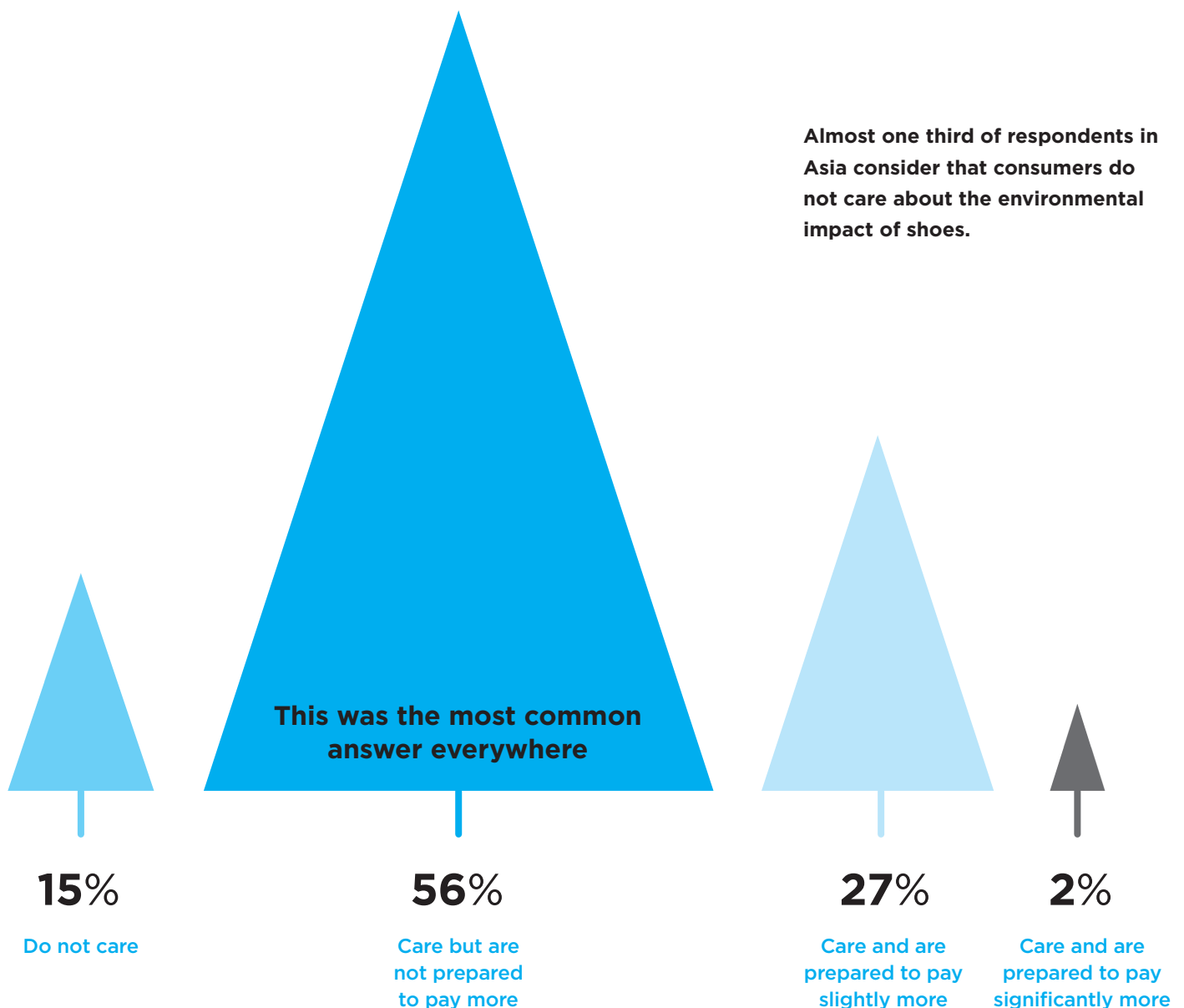




# SUSTAINABILITY

Sustainability is one of the most discussed topics of the moment and in this survey we included a question focusing on the matter.

When asked about consumers' preferences for products with less negative environmental impact respondents believe that consumers:



Consumers who are prepared to pay slightly more are only willing to pay up to a 10% difference for shoes with less negative environmental impact while the ones prepared to pay significantly more are willing to pay more than a 10% difference in prices.