

Special Issue

Place Branding and Brand Management for Sustainable Creative Cities

Message from the Guest Editors

Cities are poised to become the new centers of global power. The challenges faced by urban areas compel us to rethink how they have historically been organized and planned, as well as how they participate in a global geopolitical landscape where power relations among various actors are being redefined. However, in a global and local context, which some authors have termed 'glocal', urban areas will have to compete with rural territories that also want to participate in these networks of interests. Mediating how megalopolis and rural territories will sustainably coexist and compete in the future will be a big societal challenge. Place branding must be examined through our understanding of the existing relationships among various stakeholders involved in the social, political, and economic life of a territory. This Special Issue aims to collect original research in the area of place branding and brand management that will provide a comprehensive understanding of the complexities faced by cities in the current twenty-first century, and how their territorial brands should function as tools to lead and address their strategic challenges.

Guest Editors

Dr. Jordi de San Eugenio Vela

Dr. Xavier Ginesta Portet

Dr. Nahuel Iván Faedo

Deadline for manuscript submissions

31 January 2026



Sustainability

an Open Access Journal
by MDPI

Impact Factor 3.3
CiteScore 7.7



mdpi.com/si/228722

Sustainability
Editorial Office
MDPI, Grosspeteranlage 5
4052 Basel, Switzerland
Tel: +41 61 683 77 34
sustainability@mdpi.com

[mdpi.com/journal/
sustainability](https://mdpi.com/journal/sustainability)





Sustainability

an Open Access Journal
by MDPI

Impact Factor 3.3
CiteScore 7.7



[mdpi.com/journal/
sustainability](https://mdpi.com/journal/sustainability)



About the Journal

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.

Editor-in-Chief

Prof. Dr. Marc A. Rosen

Faculty of Engineering and Applied Science, University of Ontario
Institute of Technology, Oshawa, ON L1G 0C5, Canada

Author Benefits

Open Access:

free for readers, with article processing charges (APC) paid by authors or their institutions.

High Visibility:

indexed within Scopus, SCIE and SSCI (Web of Science), GEOBASE, GeoRef, Inspec, RePEc, CAPIus / SciFinder, and other databases.

Journal Rank:

JCR - Q2 (Environmental Studies) / CiteScore - Q1
(Geography, Planning and Development)