

Special Issue

Digital Sustainability: The Use of Digital Tools to Promote Sustainable Behaviours

Message from the Guest Editors

This Special Issue aims to substantiate how digital marketing tools can help achieve such sustainable consumption. Within digital tools, we include both consumer-facing technologies and communication tools to diffuse and promote sustainability. Potential topics within digital sustainability:

- Sustainability communication in digital channels: (virtual) influencers.
- Use of technology to promote sustainable consumption: AR, AI, IIT, consumers shopping behaviour in digital channels, etc.
- Sustainability and online/omnichannel retailing: online retailing, flexible design of physical spaces, metaverse, etc.
- Virtual assets and their impact on sustainability: Blockchain/ NFTs.
- Digital branding: sustainable brands positioning.

Guest Editors

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Deadline for manuscript submissions

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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.

Editor-in-Chief

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