



# The Role of OTT Platforms in Promoting Eco-Friendly Content and Advertising-A Case Study Using SAP-LAP Framework

<sup>1</sup>Sonali Srivastava, <sup>2</sup>Dr. Rakhee Pushparaj Singh

<sup>1</sup>Research Scholar, <sup>2</sup>Faculty, Assistant Professor

<sup>1</sup>Department of Commerce, University of Lucknow,  
Uttar Pradesh, India.

<sup>2</sup>Department of Commerce, Feroze Gandhi College, Raebareli,  
Uttar Pradesh, India.

## Abstract:

Sustainable branding is an important strategy for businesses that wish to acquire environment-conscious customers and develop long-lasting brand loyalty. Over-the-Top (OTT) streaming platforms such as Netflix, Amazon Prime Video, and Disney+ have become powerful drivers of sustainability messages with the growing consumption of digital content. Green advertising, environmentally friendly content, and corporate activities in sustainability make these platforms able to create environmental awareness. But a systematic evaluation is required to ascertain the effectiveness of these programs and their impact on consumer behavior. This research applies the SAP-LAP (Situation-Actor-Process – Learning-Action-Performance) framework to systematically explore the role OTT platforms play in sustainable branding. We investigate the way large streaming companies embed sustainability into their operations through a case study approach with a special focus on significant fields such as CSR commitments, green advertising strategies, and environmentally friendly content production. The integration of sustainability into online streaming services has both opportunities and challenges, the report says. Based on the findings, OTT platforms need to adopt more effective, authentic, and transparent sustainability policies. The report provides pragmatic recommendations for enhancing sustainable branding programs, such as creating partnerships with eco-friendly firms, applying AI-driven green marketing, and increasing expenditure on content with a sustainability focus. OTT.s can reinforce their consumer confidence and reiterate their sustainability pledge by incorporating these best practices, which will eventually result in a more environmentally responsible digital entertainment environment.

**Keywords:** Sustainable branding, OTT platforms, SAP-LAP framework, green advertising, eco-friendly content.

## Introduction:

Due to the increased importance of sustainability measures in the era of the circular economy, businesses across industries are actively integrating eco-friendly practices into their operations to remain competitive (Gupta & Singh,2021). In the digital media landscape, OTT (Over-The-Top) platforms have emerged as key players in shaping consumer behavior and influencing sustainable choices. The Indian OTT (Over-The-Top) market is a significant and rapidly growing sector, contributing to India's GDP and transforming the entertainment landscape. Even though sustainability topics have been preoccupying attention of policy makers for few decades, in 21st century it has become mainstream issue (Chen, Y.S.,2010). Side effects of the climate change are visible more than ever, and therefore the completely new dimension of the practical implementation of sustainable development into regular business practice is requested (Horlings, S.,2010).

Nevertheless, serious environmental issues exist nowadays as a result of the OTT services' rapid growth. Data centers and cloud computing, which consume high energy and emit carbon, are unavoidable to streaming services (Kautish et al., 2024; Li & Wang, 2022; Truffer et al., 2022). The environmental impact of the digital entertainment industry has also grown as a result of the demand for high-quality, cloud-based streaming experiences (Mengyang et al., 2023; Köhler et al., 2019). OTT platforms are adopting green branding strategies, including green content, AI-driven green product promotion, and business partnerships with environmental organizations, to counteract this impact.

While social media and green marketing (Gupta & Syed, 2022) have been the focus of extensive research, there is little that is known about how OTT platforms promote sustainable branding through the use of eco-friendly content and advertising. The effect of passive consumption of content on environmental behavior and awareness remains poorly understood, even though earlier studies have focused on consumer engagement with green messages in interactive digital environments. To bridge these gaps, this research investigates how green consumer behavior is influenced by OTT platforms using focused sustainability advertising, environmental-friendly content, and strategic partnerships with environmentally conscious brands.

