



## Four Decades of Cradle-to-Cradle: The Contribution to Sustainable Supply Chains

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### Message from the Guest Editors

In the cradle-to-cradle supply chain, products are designed and manufactured from sustainable materials and safely returned to the technical and biological cycles in closed loops. Incorporating the concept within existing supply chains has proved to be challenging. For instance, the importance of return supply chains within the total economic chain is often poorly understood. Embracing the cradle-to-cradle concept requires a significant redesign of the supply chain through innovation. More studies are needed on the relation between innovation and sustainable supply chain.

For this Special Issue, we are interested in papers that further our understanding of the supply chain consequences of the “cradle-to-cradle” concept. More specifically, how innovation can address the challenges of cradle-to-cradle in supply chains. We refer to different types of innovation, including product and service innovation, technological innovations, process innovations, administrative, and business model innovations.





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## Message from the Editor-in-Chief

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