



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

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### 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.





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## Message from the Editor-in-Chief

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