

**GLOBAL FAIRS: CONCEPT PAPER CONCERNING FIRST SUSTAINABILITY CONFERENCE EXHIBITION AT IFA GLOBAL MARKETS BERLIN**

a project of



**GLOBAL FAIRS**

TT-MESSE.DE

# BREAKING NEW GROUND

SUSTAINABILITY MEETS GLOBAL EXHIBITIONS

**SUSTAINABILITYPROJECTS**  
AT THE WORLD'S LEADING TRADE FAIRS



a project of

Desired conference and media partners (e.g.):

On the edge of IFA Berlin...

8 – 11 September 2019

STATION

**IFA GLOBAL MARKETS**

Berlin

**SUSTAINABILITY FORUM IFA GLOBAL MARKETS**

Smart Green Marketplace at STATION-Berlin, 10am - 6pm

**ECO-FRIENDLY EVENT AND TRADE FAIR MANAGEMENT  
IN TIMES OF CLIMATE CHANGE**

Effective environmental communication aimed at  
improving global visibility, acceptance and  
implementation at trade fairs around the world

IFA Hall 11.1 | SmartHome/ ResellerPark | Sun 08.09. 6pm: Green Hall Party



GLOBAL FAIRS TT-MESSE is  
currently evolving to become  
an environmentally-certified  
trade fair agency in 2019 - 2021

Supported by:





**SUSTAINABILITYPROJECTS**  
ON WORLD'S LEADING TRADE FAIRS

8–11 Sept 2019

**STATION-Berlin** Day 1: Sunday  
**8 Sept 2019** 10–17 h

**CONFERENCES & SESSIONS**

Smart Green Global Events, Business + Productions in The Changing Times Of Global Warming

e.g. at OEM/ODM – Area:



**IFA GLOBAL MARKETS**  
**PRESENTER:**  
Jan Nintemann  
Nina Dörmann  
Dimitria Nacos  
Anke Haas

	<u>Subjects</u>	<u>Desired speakers</u> requested (→), interested (-), confirmed (✓)
10:30	<ul style="list-style-type: none"> <li>Opening, position + action plan Fridays for Future</li> <li>Philosophical video message: How climate change challenges us to rethink</li> </ul>	Jan Nintemann , Managing Director Global Fairs ✓  Dr. Phil. Christoph Quarch   video message (12 min.) ✓
11	<ul style="list-style-type: none"> <li>How much time is left?</li> <li>Development of the climate: what should the industrial nations have to do now?</li> </ul>	Prof. Dr. Dieter Otten ✓ Climate expert - led the 2nd World Climate Conference in 1988
11:30	<ul style="list-style-type: none"> <li>Discussion</li> </ul>	Prof. Dr. Dieter Otten Jan Nintemann
12	<ul style="list-style-type: none"> <li>How will sustainable management and action change our society?</li> <li>The sustainable community of tomorrow, climate protection as innovation engine</li> </ul>	Joachim Schonowski ✓ Digital- Expert
12:30	<ul style="list-style-type: none"> <li>Parameters of smart exhibition halls</li> </ul>	Prof. Dr.-Ing. Birgit Wilkes, Head of Institute ✓ Building Telematics - Technical University Wildau
<i>BREAK   Sustainable Catering</i>		
14	<ul style="list-style-type: none"> <li>Sustainability in trade fairs - stocktaking and outlook</li> </ul>	Jan Kalbfleisch, CEO ✓ FAMAB
14:30	<ul style="list-style-type: none"> <li>The FAMAB foundation. Climate-neutral exhibition stands- discussion</li> </ul>	Jan Nintemann ✓ Jan Kalbfleisch
15	<ul style="list-style-type: none"> <li>Certified prints for events of all kinds – Best practice example</li> </ul>	Markus Piela, Executive Director ✓ Leinetal Medien GmbH
15:30	<ul style="list-style-type: none"> <li>WSA World Summit Award Germany: Digital Solution with an Impact</li> </ul>	Alexander Felsenberg, Chairman ✓ UN World Summit Award (WSA Germany), Founder BVDW.org
16		



**STATION-Berlin** Day 2: Monday  
**9 Sept 2019** 10–17 h

**CONFERENCES & SESSIONS**

Smart Green Global Events, Business + Productions in The Changing Times Of Global Warming

e.g. at OEM/ODM – Area:



