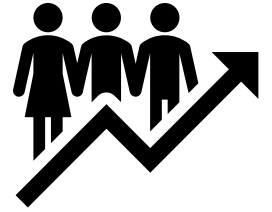


Overview of future business interventions



BATMAN

Magnus Hellström, WP2 leader

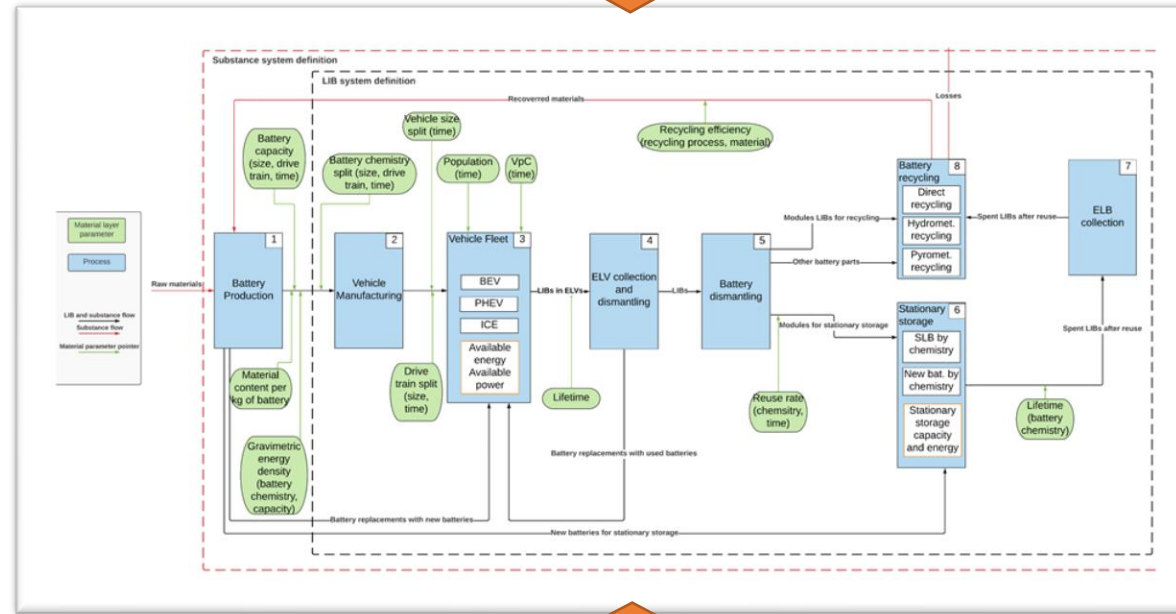
Benedite Wrålsen

University of Agder

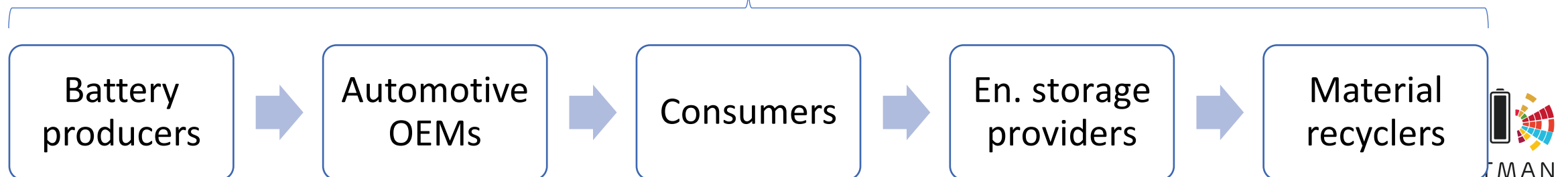


