



# Affordable Sustainability

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Table of Contents

## INTRODUCTION

Scope  
Key takeaways  
Exploring affordable sustainability  
Drivers of affordable sustainability  
Affordable sustainability uncovered

## EMBRACING SUSTAINABILITY AMID THE RISING COST OF LIVING

Consumers need support to close the sustainability say-do gap  
Sustainability emerges as cost-effective option  
Sustainability momentum unlocks market performance  
Nestlé partners with Algramo to pilot refillable vending machines in Indonesia  
Tesco collaborates with Faerch Group on ready meal circular initiative  
Rising prioritisation of value and sustainability in purchasing decisions

## MAKING SUSTAINABILITY SIMPLE AND ACCESSIBLE

Embrace sustainability on a budget for thrifty consumers  
Manage internal levers to walk consumers through sustainability adoption  
Affordable sustainability remains a challenge for all categories  
Walmart's clean beauty addresses affordability and transparency in the US  
Unilever partners with Too Good To Go to provide doorstep delivery to help fight food waste  
Foster the path towards sustainable living

## DIFFERENTIATE WITH THE RIGHT CLAIMS

Transparent communication of sustainability can be achieved with reliable claims  
Data-driven insights help you understand how to win with sustainability claims  
Blockchain technology is enhancing transparency in beauty and personal care (BPC)  
Papercycle : UK's recyclability assessment and certification service for fibre -based packaging  
Improve your sustainability game with data-led claims

## CONCLUSION

Key takeaways  
Affordable sustainability: How to win  
Evolution of affordable sustainability  
Questions we are asking

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