	<u>Subjects</u>	<u>Desired speakers</u> requested (➔), interested (⌘), confirmed (✓)
10:30	• Smart City Berlin: laboratory for urban solutions.	<b>Beate Albert; Project manager Smart Cities Berlin Partner für Wirtschaft und Technologie GmbH</b> ✓
11	• Smart Underground Metros for Smart Cities	<b>Prof. Dr. Dieter Otten, Chairman of the supervisory board - Sun Glider AG</b> ✓
11:30	• SmartHome Initiative intelligent house and building control: smart solutions for a better climate and more comfort	<b>Günther Ohland, CEO SmartHome Initiative Deutschland e.V.</b> ✓
12	• The Smart Biophilia Revolution: Sustainable improvement of performance and positive health effects in smart buildings	<b>Mike Lange Shareholder Z-Wave Europe and VP Aeotec Group</b> ✓
12:30		
<b>BREAK   Sustainable Catering</b>		
14	• Energy efficiency	<b>Peter Sperlich, Professional Member KNX</b> ✓
14:30	• Green Product Award: The market for green products	<b>Nils Bader, Executive director White Lobster GmbH &amp; Co. KG</b> ✓
15	• Sustainability through artificial intelligence	<b>Anke Haas Universität Osnabrück, Global Fairs</b> ✓
15:30	• Consumer Brand Advertising: How do we communicate climate change? (the way to environmental wording) - discussion	<b>Jan Nintemann, Managing Director Global Fairs</b> ✓
16		

**IFA GLOBAL MARKETS**

**PRESENTER:**  
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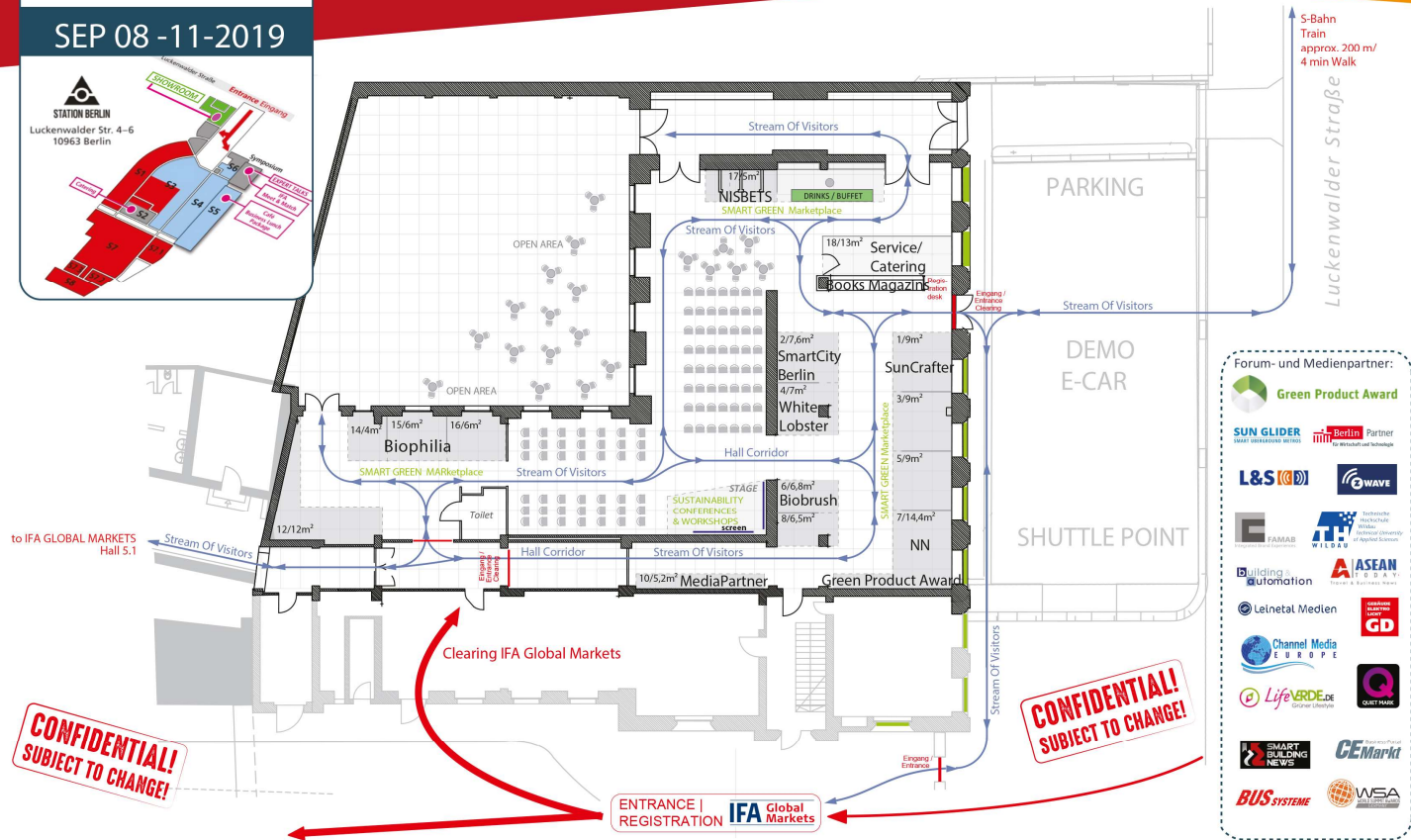
**SUSTAINABILITYPROJECTS**  
AT THE WORLD'S LEADING TRADE FAIRS



