

## Strategy #9: Make it eco-friendly

### Covered in this section:

#### Innovating by being friendly to the environment

- In order to make things, we use resources and usually create pollution
- Find a product that is not eco-friendly and make a green version of it
- Almost everything can be made eco-friendly by using different input materials
- This kind of product does the marketing for you
- Eco-friendly products are very appealing to a certain segment of the population

### Examples:

- any car wash that uses waterless detergents
- Toms shoes - they also use an off-setting strategy where they give shoes to the people who don't have shoes every time you purchase from them
- It's important if people can make the connection and realize the value of your product