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Eco-Impact: Evaluating the Effectiveness of Promotional Strategies Among Key Philippine Associations

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ABSTRACT

Introduction: The Philippines faces multifaceted ecological challenges, including widespread deforestation, air and water pollution, and the intensifying effects of climate change. These environmental issues render the country particularly vulnerable to natural disasters such as typhoons, flooding, and droughts, thereby threatening both biodiversity and socio-economic stability. In response, various stakeholders, including associations from the business sector and academia, have undertaken initiatives to promote environmental sustainability. This study seeks to evaluate the effectiveness of promotional strategies implemented by key Philippine associations in fostering ecological awareness and encouraging environmentally responsible behaviors. **Methods:** A qualitative research design was employed, involving in-depth listening exercises and thematic analysis. The participants included servant leaders, Presidents, and members of the Boards of Directors from select Philippine associations representing the business industry and academic institutions. The study assessed a range of ecosystem-focused promotional campaigns, such as tree planting, energy and water conservation, paper and plastic use reduction, waste segregation, composting, and the promotion of renewable energy and sustainable consumer habits. **Results:** Findings revealed that while public awareness regarding environmental issues has significantly increased due to these campaigns, the translation of awareness into consistent, sustainable practices remains limited. Campaigns that incorporated culturally resonant messaging and context-specific strategies were more successful in influencing public attitudes. Furthermore, initiatives that encouraged collaboration between academic and private sector actors demonstrated greater outreach and community engagement. **Discussion and Conclusion:** The study underscores the need for an integrated communication strategy that leverages both traditional and digital media platforms to enhance the eco-impact of promotional efforts. Collaboration across sectors and the use of culturally meaningful narratives are critical in fostering deeper behavioral change. This research contributes to the evolving discourse on environmental communication strategies in Southeast Asia and offers actionable insights for designing future campaigns aimed at preserving the Philippine ecosystem.

Keywords: Environmental sustainability, Ecosystem Promotional strategies, Philippine associations, Environmental stewardship

1. INTRODUCTION

In today's competitive business environment, the effectiveness of promotional strategies is crucial for the success of organizations, particularly within key associations that represent various industries and sectors. In the Philippine context, these associations play a pivotal role in shaping and maintaining the ecosystem landscape, advocating for industry interests, and promoting the growth of their respective sectors. Understanding the impact of ecosystem promotional strategies, these associations employed is essential for optimizing their influence and ensuring long-term sustainability. According to Huong and Lan (2022), indices of coastal and marine ecosystem economic values have not been satisfactorily developed although indices have been identified as evaluation tools as used in most fields of socio-economic and environmental sciences. This issue is of utmost urgency as most coastal areas in Viet Nam are under increasing threat from developmental pressure, and indices of ecosystem economic valuations were indispensable (Houng & Lan, 2022). Young et. al (2021) identified six barriers that often inhibit a company's ability to address sustainability challenge where business ecosystems could provide a solution. These include fragmented demand, fragmented supply, matching challenge, lack of trust, insufficient co-innovation, and lack of close coordination across industries (Young et al., 2021). Companies are looking to tackle sustainability to address the challenges accompanied in the business ecosystem. This provided an opportunity to increase active engagement of the members of an association toward a business ecosystem with enhanced sustainability performance. This was supported by Choudhury, et. al (2023) and Mandal (2022) who stated that the marketing of sustainable and eco-friendly products entails distinct obstacles and prospects. Companies that successfully market these products did not only make a positive contribution towards a more sustainable future, but also appealed to a consumer base that is ecologically aware. In addition, business companies are called to act on the promotion of sustainable marketing, consumerism, environmentalism towards maintaining a sustainable environment while increasing member engagement towards advocacy success and public awareness (Choudhury & K.S, 2023; Mandal, 2022). Hence, companies and businesses realized that their responsibilities and commitment towards their customers and the society at large is important towards creating and maintaining a sustainable environment. Given the circumstances as previously discussed in this paper, this study titled, *Eco-Impact: Evaluating the Effectiveness of Promotional Strategies Among Key Philippine Associations*, sought to evaluate how these strategies

contributed to the associations' overall objectives, such as member engagement, advocacy success, and public awareness. By analyzing the ecosystem promotional activities of selected key Philippine associations, this study aimed to identify best practices, challenges, and areas for improvement. This study employed a qualitative approach, combining document analysis and listening exercises with qualitative insights from key servant leaders and the board of directors within these associations. This comprehensive evaluation provided valuable information on the effectiveness of different promotional tactics, including digital marketing, public relations, events, and member communications. The findings of this study offered practical recommendations to enhance the Philippine ecosystem's promotional efforts while enabling the associations to serve their members and the broader community better. By doing so, this research sought to contribute to the overall strengthening of industry associations in the Philippines, ensuring they remain vital contributors to the nation's sustainable development.

