



Sustainable Business Series

An educational collaboration between the
Center for Sustainability and the Environment and the
Sullivan Center for Business and Entrepreneurship

7 Winning Public Relations Tactics for Green Companies

Tony DeFazio
Founder and Principal
Sustainable PR



Eco-conscious consumers are rightfully skeptical about corporate sustainability claims and are quick to call out “greenwashing”. Smart green companies can use that to their competitive advantage. Conventional marketing wisdom told us that price, status, and convenience were the biggest factors that consumers truly cared about. More consumers than ever — and wider demographics than ever — are prioritizing their environmental impact when they shop, even above traditional driving factors like convenience and price when comparing similar offerings. Mr. DeFazio will share tips for authentically walking the line between effective green marketing and disingenuous greenwashing.

Tuesday, April 25, 2023 at 7:00PM
Zoom #: 839 8503 6474 passcode: QG56f!?!z

Wells College

This event is free and open to the public