

Marketing Solutions in Sustainable Territory Development based on the Environmental Dimension

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Abstract: The article substantiates the role and importance of marketing solutions in sustainable development of territories based on the environmental component. The authors conclude that the direction of sustainable development marketing is the most demanded, demonstrating the responsible behavior of business and regional authorities in the evolution of territories within the framework of the adoption of sustainable development targets. Marketing solutions allow intensifying the targeting of economic, environmental and social prerogatives on the one hand, and the targeting of environmental causes the need for marketing activities on the other hand. It is concluded that it is necessary to expand the environmental component to prepare strategic programs to develop territories and the definition of indicators indicating environmental well-being. The article carries out analytical comparisons for a number of selected criteria characterizing the environmental situation in the regions of Russia and substantiates the need for environmental transformation in the target setting of the complex marketing of enterprises and organizations developing their activities in a particular territory, finding a balance of interests of the compromise between government, business and local community, actively involved in the implementation of "green initiatives".


1 INTRODUCTION


The issues of territorial development have been and remain topical for modern theory and practice associated with their strategic management processes. In this practical sphere and ideology, one of the leading roles belongs to territorial marketing designed to develop a strategy and coordinate tactical steps to transform the territorial economy in the interests of business, population, competitive positioning of products and services produced in the region (Lugovaya, 2013).


The established paradigm of economic management and the corresponding marketing theory within the concept of sustainable development (Realizaciya strategii ustojchivogo razvitiya), in addition to purely economic interests, bring to the spectrum of target indicators, those that correlate with social interests and effects, which is

manifested in the social and ethical orientation of business (Dement'eva and Sokolova, 2018) and environmental interests, allowing reducing the harmful impact on the environment and provide chances for future generations' life. This allows us to talk about the prevalence in marketing theory of the concept of sustainable marketing or marketing of sustainable development of territories (Ginsburg, and Bloom, 2004), which focuses managerial decisions, business activity and demands of the local community on social and environmental goals, taking into account the intersection of the interests of the latter and the search for possible trade-offs between the interacting parties.

Researchers in the noted context note a number of features of filling the marketing complex in accordance with the expression of the population on social and environmental effects in the business functioning (figure 1).

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A product in this approach embodies solutions that combine safety, resource conservation, recyclability, and labeling that demonstrate a commitment to sustainability.

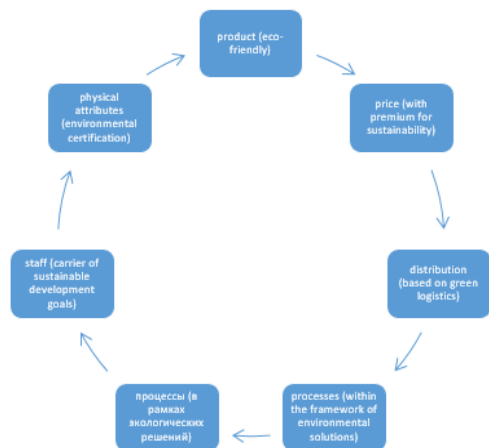


Figure 1: Marketing mix within the concept of sustainable development.

The consumer price is set at a level that includes the payment of a price premium for focusing on environmental issues, safety, conservation of resources.

The distribution element is aligned with green logistics, supply chain management based on sustainable development targets. In the promotion element, demonstrating commitment to sustainable development goals and, in particular, environmental friendliness, appears to be a leading component.

Processes involve the full participation of all parties involved in the cycle of socially and environmentally responsible behavior in creating and promoting the product (from the idea to the end consumer).

Personnel communicates the goals of sustainable development, adopting an ecological orientation necessary and desirable in life and work.

Physical attributes are the presence of the necessary environmental certification, special marking, product packaging, communication of compliance with the requirements prescribed in environmental standards.

These aspects are important not only concerning a particular producer and its products but become relevant when choosing the trajectory of environmentally oriented improvement of the territory, in general, based on the concept of sustainable development marketing.