Statement of the Objectives

In general, this paper evaluated the effectiveness of promotional strategies among key Philippine associations with a focus on ecosystem impact on the following parts:

1. To evaluate the reach and engagement of current promotional strategies used by key Philippine associations in fostering ecosystem awareness and participation among stakeholders.
2. To analyze the effectiveness of different promotional channels in driving ecosystem-related initiatives and partnerships within key Philippine associations, in terms of:
 - a) best practices
 - b) challenges,
 - c) areas for improvement
3. To evaluate the impact of promotional strategies on the long-term sustainability and growth of ecosystem programs supported by key Philippine associations.

Conceptual Model and Operational Framework

The study was guided by two frameworks. The Robert F. Lusch and Stephen L. Vargo (2019) framework that has gained traction in marketing ecosystems is the Service-Dominant Logic (S-D Logic), particularly its application to ecosystems and networks. This theory emphasized value co-creation through interactions between various stakeholders in a network, including businesses, customers, and partners. In the context of ecosystems, effective promotional strategies foster collaboration and value co-creation among these participants. The following

are its key points in ecosystem promotion (Lusch & Vargo, 2019):

1. *Co-creation of Value*: Promotions should focus on creating value collaboratively rather than just pushing a product or service. This involves engaging customers and partners in the promotion process.
2. *Resource Integration*: Ecosystems are about integrating resources from different stakeholders. Effective promotions leverage the unique resources and strengths of various participants in the ecosystem.
3. *Relational Exchange*: Long-term relationships are more valuable than one-time transactions. Promotional strategies should aim to build and maintain relationships within the ecosystem.
4. *Service as the Basis of Exchange*: The focus is on service provision rather than just goods. Promotions should highlight the service aspect and how it meets the needs of the ecosystem's participants.

Concurrently, the second framework from Cham and Lim's Sustainable Branding & Green Promotion published in 2021 helped this study in the conceptualization of sustainable branding which involves the alignment of an organization's brand identity with environmental values to attract socially responsible consumers or members. One approach is through *green brand positioning* which emphasized the company's commitment to sustainability, a key aspect noted in sustainable marketing literature. Its core strategies are as follows (Cham & Lim, 2021):

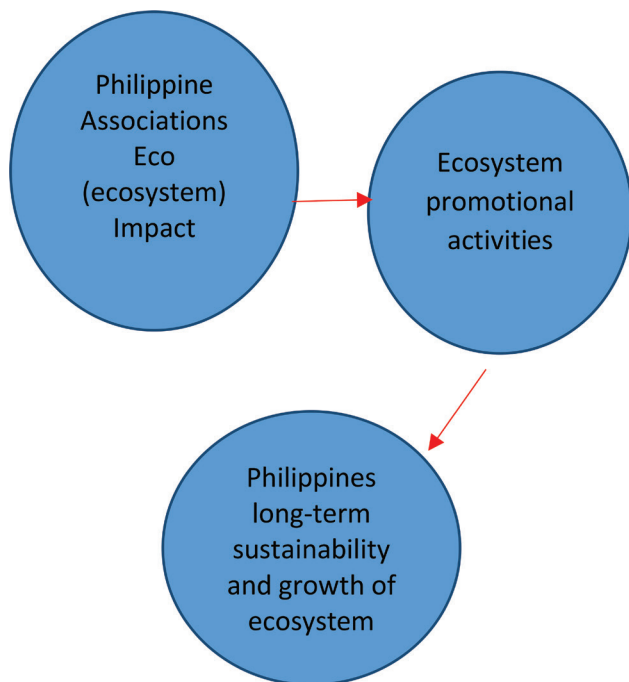


Figure 1. Operation Framework of the Study.