## Literature review:

**Singh, A., & Shore, A. (2024)**, focused on environmental concerns, this research employs the Technology Acceptance Model (TAM) to explore relationships between Indian over-the-top (OTT) platforms and perceived usefulness (PU), intention to use (IU), and ease of use (PEOU). Green mindfulness (GM) is tested as a moderator and PU as a mediator in this research. A Google survey of 391 Delhi OTT users provided information that indicated the presence of significant correlations, with GM suppressing the PU-IU relationship and PU moderating the PEOU-IU relationship. The research contributes to TAM by gaining deeper insights into OTT consumption by applying PU mediation and GM moderation. To enhance user acceptance, the findings essentially suggest that OTT platforms must prioritize designs that are user-friendly and promote environmental awareness. Based on these findings, policymakers can also encourage environmentally conscious practices in the online streaming sector.

**Alamsyah et al. (2020)**, studied the interconnectivity of green awareness among consumers, green perception of brands, and green advertisement. The study clearly defines the significance of green advertisement in shaping customers' perceptions of a firm's ecological credentials. By increasing the awareness of environmentally friendly products among consumers, such advertising strategies influence consumers' buying intentions significantly. The authors argue that greater consumer awareness of environmental sustainability and a positive image of green brands raise the chances of consumers choosing green products. Also, they add that the success of green marketing campaigns relies not only on advertising but also on the manner in which customers identify with the environmental ideals being promoted by companies. In order to encourage environmentally conscious purchase behavior, researchers emphasize how crucial it is to match marketing messaging with customer beliefs.

**Gupta and Singh (2021)**, evaluated the sustainability index of logistics service providers (LSPs) in India and discuss the sustainability issues they face. The sustainability practices of an Indian LSP were analyzed critically based on a case study approach and the Situation-Actor-Process (SAP) and Learning-Action-Performance (LAP) models. While LSPs are adopting green practices for long-term sustainability, the rate of adoption remains slow in emerging economies such as India, the study finds. For LSPs to meet market demands, the sustainability index is employed as a benchmark, and the study provides pragmatic recommendations for improving sustainability performance.

**Grubor and Milovanov (2017)** highlight the growing role of brands as agents of change that are embedded in customers' lives and influence their choices. Responsible businesses with loyal fan bases can shape behavior, attitude, and lifestyle changes, which makes sustainability a key component of modern branding. As widespread green ideals adoption is necessary for meaningful change, eco-friendly brands are crucial to sustainable marketing practices. The attitudinal-behavioural gap persists, limiting green consumption to a niche market despite widespread support for corporate social responsibility. It is the primary challenge confronting marketers to make sustainable lifestyles desirable and affordable for consumers. Building brand equity by real and engaging green stories is critical for integrating sustainability into brand management successfully. The Grubor and Milovanov study highlights how important it is to align brand philosophy with sustainability to create lasting customer loyalty and market impact.

**Azevedo et al. (2011)** applied five case studies to investigate the relationships between the performance of the supply chain within the automobile sector and green supply chain management approaches. The research proved the positive impact of green practices on efficiency, quality, and customer satisfaction.

## Objectives:

The following research objectives of the study are developed after identifying the research gaps:

- To understand OTT platforms' (Situation) current sustainability context and challenges.
- To examine the roles of key actors and the strategies used in the application of green advertising and content (Actors & Process).
- To examine how audiences and platforms are adopting knowledge from sustainability campaigns and initiatives.
- To propose actionable steps that OTT platforms could take to increase their role in promoting responsible consumption and environmentalism (Action).
- To evaluate how green business models influence platform performance, consumer trends, and brand image.

## Methodology

The research employs the SAP-LAP framework and qualitative case study approach to examine how OTT players facilitate environmentally sustainable advertising and content. Secondary sources of data covered in the research are academic journals, industry reports, ESG reports, and website case studies like Netflix, Amazon Prime Video, and Disney+.

### Analytical Framework: SAP-LAP Approach

Sushil (2000) introduced the SAP-LAP method to meet the anarchy of the fast changes in the business environment and to understand the functions of technology management and the qualities that accompany them in an organization. Any case study setting can take advantage of the structure SAP-LAP analysis provides for developing generic or specialized models (Sushil, 1997, 2000). A qualitative content analysis was conducted to evaluate sustainability initiatives on OTT platforms. Ethical considerations were maintained by sourcing data from credible and publicly available documents. In this study, authors have used both single or multiple case studies for retrieving useful results.