A number of experts rightly note that in order to prevent the risks manifested at the current stage of economic management it is necessary to develop comprehensive solutions based on economic, environmental and social aspects (including those broadcast in the promotion of the territorial brand) (Dudin, Kalendzhyan and Lyasnikov, 2017), which requires constant monitoring and forecasting, as well as specialized research (sociological, marketing) to take into account public sentiment, market interests and the choice of future development trajectories of the region, in accordance with the principles of a sustainable vector for the evolution of territories. In such an ideological perspective, researchers note the importance of the unity of economic, environmental and social goals, which can be fully coordinated in the territorial development on the basis of the concept of sustainable marketing (Clifton, 2010).

In this regard, we explain that, in our opinion, in the study of the problems of marketing solutions application in the sustainable development of territories, the environmental component is actualized on the one hand, and for the full development of the territory in the direction of the environmental vector, the marketing support seems to be in demand.

2 RESEARCH METHODOLOGY

To study the relevance of marketing solutions in the sustainable development of territories based on the environmental component, we clarify the significant target settings of the concept of sustainable development, determine the priority value in territorial evolution at the present stage of the concept of marketing sustainable development; we analyze the implantation of environmental issues in the strategic development programs of several Russian regions, as well as determine the main indicators that indicate the ecological well-being of the territories, conduct appropriate analytical comparisons and substantiate the leading role of marketing theory and practice in focusing on positive transformations of the regional economy in the direction of the environmental component.

3 RESEARCH RESULTS

It should be emphasized that successful implementation of the declared and implemented targets in the development of the territory is of great importance in the acceptance of the environmental

priorities by the local community and involvement of the active part of the population into the processes of relevant positive transformations. Thus, a previous study highlights the lack of public engagement in targeting territorial issues and understanding of efforts to implement green initiatives in particular (Bondarenko, Ivanchenko and Kalieva, 2017). At the current stage, it is justified to involve civic activists in this process and transfer (by word-of-mouth induction) the meaning of "green" orientation in the transformation of the territory with the involvement of the local community.

Russian and foreign experts also emphasize the advisability of involving as many stakeholders as possible in the process of ecological transformation based on a marketing concept that allows taking into account their interests (Frolov and Strekalova, 2015).

To understand the current situation regarding the integration into the marketing support of territorial development according to the environmental scenario, it is advisable to cite the results of the study regarding the Southern macro-region of Russia, where the focus is pronounced on the agricultural component, food production, which initially implies the need to follow the "green values". We consider it significant to cite the assessment results on the

implantation of the environmental component in the strategic planning for the development of the economy of the regions included in this macro-region.

According to the research data, it turns out that the problems of environmental development are realized by the management module of all the analyzed regions, while the targets, objectives, evaluation indicators in the relevant strategies, possible scenarios (from basic to desirable), priority projects, SWOT analysis, implemented regulatory mechanisms are not present in all strategic plans (Figure 2). We believe that the situation in several other regions of Russia is similar. Let us also point out that it is advisable to refer to the indicators indicating such (environmental) orientation, for example, the share of land stock without a pronounced anthropogenic load, the share of the captured harmful substances, as well as the amount of clean drinking water. It is justified to compare regions with metropolitan areas, as advanced solutions are being implemented there, which are further scaled up to the entire region.

When comparing land in the land fund, we obtained the following data (Figure 3).

