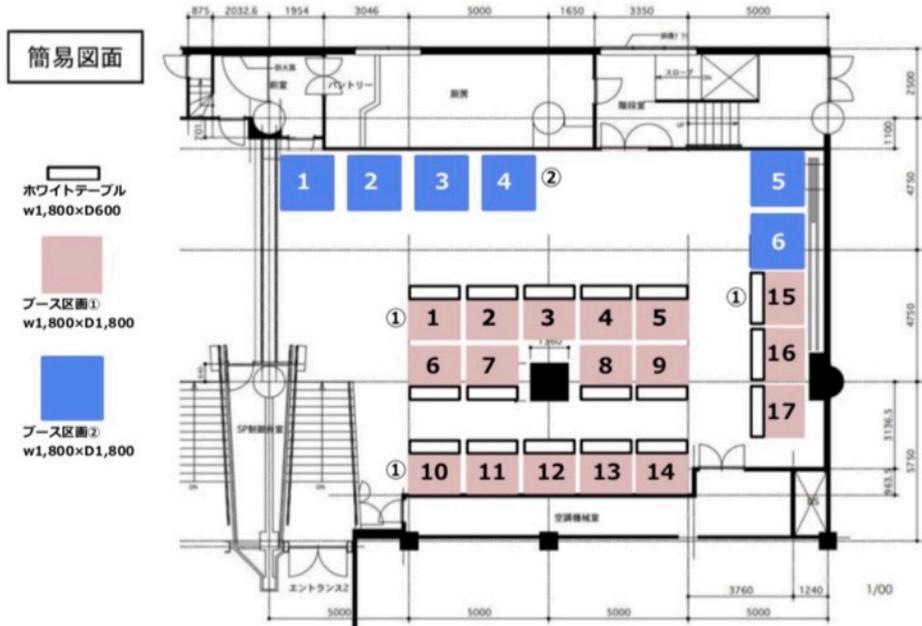
Booth fee ¥200,000

One table
2 chairs

Booth space (2)

Exhibit fee ¥200,000

Experience contents provider
Adjustment of necessary fixtures



Example Plan2: Publication in Awareness-raising magazine 「Ett」

Cost of Ett Listing

Plan	One-page A 4 color booklet submitted
Number distributed	50,000 papers
Cost: ASK	Donation(advertising space)+ α (creative cost)+Event
Distribution Locations	Kindergarten, Elementary school, Junior high school
Distribution Method 1	Distribut to Students in class
Distribution Method 2	Delivered by bicycle from the package production site to the school. Zero CO2 emissions!
Distribution period 1: Event announcements	Late February~Early March 2024 before the event
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Example

Long Term Plan

Example Medium- to long-term plan: Combination of events and media

Annual schedule



Take time to reach cache point and imprint the information deeply into your consciousness.



Possible to "nurture sensitivity" from childhood!

Example

Sustainable Market

Example Logo page

Ett-1 (for mothers)

Ett-2 High school

For each of these, we have a page where companies can participate even if they only want to put their logo on the page.

We accept sustainable brands in a variety of ways and contribute to the creation of a market.

<http://www.forever-green.jp/>

Choose sustainable products



**I' ll save the Earth!
Because, I love you!**



LOGO 15mm x 15mm

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EYE'S




save EARTH with you

*SDGs climate issues are eye marks!
Let's send a message by posing!*



LOGO 15mm x 15mm

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Example Contact us :

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Planning by

Forever Green is a nonprofit organization

addressing climate change and global warming

Changing the world through communication

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CTO M.Wakiyama

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