Marketing and sustainable development: theoretical consideration and implications on the case study of JGL d.d. (Jadran Galenski Laboratorij)

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Abstract. Environmental and social problems still remain one of the main interests of theoreticians and practitioners. Air pollution, the greenhouse effect, ecological and social imbalance warn of the need for changes. Regarding this, significant effort is taken in order for progress to be achieved. Efforts in making business more sustainable will confront companies with both opportunities and threats. Companies need to be synchronized and develop a sustainability agenda to catch sight of and react to all challenges in implementing sustainable practices. Marketing as a discipline includes a broad theoretical and practical knowledge and has always been in line with socio-economic development, so this area is not an exception. Sustainability is becoming a growing issue in the current marketing theory and practice, so it is important for marketers to break their traditional frame of reference and reconsider their existing marketing policies. This paper provides a theoretical view of sustainable development from the marketing perspective and outlines concrete implications for creating sustainable marketing practices. Furthermore, as a positive example of managing sustainable marketing practices, the case of a Croatian company - Jadran Galenski Laboratorij - is elaborated, and potential directions for further research are discussed.

Key words: Sustainable development, Sustainability marketing, Sustainable marketing, Societal marketing, Environmental marketing,

1. Introduction

Mainly, marketing has been perceived as one of the principal drivers of consumption, and opposing to the concept of sustainability that originally encourages satisfying people basic needs and better quality of life without compromising the quality of life of future generations (Her Majesty’s Government, 2005). Although, there is still much misunderstanding of marketing, the marketing thought has been developing continuously and the interest in the relationship between marketing and sustainability is growing. A growing number of companies are recognizing sustainability as an integral part of their business strategies. This can be explained as a consequence of growing volume of environmental and social legislation and regulation, concerns about the costs of scarcity of natural resources; greater public and shareholder awareness of the importance of socially responsible financial investments; the growing media coverage of the activities of a wide range of anti-corporate pressure groups; and more general changes in social attitudes and values within modern capitalist societies (Jones, P., Clarke-Hill, C., Comfort, D., & Hillier, D., 2008).
The objectives of this paper are, first, to review and understand concepts of sustainable development and interaction between marketing and sustainable development. Furthermore, discuss evolution of sustainability in marketing strategy and the future of sustainability in marketing strategy. The last part of the article gives a positive example of managing sustainable marketing practice, through the case of the Croatian company Jadran Galenski Laboratorij.

2. Sustainable development and sustainability

In the last 20 years attention on ethical, societal and environmental issues has risen dramatically. The term of sustainability has so far been covered by multiplicity definitions. Its core meaning is usually linked with the encouraging awareness about the negative effect of humans on their environment, but integrated concept in development of sustainability claims that is defined as ‘A new era of economic growth that is forceful and at the same time socially and environmentally sustainable; an economy is sustainable if it meets the needs of the present without compromising the ability of the future generations to meet their own needs’ (Brundtland Report, 1987). Sustainable development is development that is likely to achieve lasting satisfaction of human needs and improvement of the quality of human life.” (Allen, 1980) One of the important objectives is reducing the absolute poverty of the world’s poor through providing lasting and secure livelihoods that minimize resource depletion, environmental degradation, cultural disruption, and social instability”(Barbier, 1987).

Sustainability has oftentimes been associated with a triple bottom line framework developed by Elkington, which emphasizes the importance of balancing three parts: economic prosperity (i.e. profit), social equity (i.e. people), and environmental quality (i.e. planet) (Elkington, 1997). Nevertheless of the diversity of definitions of sustainability, three dimensions of sustainability can be isolated: economic, social and environmental dimension (Adams, 2006). Economic sustainability represents achievement of growth, efficiency and „fair“ distribution of wealth. An economically sustainable business uses resources in a way which allows the business to operate in the long term while generating profit (Reutlinger, 2012). Social sustainability is engaged with employees, communities and equality. Employees are supposed to be treated well and equally regardless of their race, gender or other characteristics. The working conditions should be in accordance with health and safety standards. It also implies participation in decision making process, mobility and cohesion, realization of social identity, institutional development and other. The companies should take care for local community in a way of minimizing negative impacts like air or sound pollution, but also can give positive contributions in a form of community based programs or donations. Environmental dimension honors the integrity of various ecosystems, their carrying capacity and protection of natural resources, including biological diversity. It incorporates responsibilities in reducing negative impacts on the environment in the whole product life-cycle, even after the purchase considering whether the product can be recycled or it ends up in a landfill (Reutlinger, 2012). All this therefore, indicates how the needs of the market economy and nature’s economy are intertwined and economic sustainability must ground on ecological and social sustainability. Sustainable development therefore strives to balance and optimization between itself and with respect to the others areas.

