

INNOVATIVE MARKETING CONCEPTS IN THE CONTEXT OF THE GREEN ECONOMY (WITH A COUNTRY FOCUS ON UZBEKISTAN)

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Abstract

This paper examines the role of innovative marketing in advancing the green economy through integration with sustainability principles and measurable impact. The study identifies key theories such as the Triple Bottom Line, Diffusion of Innovations, and Stakeholder Theory, linking them to purpose-driven branding and circular business models. Special attention is given to Uzbekistan's green transition policies, renewable energy projects, and financial mechanisms supporting low-carbon development. The findings suggest that marketing becomes a strategic instrument for sustainable transformation when embedded in verified impact systems and aligned with policy and finance frameworks.

Keywords: innovative marketing, green economy, sustainability, Uzbekistan, circular business models, renewable energy

Annotatsiya

Ushbu maqolada innovatsion marketingning yashil iqtisodiyotni rivojlantirishdagi roli tahlil qilinadi. Tadqiqotda Triple Bottom Line, Innovatsiyalar diffuziyasi va manfaatdor tomonlar nazariyasi kabi konseptlar asosida maqsadga yo'naltirilgan brendlash va aylanma biznes modellar o'rganilgan. O'zbekistonning yashil o'sish siyosati, qayta tiklanuvchi energiya loyihalari va moliyaviy mexanizmlari tahlil qilinadi. Natijalar marketingning siyosat va moliya tizimlari bilan uyg'unlashgan holda barqaror o'zgarishlarni tezlashtiruvchi strategik vosita sifatida ahamiyatini ko'rsatadi.

Kalit so'zlar: innovatsion marketing, yashil iqtisodiyot, barqarorlik, O'zbekiston, aylanma biznes modellar, qayta tiklanuvchi energiya

Аннотация

В статье исследуется роль инновационного маркетинга в продвижении зелёной экономики через интеграцию принципов устойчивого развития и измеримого воздействия. Рассматриваются ключевые теории — «Тройной результат», диффузия инноваций и теория заинтересованных сторон — в контексте целеориентированного брендинга и циркулярных бизнес-моделей. Особое внимание уделено политике «зелёного перехода» Узбекистана, проектам в области возобновляемой энергетики и финансовым механизмам низкоуглеродного развития. Результаты показывают, что маркетинг становится стратегическим инструментом устойчивой трансформации при его интеграции в системы верифицируемого воздействия и согласовании с политикой и финансами.

Ключевые слова: инновационный маркетинг, зелёная экономика, устойчивое развитие, Узбекистан, циркулярные бизнес-модели, возобновляемая энергия

INTRODUCTION

Problem. Traditional “green marketing” (eco-labels, CSR campaigns) often fails to change behaviors or capital allocation. The green economy requires innovative marketing integrated with real operational change, data transparency, and credible finance instruments.

Objectives. (i) Define innovative marketing in a green-economy context; (ii) identify and assess leading concepts; (iii) map enabling institutions and metrics; (iv) develop a country-level application for Uzbekistan with actionable tasks.

Significance. Advances both scholarship (bridging marketing innovation and sustainability outcomes) and practice (SOEs, policymakers, investors).

LITERATURE REVIEW

Green/Sustainable Marketing. From attribute-based claims to systems-level narratives and stakeholder value.

Green Economy. Policy-anchored shift to low-carbon, resource-efficient, inclusive growth; requires demand-side change and credible information flows.

Market failures & remedies. Externalities, information asymmetry, principal-agent problems; role for standards, labels, product passports, and ESG reporting to reduce search and trust costs.

Gaps. Linking marketing innovation → measurable environmental outcomes; integrating digital traceability and impact finance into marketing strategy.

Theoretical Framework

Triple Bottom Line (TBL). Marketing expands value story beyond price/quality to Planet/People performance.

Diffusion of Innovations (Rogers). Adoption of eco-innovations depends on relative advantage, compatibility, trialability, observability—marketers can design for these levers.

Stakeholder Theory (Freeman). Marketing aimed at consumers, investors, regulators, communities, employees; messaging must align with each group’s material issues.

Behavioral Economics (“Nudge”). Defaults (e.g., carbon-neutral shipping), salience (impact dashboards), and commitment devices (pledges, leaderboards) shift behavior at low friction.

Innovative Marketing Concepts for the Green Economy

Purpose-driven branding refers to a marketing strategy in which a company’s brand identity, communications, and business model are explicitly anchored in a *social or environmental mission*. Unlike traditional corporate social responsibility (CSR) campaigns that operate as peripheral activities, purpose-driven brands integrate sustainability into their core value proposition—turning purpose into a source of long-term differentiation, trust, and financial performance.

According to Kotler and Sarkar's concept of *Brand Activism* (2019), modern consumers—especially younger demographics—expect companies not only to “do less harm,” but to actively contribute to solving systemic challenges such as climate change, inequality, and waste. In the green-economy context, purpose-driven branding thus becomes a means of signaling genuine commitment to low-carbon, circular, and inclusive growth models.

