Critically review the literature on a particular “tool kit” or “range of tools” for sustainable urban development.
Sustainable Cities

We Can Do It!
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Introduction

This review argues that while the tools and technologies for totally sustainable, or better still positive, urban settlements may still be beyond humanities reach, we currently possess knowledge and technologies which enable us to live far more sustainably than we currently do. This paper will go on to explore texts which suggest that societies failure to adopt available technologies is in part due to a failure to effectively mobilise society (beyond a few academic and cultural niches) around the struggle towards sustainable urban settlements. In order to further explore this concept the review looks into the comparative success of commercial advertising agencies in guiding purchasing behaviour and other commercially exploitable behavioural trends in order to maximise financial profit. Essentially asking the question “Why is it that cities and urbanisation tend to be driven by an aspiration of exclusivity and material advancement over the desire for safe, clean living environments for ourselves and our children?”

A possible answer to this question is reflected in the available literature for this review: Large volumes of academic literature are available relating to; future cities, cities and climate change, urban agriculture, urban planning, poverty alleviation, environmental policy and renewable energy. Similarly, an equal if not larger body of literature and catalogues exist, which track; advertising trends, consumer behaviour, brand loyalty, effective advertising campaigns, etc. Within literature directed at business students and decision makers, there is also a wealth of transdisciplinary material linking product design, sales and market strategies to advertising. However, literature connecting the urban sustainability challenge, with consumer psychology or effective advertising campaigns is extremely limited.

PART 1
Existing plans and technologies for urban sustainability

Beginning with the growth of the environmental movement of the 60s an increased awareness surrounding the pressures of population growth, natural resource limits and host of other problems has arisen. This prompted forward thinking academics, government officials and activists to begin developing ways in which to deal with the sustainability challenges facing cities today. These ef-
forts have yielded a number of alternatives to what is perceived within these circles as an unsustain-
table human trajectory. These include renewable energy technologies such as wind turbines
and photovoltaic panels, alternative outlooks to urban density (TCRP, 2000) and the importance
of universal education and health care in combating uncontrollable growth in urban slums (Brown,
L. 2008). The concept of Footprinting assists us to comprehend the impact of urban settlements
on the planet (Swilling, 2009) and increasingly sophisticated earth bound and satellite measuring
systems allow for an improved understanding of how and where these impacts can be reduced.

There are a wealth of existing plans which while not claiming to have all the answers do offer a
wide range of both proven and theoretical answers to the sustainability challenges presented by
cities today. One such offering is Lester Browns book, Plan B 3.0 which proposes practical ways in
which to, “save civilisation” (Brown, L, 2008, p 265) from itself.

His proposed solutions, while “practical and straightforward” (Bill Clinton in Brown, 2008, p1),
are largely technological or market based solutions. The measures Plan B 3.0 proposes, such as
investments in universal primary education, increasing renewable energy capacity, encouraging
urban agriculture and environmental restoration, are possible and potentially beneficial to all hu-
manity. However the fact remains that much of what is being proposed are not new ideas: Cuba
has demonstrated the benefits of urban agriculture (Steffen, A, 2006), Japanese cities are already
almost twice as energy efficient as their American counterparts (Source: Lovins 2005) and the budget proposed by Brown in order to achieve universal primary education (an additional
$10 billion/annum) is a minute fraction of global GDP.

While not claiming credit for these solutions the book fails to confront the fact that much of what
is being suggested has been known (in certain circles) for many years with no action having been
taken. Instead Brown relies on the urgency of the global situation – global warming, rapid popu-
lation growth, failing states, etc.- to facilitate the implementation of Plan B 3.0. The final chapter
calls for a “Great Mobilisation” similar to that of America’s mobilisation on entering World War 2,
in which the USA shifted from a civilian to war-time economy in just three months, resulting in the
production of previously unimaginable volumes of military hardware in very short amounts of time
(Brown, 2008). What Brown fails to acknowledge is that the astounding war-time mobilisation in
the USA and other countries represented the rallying of a society in defence of its existing culture
against a hostile “other”. The current dynamic is far more complex and denies the application of
this analogy, which is not unique to Brown, because the enemy in the current “war” is very rarely
an “other”, rather it is oneself. And a “great mobilisation” against the current system, entails a mo-
bilisation against one’s own identity first, and a mobilisation against the passive external second.
No suggestion is made as to how this seemingly vital omission might be achieved.