3. Sustainability marketing

According to American marketing association, Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large (American Marketing Association [AMA], 2015). Marketing can be defined both as a business philosophy and a collection of
management techniques, orientated towards providing value to consumers, organizations and society.

This definition represents a step forward in relation to traditional marketing. Traditional (transactional) marketing is the creation of and maintenance of consumers and profit. Key actors are profit oriented organizations and customers. Key value is commercial (from the perspective of an organization – selling products at defined prices and gaining profit, and for customers – purchasing products – value, at favorable – acceptable price). It is obvious that this concept is unable to cope with ecological, social and commercial challenges (Peattie & Belz, 2010 referenced in Rakic & Rakic, 2015).

Marketing aspects of sustainability involves the integration of sustainability elements in company’s marketing strategies (Baker & Sinkula 2005; Fraj-Andrés, Martinez-Salinas & Matute-Vallejo, 2009), socially responsible purchasing and distribution policies (e.g., Drumwright, 1994; Salam, 2009), pricing tactics (e.g., Menon, Bharadwaj, Adidam, & Edison (1999), the design and development of new products (e.g., Pujari, 2006) and green advertising, promotional, and communication practices (e.g., Banerjee, Gulas, & Iyer, 1995; Maignan & Ferrell, 2004).

Due to the development of the different branches of marketing, there can be identified a few marketing concepts that are concerned with social and environmental issues and represent a step towards sustainable marketing. Societal marketing is one of them which strive to combine the wants and needs of consumers, long term interests of society and companies’ profitability (Kotler, 2009). It encourages marketers to build social and ethical considerations into their marketing practices which is a very demanding task seeing that they must balance the often conflicting criteria of company profits, consumer want satisfaction and public interest.

Ecological marketing emerged 1970s (Henion & Kinnear, 1976.) and was oriented towards resolution of environmental problems and reduction of harmful products which have negative impact on the ecosystem. The purpose was to bring round the companies’ impact on the environment, but the focus only on energy and resource industries resulted only in reacting on external pressures with no innovations (Emery, 2012). Ecological issues mainly concentrated on producer’s will to become environmental friendly and these were not considering consumer demand at all (Dam & Apeldoorn, 1996).

Environmental and green marketing emerged due to increasing concerns of consumers for the environment with aim to make packaging and products more environmentally friendly. (Belz & Peattie, 2009). Green marketing therefore, strives to put all efforts to consume, produce, distribute, promote, package and reclaim products that are environmentally safe and responsive to ecological concerns (Dahlstrom, 2011). Profit of organizations and the survival of environment are the goals of environmental marketing, while the key actors are environment oriented organizations and consumers. Organizations strive to establish and maintain long-term relationships with consumers and environmental organizations.

