

Special Issue

Consumer Preferences towards Green Consumption

Message from the Guest Editor

There is little doubt that the Earth is facing an environmental crisis due to humanity's disproportionate pressure on the planet. This crisis bears worldwide catastrophic consequences, including global warming along with the resultant melting of glaciers in the poles; serious threats to global biodiversity; tremendous overuse of natural resources. In particular, human consumption of natural resources, combined with very low global repair and recycling rates, has led to a waste crisis. In light of these alarming environmental threats, policy makers at all levels are trying to mitigate anthropogenic pressure by various means, including the imposition of regulations. However, the effectiveness and efficiency of measures such as "command and control" and market-based tools are limited. It is becoming clear that a global improvement in the environment will not be realized without truly harnessing consumers. More details at: https://www.mdpi.com/journal/sustainability/special_issues/consume_preferences

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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. *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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