Chapter 20
Projecting Green Energy Fostering and SDG 15 (Life on Land): Using Natural Resources for Sustainable Future

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ABSTRACT

Clean energy solutions are the route to decarbonizing national and industrial economies while protecting the terrestrial ecosystems that support life on Earth. As a fundamental driver to achieve Sustainable Development Goal 15 (Life on Land), which focuses on protecting, restoring and promoting sustainable use of terrestrial ecosystems, the transition to green energy is a priority. With climate change and environmental degradation causing threats to elements such as biodiversity, soil health and forest cover, renewable energy creation from sources like solar, wind, hydro and biomass helps integrate energy into a sustainable future and reduce the environmental footprint of human activities. By using alternative energy sources and being more sustainable in our energy use, green energy encourages the use of natural resources in an efficient manner, helps reduce the need for deforestation, and allows for healthier ecosystems by providing alternatives to fossil fuel.

DOI: 10.4018/979-8-3373-0045-0.ch020

1. INTRODUCTION

The important aspect of brand advocacy here in hydrogen within the graph is aligning corporate values with sustainability objectives Businesses have to genuinely show their commitment to clean energy and sustainability through transparent capacity building and engagement with stakeholders. Brand messages can expand through influencer marketing and partnerships with sustainability advocates, gaining a wider audience and increasing public faith. Publishing research, speaking at conferences, and joining industry forums all enhance credibility, and position the companies as thought leaders in the hydrogen economy. Moreover, companies need to tell a narrative with various pathologies that demonstrate real-life benefits of hydrogen fuel in transport, manufacturing, and grid energy storage. By presenting proven case studies and pilot projects, including one in their own portfolios, brands can instill confidence with prospective consumers and investors. The junction of technology and digital marketing has given upsurge a new era of hyper-personalization in the ever-accelerating digital landscape. Digital marketing is being fundamentally altered by this paradigm change, becoming more dynamic, responsive, and customer-focused than ever. Predictive models of artificial intelligence (AI) and machine learning (ML) are at the core of this transition and are what will power the future of digital marketing. Hyper-personalization is not just a trendy term; it is a method to marketing that goes beyond conventional segmentation and overcomes the drawbacks of one-size-fits-all strategies (Vinaykarthik, 2022). It's a journey that starts with data, lots of data, and ends with a customized, in-the-moment customer experience. Marketers can now foresee client demands, provide individualized content, and predict preferences even before those preferences are consciously realized thanks to the complex dance between AI and ML. This chapter explores the nuances of hyper-personalization in digital marketing with an emphasis on how it affects marketing plans and brand advocacy. AI and ML-powered prediction models are ready to transform the customer experience. The trip is no longer a straight line but a dynamic, responsive experience that customers and businesses have jointly constructed (Kamal & Himel, 2023).

It unravels the dimensions of hyper-personalization, analyzing its profound implications on customer loyalty and brand advocacy. It scrutinize the strategies that forward-thinking marketers are adopting to harness the potential of AI and ML. Data analytics, real-time interactions, and the delicate balance between automation and the human touch will all be on our radar. This paper also addresses the ethical considerations that comes hand-in-hand with the power of hyper-personalization, such as data privacy and transparency. It will also peer into the future of digital marketing, beyond hyper-personalization, contemplating the dynamic customer journey and the role of AI-driven creativity and innovation (Ahmed, 2022). The stage is set for a digital marketing revolution where brands, equipped with predictive models and customer insights, are not just communicating with their audience but co-creating value. The future of digital marketing is dynamic, data-driven, and deeply personalized. It's a future where customers, now brand advocates, become the strongest proponents of the brands they passionately endorse.

1.1 Background of the Chapter

Hydrogen power marketing strategies should be in tandem with digital transformation, utilizing data analytics to gauge consumer perceptions and fine-tune campaigns accordingly. Content marketing, targeted advertising and social media platforms can improve engagement by addressing misconceptions about hydrogen production, efficiency, and challenges to infrastructure. The landscape of digital marketing has undergone a seismic upheaval, propelled by the inexorable march of technology. The days of