SEP 08 - 11-2019



**STATION-BERLIN SHOWROOM**



- Forum- und Medienpartner:
- Green Product Award
  - SUN GLIDER
  - L&S
  - FAMAB
  - Building Automation
  - Leinetel Medien
  - Channel Media EUROPE
  - LifeVRDE
  - SMART BUILDING NEWS
  - BUS SYSTEME
  - Berlin Partner
  - WAVE
  - ASEAN
  - GD
  - CEMarket
  - WASA



# BRIEF HISTORY

## GLOBAL FAIRS

CONTENT-DRIVEN SPECIALISED TRADE FAIR AGENCY FOR INTEGRATION OF NEW  
DIGITAL TOPICS AT LEADING TRADE FAIRS



## BRIEF HISTORY – STARTING POINTS

GLOBAL FAIRS CONTENT-DRIVEN SPECIALISED TRADE FAIR AGENCY FOR INTEGRATION OF NEW DIGITAL TOPICS AT LEADING TRADE FAIRS

# BRIEF HISTORY: JAN NINTEMANN GLOBAL FAIRS TT-MESSE TRADE FAIR AGENCY OSNABRÜCK

The trade fair agency Global Fairs TT-Messe Nintemann e.K., as a consequence of 20 years of successful organisation of full service B2B2C theme parks (shared stands with c. 50% international participation) at leading trade fairs, is regarded as having reliable “global business expertise”.

The ensuing extensive, contact network enables a professional handling of topics at leading trade fairs, including on-trend side issues, which provides the fair-platforms with high media visibility in the relevant sales channels (channels, B2B2C).

Jan Nintemann’s experience with the trade fair companies, media partners and exhibitors involved, established over many decades, provides his trade fair projects with an image of consistency in the constantly changing digitalising world of technology - currently accelerated by climate change.