Business interventions

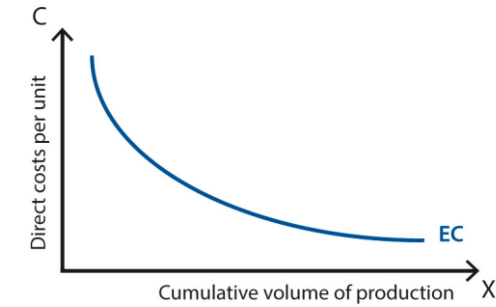
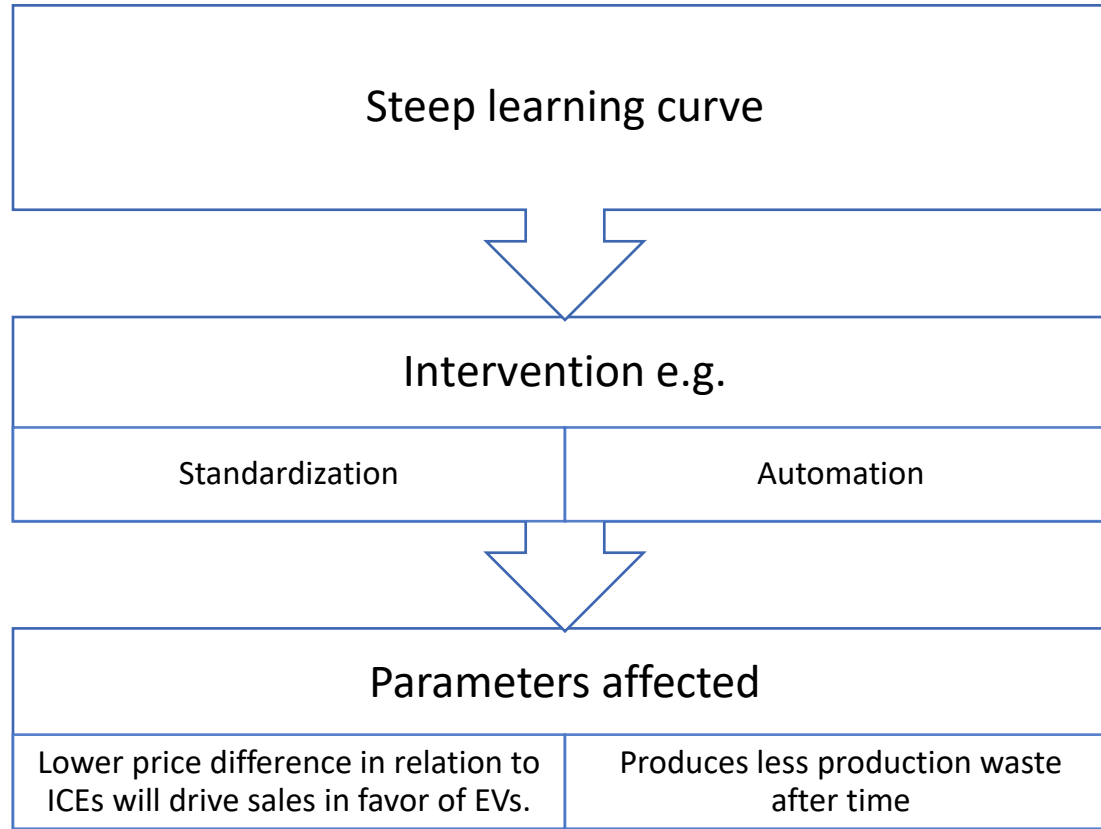
Top-down interventions (regulations)



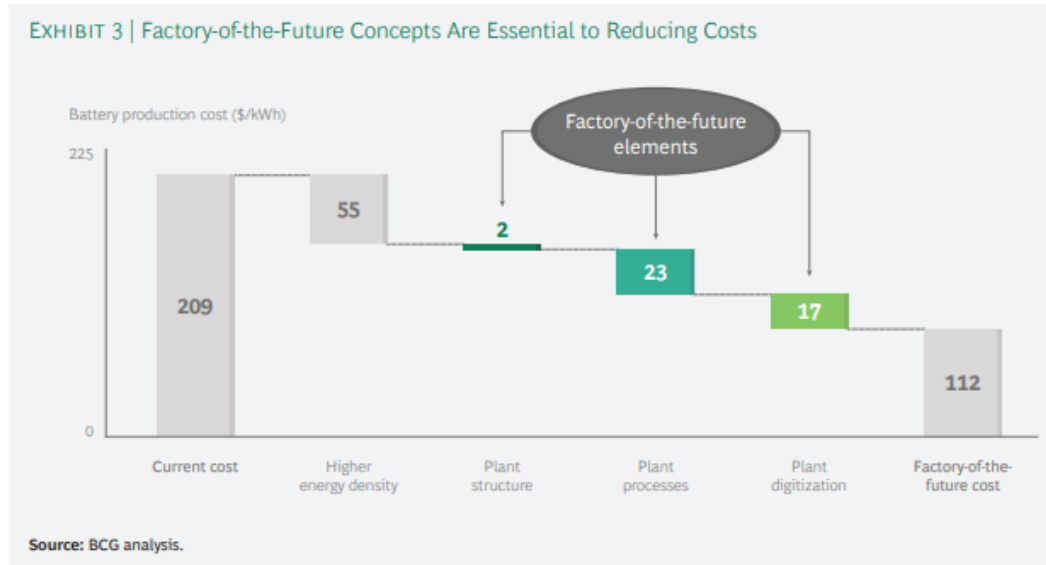
Bottom-up interventions (private actors)



