

Chapter

Beyond Formal Law: Harnessing African Indigenous Knowledge to Foster Green Marketing Governance and Sharing Economy

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Abstract

As the world grapples with the challenges of environmental degradation and climate change, African indigenous knowledge offers a wealth of wisdom that can be leveraged to support sustainable green marketing governance. This chapter explores the potential of African indigenous knowledge, underpinned by the Ubuntu philosophy to drive green marketing governance, highlighting the importance of decolonising the African environmental governance from dominant Western environmental management perspectives. This chapter argues that green marketing governance can be fostered through a constellation of indigenous knowledge practices in a manner that lessens the burden of enforcing environmental laws in under-resourced African economies. Through a critical review of existing literature, interviews and case studies, this chapter examines how indigenous knowledge can inform the performance of green marketing practices. This chapter argues that by unlocking the power of indigenous wisdom, policymakers can develop more effective and sustainable green marketing strategies that promote environmental justice and improve quality of life. This chapter aims to nurture a new generation of consumers who embrace the power of indigenous knowledge and harness its potential to create a more sustainable and equitable green marketing future.