



How to Use Sustainable Branding as A Unique Selling Point (USP) in a Waste Management Company? – A Case Study of Omrin

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Background

Sustainable waste companies have become more recognized in the sustainable agenda while providing the majority of end-of-pipe solutions. However, most waste treatment services are seen as NIMBY (Not-In-My-Back-Yard) programs, which with low public acceptability. Using sustainable branding as a USP can provide a company the with competitiveness to set itself exceptional from rivals in the market and disseminate positive sustainable information and image to the public.

Objective

This research explored how a sustainable waste management company uses sustainable branding as its USP and propose a Sustainable Strategic Branding Management (SSBM) framework to examine what strategies have been taken by Omrin. The research focused on its 3 primary customers (shareholders) and 4 employees, and the attachment of USP on the existing sustainable branding framework.

Introduction

The purpose of this qualitative research is to fill the gap in the existing literature on using sustainable branding as a USP in the waste management industry, what possible actions Omrin can execute, and what are the prerequisites Omrin needs.

Research Question

How to use sustainable branding as a USP in a waste management company?

- (a) What strategies have Omrin (not) taken in the process of using sustainable branding as a USP?
- (b) What are the (potential) elements/preconditions and strategies in the process?

Methods

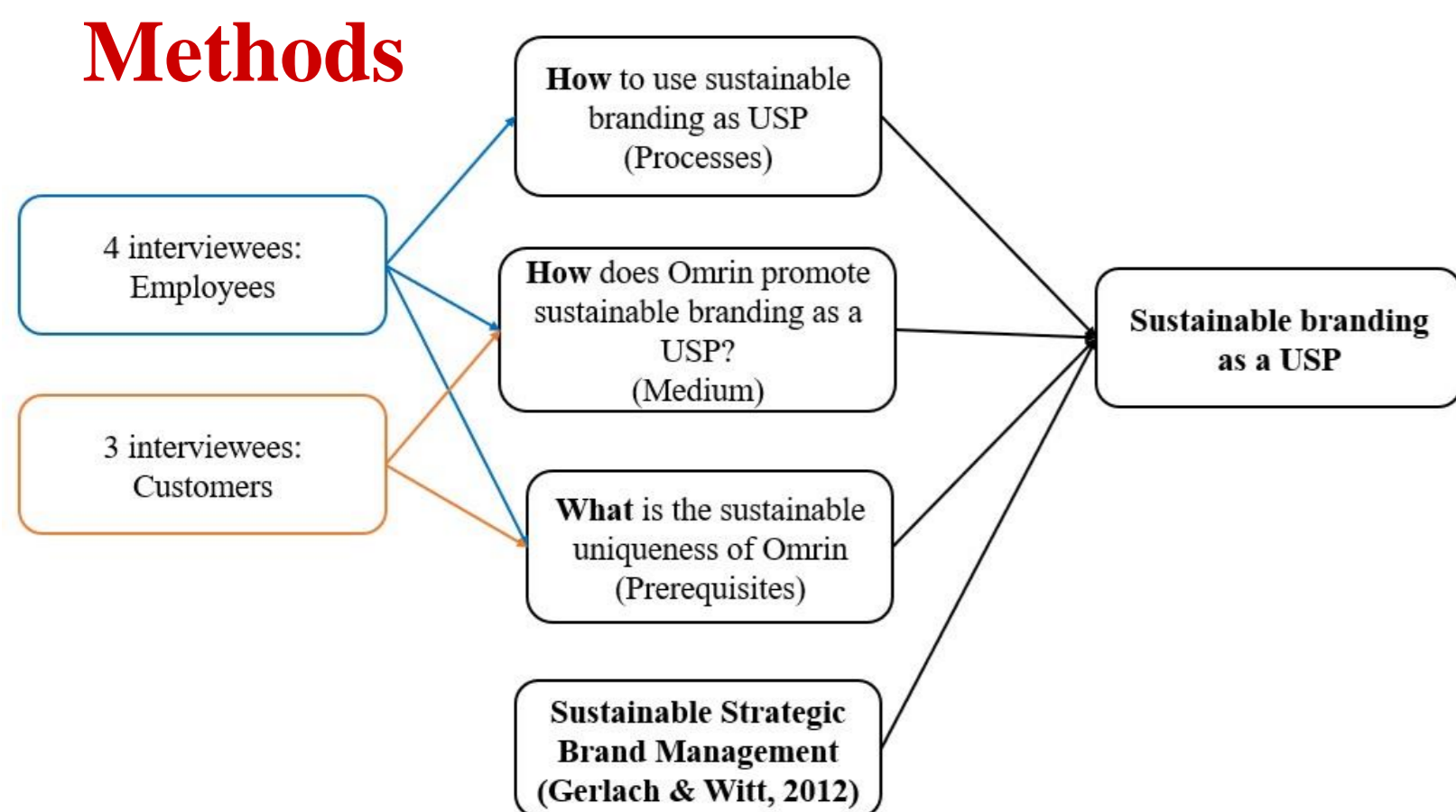


Figure 1. Research process design

To answer this research question, a qualitative approach was chosen, using semi-structured interviews to collect data on how Omrin uses sustainable branding as a USP, what media are used, and what prerequisites it needs. 4 employees and 3 of its primary customers were interviewed.