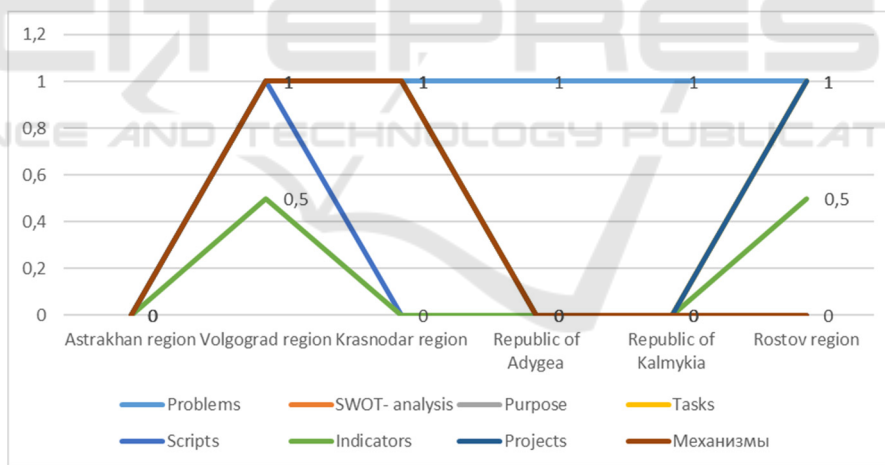


Figure 2: Representation of environmental issues in the strategic development programs of some regions of Southern Russia.

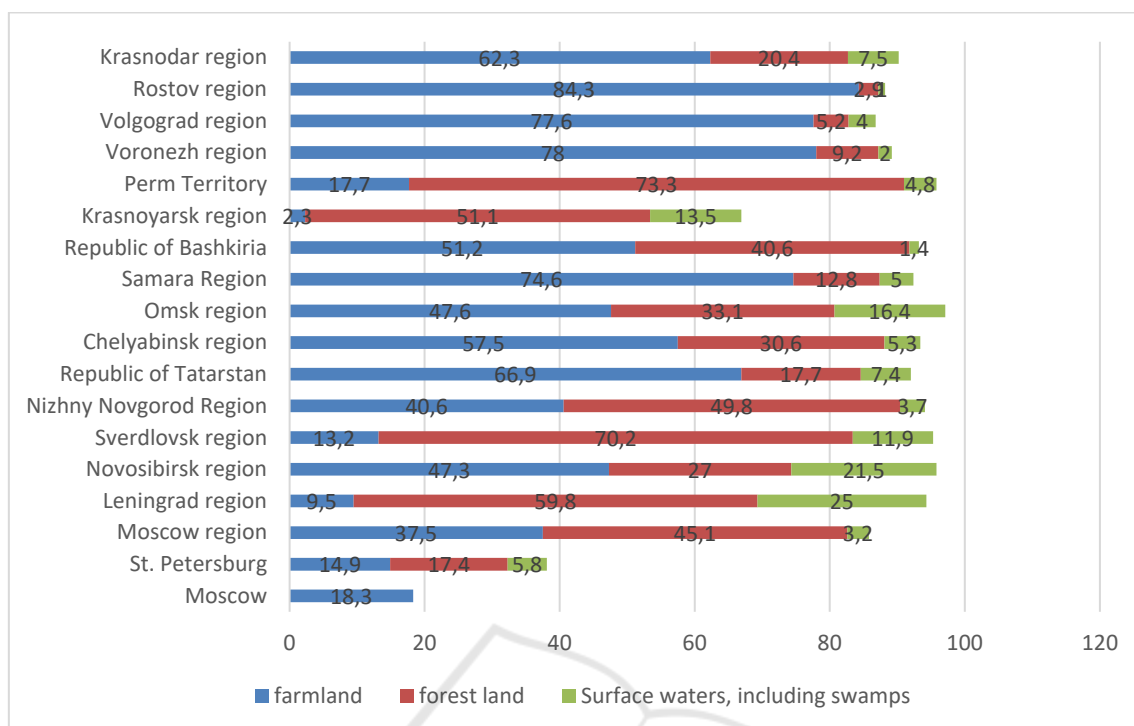


Figure 3: Land area by type of land in several Russian regions in 2019 as % of the total area.

