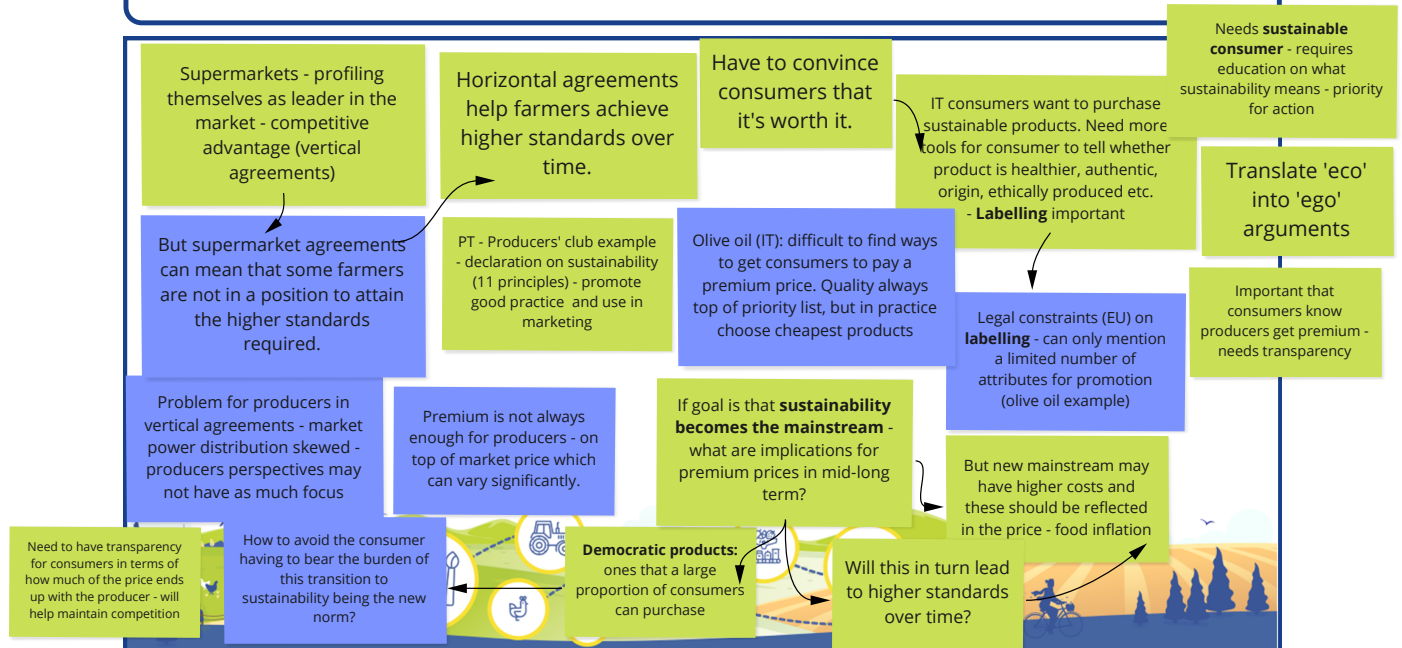


# ENRD Thematic Group

## 'Sustainability agreements: Implications for business, the environment and the consumer'

### Group 2

#### What are the opportunities for attracting consumers willing to pay a premium?



# In what ways can the existence of Sustainability Agreements be helpful in influencing consumer willingness to pay?

