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planet's ability to support us. To create a sustainable future, we must not only change our own actions, we must educate and encourage those around us to change theirs.

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Robert Dahlstrom is the Bloomfield Professor of Marketing in the Gatton College of Business and Economics at the University of Kentucky. Professor Dahlstrom is also the founding director of the university's Von Allmen Center for Green Marketing, which seeks to develop green marketing curriculum, conduct environmental marketing research, and foster sustainability efforts in the community.

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Green marketing means marketing the sustainability efforts of a company to a target audience, as in what a marketing agency might do for Patagonia or Interface. Another example is Starbucks' creation of marketing assets that incorporate sustainability messages (such as the company's fair trade sourcing or sustainable agriculture practices).

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