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Role of consumers and the hidden potential for greening the business

- Consumers choices
- Consumers initiatives

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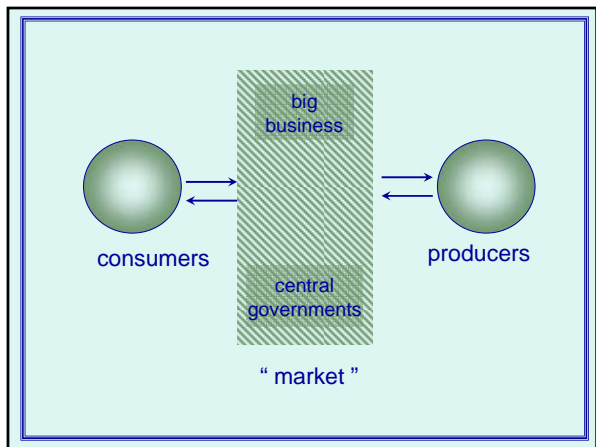
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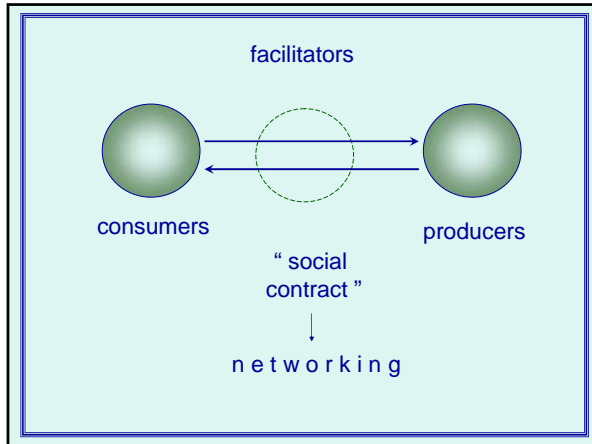
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