

Special Issue

From Green Marketing to Green Innovation

Message from the Guest Editors

Environmental sustainability is pressing businesses to find new and innovative ways to incorporate this concern into their activities and in the operation of market-oriented businesses. It is crucial to understand how companies are working and offering products and services to the market interested in “green” and sustainable offers. Green marketing involves the marketing activities defined to create and facilitate transactions of products and services to address these concerns in terms of environmental sustainability (Paiva 2020). This concept calls attention to the impact of business action on humans and the environment (Hartmann and Ibanez 2006). The consequence of using green marketing principles is a more sustainable value proposition, offering new products, new services, more digital services, new ways of distribution and retro distribution, more ICT in communication and even new forms of work. For further reading, please visit the [Special Issue Website](#).

Guest Editors

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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.

Editor-in-Chief

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