- a. *Sustainable Branding*: Reinforce the association's identity with sustainability values to appeal to socially responsible members.
- b. *Eco-friendly Communication Channels*: Utilize digital platforms over printed materials and adopt green hosting for websites.
- c. *Advocacy and Education*: Conduct campaigns that increase awareness among members about ecosystem preservation and sustainability.

The effectiveness of promotional strategies among key Philippine associations with a focus on ecosystem impact in terms of the following:

2. MATERIALS AND METHODS

To explore the eco-impact promotional strategies of Philippine Associations, this study employs a qualitative research design, specifically suited to capture in-depth insights and contextual understanding.

Research Design. A qualitative approach is chosen because it allows for a deeper understanding of the complexities and nuances of eco-impact promotional strategies.

Sampling Procedure. Participants will be selected based on their direct involvement in eco-impact promotional activities within associations through purposive sampling. This may include marketing CEOs, directors, sustainability coordinators/chairs, and association managers.

Research Instrument. A semi-structured interviews were employed to capture the participants' perspectives on eco-friendly promotions, focusing on elements such as strategy implementation, challenges, and outcomes.

Research Analysis. A framework was developed to identify recurring themes, trends, and unique insights from the interviews about eco-impact on evaluating the effectiveness of promotional strategies among key Philippine Associations.

This structured analysis aims to draw a comprehensive picture of eco-impact promotional strategies within Philippine Associations to identify effective practices and potential areas for improvement.

3. RESULTS

3.1 Reach and engagement of the Association's current promotional strategies to foster ecosystem awareness and participation:

In the listening exercises through the interview, the interviewees emphasized on reach and engagement of the association's current promotional strategies to foster ecosystem awareness and participation by its servant leaders. Through this, the research found out the

2.1 Tables

2.1.1 Table on Reach and Engagement Association's current promotional strategies to foster ecosystem awareness and participation:

Themes of Responses	Sample Statement from Business Industry Associations	Sample Statement from Academe Associations
Promotional Strategies in taking care of the Philippine ecosystem:	"theme of association of sustainability" (tagline)	"program sustainability practices"
1. Special Events	"fundraising through fashion show"(event/fundraising)	"encourage students with sustainability practices through reels competition 2X"
2. Fund Raising	"eco-friendly products" (selling)	"promotion on digital marketing (less paper)" (awareness)
3. Selling	"SDGs Global awareness"(awareness)	
Green Products & Packaging	"60 members who signed up for SDGs in the Philippines"(commitment)	
	"Sustainable Materials Packaging & materials" (Green Packaging)	
	"Content & talks on Sustainability"(event)	
	"Bio-degradable products in Baguio Summit"(green products, events)	
	"anchor secularity",	
	"help the community upcycle" (project based/event), X-Cool Project-Bamboo Learning App"(event)	
	"Hike for a Cause"(fund raising)	
	"merchandise made by bamboo materials (fund raising), "donating water pump (poso) to help provide the tribe with access for clean water" (fund raising)	
	"General Membership Meetings"	

2.1.2 Table on Reach and Engagement Among Association's Measure the Reach and Engagement of these Promotional Strategies:

Themes of Responses	Sample Statement from Business Industry Associations	Sample Statement from Academe Associations
Measure the Reach and Engagement of these Strategies-	"number of participants"	"number of participants"
1. number of participants/commitments (4X)	"gathered of funding's"	"campaign no printing more on digital"
2. social media responses/analytics	"sales of eco-friendly products & hand me downs products"	"top 3 winners to share their video on their respective SocMed pages"
3. sales and other KPIs	"number of corporate members"	
4. increase funding	"annual sustainability report"	
	"Social Media responses"	
	"conversion to inquire"	
	"social media analytics"	
	"right people"	
	"number of water pump(poso) for clean water"	
	"attendance"	

