

# Profit Meets Purpose: Regenerative Marketing as a Catalyst for B2B Transformation

Andrés Fernández Miguel, Valerio Veglio.

Department of Economics and Management, University of Pavia, 27100 Pavia, Italy

## ABSTRACT

This research project investigates the significance of regenerative management in B2B marketing situations as a strategy that goes beyond sustainability and aims to achieve beneficial environmental and social outcomes. Unlike traditional sustainable marketing, which typically focuses on minimizing negative impacts, regenerative marketing aims to revitalize ecosystems, empower communities, and develop collaborative corporate ecosystems. The study investigates the rising pressures on B2B enterprises to incorporate regenerative practices as part of their brand mission, particularly in a period when environmental and societal crises dominate the public agenda. This study shows the distinction between typical sustainability initiatives and regenerative marketing, focusing on how B2B organizations may become proactive agents of good change. The study shows how regenerative marketing generates innovation, collaboration, and long-term profitability, placing B2B firms as leaders in tackling climate change and social inequality through an analysis of academic research and industry case studies. The findings highlight the potential of regenerative techniques to improve brand reputation and stakeholder involvement, resulting in shared value for both enterprises and society. The study makes an academic and managerial contribution by establishing a framework for linking regenerative marketing approaches to measurable outcomes in B2B industries. Academically, it advances existing sustainability and stakeholder engagement ideas while proposing the innovative concept of regenerative business models. Managerially, the study offers actionable recommendations for businesses looking to apply regenerative strategies, highlighting the necessity of innovation, stakeholder participation, and the development of new measures for monitoring impact.

## KEYWORDS

Regenerative Marketing, B2B Marketing, Brand Purpose, Sustainability, Innovation, Stakeholder Collaboration

## 1. INTRODUCTION

Climate change, biodiversity loss, and rising socioeconomic inequality are putting a strain on the global corporate landscape. As a result, B2B enterprises are under pressure to implement more sustainable practices. However, there is a clear shift away from traditional sustainability approaches, which are primarily concerned with limiting harm, toward regenerative marketing, which seeks to generate net-positive effects on ecosystems and communities. This shift highlights a significant research gap in the

realm of B2B marketing, specifically how businesses might transition from sustainability to regeneration. The research question is established as follows: *How can B2B organizations migrate from traditional sustainability initiatives to regenerative marketing tactics that generate net-positive environmental and social consequences while strengthening brand purpose?* This question guides the research into how regenerative ideas might transform B2B marketing and business operations, establishing corporations as proactive leaders in addressing global issues.

## **2. THEORETICAL FRAMEWORK**

The regenerative marketing theoretical framework in the B2B setting is based on several fundamental theories that emphasize sustainability and stakeholder engagement, going beyond typical harm-reduction tactics to achieve beneficial environmental and social outcomes. Sustainable Supply Chain Management (Seuring & Müller, 2008) and Green Marketing in B2B (Fraj et al., 2013) lay the framework for the incorporation of environmental and social concerns into corporate operations and marketing techniques. While these frameworks try to reduce negative impacts, regenerative marketing takes a proactive approach, aiming to restore ecosystems and improve communities. Circular Economy principles (Geissdoerfer et al., 2017) are further aligned with regenerative marketing since they promote resource reuse and waste minimization, enabling businesses to innovate in ways that contribute to long-term sustainability and regeneration.

Furthermore, Stakeholder Theory (Hörisch et al., 2014) emphasizes the value of collaboration in developing B2B marketing strategies, particularly in co-creating solutions to environmental and societal concerns. In this setting, collaborating with stakeholders ensures that regenerative projects are in sync with community and ecosystem requirements. The concept of Regenerative Business Models (Elkington, 2020) expands on this idea by changing from sustainability to business models that produce net-positive results for both ecosystems and society. This framework establishes a solid theoretical foundation for regenerative marketing, giving B2B organizations a strategic method for guiding marketing decisions, driving innovation, and positioning themselves as leaders in the face of global challenges.