KICK THE HABIT (UNEP, 2008) is a simple but comprehensive “guide to carbon neutrality” re-
leased by the United Nations Environment Program. It is aimed primarily at educating urbanities
about how to reduce green house gas emissions in their businesses and day to day lives. It offers,
among other solutions, simple steps which can lead to a 60% GHG reduction in urban lifestyles
without significant culture or lifestyle changes being necessary. Much like Brown’s Plan B 3.0 it is
an accessible inventory of steps which could be taken to tackle the major social and environmental threat posed by climate change. These steps are simple, proven solutions to a global problem, which, while gaining increased recognition in a handful of developed countries (UNEP, 2008) have yet to be accepted by the majority of heavy polluters in cities in much of the world. Much like in Plan B 3.0 the absence of widespread acceptance of these simple techniques is contrary to the dolemites warnings and calls to action within the text. These warnings and reiterations of the importance of swift action have been consistently repeated in IPCC (2007) and Stern reports: “The scientific evidence is now overwhelming: climate change presents very serious global risks, and it demands an urgent global response.” (Stern, 2006)

However the lack of response within cities has not been limited to a failure to timely adopt theoretical evidence presented in texts such as the Stern Report or Plan B 3.0. The trend has extended to a failure for one reason or another to adopt functioning examples of entire cities which are operating more sustainably on a number of different levels. One such working example is the city of Curitiba in Brazil.

Curitiba has transformed itself from an embattled city in a developing country, with a range of social, economic and environmental problems to one of the most “livable” cities in the world (Curitiba DVD, 2005). This has been achieved by developing and implementing a range of creative alternatives to common problems such as poor housing, unemployment, poor waste management, flooding and a lack of public spaces. In most cases one problem was turned into another’s opportunity. For example the areas of the city with the lowest land values due to regular flooding, were the areas in which the urban poor had historically been forced to settle due to a lack of access to better land. This not only meant that the poorest of the city’s population were exposed to increased hardship, disease and loss of property on an annual basis, but the city was having to spend large amounts of money on disaster relief measures. In a win, win, win agreement the city offered to make safer land available to the slum dwellers in order to be able to convert the area into a wetland park which could be enjoyed by city inhabitants, control flooding and reintroduce biodiversity into the city (Curitiba DVD, 2005). Another widely successful concept developed and implemented by the city of Curitiba is the internationally renowned bus rapid transit (BRT) system which was designed to reduce traffic congestion and make more space for people in the city. It is an extremely effective and comparatively cheap public transport system, ideally suited to both developing and developed cities. However in 25 years since its inception only one other city in the world has successfully adopted a complete BRT system (Curitiba DVD, 2005) despite the existence of a working model.

PART 2

Public communication campaigns and advertising

While it is the general argument of this review that the sustainability agenda is failing to effectively utilise the knowledge and power of the commercial advertising sector, limited use of this industry
by non-profit and civil advocacy agendas does exist. This section aims to explore the literature on the use of advertising outside of the commercial sector.

“When you ride alone you ride with Hitler!”

As discussed earlier Brown calls for a “great mobilisation” of society akin to the mobilisation of the USA on entering World War Two. Interestingly this truly astounding mobilisation coincided with the formation of the Wartime Advertising Council (WAC) which was a coalition of advertising, communication and media bodies which operated in close connection with the Washington War Office in support of the war effort (Rutherford, 2000). As the US National Archives notes

“Guns, tanks, and bombs were the principal weapons of World War II, but there were other, more subtle, forms of warfare as well. Words, posters, and films waged a constant battle for the hearts and minds of the American citizenry just as surely as military weapons engaged the enemy. Persuading the American public became a wartime industry, almost as important as the manufacturing of bullets and planes. The Government launched an aggressive propaganda campaign to galvanize public support, and some of the nation’s foremost intellectuals, artists, and film makers became warriors on that front.”

