

Actualization of the “green” image for territorial development

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The article explores the importance of forming a “green” image of the territory for the purpose of its successful development in the context of the formation of a “green” model of the economy. The study characterizes the situation of transition from the “brown” to the “green” economic model within the framework of generally accepted sustainable development targets. In this regard, the views of scientists on the use of marketing solutions are disclosed: “green” branding, “green” marketing strategies, “green” image in terms of enhancing territorial development. The need for a trinity of efforts for “green” development on the part of the authorities, business and the population has been clarified. Data on the development of a number of areas of environmental goods and services in Russia and abroad are given.

In the Russian context, for the full manifestation of positive global trends in terms of the “green” development of the economy and the “green” positioning of territories for an appropriate positive image, it is necessary to carry out comprehensive work, coupled with the efforts of the authorities to form an appropriate institutional environment, the necessary infrastructure and actively implement “green” state procurement, as well as encouraging businesses that implement “green” marketing strategies and involve the population in conscious responsible consumption.

The authors substantiate the need to form a “green” image of the territory, based on the involvement of the local population in the goals of the ecological development of the region, the growth in demand for environmental goods and services, the combination of the interests of government and business in this process based on the conjugation of the tasks of attracting investments and other resources, as well as growth satisfied local communities.

The approach proposed by the authors can become the basis of marketing decisions in building a “green” image of Russian territories, which in the long run will form the basis of consumer satisfaction, the competitiveness of territories in terms of attracting various resources and conducting an environmentally oriented business.

Keywords: “green” image, “green” model of the economy, involvement of the population, “green” purchases, territory, development.

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Актуализация «зелёного» имиджа для территориального развития

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В статье исследовано значение формирования «зелёного» имиджа территории с целью её успешного развития в условиях становления «зелёной» модели экономики. В исследовании охарактеризована ситуация перехода от «коричневой» к «зелёной» модели экономики в рамках общепринятых целевых установок устойчивого развития. В данной связи раскрыты взгляды учёных на применение маркетинговых решений: «зелёного» брендинга, «зелёных» маркетинговых стратегий, «зелёного» имиджа в части активизации территориального развития. Уточнена необходимость триединства усилий по «зелёному» развитию со стороны властей, бизнеса и населения. Приведены данные по развитию ряда направлений экологических товаров и услуг в России и за рубежом.

В российских условиях для полноценного проявления положительных мировых тенденций в части «зелёного» развития экономики и «зелёного» позиционирования территорий и соответствующего положительного имиджа необходимо проведение комплексной работы, сопряжённой с усилиями властей по формированию соответствующей институциональной среды, необходимой инфраструктуры и активного проведения «зелёных» государственных закупок, а также поощрения бизнеса, реализующего «зелёные» маркетинговые стратегии и вовлечение населения в осознанное ответственное потребление.

Авторами обосновывается необходимость формирования «зелёного» имиджа территории, основанная на вовлечении местного населения в цели экологического развития региона, роста спроса на экологические товары и услуги, сочетания в данном процессе интересов власти и бизнеса на основе сопряжения задач привлечения инвестиций и иных ресурсов, а также роста удовлетворённости местных сообществ.

Предложенный авторами подход может стать основой маркетинговых решений в построении «зелёного» имиджа российских территорий, что в пролонгированной перспективе будет формировать базис удовлетворённости потребителей, конкурентоспособности территорий в плане привлечения различных ресурсов и ведения экологически ориентированного бизнеса.

Ключевые слова: «зелёный» имидж, «зелёная» модель экономики, вовлечение населения, «зелёные» закупки, территория, развитие.

In the contemporary world “green” economy is a necessary part of sustainable development [1, 2]. The “green” model of economy management differs from the previous “brown” model. The difference consists of several points. Firstly, it focuses not only on production growth and profit maximization, it takes into account ecological and social effects for the society together with the economical ones [3]. This approach supposes minimization of ecological risks and lowering anthropogenic load on the landscape as much as possible.

The shift to a “green” economy model depends on the efforts of the authorities, as well as on business responsibility, ecological values of the majority of the society members also matter. The authorities’ efforts deal with legislation norms and regulation of economy management with regard to the aims of “green” development [4]. The aims include activating resource efficient economy, sustainable use of all the resources, improvement of the population’s quality of life, and large-scale adoption of the policy of “green” development [5]. Non-financial reporting publication shows inclusion of business into these processes, it demonstrates responsibility of businesses, as well as their

engagement in social and ecological aims of development [6]. People’s wish to buy goods and services of socially responsible companies shows that the society accepts the “green” model of economy management [7].