*Table 1: SAP-LAP model*

Parameters	Description
Situation (S)	Rising demand for sustainability-focused content and advertising.
Actors (A)	Key stakeholders, including OTT platforms, advertisers, and consumers.
Process (P)	Implementation of green branding strategies through content curation and AI-driven advertising.
Learning (L) & Action (A)	Key insights and strategic recommendations for sustainability integration.
Performance (P)	Expected outcomes in shaping green consumer behavior.

(Source: Author)

## Background of case organisation:

### 1. Netflix's Sustainability Efforts

With more than 260 million subscribers globally, Netflix, initially launched in 1997 as a DVD service before transitioning to online streaming in 2007, has turned into one of the most subscribed over-the-top (OTT) streaming platforms, offering a wide array of movies, television series, and documentaries. Netflix is a major driver of the manner in which individuals all over the planet consume digital content.

1.1 Vision and Mission:- In terms of its operations, Netflix wishes to "entertain the world" but with sustainability included. The company is dedicated to utilizing its platform to encourage individuals all over the globe to become more sustainable by highlighting social and environmental concerns.

1.2 Sustainability Initiatives:- Netflix has made various initiatives to reduce its impact on the environment, including supporting shows with a focus on sustainability such as **Down to Earth with Zac Efron, Our Planet, and Seaspiracy** that showcase conservation, climate change, and sustainable lifestyle. The company has committed to utilizing renewable sources of energy, adopting green production practices, and achieving net-zero greenhouse gas emissions.

Strategic partnerships with organizations like the World Wildlife Fund (WWF) have deepened Netflix's commitment to environmental storytelling.

1.3 Corporate Social Responsibility (CSR):- Social impact and sustainability are the central concerns of Netflix's CSR efforts. The company has made its offices and data centers run on renewable energy, supports conservation and climate change educational programs, and creates awareness on environmental concerns through content carefully selected.

1.4 Performance:- Most importantly, with documentary shows such as *Seaspiracy*, Netflix's efforts towards sustainability have heightened the engagement of audiences and ignited campaigning regarding sustainability. Through adopting green production techniques and renewable power, the company has reduced its ecological footprint and promoted viewers and advertisers to promote environmentally friendly initiatives in the entertainment industry.

## 2. Amazon Prime's Climate Pledge Campaign

One of the leading OTT streaming platforms, Amazon Prime Video launched in 2006 and offers a huge library of content, including documentaries, TV shows, and movies. It is part of Amazon.com, which has over 200 million members globally. Amazon has pledged to reach net-zero carbon emissions by 2040 as part of its Climate Pledge initiative, which reflects the company's ambition for sustainability. By promoting eco-friendly businesses and practices, Amazon Prime Video aims to stimulate environmentally friendly consumer behavior.

2.1 Vision and Mission:- Amazon's sustainability commitment is seen in its Climate Pledge initiative, with the goal to go net-zero carbon by 2040. Besides offering entertainment, the corporation wants to use its position within the global marketplace to promote sustainable consumerism. Through the Climate Pledge initiative, Amazon is urging corporations, consumers, and industries to adopt sustainable activities that support international climate action. This strategy fits in with Amazon's overall objective of minimizing its carbon footprint and paving the way for others in an environmentally cleaner future.

2.2 Sustainability Initiatives:- One of the several sustainability initiatives of Amazon Prime Video is to back businesses committed to achieving net-zero emissions. Such documentaries as **One Child Nation and The Last Glacier**, which deal with the issues of climate change and the environment, are also featured on the platform. The use of renewable power while on location and carbon offsetting are two such green production practices that Amazon Prime Video is committed to encouraging.