The posters of this period remain icons of this struggle and have continued to gain coverage to this day. Interesting to note in relation to urban sustainability is that while the efforts of the WAC were largely concerned with soliciting favourable public opinion towards the war effort, increasing the production of military hardware and encouraging civilians to join the armed forces (Paisley, W, J. in Rice & Atkin, 2001). WAC was also concerned with improving public accountability, resource efficiency and female liberation. Similar campaigns in Europe also greatly improved the occurrence and production of urban agriculture (Viljoen, A. 2005).

The actions of the WAC and other similar organisations in Europe had a marked effect on volume and nature of public communication campaigns after the war (Paisley, W, J. in Rice & Atkin, 2001). The WAC remained as an advertising and communications body closely affiliated to Washington, although it altered its name to simply The Advertising Council.
Smokey Bear:

Interestingly one of the most successful examples of a public communication campaign in America, that of Smokey Bear the wild fire prevention mascot, which is now run by the afore mentioned Advertising Council (Rice in Rice and Atkin, 2001) was started by the WAC as part of the war effort in the 1940’s. Acreage lost as a result of wild fires has decreased from 30 million acres per year before the programs inception to 5 million acres per year at present (Rice in Rice and Atkin, 2001). This is despite increased pressure on natural areas by humans. According to Rice the financial savings as a result of this total $17 billion dollars to date. Although it has changed over the years the Smokey Bear fire prevention campaign has been targeted largely at children through television commercials, competitions and Smokey Bear school visits.

China’s campaigns:

Between the period of 1950 and 1974 the Maoist government in China conducted more than 74 nationwide, mass communication campaigns directed at mobilising the nation towards certain social conditions (Liu, A,P, in Rice and Atkin, 2001). These included the encouragement of communist doctrines, the “emulation of model workers” (Liu, A,P, in Rice and Atkin, 2001, p 286) and birth control information campaigns. The last of which -in conjunction with legal and structural adjustments- succeeded in reducing the average national birthrate from 6.1 in 1955 to 2.3 in 1980 (Whyte & Gu, 1987. in Rice and Atkin, 2001). Interestingly the methods employed by the Chinese over this period were arguably more advanced than those used by their Capitalist counterparts at
the time. On account of their broad application of a diverse range of less conventional media such as music and public meetings to compliment more official mediums such as posters and radio coverage. Lui (in Rice and Atkin, 2001) notes however that while the campaigns where deemed a great success for their duration, the effects of these campaigns often wore off as soon as concentrated government support was removed.

This Maoist attempt to mobilise a society against its own ingrained values could offer a more realistic analogy - than that of a wartime mobilisation - to contemporary efforts to mobilise cities to move towards more sustainable ways of operating.

**What is propaganda, what is a public communication campaign and what is advertising?**

In dealing with public media campaigns questions of ethics arise, in particular the negative connotations of propaganda with regards to civil advocacy issues. This is compounded by the fact that the definition of propaganda is relatively intangible. Rutherford suggests that propaganda is the intentional act of exerting influence on the wider public sphere and that it is generally assumed it have a political motive, while also implying self interest and manipulation on behalf of the purveyor (Rutherford, P. 2000). However as Rutherford argues, there is very little which differentiates the notion of propaganda, be it governmental or institutional, from public communication campaigns and commercial advertising. In terms of the efforts of the Wartime Advertising Council, had the same organisation existed in Nazi Germany or Communist Russia, they would have been labelled by the “Free world” as propaganda organisations. Similarly commercial advertising from a Communist perspective, constitutes the propaganda of the Capitalist system, while to the average capitalist it is simply another product offering which they may or may not be interested in. In this respect there is importance in acknowledging that propaganda, civil advocacy and commercial advertising are fairly interchangeable interpretations of the intentional release of texts (be they art works, TV commercials or public meetings) by an individual, organisation or government. In being aware of this a more ethical and responsible approach is encouraged.

**PART 3**

**Private investment and success of commercial advertising**

“Advertising operates exclusively, and emulation mainly, on behalf of privately produced goods and services. Since management and emulation effects operate on behalf of private production, public services will have an inherent tendency to lag behind.”

Galbraith

After the review of three historic approaches to the “selling” of non-commercial actions and ideologies this section aims to analyse approaches of the business sector to developing commercially beneficial cultures and ideologies. Inadvertently posing the question of why most cities have failed
to meaningfully heed to call for more sustainable modes of operation while continuing to function as intense nodes of consumerism.

