

Sustainability Post COVID-19

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Scope Key findings Purpose Intensifies after COVID-19 To B or not to B-Corp? Costs remain the main barrier to sustainability despite higher awareness Willingness to pay for sustainability is higher in consumer goods But how much is too much? Expensive products not necessarily the most loved The value of choosing the right claim to win consumers More human language and less corporate talk Don't put all your eggs in one basket, diversify and win Anti-greenwashing EU rules against sustainability claims Corporate climate awareness is high but action remains low CEO activism could narrow the gap Making energy more sustainable takes priority Carbon neutral claims: Where to play? Sustainability to gain momentum in investment decisions Growing importance of ESG in mergers and acquisitions For companies, environmental is the top ESG factor Natural capital accountability is the next big thing in sustainability Regenerative labels going mainstream Conclusions

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