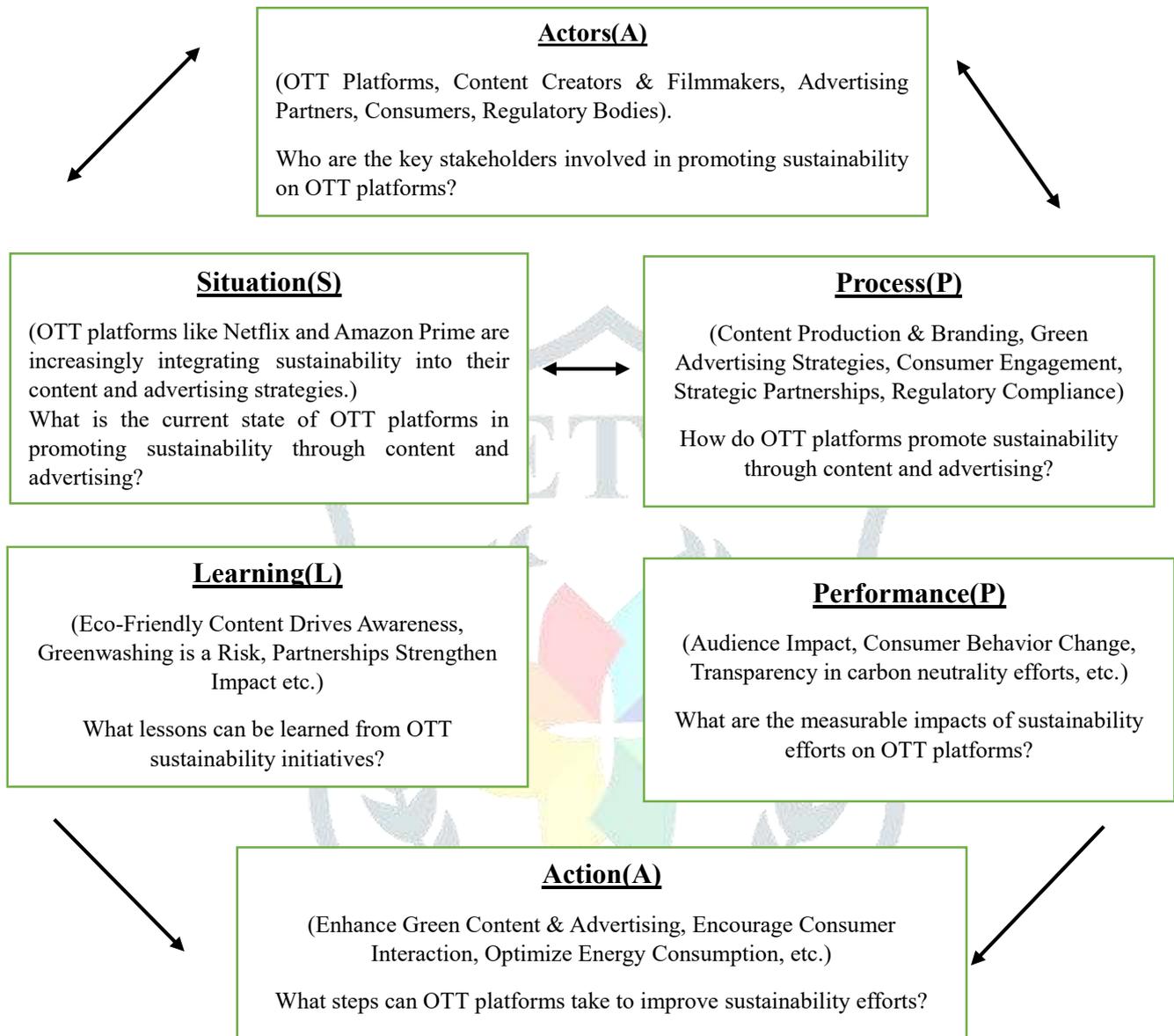
2.3 Corporate Social Responsibility (CSR):- Encouraging green content via documentaries and television programs that bring out the environmental challenges is among Amazon Prime Video's CSR campaigns. Additionally, green energy fuels the platform's infrastructure, being part of Amazon's broader environmental agendas. By minimizing the environment's exposure to its operations, the efforts complement Amazon's environmental stewardship goals.

