



# Why should people adopt sustainable consumerism?



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# 4 aspects to explain 'Should' in the question

Why should people adopt sustainable consumerism? ~~~~

**A Moral Aspect**

Why should people adopt sustainable consumerism? ~~~~

**Whosoever is at fault lets all work for that**

Why should people adopt sustainable consumerism? ~~~~

**Do not commit the same mistake**

Why should people adopt sustainable consumerism? ~~~~

**Lets not discredit the good work people have been doing**

**But Still the QUESTION REMAINS as it is**



**Why should people  
adopt sustainable  
consumerism?**

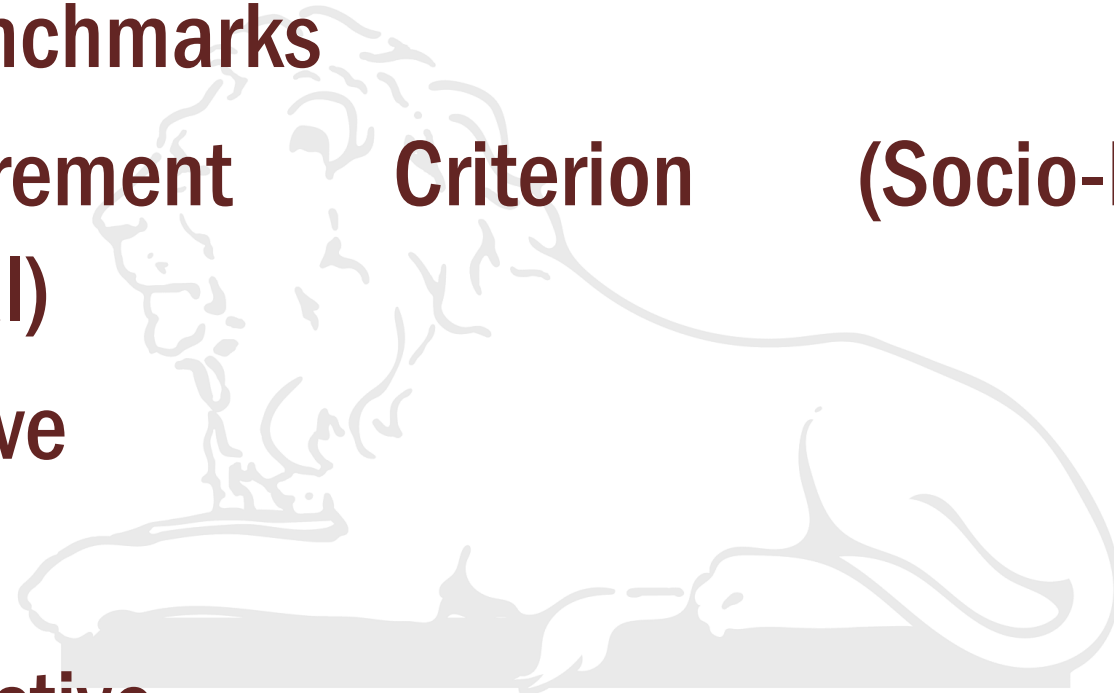


**Who are you to tell me after  
you have experienced it all.**

**After all its your greed  
which I am following.**

# The Answer can be

## Lets change

- The benchmarks
  - Measurement Criterion (Socio-Economic-Cultural)
  - Narrative
  - Icons
  - Perspective
- 
- A faint, light gray watermark of Lionel Messi is visible in the background, lying down and looking towards the left.

Lets RE-VISIT the complete Brand Value Chain

AND



THIS IS  
OUR  
CHANCE

A faint, light gray background image of the Lion Capital of Ashoka, a sculpture of a lion standing on a pedestal.

# Thankyou