Apart from environmental effects, consumers also put their concerns about the social impacts of products they buy, but only a minor part of them are ready to pay more for green products. However, consumers expect from the Companies more than just accomplishing legal regulations, yet to be socially responsible and operate environmentally friendly (Reutlinger, 2012). These challenges cannot be solved through conventional marketing practices. The solution could be in sustainable marketing as the last phase of the evolutionary process from conventional to ecological, environmental and green marketing. Sustainable marketing is intended not only towards the satisfaction of consumers and company profits, but also per the goals of the community as a whole.
According to Reutlinger (2012), sustainable marketing is a holistic approach within the aim of satisfying the wants and needs of the customers while putting equal emphasis on environmental and social issues, thus generating profit in a responsible way. It offers an extensive approach in making products and services more sustainable in order to meet present and likewise new challenges at the same time. Fuller (1999) also gives the comprehensive definition of sustainable marketing defining it as a process of planning, implementing and controlling the development, pricing, promotion and distribution of products in a manner that satisfies the following criteria: 1) customer needs are met; 2) organizational goals are attained and 3) the process is compatible with ecosystems. (Marcel & Dragan, 2014) associates sustainable marketing as a certain form of relationship marketing, that stimulates the capacity of economic entities to provide the best value for consumers, but it also represents a practice of creating long-term satisfying relationships with key partners, customers, suppliers and distributors. It is also oriented towards efficient use of resources, thus/users and other stakeholders, while taking into account long-term interests of society and environment.

Although, the terms sustainable marketing and sustainability marketing are used as synonyms by different researches. Beltz & Peattie (2009) emphasize the differences between these two terms. According to these authors, sustainable marketing refers to something durable or lasting for a long period of time so, sustainable marketing can be understood as a kind of marketing, building long-lasting customer relationships in an effective manner, with no particular reference to sustainable development or issues that are banded to sustainability. On the other side, sustainability marketing more expressly relates to the sustainable development agenda while still building and maintaining sustainable relations not only with customers, but also with social environment and the natural environment (Kumar, Rahman & Kazmi, 2013). Belz and Peattie (2009) emphasize building and maintaining sustainable relationships with customers, the social environment and the natural environment. By creating social and environmental value, sustainability marketing tries to deliver and increase customer value. Also, as in the modern marketing concept, sustainability marketing analyses customer needs and wants, develops sustainable solutions that provide superior customer value, and prices, distributes and promotes them effectively to selected target groups. Hereinafter, the authors will use the term sustainability marketing.

Belz and Schmidt-Riediger (2010) identify five dimensions of strategic sustainability marketing: (1) ecological product quality, (2) social product quality, (3) market segmentation, (4) targeting, and (5) positioning. In accordance to this, sustainability marketing management is the process of development and maintenance of long term relationships (with consumers and other sustainability oriented stakeholders), creating, delivering and communicating sustainable value. It can be seen that sustainability marketing differs from conventional marketing in its holistic approach to decision making, monitoring and evaluating organizational actions and consequences. Further, sustainability marketing is committed to rendering organizational processes transparent to stakeholders; enlisting stakeholders in value creation and, in its concern with product life cycles and value chains wholesome, in their effects on natural and social environments. Finally, the term sustainability marketing applies when an organization operates in accordance with perspective of a finite resource system, and thus has a responsibility to its current and future stakeholders to make strategic decisions for the long term benefit of the entire system (Arnould & Press, 2011).

Marketing has experienced changes and sustainability became one of the key issues which have emerged in marketing strategy over the time. Ascending interest about the sustainability is rapidly transforming the competitive landscape and forcing companies to involve more attention to make their marketing strategies more sustainable.
Table 1 Characteristics of traditional, environmental, societal and sustainability marketing