**iPod case study**

The marketing of Apple’s iPod is a clear indication of the possibilities for combining good design (both in terms of the material benefits and aesthetic appeal) with the generation of a supporting cultural ideology. Over the past eight years iPod has not only transformed the parent company Apple, from a side lined computer manufacturer into a global music and entertainment power house, it has also had a marked impact on the way the developed world thinks about music (Shur, M & Reed, T. 2007).

Apple currently controls 70% of the MP3 player market. According to Shur and Reed (2007) the main strategy behind the iPods success has been to stress the fact that the iPod is not an MP3 player, instead promoting the device as “a symbol which encompasses grand ideas; ideas that involve world change, and how cool we all can be if we are part of that change”. That is not to say however that there is a neglect in the technical design, iPods are also among the top products from a technical perspective. However the point which Shur and Reed make is that this technical prowess, which has traditionally been the basis on which electronic appliances market themselves is merely a supporting factor to the metaphysical benefits consumers attach to the purchase of an iPod.

Apple’s approach to advertising iPods was unique in the electronics industry at the time, which up until that point (much like the Sustainability debate today) had marketed its products solely on the basis of rational and technical information. However Apple’s approach of building culture and identity around a product in order to sell it was simply the application of an existing methodology which was already well developed within other industries such as the automobile and fashion industries for example.

**Redefining urbanism, lessons from Apple and others**

“Here we return once again to the terminal values for sale with the iPod: coolness, individuality, a sense of belonging to something that is changing the world, a statement that you as a person matter.” (Shur, M & Reed, T. 2007) If these are the values which have delivered such astounding commercial success for a products (of which the iPod is only one of thousands) which in reality do not enhance individuality, positively change the world or improve self worth then what possibilities exist for the promotion of products, systems and a way of urban life which are truly transformational?

1. Have a clear vision of the necessary ideology – kept pure and simple
2. Start with a good product – cutting edge but simple
3. Spend time and money developing a progressive urban culture which embraces the ideology of
sustainable cities and defines their status and their happiness according to their proximity to this ideal. Apple’s approach was to start with the advertising community within cities as they are the ones who tell the rest of the population what is cool and what is not.

4. Use these trend leaders and innovators to successively lead in the early, then mid, then late adaptors while simultaneously keeping the “cool” alive by assuring the top of the food chain (innovators and trend leaders) are fed with a supply of evermore cutting edge/progressive offerings (or ideas and ways of existing more sustainably).

Conclusion

In the introduction the question was posed as to why is it that cities and urbanisation tend to be driven by an aspiration of exclusivity and material advancement over the desire for safe, clean living environments for ourselves and our children? In short we as societies act in this manner because there is an ingrained belief that this will lead to greater happiness (Du Plessis, 2005). Currently the global advertising industry is employed to perpetuate and reaffirm this belief rather than debunk it. A task which is executed with increasing sophistication and skill.

Concurrently to this there is a growing awareness of the threat facing our cities, societies and environments as a result of human activity (UNDP, 2007; Starke, L, 2008; Brown, L. 2008; ect), but also an awareness of how to solve many of these challenges. It has appeared however that the struggle for physical solutions was only the first step in the drive for sustainability. The question which is now being asked by the likes of Brown and others is if the social momentum can be generated in order to timiously implement these solutions. The review of historic civil advocacy campaigns and current advertising trends suggests that the possibility does exist to rapidly motivate society to implement and adopt these technologies.

We have the “guns, tanks and bombs” necessary for the transformation to sustainable cities, what remains is to win the hearts, minds and souls.
PART B

Select a case study of the further implementation of a particular tool for a more detailed review that further develops your argument from PART A.

Linking Dairy Management Inc.’s marketing of the dairy industry to the promotion of sustainable urban practices.

Introduction

In Part A an argument was developed which aimed to address the global disregard towards the concept of sustainability and the resulting delay in adopting appropriate lifestyles and technologies. This delay which is resulting in a failure to shift towards more sustainable cities is an ironic tragedy, for as the impact of the human race on the planet’s systems has increased, so too has our understanding and ability to deal with this crisis (Brown, L. 2008). Part B continues to focus on marketing and advertising as a way of driving the adoption of more sustainable human settlements. This section begins with a detailed analysis of the use of advertising and communication strategies for the promotion of American dairy products by the American dairy industry. This model is then applied to the promotion of more sustainable cities and finally cross referenced with the strategy check list derived from Apple’s approach as discussed in Part A.

