

Affordable Sustainability: Embracing Sustainable Living on a Budget

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Abstracts

Affordable sustainability is now paramount, given the cost of living crisis. Consumers want low prices but this does not necessarily mean giving up sustainable choices. Making sustainability affordable is a global need, where companies can play a key role. To get ahead of competitors and prepare for future risks, companies need to be proactive, balancing their efforts between consumer education, sustainable collaboration and differentiating through claims.

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