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<th>Traditional marketing</th>
<th>Environmental marketing</th>
<th>Societal marketing</th>
<th>Sustainability marketing</th>
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<td><strong>Goal</strong></td>
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<td>• Survival of environment</td>
<td>• Survival of organization – profit</td>
<td>• Survival of environment (economic sustainability)</td>
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<td>• Survival of society</td>
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<td>• Survival of society (society sustainability)</td>
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<td><strong>Key actors</strong></td>
<td>• Profit oriented organizations • Consumers</td>
<td>• Environmental oriented Organizations • Environmental oriented Consumers Environmenta organizations (local, national, international, global)</td>
<td>• Societal oriented organizations • Societal oriented consumers • Societal oriented population</td>
<td>• Sustainability oriented organizations • Sustainability oriented consumers</td>
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<td><strong>Relationships with consumers and other stakeholders</strong></td>
<td>Transactions between organizations and consumers</td>
<td>Long-term relationships with environment oriented consumers and other stakeholders</td>
<td>Long-term relationships with societal oriented consumers and other stakeholders</td>
<td>Long-term relationships with sustainability oriented consumers and other stakeholders</td>
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<td><strong>Lifestyle</strong></td>
<td>Consumption oriented lifestyle</td>
<td>Environmental oriented lifestyle</td>
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<td><strong>Value</strong></td>
<td>Commercial</td>
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The role of marketing in responding to sustainability will vary among companies depending on their industry, size, corporate culture and whether the style of marketing they practice is classically customer-led, technology (product) led or communication led (Charter, Peattie, Ottman & Polonsky, 2002). The company has to adopt sustainability in strategic marketing practices and marketing mix, and therefore, marketing strategies should be designed and implemented according to established sustainable values and objectives (Kumar, Rahman, Kazmi & Goyal, 2012).
The market is central to the way the world works, but sustainability needs to be understood as a fundamental cultural idea, hence it is necessary to plant a culture of sustainability. The planetary future depends on what kind of culture of consumerism is built, and according to that it is essential to redesign and engineer the global economy in a way that people can get more yet consume less (Adams, 2006). A major challenge for companies is to integrate and balance all aspects of sustainability in a way which enables financial stability and competitive while including ecological requirements and social demands (Belz & Karstens, 2005). Surely, sustainability marketing practice should not be measured as one more marketing approach, but need to give an intensive contribution to environmental, economic and social dimension.

Aforementioned is not easy because is necessary to formulate strategy in such a way, so that profits can still be earned even after reduced impact on environment and society (Charter, 2006). According to Varadarajan (2010), marketing strategy refers to an organization’s integrated pattern of decisions that specify its crucial choices concerning products, markets, marketing activities and marketing resources in the creation, communication and/or delivery of products that offer value to customers in exchanges with the organization and thereby enables the organization to achieve specific objectives. The goal of a marketing strategy is to obtain a position that is desirable, different and defensible. Marketing is the process of satisfying consumers’ wants and needs, so it is important that position is desirable, because firms compete in the marketplace to offer the most desirable products which will deliver the most satisfaction according to consumer desires. The position must be different in order to achieve competitive advantage, and defensible as well in order to maintain that advantage (Obermiller, Burke, & Atwood (2008).

Considering how to introduce sustainability into practice, it is very important not to fall into a trap of marketing myopia. Sustainability marketing myopia is a term that pertains to a distortion stemming from the overlooking of socio-environmental attributes of a sustainable product or service but prejudicial to customer benefits and values (Cuculeski, N., Mircoveska, T. P., & Petrovska, I., 2016). The idea of sustainability marketing myopia is rooted into conventional marketing myopia theory, that is introduced by Theodore Levitt where he characterized the common pitfall of companies’ tunnel vision, which focused on “managing products” (that is, product features, functions and efficient production) instead of “meeting customers’ needs” (that is, adapting to consumer expectations and anticipation of future desires). Levitt warned that a corporate preoccupation on products rather than consumer needs leads to failure (Levitt, 1960). Sustainability marketing myopia can be avoided by identifying and highlighting the inherent consumer’s values of the socio-ecological features of the product and the personal customer benefits that emanates from it or by aligning socio-ecological attributes with core benefits (functionality, performance, design, durability, taste, freshness, uniqueness, aesthetics, fashion) of the product to create “motive alliances” (Belz & Peattie, 2009). Therefore, it is exactly said that companies cannot stay for longer in the market if they will not become truly sustainable (Whiting, 2008).

The future objectives of sustainability marketing should be focused on segmentation, targeting and positioning customer on the basis of sustainability criteria beside with designing sustainability marketing mix for improved products and services, better prices, distribution and promotion. Sustainability in marketing strategy not only helps in competitive advantage, but also encourages ideas for cost savings and innovations (Whiting, 2008).

Taking into account all the previously mentioned, it can be concluded that sustainable marketing obtains a several benefits for companies like (Reutlinger, 2012):

- Cost savings which are achieved through energy, material and waste efficiencies and are often one of the main motivators for companies. Sustainable marketing provides many actions that lead to long-term savings and it is recommended to follow a step by step
approach starting with easily implement and low-cost actions before introducing more comprehensive and cost intensive solutions.