2.1.3 Table on Promotional Channels have been most Effective in Driving Ecosystem-Related Initiatives:

Themes of Responses	Sample Statement from Business Industry Associations	Sample Statement from Academe Associations
Promotional Channels have been most Effective in Driving Ecosystem-Related Initiatives:	"biggest help is social media" (4X)	"social media" (2X)
	"word of mouth" (2X)"network/connection"	"word of mouth"
	"support from the company"	"special events"
1. Social Media	"we do partnership"	
2. Buzz Marketing (WOM)	"online"	
3. Collaboration	"accelerator program for members"	
4. Special Events	"peer learning groups"	
5. Trade Promotions	"collaboration here in PH and abroad"	
6. PR	"trade promotions"	
	"partnership"	
	"collaboration"	
	"speaking engagement"	
	"TV & Radio became national news"	
	"sponsorship from Singapore"	
	"safe water to bring poso(water pump)"	
	"trade fair"	
	"story telling"	
	"Digital Platforms"	

2.1.4 Table on Best Practices Identified in Utilizing these Channels for Promoting Ecosystem Programs:

Themes of Responses	Sample Statement from Business Industry Associations	Sample Statement from Academe Associations
Best Practices Identified in Utilizing these Channels for Promoting Ecosystem Programs:	"stop using of tarpaulin"	"we all adapt to changes"
1. Mindfulness of the use of harmful materials like plastic.	"campaign must be eco-friendly"	"buddy system"
2. Adjust to Digital Platforms/Omni	"using digital"	"utilizing SocMed channels for promoting ecosystem programs"
3. Story telling	"we used environmental friendly papers"	
4. Purpose Driven Campaign	"we do sustainable summit"	
5. Consumer Behavior on the use of environmental friendly products.	"building relationship with the members"	
	"we share sustainable success stories"	
	"online platforms anything about sustainability"	
	"trade promotions"	
	"omni channel"	
	"hybrid"	
	"Email Marketing is Effective"	
	"Integrity is best practice"	
	"best servant leaders"	
	"hikers with a purpose"	
	"Digital group chat or online communities"	

2.1.5 Table on Challenges Among Associations Leaders Encountered Using these promotional channels:

Themes of Responses	Sample Statement from Business Industry Associations	Sample Statement from Academe Associations
Challenges Among Associations Encountered Using these promotional channels:	"challenge how sustain the eco-campaign"	"time only, busy"
1. Long run sustainability	"it must be habit to practice"	"Not all promotional channel/s will automatically provide an outright on-line/cyberexposure."
2. Conversion to revenue	"green washing"	"boosting will entail a cost"
3. Time	"increase the rate of success, conversion to number"	
4. The right person/company for the right commitment	"manpower"" Hikers felt tired"	
5. Cost	"Posting of messages must be repeated"	

2.1.6 Table on Areas Among Associations Leaders believe the Promotional Strategies Could Be Improved:

Themes of Responses	Sample Statement from Business Industry Associations	Sample Statement from Academe Associations
Promotional Strategies Could Be Improved:	"less tarp use"	"use of digital channels"
1. Full blast use of Digital Channels	"No to food waste"	"paper less to reduce the waste"
2. No to plastic	"Packaging must environmental friendly"	"reels" and shorts videos should be generated in a short span of time"
3. Change Mindset	"no use of plastic"	
4. Conversion to numbers	"use of your own bottle of water anywhere/everywhere"	
	"measure-how changing life"	
	"do something today"	
	"embrace of multiplatforms"	
	"expenses, profitable, investment yield"	
	"season of hiking this last Quarter of the Year"	
	"strengthen volunteerism & training"	
	"commitment"	
	"Personalization and continuous periodical notification"	

2.1.7 Table on Promotional Strategies Impacted the Ecosystem Programs' Long-term Sustainability and Growth:

Themes of Responses	Sample Statement from Business Industry Associations	Sample Statement from Academe Associations
Promotional Strategies Impacted the Ecosystem Programs' Long-term Sustainability and Growth:	"not seeing yet in the long term impact from the association"	"not only in marketing campaign but more on environment impact"
1. Initiative Programs/Campaigns	"Goal is to reach the SDGs"	"long term on environment & economic"
2. Opportunities for investment to the environment	"We need to do something radical. Catch up through Forward Faster Initiative Program"	"I can't speak on behalf of the association"
3. Going Beyond Marketing/ Promotional Campaigns	"Unified Campaign"	
4. Better Community	"business imperative on paper products"	
	"seeing opportunities on investing to the environment"	
	"not just selling; there must be purpose"	
	"increase recipient"	
	"4 graduates (teachers) from the tribe"	
	"Adapt another/new the community (tribe)"	
	"Communication through digital tools and platforms"	

