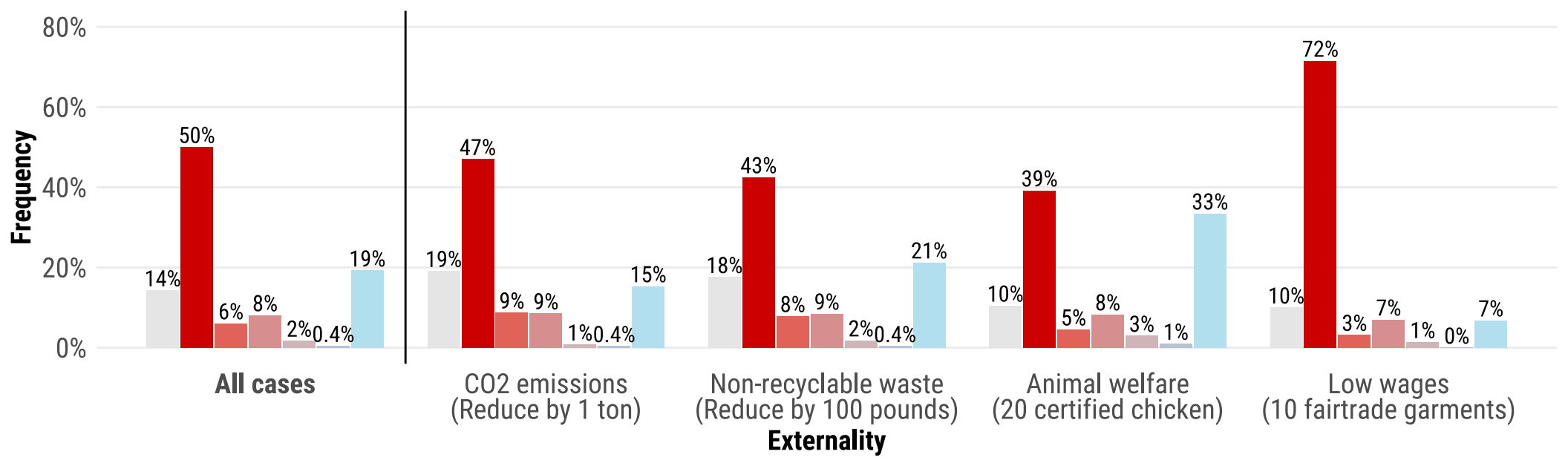
80%
60%
40%
20%
0%
Frequency
14%
50%
6%
8%
2%
0.4%
19%
19%
47%
9%
9%
1%
0.4%
15%
18%
43%
8%
9%
2%
0.4%
21%
10%
39%
5%
8%
3%
1%
33%
10%
72%
3%
7%
1%
0%
7%
All cases
CO2 emissions (Reduce by 1 ton)
Non-recyclable waste (Reduce by 100 pounds)
Animal welfare (20 certified chicken)
Low wages (10 fairtrade garments)
Externality
Valuation ratio: valuation if ineffective / valuation if effective (from left to right)
(Not valued)
0
(0,0.25]
(0.25,0.5]
(0.5,0.75]
(0.75,1)
1