The availability of land, which is not included in the agricultural land, provides an opportunity to provide forest walks, hunting, etc., in such areas is minimized anthropogenic load, and there is an opportunity to maintain a favorable environmental situation, as due to the forests effectively purifies the air. In areas where agricultural activities are carried out, it is also possible to maintain a balance; the main condition is the implementation of sustainable land use and observance of the balance between economy, ecology, and social effects, as well as the inclusion in the marketing planning of spatial development of a clearly defined environmental component.

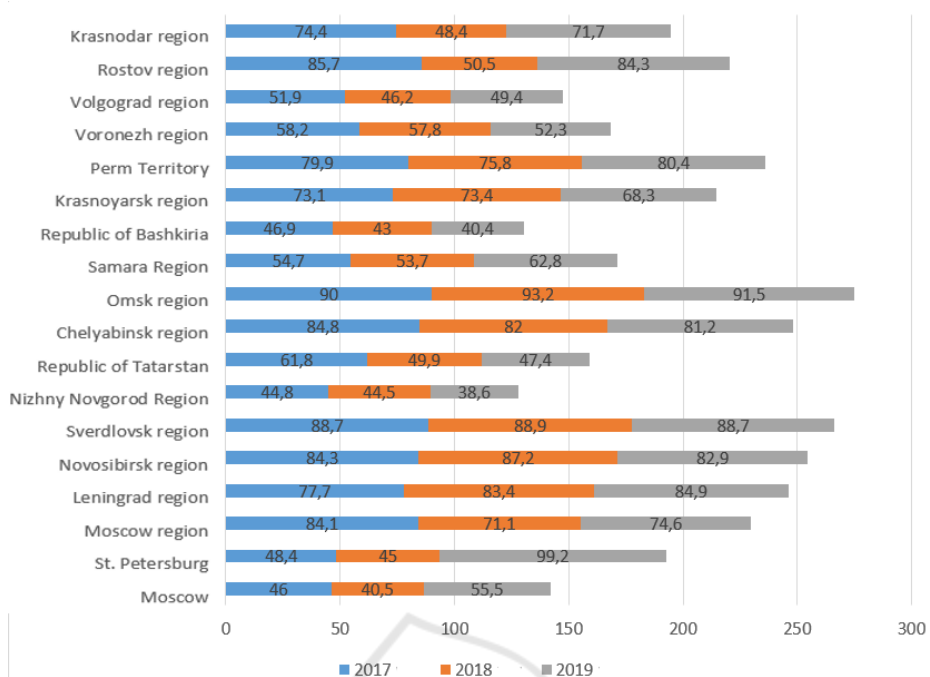


Figure 4 - Share of captured and decontaminated air pollutants in the total amount of waste pollutants from stationary sources in some regions of Russia in 2017-2019.