2.4 Performance:- The reach and impact of Amazon Prime Video's Climate Pledge campaign, which has encouraged businesses and consumers to adopt sustainable behaviors, illustrate the success of its sustainability efforts. Consumers have been motivated to act by the platform's eco-friendly content, including *Our Planet*, which has initiated conversations regarding sustainability and climate change. Amazon Prime Video has a strong influence on consumer behavior and the trajectory of sustainable entertainment through these efforts.

OTT platforms, including Netflix and Amazon Prime Video, Disney+ etc. are increasingly under pressure to integrate sustainability into their content and operations. The SAP-LAP analysis in the next section will examine how Netflix navigates these challenges and opportunities in promoting eco-friendly content and advertising.

### SAP-LAP Analysis:

The case study of Netflix and Amazon Prime video and other OTT platforms have been developed and analysed using SAP-LAP framework. The information is collected through various secondary sources of data. In this section the SAP-LAP analysis intended to understand the way OTT platforms handle green advertising and eco-friendly content. The research identifies significant players, processes, and performance outcomes, highlighting the actions to be taken in order to enhance sustainability programs and customer engagement.



Source (Author)

Figure 1 SAP-LAP Framework for OTT Platforms in Promoting Eco-Friendly Content and Advertising.

## Situation:

**Promoting Eco-Friendly Content and Advertising:** Regulators, consumers, and advertisers are increasingly placing pressure on OTT giants such as Netflix and Amazon Prime Video to adopt sustainable business practices. While Amazon Prime Video encourages green advertising and sustainable business practices in accordance with its parent company's Climate Pledge, Netflix encourages eco-friendly programs such as Our Planet and Seaspiracy. Both sites have problems with too much energy consumption, concerns regarding greenwashing, and needing open sustainability efforts. They need to reinforce their partnerships with eco-friendly firms, invest in alternative energy sources, and enhance their green advertising strategies if they are to remain competitive and ethical.

## Actors:

### Key Stakeholders in OTT Sustainability

**Table 2:** Highlight the key actors, examples, and their roles in OTT sustainability.

Actors	Role in Sustainability	Example
OTT Platforms	Produce sustainability-themed content and support green advertising	Netflix, Amazon Prime, Disney+ etc.
Advertisers & Brands	Promote eco-friendly products through targeted marketing	Amazon's Climate Pledge-Friendly ads
Content Creators	Develop sustainability-focused films, documentaries, and shows	National Geographic's climate series on Disney+
Consumers	Engagement with eco-friendly content	Rise in sustainable products purchases
Regulatory Bodies	Set Guidelines for sustainable advertising and content	Guidelines for Advertisements Making Environmental/Green Claims.

**Case Study Link:** Amazon committed to achieving net-zero carbon emissions by 2040 and invited other companies to follow suit when it co-founded The Climate Pledge in 2019 (The Climate Pledge, 2024). While Amazon has integrated sustainability efforts into every function of its business, consumers can still play an important role by buying green products and streaming sustainability-focused content on Amazon Prime Video. Amazon Prime Video indirectly promotes eco-friendly customer behavior by highlighting environmental issues through original content and documentaries.

### Process:

### Implementation strategies adopted by OTT platforms to promote sustainability through eco-friendly content and green advertising

**Table 3:** Highlights the implementation strategies by OTT platforms and the title contain Strategy, How it works & Examples

Strategy	How It Works	Example
Sustainability-Focused Content	Producing and promoting documentaries and series on environmental issues.	<i>Our Planet</i> (Netflix), <i>Years of Living Dangerously</i> (Disney+)
Carbon-Neutral Initiatives	Reducing carbon footprint in content production through renewable energy, carbon offsets, and sustainable filming practices.	Netflix's Net Zero + Nature initiative, BBC Earth's green filming commitments
Green Advertising Policies	Partnering with eco-friendly brands for advertising and restricting misleading green claims.	Amazon's Climate Pledge-certified product promotions
Strategic Brand Partnerships	partnering with companies who prioritize sustainability to incorporate eco-friendly messaging into ads and content.	Netflix and WWF – <i>Our Planet</i> Collaboration, Amazon Prime Video x Earthshot Prize
Consumer Awareness Campaigns	Using OTT platforms and social media campaigns to educate audiences on sustainability and encourage eco-conscious behavior.	Amazon Prime Video's sustainability-themed content curation, #GoGreen campaigns by streaming services

**Case Study Link:** Our Planet, the documentary series that is dedicated to wildlife conservation and global warming, was made by Netflix with the collaboration of WWF. WWF's scientific inputs guaranteed the narrative to be factual and effective.