## BRIEF HISTORY – STARTING POINTS

GLOBAL FAIRS CONTENT-DRIVEN SPECIALISED TRADE FAIR AGENCY FOR INTEGRATION OF NEW DIGITAL TOPICS AT LEADING TRADE FAIRS

# BRIEF HISTORY: JAN NINTEMANN GLOBAL FAIRS TT-MESSE TRADE FAIR AGENCY OSNABRÜCK

- For more than 30 years, Johannes (known as Jan) Nintemann has been intricately involved in the sector - overlapping and convergence potential of new digital technology - which is always keen to find constantly changing ranges of products offered at leading trade fairs and new sales structures in the channels.
- Sectors include IT, Telecom, CE markets and electronics - at the leading trade fairs of these sectors he supports the introduction of such new products with a dedicated full service theme park (IFA, former Photokina, ISE Amsterdam, CeBIT – NEW since 2018: light + building, ISH, regional SmartBuilding trade fairs)
- In parallel, the SmartBuilding market also has developed in the world of electronics (L+B Frankfurt). 8 years ago Jan Nintemann started the first SmartBuilding projects at ISE Amsterdam; and from 2015 onwards at CeBIT (which unfortunately never fully recognised the significance of this fast growing market). He also integrated further mobile and IoT products (robotics, eMobilities (Scooter), wearables, home appliances etc.) into his theme parks.
- 2015 marked the start of the successful collaboration between *Global Fairs* and the *SmartHome Initiative Deutschland* Chairman Günther Ohland and managing director Alexander Schaper-Schneider founded the SmartHome association 10 years ago – prior to this, both worked for NTPlus (now ALSO Group)





## BRIEF HISTORY – STARTING POINTS

GLOBAL FAIRS CONTENT-DRIVEN SPECIALISED TRADE FAIR AGENCY FOR INTEGRATION OF NEW DIGITAL TOPICS AT LEADING TRADE FAIRS

# BRIEF HISTORY: JAN NINTEMANN GLOBAL FAIRS TT-MESSE TRADE FAIR AGENCY OSNABRÜCK

- ▶ Jan Nintemann had previously played a significant role in founding professional distribution in Germany for the then newly privatised telecommunications market with affiliated *Teleprofi Trade Cooperation*).
- ▶ For 3 years *Global Fairs* has been organising the trade fair projects of the *SmartHome Initiative Deutschland*, which is continually growing in importance. The synergistic use of both partners' contact networks results in a notably higher market significance and improved visibility for both partners, which they both plan to expand.
- ▶ The basis for the good collaboration with *SmartHome Initiative Deutschland* is the shared “digital” roots (Telecom sector, *NTPlus*), as well as the recognition, which is meanwhile shared by all *SmartBuilding* manufacturers, which in Europe mainly come from the electronics sector, that:
  - ▶ all *SmartHome*-/prof. *SmartBuilding* solutions are IT-IP-driven -core competences that shall be adapted by electrical installation businesses - or ITC companies have to play a more significant role. The **Center of SmartBuilding**-Project developed by *Global Fairs* was successfully transferred from the liquidated CEBIT to L+B and ISH of Messe Frankfurt



## BRIEF HISTORY – STATUS QUO – CONCEPT

GLOBAL FAIRS CONTENT-DRIVEN SPECIALISED TRADE FAIR AGENCY FOR INTEGRATION OF NEW DIGITAL TOPICS AT LEADING TRADE FAIRS

# THE VITAL FACTORS FOR SUCCESS OF THE GLOBAL FAIRS B2B2C THEME PARKS ARE:

- Knowledge of the market and trends (without getting lost in technical detail): to explore developments from a bird's eye-perspective, to think and act (what is going on - to see the bigger picture...)  
true added value for trade fair organisers: fair cooperation, open communication, diplomatic intuition (trust, give + take, acquiring new exhibitors and topics the trade fair cannot integrate easily itself, focused on long-term cooperation....)
- Focus on core competences: small (flexible) content-driven sales, marketing, organisation and competence team (8-9 employees in Osnabrück) for acquisition of exhibitors and organisation and communication with selected external service providers (trade fair construction, catering, hostess agency, graphics, media partner)
- Collaboration with numerous relevant B2B(2C) trade magazines (print and online, D.A.CH. + international) routinely generates the highest circulation of press releases at every project and advertisements → this is important in order to escape the restraining “thinking inside the sector”-effect of associations, magazines and leading trade fairs in times of (smart) digital technologies growing together, and also to maintain the character and flair of the **international** (global) B2B market place



## BRIEF STATUS QUO CLIMATE | ENVIRONMENT

GLOBAL FAIRS CONTENT-DRIVEN SPECIALISED TRADE FAIR AGENCY FOR INTEGRATION OF NEW DIGITAL TOPICS AT LEADING TRADE FAIRS

# 2019 IS THE START OF THE CLIMATE AGE

FROM NOW ON, FOR MANY GENERATIONS, CLIMATE AND ENVIRONMENTAL SUSTAINABILITY WILL DETERMINE ALL POLITICAL AND ECONOMIC ACTIVITY