There are dominants in choosing “green” development of the society and economy. On the whole, they predetermine the territories’ interest in “green” marketing and, consequently, in creating and managing the “green” image of the territory. This image reflects the interests of the authorities, business, and population. It allows attracting investors, activating business in the region, and makes both the population and the visitors of the region feeling comfortable, satisfied, and aware of the prestige and, at the same time, being responsible, which is quite approvable in the society. On this account the research aim of the paper consists in analyzing the degree of priority of the “green” image for successful development of the territory, which is the result of marketing efforts.

Materials and methods of research

Actually there are few papers on “green” image. The search in Russian Science Citation

Index resulted in 25 papers dated from 2012 to nowadays, and they include just 8 papers devoted to the role of “green” image in territorial development. Searches in the international databases of Scopus and Web of Science resulted in not more than 150 papers devoted to the topic with the keyword “green image of the territory”. As a result of publication content-analysis, we selected the papers which are only the most topical and the most connected with the aims of our research. Besides, due to the results of our web search query, in order to broaden the scientific grounds of the research, we added some keywords for the search; we considered papers on “green” economy, marketing strategies in positioning the territory.

The research of issues of forming “green” image for territorial development supposes analytical approach. First of all they consider that in the contemporary world, the establishment of the model of “green” economy has not got any other alternative. “Green” marketing strategies help to position the territory as a desirable place of residence and to attract investments. The issues of the current demand of ecological goods and services abroad, as compared with those in our country, are the subject to analysis as well.

It is important to objectively estimate the importance of the “green” image for successful sustainable development of the territory in the longer term. This approach supposes such research methods as comparative data analysis, scientific generalization, and synthesis of the information.

“Green” image for development of the territory

Researchers realize that marketing decisions play an important role in successful development of the territory which is oriented to ecological targets and to creating a “green” image. They [8] point out changes in marketing business-functions of the companies which strive to answer ecological and social requirements of the society.

Foreign researchers, such as [9], think that developing a “green” marketing complex for goods and services is topical nowadays. One can adopt this approach to the needs of territorial development in case the territory offers the product to the party of interest (buyers).

Other foreign researchers [10] underline the importance of “green” marketing strategies for business development in contemporary conditions. They show different ecological

strategies for business, and they suppose that business should “deeply immerse” in “green” management. Thus, the territories which encourage and reward such a kind of activity can also develop these marketing strategies for successful work with target audiences.

Russian researchers consider the issue of making a “green” brand of the territory. For example, they [11] analyze the specific features of the territorial development on the basis of marketing decisions and they consider the ecological brand of the region which is based on its unique “green” image to be very important. The researchers belonging to the south-Russian school of economy and marketing consider the issues of making a “green” brand of the southern macro-region [12, 13].

The researchers consider the social identity of the population and their activity in grasping the aims of development of their permanent residence territory. The authors of some papers analyze involvement of the members of the civic community and businessmen in achieving ecological wellbeing of the region [14, 15]. Representatives of law science [16] consider the issues of exhausting the environment for the purpose of cost-effectiveness and/or for the purpose of social wellbeing.

In practice marketing of territorial development shows itself from the social-ethical side. There is an example of a social advertisement in Moscow, as well as in 20 more megalopolises of Russia which contains the slogan “Waste has its home” [17]. It encourages the people to care for their city being clean. Also there is an example of professional uniting of producers of ecological goods and services into “Ecocluster”, it unites about 40 business partners from Russia and Europe, they offer the opportunities of eco-tourism in some regions of our country [18].

All the above-mentioned proves the high topicality of both theoretical and practical issues of forming the “green” image of the territories of Russia and it also proves the need for further research in this sphere.

The scenario of actualization of the “green” image

According to the UNO Environmental Program forecasting the world economic development up to 2050, in case of prolonging the scenario of 2% investment of the gross world product in “green” economy, there can happen a radical shift to the resource-saving

and resource-effective model all over the world [19]. This scenario makes the “green” image non-competitive and having no alternative.