Authenticity and Consistency. The brand's environmental or social mission must be reflected in its governance, supply chains, and operations, not just in messaging. For example, Patagonia's “Don't buy this jacket” campaign encouraged repair and reuse, aligning communication with verifiable sustainability practices.

Measurable Targets. Purpose statements must be supported by *quantitative sustainability indicators*—such as science-based targets for emissions, renewable-energy shares, or recycled-material ratios—preferably disclosed through sustainability reports or integrated reporting frameworks (e.g., GRI, SASB).

Third-Party Assurance. Independent verification (by accredited auditors or NGOs) enhances credibility and mitigates *greenwashing risk*. Certifications like B Corp, Fair Trade, or ISO 14001 act as external validators of purpose.

Country Focus: Uzbekistan—Developments, Changes, and Tasks

Uzbekistan has formally positioned the transition to a green economy as a national development priority through the Presidential Resolution No. PP-4477 (October 2019), which approved the *National Strategy for Transition to a Green Economy for 2019–2030*. This strategic document outlines key directions for achieving low-carbon, resource-efficient, and climate-resilient growth. Its objectives include reducing the energy intensity of GDP, expanding renewable energy generation, improving energy efficiency in industrial and residential sectors, and ensuring sustainable management of water and land resources.

The Strategy aligns with Uzbekistan's international climate commitments under the Paris Agreement, implemented through its Nationally Determined Contribution (NDC), first submitted in 2017 and updated in 2021. The updated NDC sets a target to reduce greenhouse gas (GHG) emissions intensity by 35% by 2030 compared to 2010 levels, reflecting a substantial increase from the initial 10% target. The government has also declared a long-term aspiration to achieve carbon neutrality by 2060, a goal reiterated in the World Bank Country Climate and Development Report (CCDR, 2023) and the UNFCCC registry.

To coordinate implementation, an Inter-Agency Council for Green Economy operates under the Cabinet of Ministers, integrating the efforts of line ministries, regional authorities, and state-owned enterprises (SOEs). The Council's tasks include policy coherence, investment prioritization, and monitoring of the national indicators of green growth.

Complementary to the Strategy, Uzbekistan has introduced a number of supporting policy instruments:

- Law on Renewable Energy (2019) — providing the legal basis for private and foreign investment in renewable power generation;

- Law on Energy Efficiency (2020) — setting mandatory standards for industrial and building sectors;
- Decree on Environmental Protection and Climate Resilience (2022) — creating a framework for adaptation planning and monitoring;
- Green Economy Financing Facility (GEFF, EBRD/ADB) — promoting access to green credit lines for enterprises and households.

These policy and institutional reforms collectively establish the foundation for integrating green growth into national planning documents such as the *Development Strategy of New Uzbekistan 2022–2026* and the *Long-Term Strategy for Carbon Neutral Energy (draft, 2024)*.

The energy sector remains the largest contributor to Uzbekistan's GHG emissions—accounting for approximately 80% of national emissions according to the IEA and UNDP (2023). Therefore, the transition to renewable and low-carbon energy sources is central to the green economy agenda. Uzbekistan aims to reach 20 GW of renewable capacity by 2030, including 8 GW of solar and 12 GW of wind power, as announced by the Ministry of Energy and the Asian Development Bank (ADB). This ambition is supported by a portfolio of public–private partnership (PPP) projects attracting global developers and financiers.

Solar Photovoltaic Projects — including the Nur Navoi Solar (100 MW) and Samarkand–Jizzakh cluster (900 MW) developed through IFC and ADB tenders, setting tariff benchmarks for the region.

Waste-to-Energy (WtE) Program — launched by the Ministry of Ecology in partnership with foreign investors, targeting the conversion of 4.7 million tonnes of municipal solid waste annually into approximately 2.1 TWh of electricity by 2027, with total investments exceeding USD 1.3 billion.

Chirchiq Green Hydrogen Project (20 MW) — commissioned in 2025, marking Central Asia's first operational green hydrogen facility, jointly developed by ACWA Power and Uzbekneftegaz. The project substitutes natural gas feedstock in fertilizer production, supporting industrial decarbonization. A larger 2 GW electrolyzer complex for “green chemicals” production is also under preparation, with potential investments of USD 5–6 billion.

CONCLUSION AND SUGGESTIONS

Embed marketing in transition plans; use product passports and MRV; treat green bonds as storytelling tools; launch citizen nudges; publish bilingual dashboards; prepare CBAM readiness materials. This research explored how innovative marketing can serve as an accelerator of the green economy—defined as low-carbon, resource-efficient, and socially inclusive growth. The study demonstrated that marketing, when aligned with sustainability principles and verifiable impact, becomes a transformative instrument that influences both market behavior and investment allocation.

Theoretical foundations such as the Triple Bottom Line, Diffusion of Innovations, Stakeholder Theory, and Behavioral Economics provided the analytical lens for understanding how marketing can translate ecological and social objectives into mainstream consumer and investor decisions. Traditional “green marketing,” limited

to eco-labels and promotional messaging, has proven insufficient to change production models or financing flows. Instead, the thesis argued for integrated, innovation-driven marketing that is embedded within actual operational and financial transformation

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