- **Reputation:** Being sustainable can provide a good reputation to a company and trust of their consumers.
- **New markets:** When company is renowned for being sustainable, new markets and customers can be open up. It can also be a point of differentiation from that can also arise some new products that will attract new customers who otherwise might not buy the company’s products.
- **Reduced risk:** Switching to alternative energy sources, or becoming more resource efficient decreases the need of using possible scarce resources whose price will rise in a future and supply might become uncertain.
- **Attracting and retaining employees:** Working for sustainable company can enhance current employees’ innovativeness, motivation and productivity.
- **Leadership:** Leadership can be gained or maintained through sustainable marketing, and the company can enhance their image and achieve a competitive advantage.

4. **Case study of Jadran Galenski Laboratorij d.d.**

JGL is a flexible, medium-sized, pharmaceutical company, producing primarily generics, developed from a central laboratory for manufacturing and controlling magistral and galenic preparations for the "JADRAN" Rijeka pharmacy. It was founded in 1991 as the first entirely private pharmaceutical joint stock company in Croatia. The company headquarter is in Rijeka. The transformation from a local laboratory into a powerful and fast-growing pharmaceutical company occurred exclusively through organic growth - development of new products and conquering new markets. The beginning of JGL market operation was characterized by an entrepreneurial spirit of its founders, who used the niche strategy with several pharmacologically essential drugs, produced on a small scale, recognizing the market potential for these products.

Systematic investments into employee knowledge and new product development, in addition to a close relationship with our customers and investments into modern technology for manufacturing and controlling drugs have resulted in JGL becoming the second pharmaceutical company in Croatia, developed from the initial small enterprise over a relatively short period of time. Today the JGL portfolio encompasses more than 540 products and in addition to its domestic market, it operates on the various markets in SEE, CIS (The Commonwealth of Independent States) and the rest of the world. JGL is an international pharmaceutical company aimed to developing and manufacturing drugs in target therapeutic areas, with a focus on the senses. The company is striving to be the global leader in using the benefits of sea water for health purposes.

The mission of the company is to improve the quality of life by taking care of their clients’ health. It is being achieved by virtue of a clearly defined set of values, team work at all levels of the organization, closeness in communication, excellence in a clear and highly positioned set of goals and standards of quality and performance. During the time when the economic crisis undermines social relations and destroys trust between groups, awareness of the importance and responsibility that organizations have on modern society is more important than ever before. At the same time, being socially and environmentally responsible means not only fulfill legal obligations, but goes further and invest more in human capital, environment and relations with stakeholders. The company is constantly evolving in the cultural, organizational, competence, technological and process area in order to create the necessary conditions to solve a broader range of customer needs through personalized, proactive service as a value-added delivery to the purchaser. JGL strives to be a reliable partner to the customer and his first solution to business challenges.
JGL continuously implements the principles of social and environmental responsibility in its business and, in interaction with other stakeholders, it aims to set an example and contribute to the harmonization of its own long-term growth with the sustainable development. Two DOP Index\textsuperscript{1} Awards, received in the category of large companies, are just an example of numerous recognitions given to the company that raises its standards of development and environmental protection year after year.

While enhancing the quality of life through health care globally, JGL continually strives to be a reliable and responsible member of the community in which he lives and works. Furthermore, JGL put intense emphasis on the development of environmental awareness and responsibility towards the local community. Protecting the environment and conserving natural resources are high priority to JGL. By taking care of responsible management and commitment of employees, JGL strives to conduct its operations in an environmentally responsible manner. Health and environmental protection goals are outlined starting from the initial stage of developing the product and further below. Accordingly, the company continues to adopt new environmental standards, to act proactively in the direction of environmental protection, healthy personal development and affirmative social action.

In the following text it will be displayed a specific company activities that aim of contributing to the economic, social and environmental dimensions of sustainability.