following strategies: 1) special events (fundraising through fashion show, biodegradable products in Baguio Summit, encourage students with sustainability practices through reels competition, X-Cool Project-Bamboo Learning App, help the community upcycle); 2) fund raising (fundraising through a fashion show, Hike for a Cause, merchandise made by bamboo materials, donating water pump (poso) to help provide the tribe with access for clean water); 3) Selling (selling of eco-friendly products, merchandise made by bamboo materials); 4) Green Products and Packaging (Sustainable Materials Packaging & materials, help the community upcycle); and 5) Awareness ((theme of association of sustainability(tagline), SDGs Global awareness(awareness), 60 members who signed up for SDGs in the Philippines, General Membership Meetings).

3.2 Reach and engagement among Association's measure the reach and engagement of these promotional strategies:

Based on the data gathered through the interview, the interviewees emphasized the reach and engagement among the association's servant leaders to ensure the reach of these promotional strategies: 1) a number of participants/commitments (a number of participants, a number of corporate members, attendance); 2) social media responses/analytics (Social Media responses, social media analytics, to share their video on their respective social media pages, campaign no printing more on digital); 3) sales & other KPIs (sales of eco-friendly products & handmade products, conversion to inquire, a number of water pump(poso) for clean water, "right people," top 3 winners), and 4) increased funding (gathered of fundings).

3.3 Promotional Channels have been most effective in driving ecosystem-related initiatives:

In an interview, the interviewees emphasized that promotional channels have been most effective in driving ecosystem-related initiatives such as the following: 1) Social Media (biggest help is social media); 2) Buzz Marketing/WOM (network/connection, word of mouth); 3) Collaboration (collaboration here in PH and abroad, partnership, collaboration, accelerator program for members, peer learning groups); 4) Special Events (sponsorship from Singapore, speaking engagement); 5) Trade Promotions (trade promotions, trade fair); and 6) Public Relations (TV & Radio became national news, storytelling).

3.4 Best practices identified in utilizing these channels for promoting ecosystem programs:

The interviewees emphasized the following best practices as previously identified in utilizing the channels for promoting ecosystem programs: 1) mindfulness

of the use of harmful materials like plastic (stop using of tarpaulin, campaign must be eco-friendly, we used environmental friendly papers); 2) adjust to digital platforms/omni (using digital, utilizing social media channels for promoting ecosystem programs, utilizing social media channels for promoting ecosystem programs, omni channel, email marketing is effective, online platforms anything about sustainability, digital group chat or online communities); 3) Storytelling (we share sustainable success stories); 4) purpose driven campaign (Integrity is best practice, best servant leaders, hikers with a purpose, we all adapt to changes); and 5) consumer behavior on the use of environmentally friendly products (we used environmental friendly papers).

3.5 Challenges among Associations leaders encountered using Promotional Channels:

It can be gleaned from the result of the interview that the interviewees emphasized the challenges among the leaders of the Association that they have encountered include the following: 1) long-run sustainability (it must be a habit to practice, greenwashing); 2) conversion to revenue; 3) time (time only, busy, not all promotional channel/s will automatically provide an outright online/cyber exposure); 4) the right person/company for the right commitment (manpower, hikers felt tired); and 5) cost (boosting will entail a cost).

3.6 Areas among Associations leaders believed that promotional strategies could be improved:

In the listening exercises through the interview, the interviewees emphasized Among Associations Leaders believe that promotional strategies could be improved: 1. Full blast use of digital channels (use of digital channels); 2. No to plastic (no use of plastic, less tarp use, packaging must be environment friendly); 3. change mindset (No to food waste, use of your own bottle of water anywhere/everywhere, do something today, personalization and continuous periodical notification); and 4) conversion to numbers (expenses, profitable, investment yield).

