
Guerrilla Marketing for Island Sustainability: Small Actions Driving Big Impacts

Tariqul Islam Mazumder^{1,2}, Monowar Mahmud³, Md Mamunur Rashid⁴, and
Mohammad Nur-E-Alam^{5,6*}

¹ Department of Business Administration, Infrastructure University of Kuala Lumpur, Jalan Ikram, Kajang, 43000, Malaysia

² Army Institute of Business Administration (Army IBA), Savar Cantonment College, N5, Savar Cantonment, Dhaka - Aricha Hwy, Savar 1344, Bangladesh

³ College of Graduate Studies, Universiti Tenaga Nasional (UNITEN), Jalan IKRAM-UNITEN, Kajang, 43000, Selangor, Malaysia

⁴ Department of Business Administration, University of Asia Pacific, Green Road, Dhaka, Bangladesh

⁵ Space Science Centre, Institute of Climate Change, Universiti Kebangsaan Malaysia (UKM), 43600 Bangi, Selangor, Malaysia

⁶ Department of Computer Science and Engineering, Chittagong Independent University, Chittagong-4000, Bangladesh

Corresponding author: nure.alam@uniten.edu.my

Abstract: Island communities face unique sustainability challenges, including resource scarcity, waste management difficulties, and vulnerability to climate change. Traditional awareness campaigns often fail to engage these communities effectively due to high costs and limited reach. Guerrilla marketing, an unconventional, low-cost marketing strategy, offers a promising alternative to inspire sustainable behaviours and practices. This short communication explores how guerrilla marketing techniques can be adapted for sustainable island living. By leveraging local culture, materials, and creativity, such campaigns can generate strong community participation and environmental awareness. Examples such as beach art installations from litter, pop-up recycling hubs, and solar lantern festivals illustrate the potential of guerrilla marketing in fostering eco-friendly behaviours. A conceptual framework is proposed to guide stakeholders in implementing these strategies. The article concludes by highlighting the need for pilot projects and further research to evaluate the effectiveness of such interventions in island settings.

Keywords: Sustainability; Guerrilla Marketing; Small Island Communities; Environmental Behavior Change; Resource Scarcity.

1 INTRODUCTION

Climate change, rapid urbanization, and resource constraints have led small island communities worldwide to face escalating environmental challenges, including coastal erosion, waste accumulation, freshwater scarcity, and reliance on imported fossil fuels, highlighting the urgent need for sustainable living practices. High costs, generic messaging, and cultural disconnects are some of the factors because of which conventional environmental campaigns often fail to resonate with these communities. As per United Nations Development Program Bangladesh (2024), the balance of life of the people living in this area are being ruined due to the river-erosion and salinity intrusion along with the climate change. Separation from the mainland because of surrounding oceans less frequently disrupts and diminishes normal life and the everyday activities of inhabitants' small islands, and in some cases allow for the sustained practice of traditional activities that impact positively on sustainability efforts. Residents of small islands may unintentionally harm their environment through everyday practices. While overfishing destroy the balance of marine ecosystem (EcoBlvd, 2024), cutting the mangrove forest weaken the defense against the storm and erosion (Tidal Basin Group, 2023). Improper waste disposal is another facet the small islander practice throughout dumping trash into the water, while burning plastics, pollutes land and water,

threatening wildlife and human health (Geetha & Rajalakshmi, 2020). Soil erosion and loss of biodiversity which are common in the small islands are triggered due to the unjustifiable farming and construction practices. These harmful practices are in rise because of the limited resources and lack of awareness or alternatives. Raising awareness among residents about these unsustainable practices could help protect the islands from gradual environmental degradation. To aware the residents a sustainable, memorable and innovative ideas to be utilized so that the residents at one stage habitually refrain from the erroneous acts. Guerilla marketing tactics, with their simple and memorable approaches, can create lasting impressions on residents, encouraging them to adopt sustainable practices to protect their fragile environment. Guerrilla marketing, an innovative marketing strategy known for its unconventional and low-budget approach, offers a promising avenue to engage island residents and visitors in sustainability efforts (BRAME, 2023). This can be achieved, for example, through exciting street art, pop-up events, flash mobs, or social media campaigns (Arsolon, 2025). By leveraging surprise, creativity, and community participation, guerrilla campaigns can deliver strong, memorable messages with minimal financial input. This paper introduces the concept of guerrilla marketing for sustainable island living and explores its potential to drive environmental awareness and behavior change through small-scale, high-impact actions.