Over the last 25 years politics has been limited to environmentally-friendly concepts of energy generation (solar, wind). It has taken the diesel emission scandal - in combination with the Paris Agreement - to cause politics and the economy to redesign the entire mobility world in an environmentally-friendly and digitally-connected way. Subsidised energy-efficient measures for buildings were often limited to strategies of insulating outer walls (styrofoam, plastic), which in some cases is being questioned again today

The dramatic damage to the environment, which only recently became visible for the public - examples for this include plastic waste in the oceans, species extinction caused by industrial agriculture and its monocultures and pesticides, the heat wave in summer 2018 which is forecast to be followed by an even dryer summer in 2019, and the global protest movement initiated by Greta Thunberg - has led to a change in public opinion that makes "business as usual" simply impossible. At the recent European elections this already led to a significant change in the political landscape - with far-reaching consequences for the climate-relevant economy: e.g. job cuts in the automotive industry - lack of skilled workers in the digital SmartBuilding industry

It is likely that the sudden requirement enforced by politics to make all buildings in Germany climate-neutral will fail simply due to lack of skilled workers...



## BRIEF STATUS QUO: TRADE FAIRS – CLIMATE | ENVIRONMENT

GLOBAL FAIRS CONTENT-DRIVEN SPECIALISED TRADE FAIR AGENCY FOR INTEGRATION OF NEW DIGITAL TOPICS AT LEADING TRADE FAIRS

# LEADING TRADE FAIRS HAVE A CLIMATE-ROLE MODEL FUNCTION

➤ **TRADE FAIRS ARE MARKET PLACES WHICH SHOW THE FUTURE** – Politics / trade fair organisers have to start thinking about sustainability themselves before they can voice expectations to the other exhibitors.

➤ At the moment trade fairs are still (for the most part) harmful to the climate (high throw-away rate of critical material that has only been used once, high and uncontrolled energy consumption in the halls (usually no collectors on roof of halls), high CO<sup>2</sup> emission through travel/transport, no or hardly any sustainability concepts.

➤ All too often the current strategy of trade fair organisers (in unison with the associations supporting the fair) is: “no critical climate topics at our trade fairs - it discourages exhibitors and buyers and restricts economic growth”.

➤ However, leading trade fairs - on a global scale - are the most important source of information for economic players and initiators of new (business) approaches across all industries and sectors (B2B market places).

➤ Large leading trade fairs usually are more environmentally friendly than smaller regional trade fairs, as the ratio between the total effect of the trade fair on business and society, including media effects, and the total effort that is harmful to the climate is more favourable.



**BRIEF STATUS QUO: ENERGY-EFFICIENT SOLUTIONS THROUGH DIGITALISATION**

GLOBAL FAIRS CONTENT-DRIVEN SPECIALISED TRADE FAIR AGENCY FOR INTEGRATION OF NEW DIGITAL TOPICS AT LEADING TRADE FAIRS

## RAPIDLY EFFECTIVE MEASURES AVOIDING CLIMATE DISASTER IN THE SHORT TIME STILL AVAILABLE IS ONLY POSSIBLE BY MEANS OF DIGITALISATION

- By now even conservative ministers demand (for example) that all buildings are to be or must operate in a climate neutral manner by 2050.
- This can only be achieved with SmartBuilding because the more technology is used in buildings, the more inevitable the IT-driven (energy-efficient) control of buildings becomes - meaning SmartBuilding. A gigantic new market ensues (over the last 20 years only 40% of existing buildings have been optimised or renovated energy-efficiently - the majority without intelligent control!)
- Controlling complex energy, mobility, building and communication networks requires a high level of software-driven competences in the area of digital transformation.
- Digitalisation leads directly to energy-efficient and optimised results that protect natural resources - without strict inclusion of digitalisation, climate change cannot be stopped to a significant extent.
- This not only affects the control efficiency of AI-driven climate protection measures, but also specific practical solutions (such as video conferences instead of travelling by plane) and, in particular, data protection and cyber security.



