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## **A FRAMEWORK FOR UNDERSTANDING SUSTAINABLE BRANDS: CONSUMER, PRODUCER AND POLICY PERSPECTIVES**

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## A FRAMEWORK FOR UNDERSTANDING SUSTAINABLE BRANDS: CONSUMER, PRODUCER AND POLICY PERSPECTIVES

### 1. Purpose

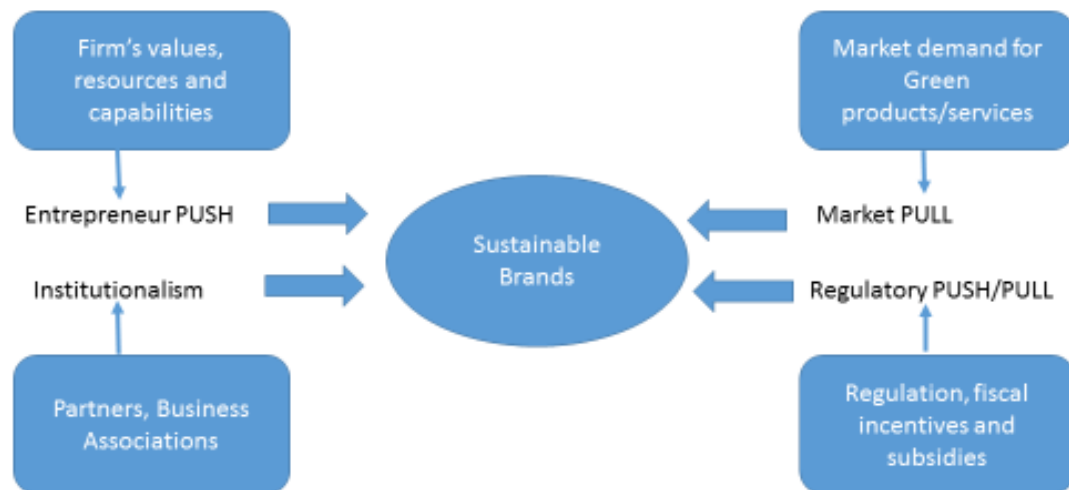
The authors argue for a better understanding of the roles of eco-innovation and small firms (see Saez-Martinez, Díaz-García and Gonzalez-Moreno, 2016) in ~~the~~ transformative consumer research (McDonagh, Dobscha and Prothero 2011) and the glocal experience of the Sustainable Brands with particular attention to the Spanish region of Castilla de la Mancha. Given the recent focus of Harvard Business Review (Lubin and Esty 2010) and both the Journal of Macromarketing and the Journal of Marketing Management on the megatrend of Sustainability (McDonagh and Prothero 2014; Prothero and McDonagh 2015) and the discussion of sustainability for brands and activism (McDonagh and Martin 2016) it is argued that we need to better understand the communicative act for brands claiming to promote sustainable foods and lifestyles.

### 2. Design, Methodology or Approach

Literature review has been made to identify the main factors that drive the development of sustainable brands. A sustainable brand is one which perfects a balance between the combination of both natural and human capital in its market place offerings from production to consumption and disposal. The corporation must integrate environmental, social and economic sustainability ~~and its definition is~~ commonly associated with green and/or ethical businesses in order to effect a better quality of life. Our research analyses the elements that can guide a firm orientation towards sustainability ~~in the~~ with respect to the products and services the firm offers, in its business standards and on the way the firm communicates and relate to the marketplace.

### 3. Results/Findings

The proposed theoretical model can be seen in the following figure:



Four main factors including entrepreneurial push, market pull, regulatory push/pull and institutionalism have been identified as main drivers of sustainable brands.

#### 4. Conclusions

The paper examines the development process for a sustainable brand by reference to the available literature on sustainability in relation to corporate branding. The drivers and factors involved in the development and maintenance of a sustainable brand are discussed and the factors to be considered in developing a sustainable corporate brand are presented.

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