## Learning:

### Key Insights from the case study

**Table 4:** Highlights the Key insights, Impact on OTT branding, Sustainability contribution and Challenges.

Key Insights	Impact on OTT Branding	Sustainability Contribution	Challenges
Eco-conscious content (e.g., <i>Our Planet</i> , <i>The Last Glacier</i> )	Encourages perception of platform as an educational and ethical media source	Raises awareness about climate change, conservation, and green behavior	Requires balancing entertainment and education to maintain viewership
Strategic partnerships (e.g., Netflix-WWF, Amazon-Earthshot Prize) help position platforms as sustainability advocates	Strengthens brand image as socially responsible and future-focused	Promotes global awareness of climate issues through content	Maintaining long-term partnerships and ensuring measurable environmental impact
Storytelling with emotional appeal (e.g., David Attenborough's narration, stories of endangered species)	Enhances emotional engagement, deepens user connection with brand	Inspires empathy, eco-consciousness, and behavioral change	Emotional saturation or viewer fatigue from repeated climate messaging
Climate Pledge-certified promotions influence viewer purchasing and trust	Reinforces trust in OTT-advertised brands with clear sustainability credentials	Shifts consumer behavior toward eco-friendly products	Verifying brand claims and avoiding greenwashing
Use of consumer awareness hashtags (e.g., #GoGreenWithPrime) enhances digital engagement	Builds online communities and increases visibility of green efforts	Amplifies peer-to-peer sharing and awareness	Difficult to measure behavioral change directly from campaigns
Green production and infrastructure (renewable energy use, low-waste filming)	Projects a responsible corporate image across the value chain	Reduces environmental impact of operations	Cost-intensive and difficult to scale globally

*Source* (Developed by the author, based on Amazon, 2024; Netflix, 2023; WWF, 2023; Earthshot Prize, 2024)

**Case Study Link:** Through collaborations and advocacy content, Amazon Prime Video and Netflix have been intentional about using sustainability in their platforms. Netflix's *Seaspiracy* video reshaped customer attitude towards consuming seafood and elevated understanding of ocean environments being devastated worldwide (Netflix, 2021; Carrington, 2021). Meanwhile, Amazon Prime Video offered content in alignment with their broader Climate Pledge initiatives and partnered with The Earthshot Prize to promote solutions for climate challenges (BBC Studios, 2021; Amazon, 2023). These case studies illustrate OTT platforms' impact on green customer behaviors and eco-friendly branding via partnerships, storytelling, and emotional resonance.

## Action:

### Recommendations for OTT Platforms

*Table 5 Highlights Recommendations for OTT Platforms, Title contain Action Area, Recommendations & Source/Example.*

Action Area	Recommendation	Example/Source
Eco-Content Curation	Prioritize and promote sustainability-themed shows and documentaries	Netflix's "Our Planet" (WWF, 2020); "Seaspiracy" (Carrington, 2021)
Green Advertising	Follow ASCI/FTC guidelines to avoid greenwashing	ASCI, 2023; FTC Green Guides
Strategic Partnerships	Collaborate with eco-focused initiatives and NGOs	Netflix x WWF; Amazon x Earthshot Prize (Amazon, 2021)
Platform Features	Use green filters, eco-labels, and visible sustainability tags	Amazon's Climate Pledge Friendly badge (Amazon, 2023)
AI Integration	Utilize AI to recommend green content and optimize resource efficiency	Netflix personalization AI; Microsoft Sustainability Manager, 2023
CSR Operations	Adopt renewable energy, report streaming emissions, publish sustainability goals	Netflix Net Zero Plan (Netflix, 2021); Amazon Sustainability Report
Storytelling & Impact	Use emotional and diverse narratives to engage users on climate issues	"Down to Earth" (Netflix, 2020); BBC Earth documentaries (BBC Studios, 2021)

*Source (Author)*

**Case Study Link:** To grow audience engagement with sustainability, Netflix has responded by adding environmentally aware storytelling via shows such as *Our Planet*, produced in partnership with WWF (Netflix, 2021). Amazon Prime Video supports its Climate Pledge to achieve net-zero emissions by 2040 and is supporting The Earthshot Prize, promoting climate innovation (Amazon, 2023). Both also are investing in green production and monitoring and reducing carbon footprints using AI technologies.