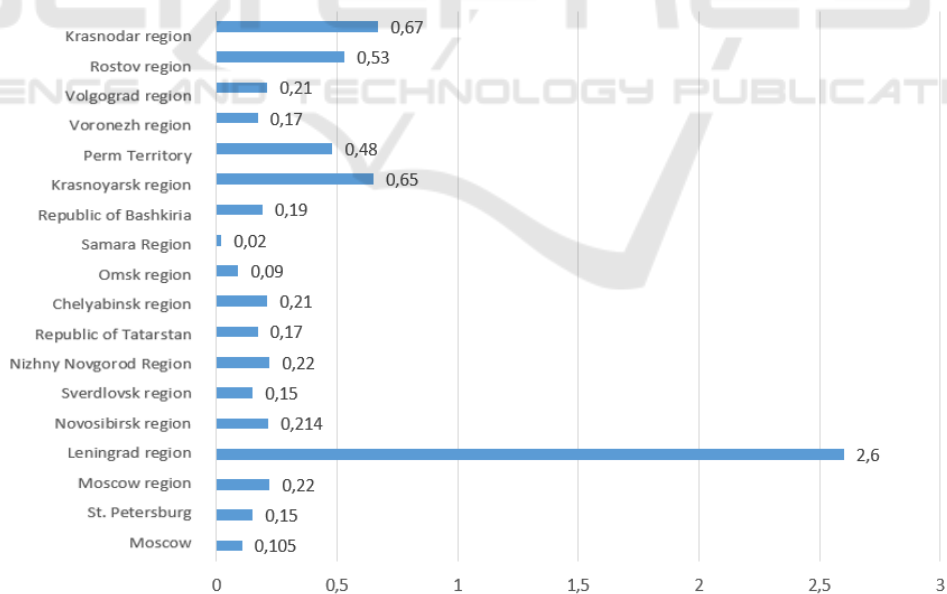


Figure 5 - Volume of fresh water in a number of Russian regions in 2019 in million cubic meters per 1,000 inhabitants.

The following analytical data on the share of captured and decontaminated air pollutants in the total amount of waste pollutants from stationary sources in several country regions can be given (Figure 4). As we can see, the most prosperous

regions of the country seem to be Leningrad region, Krasnodar region, Krasnoyarsk region, Rostov region, and Perm region. The situation is difficult in Samara region, Omsk region, Moscow, St. Petersburg, and Sverdlovsk region.

To complete the picture within the framework of assessing the situation with the aim of ecological development within the framework of marketing and creation of relevant program documents concerning the regions of the country, a different, expanded list of indicators that give an understanding of the ecological well-being can be used.

We believe that marketing planning of territorial development based on economic, environmental, and social effects will improve the quality of life of the population and the possibility of competitive positioning of the country's territories. However, this requires adopting appropriate documents, implanting an environmental component into them, and following the tactical steps of the sustainable development marketing concept in aligning the desired effects and interests of the target audiences. The increased involvement of the local community in solving regional problems also seems to be a significant factor.

4 DISCUSSION OF RESULTS

The expert community also considers the increase of organic agricultural production as one of the significant components to ensure the sustainable development scenario of the territory. However, there may be certain difficulties associated with the need for additional costs for the business, which may discourage promising investors (Sokolov and Ponomareva, 2014).

This involves activation of the marketing component in terms of communications, finding a compromise of target audiences' interests in the territorial development to prevent negative consequences of this kind. This circumstance mediates the strengthening of the business image and brand promotion of the promising territory for the audience of potential investors ((Bondarenko, Ivanchenko and Kalieva, 2017).

Such researchers as Dudin M., Kalendzhyan S., Lyasnikov N. emphasize the importance of "green" innovations in territorial development, which suggests the need for advanced marketing initiatives in the spectrum of strategic solutions and their practical refraction in the sectors of interest of the regional economy (Dudin, Kalendzhyan and Lyasnikov, 2017).

Mirzekhanova Z. explores the targeting of environmental component growth, mainly in the agricultural sector of the Far Eastern macro-region of Russia, noting the efforts made and the need to find a balance between the economy, society, and ecology,

which at the current stage is not always possible (Mirzekhanova, 2018). Our view, which coincides with the expert opinion, finding a priority model of regional economic development can be implemented in the ideological pool of sustainable development marketing with a full-fledged emphasis on the environmental component.

5 CONCLUSION

To summarize, we should note that marketing solutions in the sustainable development of territories based on the environmental component seem to be a desirable and unchangeable option for the evolution of regions from the strategic perspective. In refraction to the goals of sustainable development, accepted by modern society, the marketing concept of sustainable development is in demand in the transformation of the regional economy. The concept strikes a balance between economic, social, and environmental effects.

At the given approach in marketing decisions on the strategic planning of regional development and carried out tactical steps, it is necessary to prescribe in corresponding documents the purposes, tasks, forecasts, possible scenarios, indicators, to consider the realized and perspective projects, to substantiate methodology of necessary analytical work. For the time being, such activities are carried out in an eclectic format, implying the need for streamlining and comprehensiveness.

It also seems important to introduce environmental changes into the target settings of the marketing complex of enterprises and organizations developing their activities in a particular territory and finding a compromise between the government, business (external and internal investors), and the local community, actively involved in the implementation of "green initiatives".

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