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*Aiming high with low carbon:
Lessons from environmental
friendliness in procurement and use
decisions*

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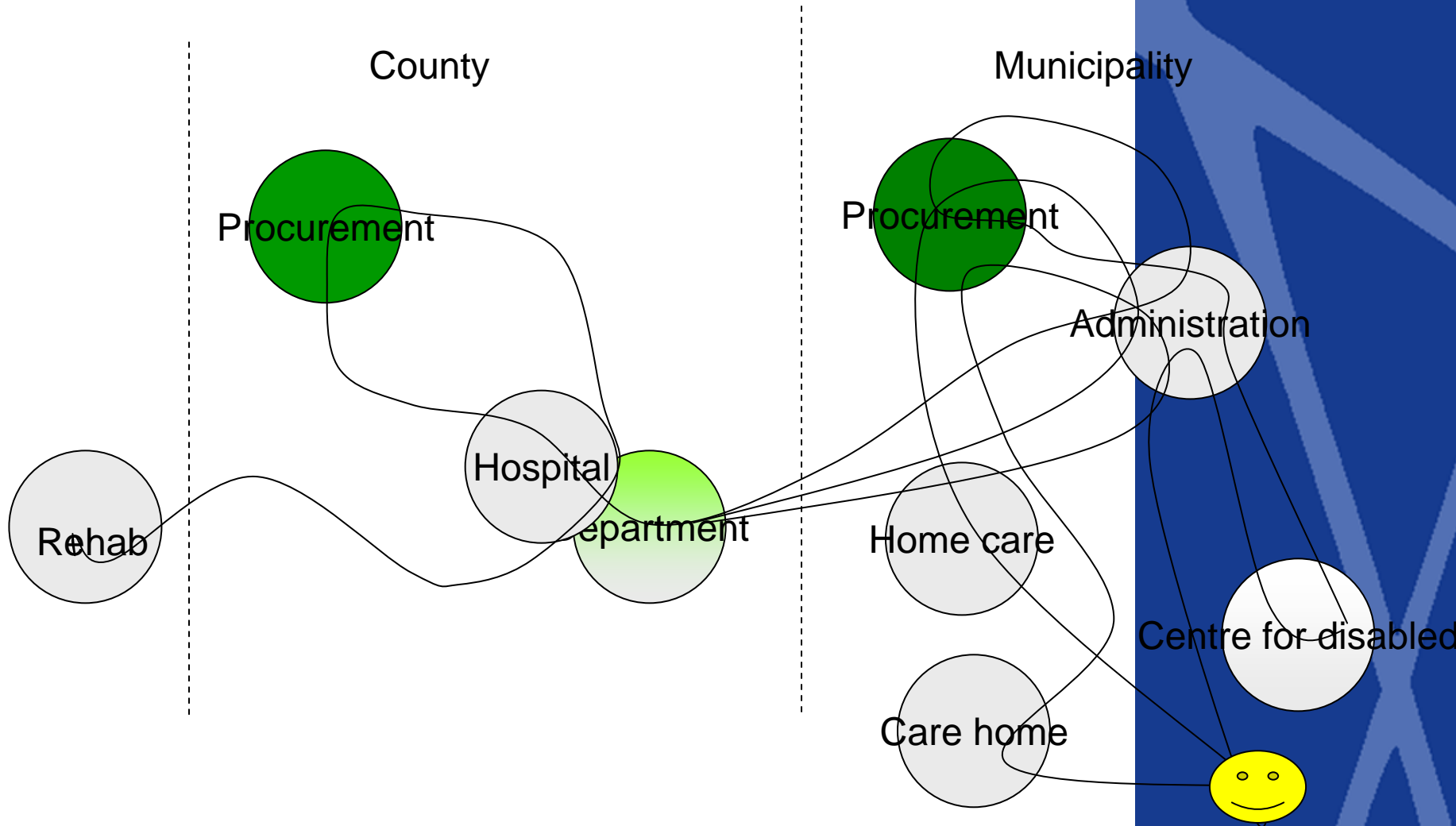


3 dynamics

1. Discontinuation
2. Variation
3. Subordination



Environmental friendliness of the bag



Low carbon markets: what can be learned?

- Focus on where and by whom purchasing decisions are taken
- Low carbon in relation to other product qualities
- Tools, calculations, comparisons!