PART 1

A powerful alliance for milk

The Dairy Management Inc. (DMI) is an alliance between the American Dairy Association, the National Dairy Council and U.S. Dairy Export Council which aims to protect and promote the dairy industry in the United States of America (http://www.dairyinfo.com/). Core to their mission is building demand for dairy based products both nationally and internationally.

The DMI, acting on behalf of dairy farmers, manufacturers and retailers, conduct a wide range of activities. A large portion of these activities relate to the management of how milk is perceived and consumed by the urban public. This task of perception-management and demand-stimulation has been undertaken in an pro-active and aggressive manner. Initiatives of the DMI and it subsidiaries include lobbying congress, financing research into the health benefits of diary products to consumers, developing partnerships with retail outlets such as Starbucks and schools, market research, public relations and an extensive advertising campaign promoting not only dairy products, but increasingly American dairy producers and their way of life too (http://www.dairyinfo.com/ & Butler, M. in Rice and Atkin, 2001).

The ethical merits of the DMI’s conduct, when viewed from this perspective appear highly questionable and remarkably similar to the tobacco industries efforts to counter growing public concerns surrounding the industry and its effects on consumers health (Proctor, R. in Rice and Atkin,
2001). As in the tobacco debate, much of the DMI’s harshest criticism has come from the medical sector (Butler, M. in Rice and Atkin, 2001).

Advertising takes root

In 1970s there was nothing cool about milk in America. In fact per capita consumption had been dropping off (from 31 gallons per annum in 1970 to 24 gallons per annum in 1996) (Butler, M. in Rice and Atkin, 2001). In response to this decline the DMI lobbied the U.S. Congress for assistance. In 1990 Congress passed an act which made provision for the promotion of milk:

“It is declared to be the policy of Congress that it is in the public interest to authorize the establishment of an orderly procedure for developing, financing... and carrying out an effective, continuous, and coordinated program of promotion, research, and consumer information designed to strengthen the position of the dairy industry in the marketplace and maintain and expand domestic and foreign markets...” (Fluid Milk Promotion Act of 1990, p4)

The first step in this process was to impose a levy on milk, (currently at 3c /gallon) in order “to provide research and advertising” (Fluid Milk Promotion Act of 1990, p3) with the capital necessary for an ongoing campaign of milk promotion. This essentially means that consumers are charged in order to fund an advertising campaign for a product they had decided to cut back on.

With funding and the support of congress in place, the advertising agency Bozell Worldwide was selected to begin the roll out of the advertising campaign with a starting budget of $37million (Butler, M. in Rice and Atkin, 2001).

Milk make over – Marketing the product

How does an advertising agency market a product as seemingly boring as milk? The creative team at Bozell Worldwide managed to transform this mundane everyday household consumable into a pop culture superstar which had celebrities lining up for a spot on the ad parade as well as an official fan club with over 40 000 members (Butler, M. in Rice and Atkin, 2001).

Initial market research had indicated that women between the ages of 25 and 49 had the largest influence on household milk consumption (Butler, M. in Rice and Atkin, 2001). As a result the initial campaign was directed specifically at these age groups, with simple poster style adds featuring female celebrities who would appeal to women ages 25-49. In order to convey the message in an unobtrusive manner the adds used minimal text, most of which was a comment from or about the featured celebrity. Mixed into this would always be a nugget of information about milk. To add impact and interest to the images each celebrity was always shown with a milk moustache from apparently having just drunk a glass of milk and forgotten about the residue on their top lip. World renowned fashion/editorial photographer Annie Leibovitz was enlisted as the campaign photog-
rapher and among the first to don the milk moustache were Naomi Campbell and Joan Rivers (Butler, M. in Rice and Atkin, 2001).