3.7 Promotional strategies impacted the ecosystem programs' long-term sustainability and growth:

Based on the interview, the interviewees emphasized the impact of promotional strategies on the ecosystem programs' long-term sustainability and growth: 1) initiative programs/campaigns (We need to do something radical, catch up through Forward Faster Initiative Program, unified campaign, communication through digital tools and platforms); 2) opportunities on investment to the environment (seeing opportunities on investing to the environment, not only in marketing campaign but more on environment impact); 3) going

beyond marketing/promotional campaigns (not just selling, there must be purpose, goal is to reach the SDGs, long term on environment & economic); 4) better community (increase recipient, 4 graduates (teachers) from the tribe, adapt another/new the community (tribe).

4. DISCUSSION

4.1 Reach and engagement of the Association's current promotional strategies to foster ecosystem awareness and participation:

Based on the data gathered the association between the business and the academe was mindful of creating its marketing campaign to take care of the ecosystem using different integrated marketing communications. These marketing campaigns proved that the associations are following the one approach through green brand positioning which emphasized the company's commitment to sustainability.

4.2 Reach and engagement among Association's measure the reach and engagement of these promotional strategies:

It can be gleaned from the data that doing your promotional strategies is not enough but instead knowing the performance of your promotional strategies in terms of the number of participants/commitments, social media responses/analytics, increased funding and sales, and other key performance indicators are practices that should be on the list of marketing priorities.

4.3 Promotional channels have been most effective in driving ecosystem-related initiatives:

This means that promotional channels have been most effective in driving ecosystem-related initiatives. These include social media, Buzz Marketing (WOM), collaboration, special events, trade promotions and public relations. The associations used hybrid promotional channels.

4.4 Best practices identified in utilizing these channels for promoting ecosystem programs:

It can be derived from the data that the best practices identified in utilizing the promotional channels in promoting ecosystem programs include mindfulness of using harmful materials like plastic, adjust to digital platforms/omni, storytelling, purpose-driven campaigns, and consumer behavior on environmentally friendly products. Associations could improve their positioning by utilizing channels to promote ecosystem programs. The researcher agreed on the insights of Mandal (2022) who stated that companies and businesses should realize their responsibilities and commitment towards their customers

and the society at large and work towards creating and maintaining a sustainable environment (Mandal, 2022).

5. CONCLUSION

The research concludes that the reach and engagement Association's promotional strategies effectively fostered ecosystem awareness and participation by leveraging both traditional and digital approaches. The insights from servant leaders highlighted the importance of this combined strategy in expanding outreach and enhancing engagement. Integrating conventional methods with digital platforms strengthened the association's ability to connect with diverse audiences, reinforcing its commitment to ecosystem advocacy.

In measuring reach and engagement among the association's servant leaders highlighted are the critical role of commitment, social media analytics, and financial outcomes sales and funding grow thin the effectiveness of promotional strategies. The interviewees underscored that a committed leadership amplifies outreach efforts, while data-driven insights from social media analytics ensured targeted engagement. Additionally, achieving sales and funding milestones reflected the successful alignment of promotional strategies with the association's objectives. This approach strengthened the association's ability to connect meaningfully with its audience and enhance overall impact.

This research highlighted that promotional channels, particularly social media, buzz marketing, special events, and trade promotions, play a significant role in advancing ecosystem-related initiatives. Insights from listening exercises and interviews revealed that these channels effectively engaged audiences, fostered awareness, and stimulate participation in sustainability-focused activities. Social media emerged as a powerful tool due to its extensive reach and capacity for interaction, while buzz marketing created organic engagement that enhances message credibility. Special events and trade promotions also generated direct, hands-on experiences, further embedding eco-friendly values. Collectively, these promotional strategies served as critical catalysts in driving awareness and action in ecosystem-related initiatives.

In summary, the best practices for promoting ecosystem programs through effective channels hinged on mindfulness, storytelling, purpose-driven campaigns, and consumer behavior insights. By fostering mindfulness, brands can encourage conscious decision-making and deepen connections with eco-friendly values. Storytelling allowed for authentic communication that resonates emotionally, bringing sustainability messages to life. Purpose-driven campaigns aligned with brand values

on societal goals, enhanced trust and loyalty among consumers. Finally, understanding consumer behavior regarding environment friendly products enabled targeted strategies that fulfill customer expectations for sustainable solutions. Together, these practices support impactful, responsible promotion of ecosystem programs that drive both awareness and action toward a greener future.

