



Euromonitor
International

Sustainability the Nordic Way

November 2021

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Scope

Key takeaways

BROAD COLLABORATIONS UNLOCK SUSTAINABILITY SOLUTIONS

Collaboration between leading companies in Nordic region spurs innovation

The Nordic region homes behemoths willing to take charge

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Public and private Nordic appetite for sustainable innovation

NORDIC COMPANIES BUILT AROUND SUSTAINABILITY ISSUES

Corporate sustainability initiatives not reflected in domestic consumption

The Swedish case: compliance among SMEs, not competitive advantage

The Nordic answer to sustainability inertia is to simplify the hurdles

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Consumers do not expect to pay a sustainability premium

Carbon footprint tracking to understand environmental cost of products

Sustainability solutions as part of the business model

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