## BRIEF HISTORY – SUSTAINABLE TRADE FAIR STRATEGY

GLOBAL FAIRS CONTENT-DRIVEN SPECIALISED TRADE FAIR AGENCY FOR INTEGRATION OF NEW DIGITAL TOPICS AT LEADING TRADE FAIRS

# RAPIDLY EFFECTIVE MEASURES AVOIDING CLIMATE DISASTER IN THE SHORT TIME STILL AVAILABLE IS ONLY POSSIBLE BY MEANS OF DIGITALISATION

- 1 TRADE FAIR ORGANISERS / TRADE FAIR HALLS:** In economic terms, leading trade fairs are the first link in the chain that leads to climate-protecting business and action (95% of trade fair halls in Germany are owned by the government - climate friendly SmartBuilding halls are the first order of the day).
- 2 TRADE FAIR EXHIBITORS** comply with the new, climate-friendly exhibitor regulations (climate-friendly stand construction, energy consumption, mobility, etc.).
- 3 EXHIBITED GOODS AND CONCEPTS** increasingly change into eco-certified, climate-friendly **PRODUCTS AND SOLUTIONS** (e.g. labelling of products (proof climate neutrality) manufactured in plants using green electricity, reduced plastic, etc.).
- 4 Offering SERVICE PACKAGES** begins to play a more important part in the economic cycle again: reduction of disposable products produced in low-wage countries local repair service solutions as a possibility for added value and job creation, offer of products which are particularly climate-friendly, long-lasting and recyclable, etc.
- 5 TRADE FAIR VISITORS** are better informed than ever due to media and restrictions by authorities and are **SENSITISED ABOUT THE ENVIRONMENT** – and thus purchase and use climate-friendly products and applications to an increasing extent - just as the organic **“Bio”** label in the food sector has been recording constant growth for more than a decade.



## BRIEF OUTLINE: SUSTAINABLE AIMS

GLOBAL FAIRS CONTENT-DRIVEN SPECIALISED TRADE FAIR AGENCY FOR INTEGRATION OF NEW DIGITAL TOPICS AT LEADING TRADE FAIRS

for  
example  
at



# PROMISING AIMS

- The aim of the project is to place the climate topic, as quickly as possible, at relevant global leading trade fairs in a professional and solution-orientated manner, at the right time, starting in 2019 - the decisive year for climate - initiating new (green) perspectives, particularly for the marketing departments in the industry and decision-maker from the international trade fair industry. In this connection the initiative can have a positive climate-related influence on all players involved: trade fair organisers, exhibitors, products of the exhibitors, trade fair visitors (B2B2C)
- The event strategy of Global Fairs, focused on climate, is not to “attack” anyone involved (governments, political parties, industries, associations, etc.), but to demonstrate the status quo of climate change-related issues and work out feasible green solutions for the economy. It also offers an “environment communication platform” for decision makers, which can be joined by as many trade fair and market participants as possible in the decisive years of 2019/2020.
- When discussing climate change-related issues with professionals, members of the industry and also in a private capacity, the Global Fairs team was met by decision makers and employees who - without exception - were extremely interested in climate issues. The goal of Global Fairs is to offer these people a wording and a **COMMUNICATION PLATFORM** to reinforce the awareness for the environment and to persuade the exhibition actors to act more sustainable.



SUSTAINABILITYPROJECTS  
AT THE WORLD'S LEADING TRADE FAIRS

e.g. at:



Hall 11.1/ Brand Hall



e.g.

# GREEN HALL PARTY

Sunday, 8 September 6pm onwards

70 exhibitors + SmartHome Deutschland + Global Fairs & Partner  
invite you to the GREEN VIP PARTY

LET'S TALK ABOUT GREEN BUSINESS ...

SURPRISE CELEBRITY GUESTS LOOK FORWARD TO A GREEN FUTURE

GREEN CATERING: NO COMPROMISE ON TASTE...





