



Co-Creating Sustainable Brands

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Message from the Guest Editors

Dear Colleagues,

In today's world, brands are acting as significant harbingers of a sustainable future. As shown by the recent developments both in research and practice, brands have a pivotal position in society in terms of shaping cultural meanings, values, and norms. We see many brands using their positions to steer the public debate and consumer behavior to more sustainable trajectories. Consider Patagonia, Ben & Jerry's, and Unilever as topical examples of multinational brands taking visible stances on sustainability.

However, the link between branding and sustainability is not always congruent or straightforward. There are several examples of such brands failing to integrate sustainability in their covenant, as stakeholders judge the sustainability efforts misaligned with the brand. Thus, creating sustainable brands must be seen as a joint effort between the brand and its key stakeholders such as customers, employees, and partners.

More details at:

https://www.mdpi.com/journal/sustainability/special_issues/co-creating_sustainable_brands





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Message from the Editor-in-Chief

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