2 GUERRILLA MARKETING AND SUSTAINABILITY: CONCEPTUAL LINK

Guerrilla marketing emphasizes creativity over traditional promotional methods, using unexpected and memorable tactics to engage audiences. Some of the guerrilla marketing campaigns such as street art promoting recycling or flash mobs advocating climate action has already been applied to urban sustainability campaigns. Guerrilla marketing and sustainability are two terms pose a common goal of achieving big results with minimal resources (Susilo, 2020, Mazumder, T.I., 2025). Guerrilla marketing relies on creative, low-cost, high-impact strategies that make the most of limited budgets, an approach perfectly suited to promoting sustainability (Erdem, 2025). Guerrilla marketing by using surprising, engaging, and community-focused campaigns, businesses and organizations can raise awareness about environmental issues, encourage responsible behavior, and inspire collective action without heavy spending or waste (Valont, 2025).

This collaboration makes guerrilla marketing an ideal tool for socializing sustainable practices, especially in resource-limited settings like small islands, where every small action can lead to a big positive impact (Ahmed et al., 2020). While traditional marketing relies on large budgets, mass media, and resource-intensive campaigns that can have high environmental costs, guerrilla marketing uses creativity, surprise, and local engagement to deliver a strong message with minimal resources and waste (Purr Marketing & Design, 2024). This low-cost, low-impact strategy aligns with the core values of sustainability: conserving resources, reducing waste, and maximizing social impact. Guerrilla tactics can be effectually used to encourage sustainable performances by creating unforgettable and attractive campaigns (Petraškienė, 2024).

These tactics, often characterized by their creativity, surprise, and limited resources, can be tailored to encourage actions like recycling, energy conservation, and biodiversity protection. Street art, pop-up events, and social media challenges can raise environmental awareness and encourage community participation without the need for expensive or wasteful materials. Guerrilla marketing also promotes local purposes, allowing communities to foster ideas appropriate to their own cultural and environmental contexts. Eventually, it is revealed that guerrilla marketing is not just a cost-saving approach—it's a method to model the very sustainability principles it promotes (Ahmed et al., 2020). By demonstrating creativity, resourcefulness, and community spirit, it offers an authentic, powerful tool for advancing sustainability goals in a world that urgently needs them. In island settings, guerrilla marketing is particularly relevant because resource limitations require low-cost interventions, community-centric culture enables participatory campaigns, and tourism dependency provides opportunities to influence both locals and visitors (Susilo, 2020).

Table 1. Comparison of Guerrilla Marketing and Conventional Environmental Campaigns in Island Communities

Feature	Guerrilla Marketing	Conventional Campaigns
Cost	Low	Moderate to High
Reach	Local, viral potential	Targeted, often limited
Engagement	High (interactive, participatory)	Moderate (passive audiences)
Cultural Adaptability	Strong (can use local art/tradition)	Moderate
Sustainability Impact	Incremental but visible	Broader but harder to measure

