## **Special Issue**

# Co-Creating Sustainable Brands

## Message from the Guest Editors

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 ioint 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

## **Guest Editors**

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## Deadline for manuscript submissions

closed (30 June 2021)



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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. The journal publishes original research articles, reviews, conference proceedings (peer reviewed full 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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