## **3. RESEARCH METHODOLOGY**

This study evaluates regenerative marketing methods of the top ten B2B enterprises in the Italian ceramic tile industry, chosen based on 2022 revenue data from financial statements. These companies were chosen based on publicly available sustainability reports and corporate case studies that are consistent with regenerative principles. The study uses a qualitative analysis to synthesize practical examples from each organization, highlighting varied methods of regenerative marketing. Industry and company sustainability reports are given as realistic examples of regenerative solutions in action. Case studies highlight leading B2B organizations that have connected their marketing operations with regenerative concepts, offering specific insights into how these tactics might be implemented.

4. EMPIRICAL FINDINGS

The empirical findings show that B2B organizations can use regenerative marketing to improve both brand purpose and business performance. Table 1 outlines the essential features of B2B regenerative marketing, with a focus on stakeholder engagement, innovation, regulatory effect, and assessing regenerative outcomes. These features show how businesses can integrate their marketing activities with broader societal and environmental objectives while fostering innovation and responding to regulatory challenges.

Table 1: Key aspects of regenerative marketing in B2B

Key Aspect	Description
Stakeholder Collaboration	Regenerative marketing in B2B involves deep engagement with stakeholders, including business partners, local communities, and environmental experts. Companies co-create solutions to align marketing initiatives with broader societal goals, such as reforestation or ocean cleanup efforts (Dentoni et al., 2021).
Innovation and Product Development	B2B firms adopting regenerative principles are developing products and services that actively restore ecosystems. Some companies are creating carbon-neutral or carbon-negative products, while others redesign production processes to regenerate natural resources (Bocken et al., 2019).
Regulatory Impact	The European Union’s Corporate Sustainability Reporting Directive (CSRD) has accelerated the adoption of regenerative practices, pushing B2B firms to disclose positive impacts in their marketing efforts (European Commission, 2021).
Measurement Challenges	Measuring regenerative outcomes is difficult and often goes beyond traditional sustainability metrics. New indicators, such as carbon sequestration or biodiversity restoration, are being developed to assess regenerative marketing strategies (Schaltegger et al., 2017).

5. CONCLUSIONS AND IMPLICATIONS

Regenerative marketing marks an important evolution in B2B practices, allowing businesses to reinterpret their positions as contributors to environmental and social regeneration. This approach not only fulfils expanding consumer and regulatory demands but also positions businesses as visionaries in the pursuit of sustainable, purpose-driven growth.

## **5.1 Implications for Research**

The implications for research emphasize the need for additional empirical studies to measure the impact of regenerative marketing on B2B relationships and corporate performance. A crucial area of effort should be the establishment of standardized metrics for quantifying regenerative impact in B2B environments, as present measurements frequently fail to capture the full range of good outcomes. Furthermore, doing cross-industry comparisons would provide useful insights into how regenerative marketing principles may be adapted and utilized across other B2B sectors, improving overall understanding of their effectiveness and scalability.

## **5.2 Implications for Management**

The implications for management include that B2B companies should invest in regenerative training programs to educate marketers on regenerative economics principles and how to effectively apply them in B2B marketing strategy. A significant focus should be on co-creating solutions with stakeholders, especially business partners, to ensure that regenerative marketing initiatives are aligned with the overall requirements and aspirations of the B2B ecosystem. Furthermore, B2B marketers can create regenerative narrative strategies that not only promote the company's sustainability efforts, but also motivate and empower business partners to actively participate in the regenerative cycle. To achieve large-scale impact, businesses can consider forming partnerships with NGOs, academic institutions, and other businesses to create collaborative programs with long-term regenerative benefits. Finally, adopting a radical transparency communication approach—in which both achievements and failures are openly shared—will assist develop confidence with business partners while also demonstrating a true commitment to continual improvement on the path to regeneration.

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