

Special Issue

Environmental Management and Ecolabels for a Climate-Neutral Circular Economy

Message from the Guest Editors

In the last few years, climate change and resource consumption have become a main global issue and are among the most challenging communication issues for marketers in the private and public sector.

Ecolabels, together with environmental management systems (EMS), have been proven to be the most effective in reducing companies' negative impact on the environment and to communicate companies' efforts toward sustainability (Marrucci et al., 2021).

In this sense, the academic literature is struggling to keep up in photographing and analyzing changes in companies' behavior about these tools and their role in the transition towards a more climate-neutral circular economy. Moreover, the impact of environmental management and labels on consumers awareness and specific purchasing decisions is mixed, and evidence on consumer behavior is often inconclusive.

Through this Special Issue, we aim at collecting studies, both qualitative and quantitative, as well as best practices and experience descriptions which focus on the use of environmental management and ecolabels to achieve a climate-neutral circular economy, considering all its aspects.

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