

What Is Included in Sustainability?

5P's of sustainable marketing

is one framework that can be used to analyse different aspects of a company's sustainability and marketing.



It focuses on creating products that are environmentally friendly, setting fair prices, distributing products responsibly, communicating honestly, and having a clear purpose that supports sustainability and long-term value for both the business and society.

Below are examples of what each area includes, along with sample questions you can use to assess your company's sustainability.

Example questions

5 P'S	Theme	Questions
PURPOSE Who it affects?	Impact on environment	<p>Does your company, product or service create environmental benefits?</p> <p>(e.g. "By selling second-hand clothes, we reduce the need for new textile production.")</p>
	Impact on society	<p>Does your company, product or service create social benefits?</p> <p>(e.g. "Our tutoring service improves students' learning and equal access to education.")</p>
PRODUCT What goes in? & What comes out?	Rawmaterials	<p>Are your products made from recycled or renewable materials?</p>
	Locality	<p>Is your product/service produced locally (in your own country or in Europe)?</p>
	Circular Product design	<p>Are your products designed to be repairable, reusable, or recyclable?</p>
	Product Use & Reuse	<p>Do you offer repair services, rental options, or second-hand products?</p>
	Certifications	<p>Does the product have reliable certifications? (e.g. fair trade, FSC-certified wood, local certificates)</p>
PRICE What is costs?	Fair pricing	<p>Does the price include costs related to responsible practices? (e.g. Fairtrade fees, support for local producers, carbon offsets)</p>
PLACE How and where it is sold?	Responsible business operations	<p>Is your workplace operated in a socially and environmentally responsible way? e.g. reducing energy use, recycling waste, or supporting diversity and inclusion.</p>
PROMORTION How it is communicated?	Purpose driven Marketing	<p>Do you want to take a stance on social issues through your marketing? (e.g. Climate change, Pride, mental health awareness)</p>