## Performance:

Expected Outcomes of Sustainable Branding on OTT Platforms

**Table 6:** Highlights Expected Outcomes of Sustainable Branding on OTT Platforms, Title contain Area, Expected Outcomes, Benefits & Source.

Area	Expected Outcomes	Benefits	Source
Environmental Impact	Emissions reduction, energy efficiency	Streaming one hour of video on Netflix generates approximately 55g of CO <sub>2</sub> equivalent	Netflix ESG Report (2023)
Consumer Engagement	Increase in environmental awareness and green behavior	Viewer reactions to Seaspiracy and Our Planet indicate rising awareness	BBC Studios (2021); Netflix (2023)
Brand Reputation	Enhanced brand loyalty and trust	Amazon's Climate Pledge and green messaging appeal to eco-conscious viewers	Amazon Sustainability Report (2023)
CSR Alignment	Integration of environmental values in content and campaigns	Strengthens CSR positioning and stakeholder relations	Amazon Prime x Earthshot Prize promotes innovation for sustainability (BBC, 2021)
Platform Engagement	Use of storytelling and emotional impact in content	Deep viewer connection, increased watch time and awareness	Down to Earth with Zac Efron blends entertainment with education (Netflix, 2021)

Source (Author)

**Case Study Link:** Worldwide environmental consciousness has been stimulated by Netflix's Our Planet and Seaspiracy, while Amazon Prime Video's partnership with the Earthshot Prize promotes sustainability innovation. Such actions prove that OTT platforms drive eco-friendly behavior through purpose-driven partnerships and engaging content (Netflix ESG Report, 2022; Earthshot Prize, 2023).

## Discussion and Conclusion:

Through environmentally friendly content, green marketing, and partnerships, OTT media like Netflix and Amazon Prime Video are increasingly taking a leading role in promoting environmental sustainability, reports this study. Amazon's partnership with the Earthshot Prize and Netflix's partnership with WWF (Our Planet) are examples of the way storytelling can increase awareness of key environmental issues and encourage behavior change.

As per the SAP-LAP study, it is the stakeholders such as customers, brands, content creators, and regulatory bodies that play a key role in shaping resilient digital ecosystems. The media ecosystem is becoming more environmentally conscious due to strategies such as content curation, green production, and AI-driven content recommendations.

There are measurement issues, transparency, and luring passive viewers as well, despite the platforms making some early steps toward carbon neutrality and CSR-driven education. There are positive trends, however, reflected in the performance results, from reduced carbon footprints to greater brand trust. Greater cooperation, robust regulations, and ongoing action are still needed, though.

In conclusion, OTT platforms have a special opportunity to lead digital media sustainability efforts. They have the potential to drive consumer behavior towards a more environmentally friendly future and generate lasting environmental impact by leveraging collaborations, tech-enabled customisation, and emotional storytelling.

### Limitations and scope for future research:

Netflix and Amazon Prime Video were the two key OTT services that were the major focus of this research. Most of the data was collected from websites, reports, and available case studies since internal company data was not easily available. Interviews with OTT industry experts could not be arranged due to time constraints and insufficient availability.

Also, the research did not consider smaller or local OTT platforms, which could have different strategies for promoting sustainability. Other programming with environmental messages could have been overlooked since the research was more concerned with popular programs and commercials.

Further study can cover more platforms, survey or interview viewers to further understand audience reactions, and examine how such content truly affects customer behavior over time.