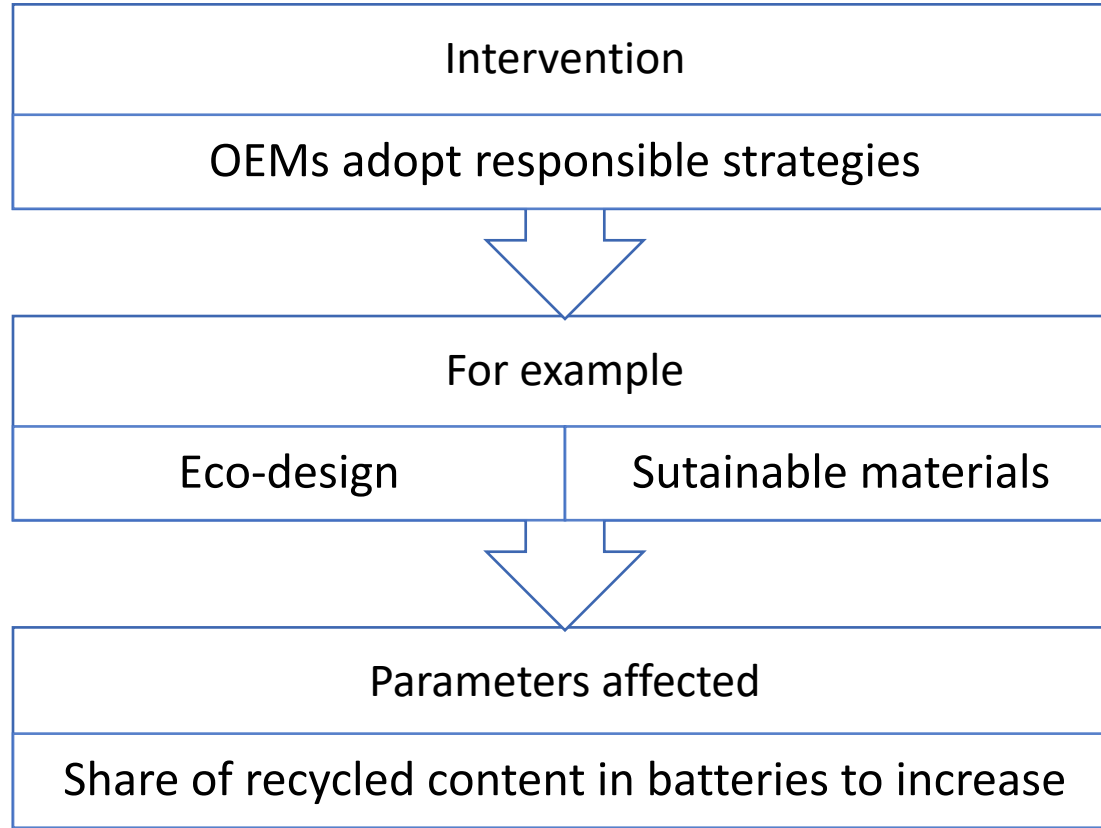
Battery producers



Technologies that become cheaper with increasing production enter a virtuous cycle



