

Social problem essays examples

[Environment](#), [Global Warming](#)



The world's biggest social problem is global warming and climatic changes due to increasing use of fossil fuels, carbon emissions, chemical wastes and others. Conca (2015) rejects all the claims of decline in global warming despite green initiatives and reveals that the rate of temperature increment during past 15 years of 21st century is almost equal to the rate of global warming in last 50 years of 20th century. Some major examples to validate this claim are global shrinkage of glaciers and significant reduction in ice mass of Greenland, Antarctic, Arctic and Northern Hemisphere. The pace of global economic developments is particularly higher in emerging economies of Asia, where governments although endorse green initiatives but there is no genuine implementation. The western advanced countries have greater output share but they also understand the urgent need for green economy to reduce threat of global warming and climatic changes.

A marketer could resolve the grand challenge of global warming by designing a social marketing campaign that would increase awareness about green initiatives, renewable energy sources and technological devices to discourage the use of fossil fuels. The social campaign will specifically focus on building community-based research and community partnerships because the local members could influence their societies, masses and government authorities for socially responsible production techniques among businesses and incentives to general public for shift towards green products from conventional sources. The campaign will be aimed to strengthen global linkages between emerging and developed countries to intensify and examine their transformation from traditional economy to unconventional approaches such as technological equipments for water balance in soil, solar

energy, windmill, hybrid vehicles, use of materials that could be recycled and others etc. (Iacobucci, 2013); (Lytton, 2013).

References

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Iacobucci, D. (2013). Marketing Management. South Western: Cengage Learning

Lytton, C. (2013). Top 10: climate change campaigns. The Guardian, Retrieved <http://www.theguardian.com/global-development-professionals-network/2013/nov/15/top-10-climate-change-campaigns>