3 ISLAND HARM BY INHABITANTS

Islanders can harm the peaceful coexistence of the island in many ways, including overfishing that depletes marine life, cutting down protective mangroves, improper waste disposal that pollutes land and water, and unsustainable farming or construction practices that lead to erosion and habitat loss. Deforestation is being done by uprooting the trees for timber, cultivating land for agriculture (including livestock), and other activities leading to urban expansion can lead to the obliteration of forests and other vital ecosystems, dropping biodiversity and rising erosion (Fernández-Palacios et al., 2021). Draining wetlands for development or agricultural purpose can upset natural water cycles and habitats, leading to augmented flooding and loss of biodiversity (Lacey, 2024). Mining activities, particularly those for valuable resources like phosphate or minerals, can lead noteworthy landscape alteration and effluence (Worlanyo & Jiangfeng, 2021). As global temperatures are rising, sea levels are also rising, intimidating to submerge low-lying islands and coastal areas (Dickinson, 2024). Intensity of storms, cyclones, and floods can create widespread damage of infrastructure, homes, and ecosystems (Furtak & Wolińska, 2023). Enhanced preoccupation of carbon dioxide by the ocean can cause to ocean acidification, harming marine life, including coral reefs, which are very important for island ecosystems (Coral Reef Alliance, 2025).

Industrial events, such as production or mining, can release pollutants into the air, water, and soil, indulging both human health and the environment (Ruba, Chakma, Senth, & Rahman, 2024). Inadequate waste management practices can cause to contamination of land and water resources, disturbing both human health and the environment (Environment and Climate Change Canada, 2024). Unsustainable fishing activities can exhaust fish stocks, affecting marine ecosystems and food security (Walsh, 2023). Over-cultivation of land can lead to soil corrosion and nutrient exhaustion, reducing agricultural productivity (Begum, 2021). Though tourism in the small island may be a source of income, it can also cause to environmental impairment through enlarged waste, pollution, and habitat destruction (Baloch et al., 2022). In some cases, increased density of population may stress resources and infrastructure, leading to increased environmental pressures (Vetrivel, Vetrivel, Ilango, & Devarajan, 2024).

There are examples where the inhabitants of small islands have degraded their environment to such an extent that they were eventually forced to abandon the islands. In Banaba (Ocean Island) phosphate mining has devastated the island's surface, rendering much of it uninhabitable (Treagus, 2021). In Tuvalu rising sea levels and increased storm surges are threatening to submerge the island nation (Giordano, 2024). In Maldives the government's efforts to reclaim land from the sea, including dredging and sand pumping, may have long-term negative consequences for the island's ecosystem and its ability to withstand rising sea levels (United Nations Maldives, 2024). In Nauru Phosphate mining and the subsequent mismanagement of resources led to economic and social collapse (Rajaram, 2023).

4 PROPOSED APPLICATIONS OF GUERRILLA MARKETING IN ISLAND COMMUNITIES

4.1 Beach Art Installations from Marine Litter

Artists and volunteers create sculptures or murals using plastic waste collected from beaches. These installations raise awareness of marine pollution while beautifying public spaces. Art installations created from marine litter

can transform waste into powerful visual messages that raise awareness about ocean pollution while beautifying public spaces (Figure 1). These installations serve both as environmental education tools and as community engagement strategies.



Figure 1. Beach art installation created from collected marine litter. This guerrilla marketing tactic highlights the issue of ocean pollution and promotes sustainable waste management behaviors [(StockCake. (n.d.). Beach litter sculpture. StockCake. https://stockcake.com/i/beach-litter-sculpture_1199005_361217)]

4.2 Pop-Up Recycling Hubs

Temporary, eye-catching recycling stations made from locally sourced materials encourage residents and tourists to sort waste effectively. These can be coupled with gamified rewards (e.g., vouchers for local businesses). Pop-up recycling hubs, designed from locally sourced materials and paired with gamified incentives, offer a creative and temporary solution to encourage waste segregation and recycling (Figure 2). These hubs attract both residents and tourists, fostering participatory environmental action.



Figure 2. A pop-up recycling hub constructed using local materials to encourage community participation in waste management. Such installations can be coupled with reward systems to reinforce sustainable behaviors.

4.3 Solar Lantern Festivals

A solar lantern festival is a community event where residents exchange solar lanterns, culminating in a lantern-lit night celebration. This will encourage use of renewable energy and lessens plastic waste.

4.4 Rainwater Harvesting Murals

Arrangement for murals painted on water tanks and rooftops will portray traditional water conservation practices, sparking interest in rainwater harvesting.