There are number of initiatives that stand out in the contribution of the environmental dimension of sustainability. By optimizing its processes JGL strives to achieve measurable results in the areas of environment protection and fuel usage through: reduction of harmful effects - control and separating waste water, increasing the amount of disposed waste, reducing the amount of municipal waste, reduction of water consumption, reduction of electricity consumption, reductions in fuel consumption and emissions in their own transport. In order to ensure the fulfillment of these objectives, JGL keep records on these indicators and prepares relevant reports, which are available to all interested parties. One of the most significant to post is the traverse from conventional to renewably produced sources of electricity. By this action, JGL sends a very strong message to the public about sustainability and provides a concrete contribution to the development of alternative energy technologies. This is a praiseworthy initiative that shows the strategic thinking of enterprise and understanding of future development trends.

Many environmental solutions, departing from the conventional ones and surpassing the legally stipulated solutions, were planned and implemented in the project of the Pharma Valley complex through the company's choice of advanced technological and environmental solutions, as well as reaching the level of maximum possible energy savings in future exploitation. These include the installation of a ventilation system in clean rooms with the free cooling system, which controls the use of fresh outdoor air depending on the temperature, and a power plant with a highly efficient cooling tower. Heating was solved through a burner system powered by extra light heating oil or gas in the second stage. Most of the lighting throughout the building and its surroundings was realized in the LED regulation technology that enables significant annual energy savings and consequently lower CO\textsubscript{2} emission.

As for the waste management, depending on the type and properties of waste, the following methods were applied: recycling, thermal treatment, disposal, authorized collectors financed

\textsuperscript{1} DOP Index is a methodology that provides a comprehensive insight into the socially responsible practices of Croatian companies. They consider activities in six areas, namely: enterprise focus on economic sustainability, inclusion of corporate social responsibility and sustainable development in business strategy, responsible policies and practices in the work environment, responsible policies and practices of environmental management, corporate social responsibility in market relations and corporate social responsibility in community relations.
by the Fund, the pre-treatment and treatment. Waste management is applying very strict principles with the aim of minimal environmental impact. It is also significant that the part of the waste is sold as raw material thereby also protecting the environment, and also earns additional income.

Also, it is worth mentioning that an additional pool of 100 m3 was added to the water reservoir. Its purpose is to collect clean technological waste water, which is then used for watering plants. Other technological waste water passes through a biological purifier before being discharged into the sewer system. A special attention is given to the sea, its inhabitants and the coastal area, and a series of actions are organized for the purpose of its preservation. Some of the activities are: Traditional cleaning of beaches, Mediterranean monk seal tracking, raising public awareness about the connection between quality of life and preserving the environment and the importance of healthcare.

It is important to emphasize the implementation of the national project "Education of children of preschool and school-aged children in Croatia about the need to preserve and protect the Adriatic Sea" with the expert assistance of associations PAKS. The project aims to educate children, young people and parents and to encourage care for the preservation of the Adriatic Sea. The same is based on workshops that are held in kindergartens and primary schools and dividing manuals and educational DVDs. Additional promotional activities that are implemented with the aim of stimulating interest in the project among school is and the maintenance of national competition called "The sea is alive", and the contestants had a chance to win prize trips. The company also participates in the organization of conferences on the topic of environmental protection, human health and moral values. Particular emphasis is to promote the Adriatic Sea as a source of health, and its beneficial effects on human health and disease prevention. Also, the new physical insights of the water molecule and the importance of water in the human body are being emphasized.

JGL continuously seeks to have a more open attitude to employees, provide a stimulating work environment, cultivate healthy interpersonal relationships and maintain good communication with internal and external stakeholders, all with the aim of creating a climate that supports the creativity, free expression of opinions, discussion of the problems. Further, the company is continuously encouraging all stakeholders on permanent learning and development, as well as taking responsibility and initiative towards achieving added value to company themselves and their partners.