The listening exercises conducted through interviews highlighted several significant challenges faced by association leaders in utilizing promotional channels effectively. First, long-run sustainability emerged as a critical concern, indicating the need for ongoing commitment and resources to maintain impactful promotional efforts. Additionally, the conversion of promotional activities into revenue remains a challenging aspect, as leaders strive to align their marketing strategies with tangible financial outcomes. Time constraints were also noted, emphasizing the need for efficient planning and execution to maximize promotional effectiveness. Furthermore, identifying the right person or company to ensure the necessary commitment to promotional initiatives is vital for success. Finally, cost considerations play a crucial role in the decision-making process, as leaders seek to balance budget limitations with the need for effective promotional strategies. Addressing these challenges will be essential for associations aiming to enhance their promotional efforts and achieve sustainable growth.

In conclusion, the insights gathered from the interviewees highlighted the crucial role of promotional strategies in ensuring the long-term sustainability and growth of ecosystem programs. Emphasizing the significance of initiative programs and campaigns, they pointed out the vast opportunities for investment in environmental efforts, showcasing the need to go beyond traditional marketing approaches. Ultimately, these strategies fostered a better community, illustrating that effective promotion is not merely about visibility but is integral to nurturing sustainable practices that benefit both the environment and society as a whole.

6. RECOMMENDATIONS

To further explore the evaluating, the effectiveness of promotional strategies among key Philippine associations with a focus on ecosystem impact on the following:

1. Encourage partnerships with industry bodies like the Philippine Marketing Association (PMA), Council of Marketing Educators, Philippine Chamber of Commerce and Industry (PCCI), and other associations.

2. Developing a comprehensive digital strategy that effectively engages associations and their members in promoting ecosystem impact is imperative. Work with associations to introduce incentive programs for member organizations that adopt sustainable practices or promote Eco-Impact strategies.
3. Collaborate with educational institutions, facilitated through groups like the Council of Marketing Educators and Philippine Collegiate Business Schools (PACSB).
4. Fostering public-private partnerships by engaging with government-linked associations like the Philippine Economic Zone Authority (PEZA) and the Philippine Exporters Confederation (PHILEXPORT) is essential. These partnerships can significantly contribute to promoting sustainable practices and Eco-Impact strategies.

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Declaration of Conflicting Interests

The author declares that she has no competing interests.

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Biographical Statement of Author(s)

Dr. Jennifer T. Ramos is an educator, entrepreneur, and servant leader whose personal brand, “**Amazing Blessings**,” reflects her mission to inspire and uplift others. With 28 years of experience, she has taught Entrepreneurship, Management, Marketing, Finance, Operations, and Organizational Development at San Beda University and St. Paul University Manila’s Graduate Schools of Business and Health Sciences.



Beyond academia, Dr. Ramos is a mentor, speaker, and consultant through the Department of Trade & Industry’s SME Global Academy and is a seasonal Go Negosyo Mentor. She also serves as president of St. Bonaventure Right and Left-Brain Solutions, Inc.

She holds several professional certifications, including Diplomate in Business Education (DBE), Certified Philippine Marketing Educator (CPME), Certified Corporate & Business Trainer, High-Impact Inspirational Speaker, and Life Skills & Self-Discovery Coach. She is the founder of the Council of Marketing Educators, MLC Mentors, and RED.ph Academy.

Her accolades include the 2020 Agora Award for Marketing Education from the Philippine Marketing

Association and the 2023 Asia’s Top Outstanding Women Marketer of the Year from the Asia Marketing Federation. She currently serves as Director for Continuing Education of PMA and Vice-President for NCR of the Philippine Association of Collegiate Schools of Business (PACSB). She previously chaired PMA’s Youth & Academe Committee.

Dr. Ramos has authored several e-books and manuals, including Growth Mindset and Flexibility of Learning @ 50, Project-Based Learning for CHED Memo No. 17 (s. 2017), and the Marketing Intelligence Facilitator’s Guide and Manual for the DTI-PTTC’s SME Global Academy.

Believing that education is most effective when grounded in experience, she actively engages in business, research, training, consulting, mentoring, and writing. Her life philosophy—“Adversity is not a curse; it is a blessing”—continues to guide her leadership and impact.

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