



Co-Creating Sustainable Brands

Guest Editors:

Dr. Elina Närvänen

Faculty of Management and
Business, Tampere University, FI-
33014 Tampere, Finland

Dr. Sonja Lahtinen

Faculty of Management and
Business, Tampere University, FI-
33014 Tampere, Finland

Ms. Ulla-Maija Sutinen

Faculty of Management and
Business, Tampere University, FI-
33014 Tampere, Finland

Deadline for manuscript
submissions:

closed (30 June 2021)

Message from the Guest Editors

Dear Colleagues,

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 joint 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





an Open Access Journal by MDPI

Editor-in-Chief

Prof. Dr. Marc A. Rosen

Faculty of Engineering and
Applied Science, University of
Ontario Institute of Technology,
Oshawa, ON L1G 0C5, Canada

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.

Author Benefits

Open Access: free for readers, with article processing charges (APC) paid by authors or their institutions.

High Visibility: indexed within Scopus, SCIE and SSCI (Web of Science), GEOBASE, GeoRef, Inspec, AGRIS, RePEc, CAPlus / SciFinder, and other databases.

Journal Rank: JCR - Q2 (*Environmental Studies*) / CiteScore - Q1 (Geography, Planning and Development)

Contact Us

Sustainability Editorial Office
MDPI, Grosspeteranlage 5
4052 Basel, Switzerland

Tel: +41 61 683 77 34
www.mdpi.com

mdpi.com/journal/sustainability
sustainability@mdpi.com
X@Sus_MDPI