Automotive OEMs



Research: Actually, Consumers Do Buy Sustainable Products

by Tensie Whelan and Randi Kronthal-Sacco

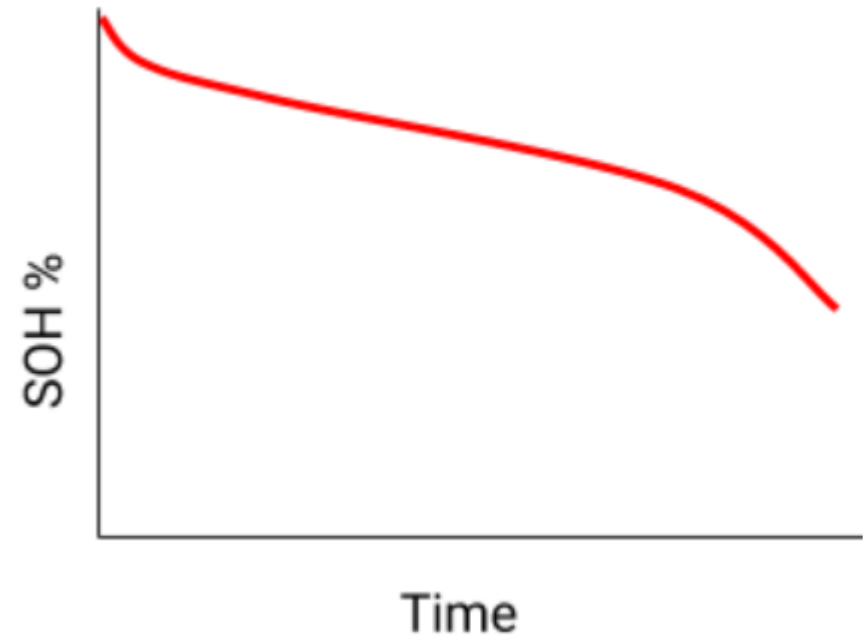
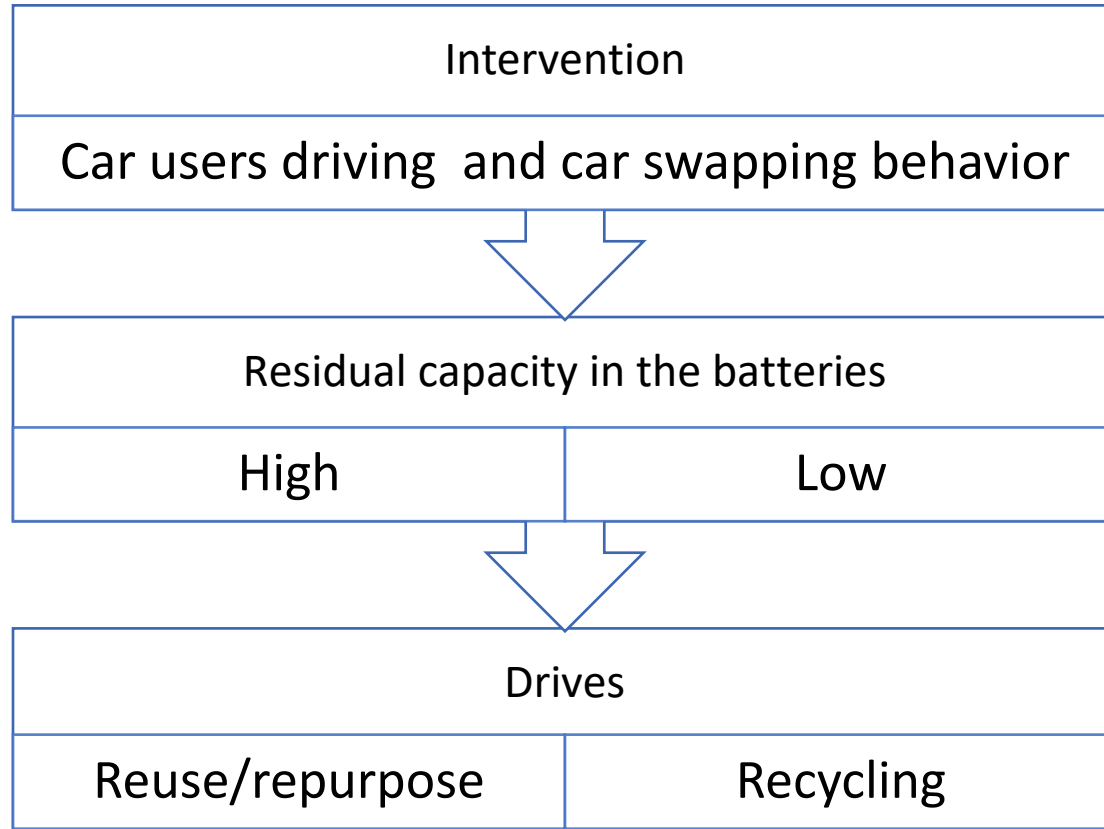
June 19, 2019