4.5 Flash Mobs

Surprise flash mobs can be organized to depict the importance of recycling or conserving energy, generating a buzz and encouraging participation.

4.6 Guerrilla Gardening

Neglected urban spaces can be transformed into vibrant gardens, promoting biodiversity and sustainable food practices in an impactful way.

4.7 Interactive Installations

Making momentary, eye-catching installations in public spaces that would educate about the influence of unsustainable practices (e.g., a mountain of plastic waste) can stimulate conversations and increase awareness. Interactive installations, such as visually striking public displays of waste accumulation, can serve as powerful reminders of the environmental impacts of unsustainable practices (Figure 3). These installations engage passersby emotionally and intellectually, prompting reflection and dialogue within the community.



Figure 3. Interactive public installation illustrating the environmental impact of plastic waste accumulation. Such installations encourage awareness and community engagement toward sustainable practices.

4.8 Street Art

Street art in terms of drawing stencils and hoisting posters conveying messages about sustainability in unexpected locations will surprise the islanders and can be a powerful way to reach a wide audience. Street art, including stenciled messages and posters placed in unexpected locations, has proven to be an effective guerrilla marketing tactic for raising environmental awareness (Figure 4). These artistic interventions attract attention and resonate with both residents and visitors.



Figure 4. Example of street art used as a guerrilla marketing tactic to promote sustainability messages in coastal communities. (Rogers, 2017) Rogers, S. A. (2017, August 7). Messages in the sand: 12 great guerrilla ads at the beach & the river. WebUrbanist. <https://weburbanist.com/2017/08/07/messages-in-the-sand-12-great-guerrilla-ads-at-the-beach-river-banks/>)

4.9 Community Involvement

To bring the success community involvement is a must. Guerrilla marketing tactics can be used to inspire local shared action, such as organizing community cleanups or promoting local farmers' markets.

4.10 Highlighting Success Stories

Periodical gathering in terms of picnic or any other social gathering showcasing the local initiatives and individual efforts can motivate others to espouse sustainable practices.

4.11 Empowering Local Stakeholders

Local influential stakeholders and influencers can encourage and motivate to adopt the sustainable practices. This effort will be engaging the local communities in the design and implementation of guerrilla campaigns which ultimately can foster a sense of ownership and responsibility.

4.12 Social Media Campaigns

Now a days, social media like Facebook, Instagram and YouTube etc. is dominating to all level's generations, assuredly even within a remote small island. Guerrilla tactics used as such can be augmented through social media, encouraging people to share their experiences and participate in online challenges. By employing these guerrilla tactics, organizations can promote sustainable behaviors in a way that is not only memorable and engaging but also empowers individuals and communities to take action.

5 PROPOSED APPLICATIONS OF GUERRILLA MARKETING IN ISLAND COMMUNITIES

Figure 5 illustrates a framework for designing guerrilla marketing campaigns tailored to island sustainability. Here guerrilla marketing strategies are the independent variables directly influencing the island sustainability by employing different types of guerrilla marketing tactics, which ultimately will create stunning, memorable and positive examples into the hearts and minds of the island inhabitants. The proposed conceptual framework (Figure

5) illustrates how guerrilla marketing strategies can influence sustainable behaviors in island communities. It highlights the relationship between creative interventions and long-term environmental impacts through community participation and awareness.