One of the key parts of the story about the social dimension of responsibility is certainly cooperation, active involvement and supporting the community in which the company live and works. The above is reflected through many examples. One of them is the cooperation with the academic community by means of providing support to new generations of young professionals. It is realized at many levels: through the implementation of teaching, mutual work on projects, and a perfunctory of professional practice. Furthermore, efforts have been intensified to encourage awareness of the importance of health care by participating in public health actions, and special care, love and resources are directed towards the children, the helpless, the sick and the needy. Through a series of sponsor-donor initiative to clubs, associations, events that primarily take care of sick children and the sea, the company is trying to return a part to the community that it takes from. Help and support is targeted to many athletes as well, like - karate, marathons, triathletes, footballers, judoka, and as always, JGL was especially facing the sea, swimmers, divers and sailors...

It is also noteworthy to mention a JGL's commitment to development based on innovation and product development as shown by a significant investment in research, cooperation with scientific institutions and the education of its own experts in order to increase competence.
These are all indicators of the company desires to grow on its own knowledge and to conquer markets advanced solutions and new products that enhance quality of life.

5. Conclusion

Companies are more intensively recognizing advantages of sustainable initiatives and undertaking steps to incorporate them in their businesses. Making business more sustainable will present both opportunities and threats, but companies need to synchronize their activities to the development of the sustainability agenda if they want to be competitive in the future. When it comes to the marketing part, it is important for marketers to break their traditional frame of reference and reconsider their marketing strategies. Marketing intensively puts importance on sustainability. The aim is satisfying the wants and needs of the customers while putting equal emphasis on environmental and social issues, thus generating profit in a responsible way. It is essential that firms examine the ways in which their marketing mix can become more sustainable, which will, among others, be one of the influencing factors of success in the future. It is crucial to take a pro-active stance on environmental and social responsibly, that is, proactively introduce positive changes before it is made necessary. In order to achieve that, companies will need to invest a considerable amount of effort to change their supply networks and their in-house or contract manufacturing systems. Recycling of materials like paper, metals, plastic etc should be much more widespread and included in the activities of the company. Also, saving energy using the energy efficient lighting and appliances, using efficient and environmentally friendly modes of transportation are also one of possible contributions. Furthermore, it is necessary to avoid any kind of discrimination, child or forced labor, corruption, bribe or similar. The most successful companies in doing this sincerely embrace sustainability principles at its core; set clear and measurable goals; and clearly, transparently and truthfully communicate with their stakeholders about the ecological and social impacts of their products and services. These companies use the four Ps to enhance and fulfill their sustainable positioning. (Gittell et al., 2012).

JGL certainly shows awareness about the strategic importance of sustainable development and reporting on the economic, social and environmental indicators, establishes communication with employees, customers, clients, suppliers and the general public. Its business is based on the principles of sustainable development which implies economic growth with ecological balance and social progress. While stressing the orientation toward to being a reliable and responsible member of the community in which they live and work, they believe that doing good business means and doing commonweal. The company is continuously trying to improve and enhance the working and environmental conditions without conscious reducing environmental impact. Furthermore, particular importance is put on raising awareness of diversity and inclusion, responsible business management and supporting the highest standards of ethics at every step of creating a quality product - from research and development to sales and marketing. By investing in advanced, currently unconventional solutions in the area of energy efficiency, JGL has achieved a significant reduction in operating costs compared to the past, an increase in productivity, and ultimately an increase in the quality of delivery of its services and products to its customers and consumers. This bears testimony to great responsibility toward the local community and the area in which the company operates and builds.

In order to increase the level of sustainability actions, it would be useful to consider the introduction of the assessment and selection of suppliers based on their effects on the environment and society in order to spread sustainability chain to other stakeholders. When looking at a sustainable-marketed product, consideration should be made for sourcing of materials, ingredients used, and the manufacturing of the product. This includes using more natural and organic materials, sourcing local and through fair trade suppliers, utilizing
environmentally friendly materials, using lean manufacturing and distribution methods that minimize the company’s carbon footprint. Each company, in striving to achieve more sustainable marketing strategy can rethink how sustainability can be integrated into activities such as product design and development, branding, packaging, pricing, distribution, personal selling, advertising and sales promotion (UNEP, 2005).

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