

Special Issue

Digital Economy and Green Innovation: Driving Sustainable Consumer Practices

Message from the Guest Editors

Our Special Issue seeks to explore how cutting-edge digital tools—such as AI, blockchain, IoT, and advanced data analytics—are empowering consumers to adopt more sustainable habits. Along with sustainable consumer practices, we may take into consideration conscious purchasing decisions, waste reduction, the adoption of energy-efficient practices (using energy-efficient appliances, reducing electricity consumption, and supporting products with certifications like Energy Star), product lifespan-extension-oriented consumption, ethical consumption, local and seasonal buying, reduced overconsumption, consumers engagement in a circular economy, digital and sharing economy participation, etc. Within this Special Issue, we will cover both theoretical and applied research, exploring topics such as the use of digital solutions to reduce environmental footprints and optimize supply chains, the emergence of innovative business models that promote green consumption, etc., highlighting contributions from various fields like economics, environmental science, technology, and social sciences.

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Message from the Editor-in-Chief

I encourage you to contribute a research or comprehensive review article for consideration for publication in *Sustainability*, an international Open Access journal which provides an advanced forum for research findings in areas related to sustainability and sustainable development. *Sustainability* publishes original research articles, review articles and communications. I am confident you will find the journal contributes to enhancing understanding of sustainability and fostering initiatives and applications of sustainability-based measures and activities.

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