

Sustainability the Nordic Way

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INTRODUCTION

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
Collaboration is high on the agenda for big Nordic players
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
Need-focused companies simplifying sustainability hurdles for businesses
Scepticism around environmental impact also present among consumers
Companies enabling environmental consumer-consciousness

BUSINESSES FOCUSING ON RESOURCE MINIMISATION

Renting and second-hand - a way into a circular mindset
Circular economy mindset is yet to develop in Europe
Nordic consumers are European leaders in circular consumption
Renting leading to massive emissions savings
Attracting a younger audience to second-hand platforms
Traditional companies adopting a sustainable mindset

FUTURE STEPS: A COST-EFFICIENT SUSTAINABILITY TRANSITION

Consumers do not expect to pay a sustainability premium

Carbon footprint tracking to understand environmental cost of prodcuts

Sustainability solutions as part of the business model

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