From the marketing point of view the green “image” of a territory supposes active development of “green” marketing strategies. Local companies producing goods and services realize these strategies; they implement ecologically protective technologies and hold up the corresponding institutional environment, which is supported by the regional authorities. It is important to introduce the image to the target audiences, for example, to business, and, on the one hand, they should follow the “green” rules, on the other hand, they should be able to get a certain bonus by means of putting “green” products on the market.

Still in order to make positioning the “green” image of the territory a success the efforts of the authorities and business are not enough. It is necessary that the population takes an active part in the process, and the population consists of consumers who are aware of both their responsibility and new quality of life. It is possible to increase the “green” demand only on condition that the population is interested in and accepts the values of the “green” image. Then the growing demand allows increasing the offer.

The market of organic farming can exemplify the increase of “green” demand. From 2000 to 2015 it had grown more than four times and it has reached 81.6 milliard dollars. The USA takes the leading position in this market (their market share is 47%), they are followed by European countries (their combined market share is over 38%) [20]. As for ecological, organic products, consumers have different targets. For example, experts show that in the USA people adhere to a healthy lifestyle, while in Europe (for instance, in Germany) people are concerned about ecological wellbeing of the environment first of all, which makes them consume ecological products [21].

Foreign consumers show their interest in staying at eco-hotels and other places of collective accommodation. In such places they use energy-efficient and resource-efficient technologies in daily work, and such hotels are preferably situated in the areas with a favorable “green” image [22, 23].

Also the demand on electric cars is growing considerably. It is initiated by the authorities by means of introducing restrictions and prohibitions, by the business community which takes place in their production and use, by the consumers who drive such cars, it happens due to growth of the consumers’ awareness and

deliberateness of their choice. According to the statistics, in 2016 in Europe they bought over 500 thousand electric and hybrid cars. So, as compared with the previous period, the purchases of such cars increased more than by 20% [24].

Changes in the scenario of economy management, redesigning the space of the territories, and creating comfortable urban environment in former industrial districts of megalopolises is a good example that proves the importance of the “green” image of territorial development; such processes take place both in the USA and in Europe [25, 26]. Innovative alteration takes place in former industrial areas. They choose a new model of positioning which is based on ecological wellbeing, comfort, and the “green” image.

Nowadays experts state that Russia fails to keep pace with the leaders of the world market in the sphere of producing ecological products and services, our country lags behind by 15–20 years. For example, as for the market of electric cars, their sales are not more than 100 cars annually. First of all, the reason is high prices, as well as lack of infrastructure and good business incentives [27]. As for “green” hotel business in Russia, Russian consumers consider such hotels as a product of exclusive quality, of luxury, one can interpret such an approach as eco-hedonism [28]. Nevertheless, in Russian megalopolises they create and put into practice their ecological strategies. There is a rating of ecological wellbeing of regions in Russia [29], which means certain development within worldwide trends.

Thus, it is possible to state that the need in the “green” image for healthy territorial development in Russia is to grow. Activation of this process is connected with growth of people’s awareness of the importance of ecologically oriented consuming behavior, as well as with their involvement in making a responsible choice [30]. “Green” public procurement is also a very important trigger of growth of offer and demand for “green” products and services, as well as of development of necessary infrastructure and stimulating creation of the “green” image. It has shown its efficiency in some European countries, for instance in Denmark and Sweden its share is about 40% [31].

Conclusion

A thorough analysis of research literature and scenarios of “green” image actualization

for territorial development proved certain facts. Firstly, in the contemporary world the “green” image of the territory gives a considerable and necessary privilege in attracting investments and increasing satisfaction of the population and business in the territory. It gives new opportunities for development. In case of prolonging the targets of the “green” model of economy it will become a constituent part of regions’ successful positioning in their competition for all kinds of resources.

Secondly, forming a fully-featured “green” image of the territory needs joint actions of the authorities, business, and population. The population is to be involved in the targets as it forms the potential market for ecological goods and services.

Thirdly, nowadays in Russia the above-mentioned processes are less seen than in Europe or in the USA. Still the vector of development of the “green” model of economy keeps up with the world’s tendencies. It is economically sound to increase ecological demand, as it is a means of having the population involved in sustainable development and it is a means of population’s encouraging businesses to participate in “green” projects. Developing the segment of “green” public procurement is important, it leads to growth of the market, to formation of the necessary infrastructure and it helps to develop the environmental culture of the population. Keeping up with these tendencies is to result in forming and establishing the “green” image as a necessary condition of successful sustainable development of the territories.

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