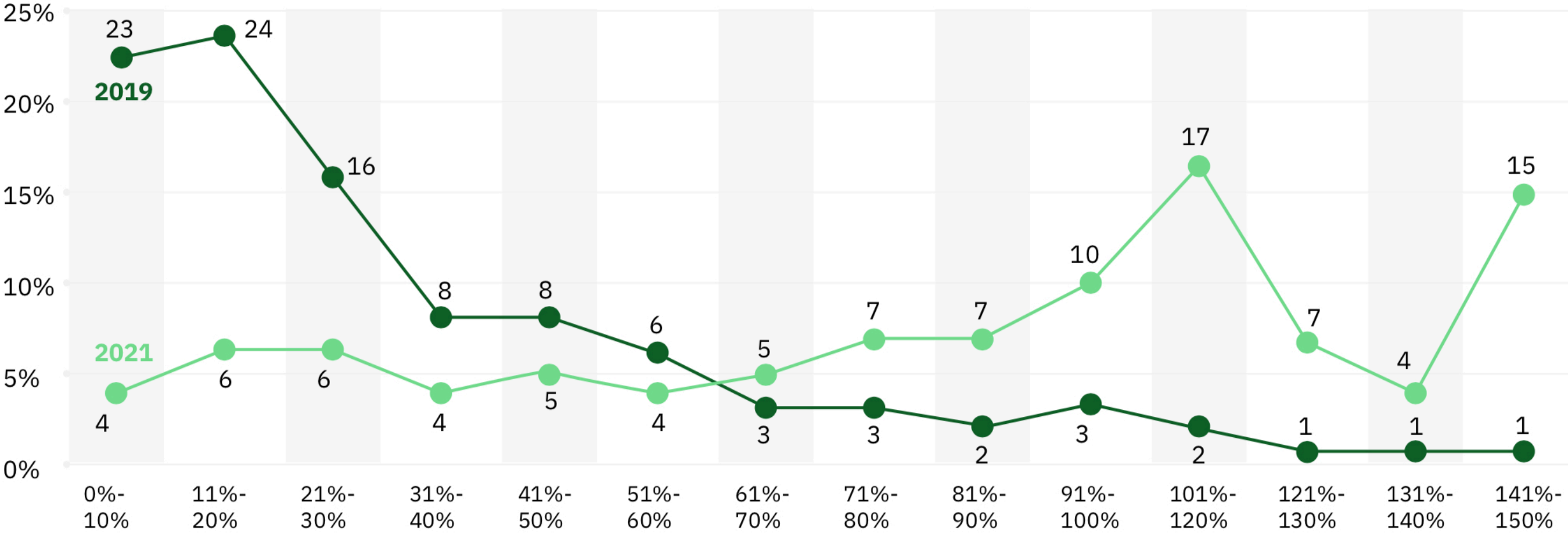


The sustainability premium

Consumers are willing to spend more

Percent of respondents



Percent of premium cost

Q: Willingness to pay more for brands that are sustainable or environmentally responsible.

SOURCE: IBM INSTITUTE OF BUSINESS VALUE