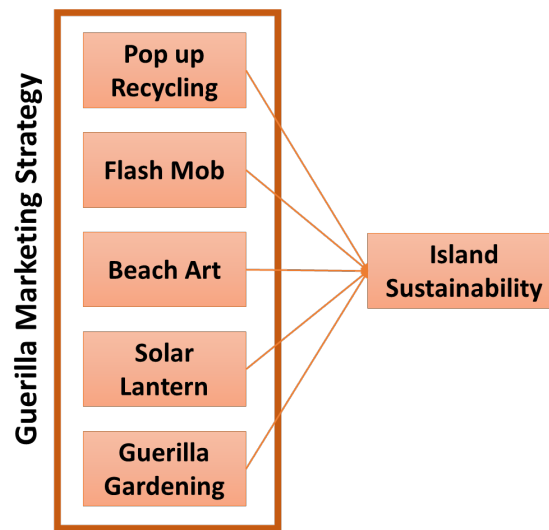


Figure 5. Conceptual Framework Diagram

6 DISCUSSION AND FUTURE DIRECTIONS

The guerrilla marketing strategy appears to be a promising approach for fostering sustainability in island societies, addressing many unprecedented challenges they face due to recurring natural disasters. This low cost and high engagement potential of guerrilla marketing brand it well-suited to all the circumstances where financial and infrastructural resources are insufficient. By promoting local culture, art, and resources, guerrilla marketing campaigns can reverberate intimately with island residents, inspiring positive changes in their behavioral pattern that will definitely bring them into the line with sustainable practices. The examples presented—such as beach art from marine litter, pop-up recycling hubs, and solar lantern festivals—demonstrate that creative, community-driven initiatives can generate visible and lasting environmental benefits.

In comparison with traditional promotional campaign, guerrilla marketing's stress on surprise and unique partaking would certainly help overcome shared pitfalls that belong to traditional campaigns, which often suffer from low engagement or cultural disconnect. At the end, Guerrilla marketing strategies encourage collective responsibility by involving community members directly in the creation and dissemination of messages.

Despite the inherent positive features of guerrilla marketing, there lies some inherent challenges. Evaluating the long-term impact of guerrilla marketing campaigns on environmental behaviors is somehow not practicable with their often casual and momentary style. Leveling successful involvements beyond initial pilot areas may also presents logistical and cultural hurdles. Future research should prioritize empirical studies that would evaluate efficacy, ideally through controlled pilot projects in varied island contexts. This would aid recognize best practices, clarify the conditions under which guerrilla marketing excels, and highlight potential limitations.

Guerrilla marketing offers several advantages for promoting sustainability in island communities:

- Affordability: Enables action despite limited budgets.
- High Engagement: Encourages community participation and ownership.
- Cultural Resonance: Leverages local art, traditions, and materials.

Challenges include measuring long-term impact and scaling successful campaigns. Future research should explore empirical studies and pilot projects to test the effectiveness of guerrilla marketing interventions in various island contexts.

7 CONCLUSION

This paper essentially highlights guerrilla marketing as a novel, cost-effective approach to foster sustainable behaviors in island communities. By embracing creativity and community involvement, small actions can ultimately lead to significant positive impacts. Policymakers, NGOs, and local leaders are significant stakeholders exploring guerrilla marketing as a tool for building environmentally resilient island societies. Guerrilla marketing offers an innovative, low-cost, and culturally adaptable approach to endorsing sustainability in island communities facing inimitable environmental challenges. By yoking creativity, local traditions, and community participation, these campaigns can effectively promote awareness and inspire positive change even with inadequate resources.

The examples discussed—from beach art installations to solar lantern festivals—illustrate how trivial, aimed actions can create meaningful and memorable impacts. While traditional environmental campaigns often brawl with cost and engagement, guerrilla marketing's interactive and participatory nature provides a talented alternative that bring into line with the core principles of sustainability: resource conservation, waste reduction, and social empowerment. However, further research and pilot programs are desirable to meticulously assess long-term efficacy and scalability across diverse island settings. Eventually, accepting guerrilla marketing as a instrument for sustainable island living can empower residents, influence visitors, and support policymakers and organizations in building resilient, environmentally cognizant island societies. Small, creative actions have the potential to drive substantial positive changes, protecting fragile island ecosystems and the communities that rely on them for generations.

Author Contributions: Conceptualization, methodology, formal analysis, investigation, data curation, and writing-review and editing: M.N-E-A. writing—original draft preparation, T.M.; formal analysis and writing—review and editing, M.M.R and M. M.

