



## **Master Class III**

### **MARKETING OF CAUSES – COMUNICATION FOR WASTE SORTING**

Marketing is the discipline from the Social Sciences that pushes collective attitudes towards a positive behavioural change. For years Marketing was associated to the economic and corporate environment having developed its tools especially in developed countries much associated with the economic growth of fast moving consumer goods in the post war era. By the end of the 60's, Governments realized that the same tools could be applied to social non-for-profit Causes inducing social behaviours that could benefit the economy as a whole. Marketing of Causes was born. In the past few decades recycling has been one of the Causes that has used Marketing tools in order to move citizens and companies to sort and increase recycling rates. Developing environmental conscience was key for the success of the recycling rates in Europe, and Portugal was not an exception. But what differentiates Commercial Marketing from the Marketing of Causes? How can we effectively use its tools? What can we further do to develop social conscience to this Cause? These and other questions will be addressed and debated.