Results- Prerequisites

The Reasons for Using Sustainable Branding as a USP

- Drivers
 - Retaining customers & maintain customer relationship
 - Remain competitive
 - Doing good & well to environment and society
 - Involving more sustainably-minded cooperation
- Barriers
 - Geographical limitation & facility capacity
 - Consistency in employees' understanding

Results-Unique Sustainable Point

- Since sustainable branding is widely used in most waste management companies, the traits of sustainable branding should stand out in the market to be the USP.
- The results from interviews indicated Omrin's sustainable corporate branding is environmental-oriented.

Results- SSBM with USP

Omrin's execution

- **Figure 2** presents Omrin's USP execution in SSBM framework.
- **Red frames:** Omrin has executed
- **Brown frames:** Omrin has not executed, but can execute
- Columns without colored frames: Not applicable with USP

Medium

- Sustainable annual reports
- Company websites
- Shareholder meetings
- Events
- Green trucks
- Social media (Youtube & Twitter)

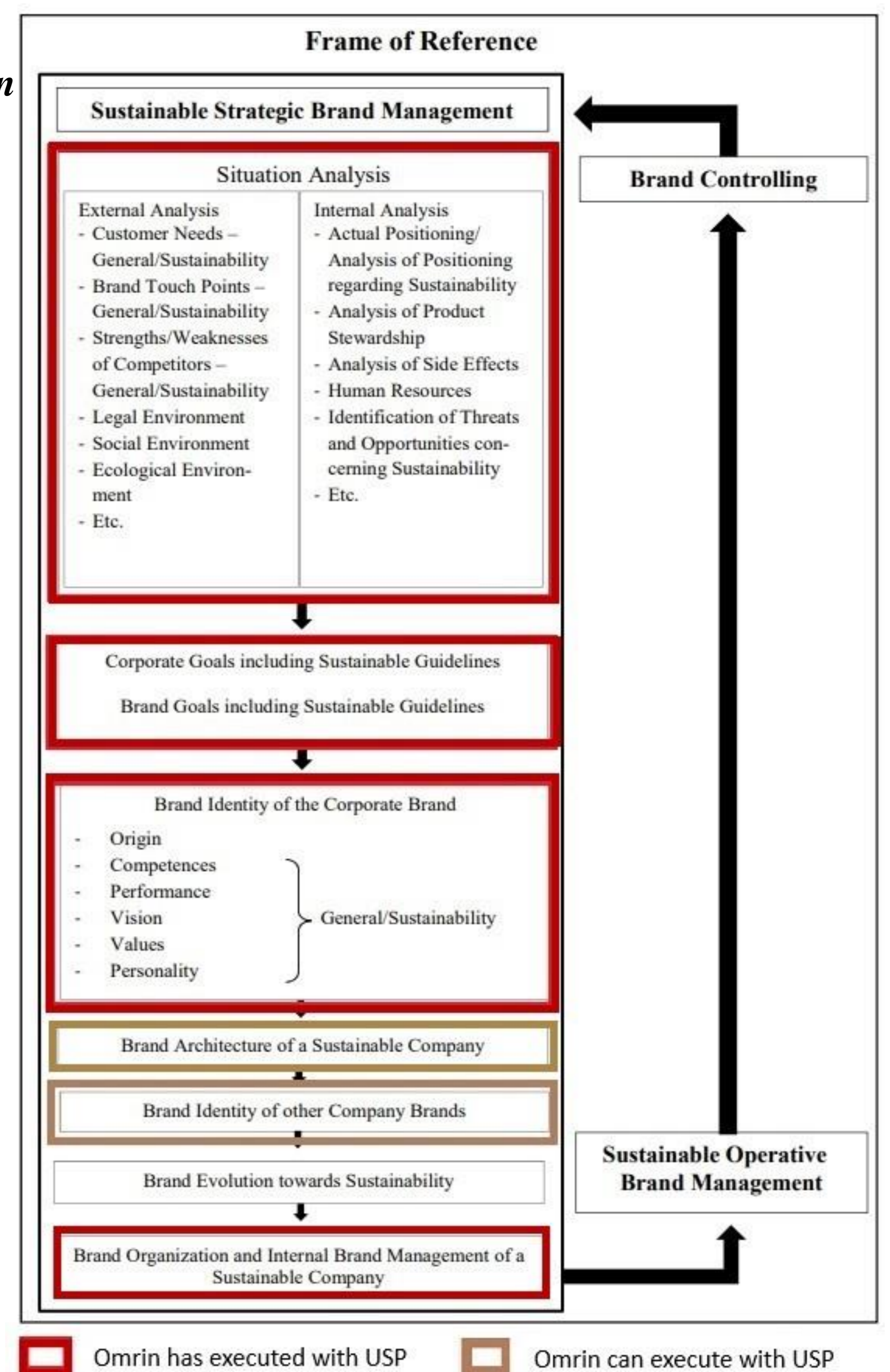


Figure 2. Integration of SSBM and USP in Omrin's corporate branding

Conclusions

- This research combines the idea of USP with the existing theoretical framework, the results show how Omrin uses sustainable branding as its USP, what strategies are taken or not, and the drivers and barriers of using sustainable branding as a USP.
- Future research (1): Involve multiple cases to generalize the study. Multiple cases in the same or different sectors can aid in the knowledge of using sustainable branding as a USP.
- Future research (2): Conduct quantitative research on its secondary customers (inhabitants in serving areas). Look specifically into what the inhabitants expect from a sustainable waste management company.