



## **WEBINAR**

# **“The rise of green generations: what do we actually know about them?”**

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***Chairs: Prof. Anna Paola Codini  
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December, 15<sup>th</sup>, 2021  
h. 14:00 CET (UTC +1)

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### **ABSTRACT**

Despite the general concern that young generations show about social and environmental problems and their significant role in encouraging green consumption, young consumers, like other targets, suffer from the well-known attitude-behaviour gap. Even though young generations are considered the driving generation of the sustainable movement, thanks to their lifestyle and behaviours, not many studies tried to understand whether these consumers can be regarded the leading “Green Generation”. So, based on this literature gap, the speaker will go through some of her recently published studies on the green consumption of Millennials and Z Generation. The different clusters of young consumers regarding green attitude as the motivations for purchasing and rejecting green products will be discussed in the webinar.