

Setting Aside Myths For Achieving Sustainable Transformation in Latin America

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Abstracts

Social and environmental concerns have grown due to COVID-19 and unstable sociopolitical repercussions in the region. Both lifestyles and purchase decisions have aligned towards taking action to preserve the environment. With consumers and governments increasing the pressure to minimise the impacts on people and the planet, companies are reacting, embracing more circular business models. Sustainability must be part of the core business and not used to target upper segments or niche positioning.

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