**NACHHALTIGKEITSPROJEKTE**  
ON WORLD'S LEADING TRADE FAIRS

**STATION-Berlin**

**8+9 Sept 2019**

Workshops/Conferencing

**8-11 Sept 2019**

Smart Green marketplace

**CONFERENCES & SESSIONS**

**Smart Green Global Events, Business + Productions**

**In The Changing Times Of Global Warming**

**8-9 Sept 2019**



**IFA GLOBAL MARKETS**

**CLIMATE CHANGE IS HERE - AND NOW?**

- How can the world's leading trade fairs promote climate-friendly businesses and trade?
- Communication in times of political change
- What do CE-Brands have to do with climate change?
- Brand communication in times of global warming
- More profit with climate-friendly products
- Smart Green Products

Trade fair organisations, associations

Philosopher

Marketing | Media-Experts

„Green Product“ - Initiatives



for  
example  
at



## SUSTAINABILITY AND CLIMATE AS A TOPIC FOR LEADING TRADE FAIRS - WHY (NOT)?

- From 2019 and onwards: nothing is preoccupying the economy and public more than the increasing visibility of climate change
- In particular the young people (consumers) have less and less understanding of why climate change is ignored by the shiny world of product and brand advertising and have long begun to use parallel information and communication platforms of critical media for orientation (see enormous media effect of Rezo video).
- In the past, the economy concealed mostly climate change because they are afraid of negative effects on turnover - as a consequence global warming was not something that consumers were concerned about
- However, since the start of 2019, virtually all digital and analogue media are reporting about the approaching climate change, which has led to an increasing distrust towards the happy advertising messages of consumer brands (credibility: loss of identification with the brand)



for  
example  
at



## SUSTAINABILITY AND CLIMATE AS A TOPIC FOR LEADING TRADE FAIRS - WHY (NOT)?

- Greta Thunberg has provided the population and scientists with a real communication platform which is highly effective in changing public opinion. The 16-year-old girl from Sweden speaks as a credible representative of the entire generation of young people who will personally experience the dramatic effects of climate change.
- No one else has changed global economy and people in such a short time like Greta Thunberg who, with simple and unadorned words, has brought the dire situation of global climate to decision makers and global media - based on findings from virtually all reputable scientists of the world (“Greta-effect”).
- Since the start of 2019 this has been influencing consumer behaviour of many people who have become suspicious of the “powers that be” and thus are increasingly following changed value systems which are orientated towards the truth of climate change.



for  
example  
at



## SUSTAINABILITY AND CLIMATE AS A TOPIC FOR LEADING TRADE FAIRS - WHY (NOT)?

- The topic of global warming is suddenly omnipresent in the media and on everyone's lips - including CEOs and employees of companies all over the world.
- 2019 + 2020 will be the first years in which leading trade fairs are affected by the force of climate discussion.
- At the large trade fairs of the world, however, brand agencies and large brands do not want to risk endangering the buying mood in times of a weakening global economy with a discussion about the climate.
- Ignoring the omnipresent and frightening topic of climate change, on the other hand, is likely to create a negative image: "Trade fairs + brands as merry climate change-deniers".



for  
example  
at



## SUSTAINABILITY AND CLIMATE AS A TOPIC FOR LEADING TRADE FAIRS - WHY (NOT)?

**ASSESSMENT/PROBLEM:** Communication concerning the topic of global warming is at present not likely to be welcomed by the organizers and exhibitors at the trade fair (concerns of negative effect on turnover)

**SOLUTION:** Placing the unavoidable topic of the climate to a special event at a niche location at the trade fair, for example as a special event, is an option that solves problems at all B2B levels:

### ADVANTAGES FOR TRADE FAIR ORGANISERS

1. On the one hand: Recognition of the climate topic without “disturbing” business in the main trade fair halls
2. On the other hand: Trade fair organisers can show appropriate handling of the critical climate change topic.



for  
example  
at



## SUSTAINABILITY AND CLIMATE AS A TOPIC FOR LEADING TRADE FAIRS - WHY (NOT)?

### **IMAGE-EFFECT-COMMUNICATION-STRATEGY (PR)**

As a consequence, during and after the trade fair brands will be given the opportunity to take part in interviews with various media to present statements about climate change which can have a positive effect on the brand image (announcement of environmentally-friendly products, new product lines, etc.)

This will lead to the development of a “commitment” for sustainable, climate-friendly business and will help all parties (if possible) to achieve a awareness for climate crisis that shall lead directly to environmentally friendly and sustainable acting. The balancing act of relating the omnipresent climate issue to the brand would therefore be managed successfully, and marketers are provided with an opportunity to communicate the environmental credentials of products and brands in the brand’s communication wording.

***Jan Nintemann, Osnabrück, 04 June 2019***