These simple but entertaining images of international icons looking silly but serious immediately grabbed the public’s imagination generating publicity far beyond that of the official campaign. Additionally because the DMI was now marketing milk so aggressively they were often the largest advertiser in their target magazines. This allowed them to leverage control over the editorial content to a certain degree, prompting cooking magazines to feature more recipes which required dairy products for example. (Butler, M. in Rice and Atkin, 2001)

This success quickly led to the advertising budget begin grown to around $110 million per annum. Bear in mind that this figure is not the total annual spending on the advertising of dairy products in the U.S.A. Individual brands and products were still advertised independently. This campaign, which is tied to the Fluid Milk Promotion Act of 1990, deals only with the promotion of dairy as an important national dietary requirement and the growth of the dairy industry as a whole.

As the profile and budget of the campaign grew it was expanded to target a wider range of niche target groups, such as female teens, or young black men (www.gotmilk.com/). Each market would have a relevant featured celebrity such as hip hop musician Usher, actor Hugh Jackman and even Batman (with the catch-line “Others reload. Batman refuels...”). By this stage the campaign had grown far beyond its initial placing in magazines to a wide range of media including a web site where fans can interact with each other, get information of the featured celebrities (and milk of course) as well as download posters and wallpapers of the milk moustached celebrities.

Got milk? magazine advertisement. Source: www.bodybymilk.com
Campaign outcomes

The rapid tripling of the campaign budget and the continuation of the project are strong indications that DMI feels that this campaign is achieving its goals. The press has also taken a sustained interest in the campaign (although this may be fading now) and in a single month an additional 65 million people where exposed to the campaign through secondary coverage on VH1, Newsweek and Good Morning America (dairyinfo.com in Rice and Atkin, 2001). However neither of these facts say as much as the fact that in 2008 the average American consumed 16% more dairy based products than they did in 1983 (U.S. Department of Agriculture, 2008. in www.dairycheckoff.com, 2009). This represents a significant reversal of the declining trend in dairy consumption in the 1970’s and early 1980’s which prompted the dairy industry to lobby for the Fluid Milk Promotion Act in the first place.

Dairy Check Off – marketing the farmers and the lifestyle

While extensive and well funded, the advertising campaign run by Bozell Worldwide on behalf of the dairy industry is only one branch of the DMI’s promotion activities. The DMI are also responsible for a far reaching public relations campaign which aims to favourably position the dairy industry and farming lifestyle in the consciousness of the predominantly urban consumers. Dairy Check Off is one aspect of the PR function, and is designed to make sure that the public image of dairy farming remains positive in the face of increasing criticism of industrial farming as well as keeping up the wholesome “All American, good for your family good for your country” ideology. Or as the Dairy Check Off web site puts it “MyDairy helps producers use social media to tell their story.” (www.dairycheckoff.com, 2009). In doing so the industry is personalised and personified by smiling farmers photographed in black and white with their families or at work in the hay barn. The site is subtly colour themed in patriotic reds, blues and whites. And the text bites on the page encourage the idea that these are the wholesome salt of the earth people who work the land in order to put food on your table.

Dairy Check Off also funds a host of other PR related programs such as an animal rights forum and an initiative targeting children and schools. “For children to become lifelong dairy consumers, they must have a positive milk experience early in their lives, and that includes working with partners to make milk and other dairy products available in more places... these efforts will help increase dairy product and ingredient sales.” (www.dairycheckoff.com, 2009)

Tying science and politics into public relations

Although the ethics of an industry sponsored scientific body which is mandated to conduct research into the health benefits of milk in order to generate more sales is highly questionable, the relationship between science, communication and advertising is important. This has particular relevance to the sustainability debate which is currently seated predominantly in the academic sector,
arguably to the detriment of the ideal.

The DMI’s approach to scientific funding and research is largely as a supporting role to its public communication and industry expansion programs. The aim is to sell more milk, not to prove its health benefits or develop exciting new dairy based recipes. However a point is reached where the most effective way to sell more milk is by convincing people that it's healthy. Only at this point does it make commercial sense to divert money away from shareholder profits, or advertising budgets in order to fund health research.

PART 2

The question which the DMI case study raises in relation to sustainable cities is how the ecological footprint or social inequalities within cities could be reduced via the implementation of effective advertising and communication campaigns on an industry, rather than product or issue specific basis. It also brings into question the role of science, research and funding allocation in relation to achieving the goal of sustainable cities.