ACKNOWLEDGEMENT

The authors acknowledge the Army Institute of Business Administration (Army IBA), Savar Cantonment College, and Universiti Tenaga Nasional.

Data Availability Statement: All data generated or analyzed during this study are included in this published article.

Conflicts of Interest: The authors declare no conflict of interest.

REFERENCES

- Ahmed, R. R., Qureshi, J. A., Štreimikienė, D., Vveinhardt, J., & Soomro, R. H. (2020). Guerrilla marketing trends for sustainable solutions: Evidence from SEM-based multivariate and conditional process approaches. *Journal of Business Economics and Management*, 21(3), 851–871. <https://doi.org/10.3846/jbem.2020.10730>
- Arsolon, J. G. (2025, January 24). Guerilla marketing ideas: 5 real examples to hack growth. Maileroo. <https://maileroo.com/blog/guerrilla-marketing-ideas-7-real-examples-to-hack-growth/>
maileroo.com+1maileroo.com+1
- Baloch, Q. B., Shah, S. N., Iqbal, N., Sheeraz, M., Asadullah, M., Mahar, S., & Khan, A. U. (2022). Impact of tourism development upon environmental sustainability: A suggested framework for sustainable ecotourism. *Environmental Science and Pollution Research*, 30(3), 5917–5930. <https://doi.org/10.1007/s11356-022-22496-w>
- Begum, T. (2021, April 16). Soil degradation: The problems and how to fix them. Natural History Museum. <https://www.nhm.ac.uk/discover/soil-degradation.html>

- BROME. (2023, August 11). Unleashing guerrilla marketing: Low cost, high impact strategies. BROME. <https://www.brome.io/blog/unleashing-guerrilla-marketing-low-cost-high-impact-strategies>
- Coral Reef Alliance. (2025). Warming temperatures and coral bleaching. <https://coral.org/en/coral-reefs-101/global-threats/>
- Dickinson, D. (2024, August 26). What is sea level rise and why does it matter to our future? United Nations. <https://www.un.org/en/climatechange/what-is-sea-level-rise>
- EcoBlvd. (2024, August 2). Overfishing: Depleting our oceans at an alarming rate. EcoBlvd. <https://www.ecoblvd.com/blogs/news/overfishing-depleting-our-oceans-at-an-alarming-rate>
- Environment and Climate Change Canada. (2024, January 26). Solid waste diversion and disposal. Government of Canada. <https://www.canada.ca/en/environment-climate-change/services/environmental-indicators/solid-waste-diversion-disposal.html>
- Environmental Sustainability (pp. 179–198). Manak Publications Pvt. Ltd.
- Erdem, K. R. (2025, March). Low budget, maximum impact: Guerrilla marketing. In International studies in social sciences and humanities (pp. 37–51). Serüven Yayinevi. https://www.researchgate.net/publication/390691567_LOW_BUDGET_MAXIMUM_IMPACTGUERRILLA
- Fernández-Palacios, J. M., Kreft, H., Irl, S. D. H., Norder, S., Ah-Peng, C., Borges, P. A. V., Burns, K. C., de Nascimento, L., Meyer, J.-Y., Montes, E., & Drake, D. R. (2021). Scientists' warning – The outstanding biodiversity of islands is in peril. *Global Ecology and Conservation*, 31, e01847. <https://doi.org/10.1016/j.gecco.2021.e01847>
- Furtak, K., & Wolińska, A. (2023). The impact of extreme weather events as a consequence of climate change on the soil moisture and on the quality of the soil environment and agriculture – A review. *Catena*, 226, 107378. <https://doi.org/10.1016/j.catena.2023.107378>
- Geetha, R., & Rajalakshmi, S. (2020). Problem faced by the public due to the improper waste disposal and behaviour of waste disposal. *International Journal of Social Sciences and Management*, 7(2), 70–77. <https://doi.org/10.3126/ijssm.v7i2.28593>
- Giordano, G. (2024, November 28). Small island nations – climate threat and relocation. Vision of Humanity. <https://www.visionofhumanity.org/small-island-nations-climate-threat-and-relocation/>
- Lacey, C. (2024, May 10). Understanding wetland degradation: Causes, impacts, and conservation strategies. LinkedIn. <https://www.linkedin.com/pulse/understanding-wetland-degradation-causes-impacts-christopher-moh0e/>
- Petraškienė, K. (2024, September 20). Guerilla marketing: Tactics, types & 10 examples. Omnisend. <https://www.omnisend.com/blog/guerilla-marketing/>
- Purr Marketing & Design. (2024, November 14). Guerrilla marketing vs traditional marketing: Understanding the difference. LinkedIn. <https://www.linkedin.com/pulse/guerrilla-marketing-vs-traditional-understanding-difference-lnxvf/>
- Rajaram, S. (2023, January 22). Notes from Nauru: Tracing the economic collapse of the island nation. Nickled & Dimed. <https://nickledanddimed.com/2023/01/22/notes-from-nauru-tracing-the-economic-collapse-of-the-island-nation/>