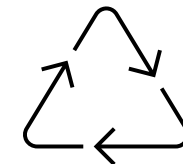
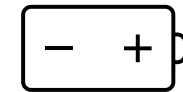
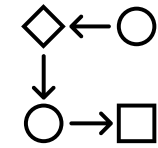
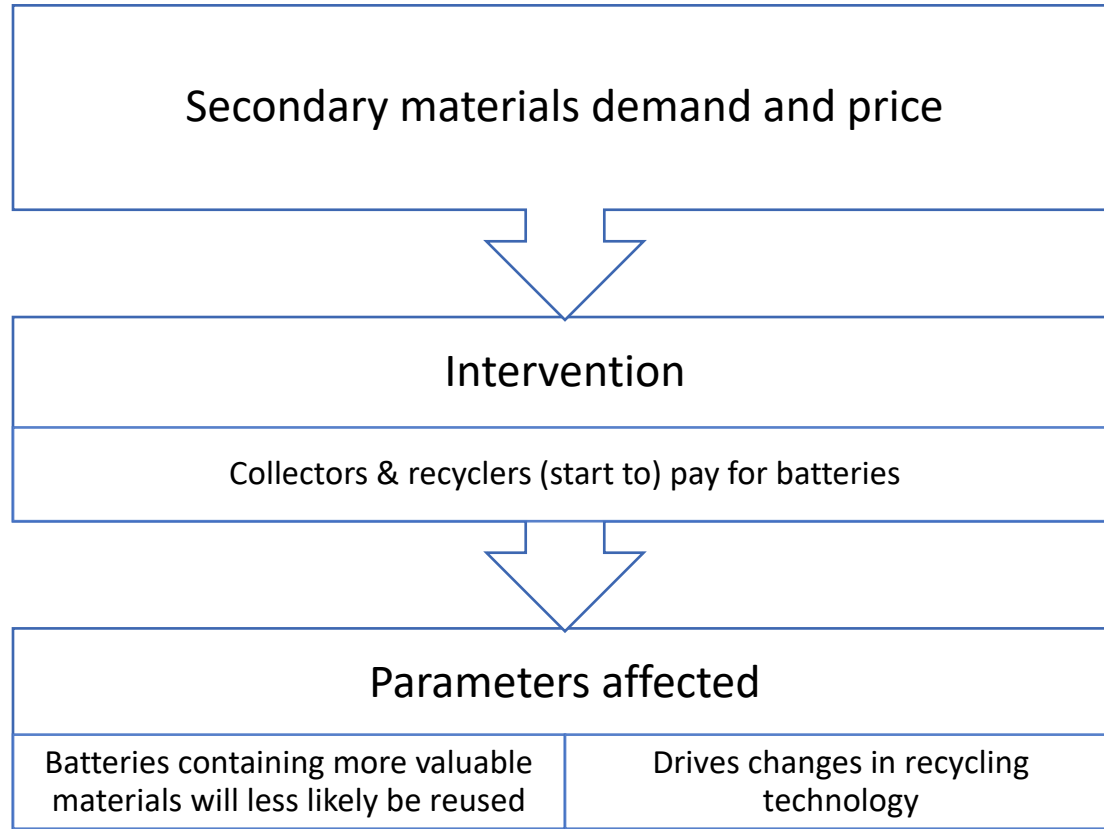
Shana Novak/Getty Images

Summary. For years, brand managers have groused that consumers say they intend to buy sustainable products but don't actually buy them. Companies have used this conventional wisdom as justification for not making their products more sustainable. A new study [more](#)

Consumer behavior / Battery usage



Material collectors & recyclers



BATMAN

BATMAN WP2

Magnus Hellström, WP2 leader & Associate Professor

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