Applying Dairy Management Inc. successes to the Sustainable Stellenbosch partnership

The Sustainable Stellenbosch (SS) initiative is a partnership between Stellenbosch University, Stellenbosch Municipality and the Sustainability Institute at Lynedoch. In many respects this coalition is similar to DMI. Like DMI, SS represents a unification of role players in a specific field, incorporating strong public, private and research components which, for mutually beneficial reasons are driving the sustainability agenda within Stellenbosch. Like the DMI there are strong commercial motivations for the SS program, especially with regards to the development of solutions which overcome water, waste and energy limitations in the region as these limitations are already stunting economic development. There is also strong social component to both programs: The SS program targets poverty alleviation and community building, while DMI endeavours to protect and promote the lifestyles and livelihoods of American dairy farmers.

The DMI and SS differ in two respects however: Firstly the SS program ideally aims at creating fundamental societal shift towards a more just and equitable society which also takes cognizance of natural resource limits. While the DMI aims primarily to grow the market for a commercial product independantly of true concern for the negative social and environmental impacts of its actions. Secondly DMI devotes a large portion of its efforts to mass communication and advertising. In 2001 the average annual advertising budget of the DMI (excluding PR and research) had reached $110 million (Butler, M. in Rice and Atkin, 2001), close on R1.1 billion in South African terms. This is a huge figure. The SS partnership does not have an over arching public communication or advertising campaign which promotes the goals, culture or ideology which Sustainable Stellenbosch is striving towards. Additionally individual projects relating to sustainability in Stellenbosch struggle due to a lack of advertising. An organic farmer, for example, who despite being a successful
farmer and has battled for many years to make ends meet because of a lack of equitable markets for his produce. The marketing chain and inequitable value adding process have been largely labelled as the culprits for his struggle. However had a culture which values local, organic, equitably grown produce been fostered alongside his farming business - much like the DMI fosters a culture of dairy consumers- been combined with a local advertising campaign informing the public where and how to buy local, organic, equitably grown produce, organic farming in Stellenbosch could be significantly more profitable and hence widespread than it is currently. Conducted within the city this advertising would have a knock on effect of improving the urban connection to food supply as well as reducing Stellenbosch’s ecological footprint.

However battling organic farmers and their counterparts in other fields such as waste management or environmental protection can not be expected to afford the high costs traditionally associated with advertising. This is the same conclusion which prompted congress in the U.S. to impose levies which provided funding to promote the dairy industry, an act which it deemed to be in the public interest.

**How to fund the promotion of sustainability in Stellenbosch**

Pricing is widely regarded as one of the most effective measures to limit and control consumption of items such as water and energy (Brown, L. 2008), similarly advertising is widely practised means of shifting consumer perceptions and behaviour. Instead of an opportunity to kill two birds with one stone, a partnership between pricing and advertising presents an opportunity to throw two stones at one (particularly large) bird, increasing the chance of a kill. Through the municipal component of the Sustainable Stellenbosch initiative a similar levy to DMI’s milk levy could be placed on items such as water, electricity and road usage to a create a disincentive for consumption of these items while at the same time generating funds which could be channelled into advertising and public communication. Donor funding and partnerships with advertising agencies could also be explored.

**Conclusion**

Through the analysis of cases such as the Wartime Advertising Council, the Smokey Bear fire prevention campaign and iPods creation of a cultural ideology in Part A, as well as Dairy Management Inc.’s nation wide campaign in Part B, it has been argued that advertising has the potential to significantly increase the adoption of existing technologies in order to make cities more sustainable. This is largely due to its capacity to influence the adoption of solutions which have been largely ignored to date, by making them “cool”. Close analysis of DMI’s funding, tactics and success in creating an fun pop culture around milk, which successfully expanded the U.S. milk market and supported dairy farmers, indicates that creative advertising is an important but under utilised tool for building sustainable cities.

In conclusion I would like to return to a particular sentiment expressed at the beginning of this pa-
per: The core values for sale with one of the worlds most sought after branded items, the iPod, are “coolness, individuality, a sense of belonging to something that is changing the world, a statement that you as a person matter.” (Shur, M & Reed, T. 2007) If these are the values which have delivered such astounding results for products which in reality do not enhance individuality, positively change the world or improve self worth then what possibilities exist for the promotion of an urban life which does deliver on these promises?
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