- Ruba, U. B., Chakma, K., Senthil, J. Y., & Rahman, S. (2024). Impact of industrial waste on natural resources: A review in the context of Bangladesh. *Current World Environment*, 16(2), Article 03. <http://dx.doi.org/10.12944/CWE.16.2.03>
- Susilo, D. (2020). Promoting environmental sustainability through guerrilla marketing. *International Journal of Environmental, Sustainability, and Social Science*, 1(2), [no page number listed]. <https://doi.org/10.38142/ijesss.v1i2.22>
- Mazumder, T. I., Islam, M. M., Basher, M. K., & Alam, M. N.-E. (2025). A Drive for Sustainable Net-Zero Future by Leveraging Guerrilla Marketing in Circular Economy: N/A. *Journal of Applied Physical Science and Engineering*, 1(1). Retrieved from <https://ojs.omgfc.com/index.php/JAPSE/article/view/48>
- Susilo, D. (2020). Promoting environmental sustainability through guerrilla marketing. *International Journal of Environmental, Sustainability, and Social Science*, 1(2). <https://doi.org/10.38142/ijesss.v1i2.22>
- Tidal Basin Group. (2023, July 7). The vital role of mangroves in mitigating disasters. Tidal Basin Group. <https://www.tidalbasingroup.com/the-vital-role-of-mangroves-in-mitigating-disasters/>
- United Nations Development Programme Bangladesh. (2024, August 21). Survival on the edge: The urgent need for action in Bangladesh's climate vulnerable islands [Why do small islands deserve immediate action?]. United Nations Development Programme. <https://www.undp.org/bangladesh/stories/why-do-small-islands-deserve-immediate-action>
- United Nations Maldives. (2024, April 25). UN expert: Maldives stuck between rock and hard place on climate change issue [Press release]. United Nations. en.wikipedia.org+2
- Valont. (2025, February 11). Guerrilla marketing tactics for small business growth. Valont. <https://valont.com.au/blog/guerrilla-marketing-tactics-for-small-business-growth>
- Vetrivel, A., Vetrivel, P., Ilango, S., & Devarajan, G. (2024, August). Urbanization and environmental damages: A global perspective. In *Green India: Pathways to Treagus*, M. (2021). Flight of the frigate bird: Ocean Island, phosphate mining and Project Banaba. *Journal of Human Rights and the Environment*, 12(1), 103–132. <https://doi.org/10.4337/jhre.2021.01.08>
- Walsh, G. (2023). The impact of overfishing on biodiversity and fisheries management. *Journal of Fisheries & Livestock Production*, 11(4). <https://www.longdom.org/open-access/the-impact-of-overfishing-on-biodiversity-and-fisheries-management-106158.html>
- Worlanyo, A. S., & Jiangfeng, L. (2021). Evaluating the environmental and economic impact of mining for post-mined land restoration and land-use: A review. *Journal of Environmental Management*, 279, 111623. <https://doi.org/10.1016/j.jenvman.2020.111623>