### References:

- Luthra, S., Garg, D., & Haleem, A. (2014). Greening the supply chain using SAP-LAP analysis: a case study of an auto ancillary company in India. *International Journal of Business Excellence*, 7(6), 724-746.
- Alamsyah, D., Othman, N., & Mohammed, H. (2020). The awareness of environmentally friendly products: The impact of green advertising and green brand image. *Management Science Letters*, 10(9), 1961-1968.
- Singh, A., & Shore, A. (2024). Intention to Use Over-the-Top Platforms: Mediation of Perceived Usefulness and Moderation of Green Mindfulness.
- Grubor, A., & Milovanov, O. (2017). Brand strategies in the era of sustainability. *Interdisciplinary Description of Complex Systems: INDECS*, 15(1), 78-88.
- Gupta, M., & Syed, A. A. (2022). Impact of online social media activities on marketing of green products. *International Journal of Organizational Analysis*, 30(3), 679-698.
- Gupta, A., & Singh, R. K. (2021). Study of sustainability issues in an Indian logistics service provider: SAP-LAP approach. *Qualitative Research in Organizations and Management: An International Journal*, 16(3/4), 530-549.
- Azevedo, S. G., Carvalho, H., & Machado, V. C. (2011). The influence of green practices on supply chain performance: A case study approach. *Transportation research part E: logistics and transportation review*, 47(6), 850-871.
- Kautish, P., Lavuri, R., Roubaud, D., & Grebinevych, O. (2024), "Electric vehicles' choice behaviour: An emerging market scenario", *Journal of Environmental Management*, Vol. 354, p. 120250. <https://doi.org/10.1016/j.jenvman.2024.120250>.
- Köhler, J., Geels, F.W., Kern, F., Markard, J., Onsongo, E., Wieczorek, A., Alkemade, F., Avelino, F., Bergek, A., Boons, F. and Fünfschilling, L., (2019) "An agenda for sustainability transitions research: State of the art and future directions", *Environmental Innovation and Societal Transitions*, Vol. 31, pp.1-32.
- Mengyang Zhao, Liu Yao, Rao Ma, Muhammad Sarmad, Orangzab, Arslan Ayub & Zhou Jun (2023), "How Green Mindfulness and Green Shared Vision Interact to Influence Green Creative Behavior, *Psychology Research and Behavior Management*, Vol. 16, pp.1707.
- Li, J. and Wang, Q., (2022), "Impact of the digital economy on the carbon emissions of China's logistics industry", *Sustainability*, Vol. 14 No. 14, p.8641.
- The Climate Pledge. (2024). Retrieved from <https://www.theclimatepledge.com>
- Amazon. (2024). Sustainability at Amazon. Retrieved from <https://www.aboutamazon.com/sustainability>
- Amazon. (2024). *The Climate Pledge*. Retrieved from <https://www.aboutamazon.com/sustainability/the-climate-pledge>
- Netflix. (2023). *Sustainability and Environmental Impact*. Retrieved from <https://about.netflix.com/en/news>
- WWF. (2023). *Our Planet Collaboration with Netflix*. Retrieved from <https://www.wwf.org.uk>
- The Earthshot Prize. (2024). *Amazon Prime Video Partnership*. Retrieved from <https://earthshotprize.org/news>

- Netflix. (2021). *Seaspiracy* [Film]. Directed by Ali Tabrizi. Netflix. <https://www.netflix.com>
- WWF. (2019). *Our Planet: A Netflix and WWF Collaboration*. <https://www.wwf.org.uk/updates/our-planet>
- The Earthshot Prize. (2021). *Our Partners*. <https://earthshotprize.org/our-partners/>
- Carrington, D. (2021, March 24). *Netflix's Seaspiracy: 'Alarming' documentary outrages fishing industry*. The Guardian. <https://www.theguardian.com/environment/2021/mar/24/seaspiracy-netflix-documentary-alarm-oceans>
- BBC Studios. (2021, October 3). *The Earthshot Prize: Repairing Our Planet launches globally*. BBC Studios. <https://www.bbcstudios.com/news/the-earthshot-prize-repairing-our-planet-launches-globally/>
- Advertising Standards Council of India (ASCI). (2023). *Guidelines for green claims in advertisements*. <https://ascionline.in>
- Federal Trade Commission (FTC). (2022). *Green Guides*. <https://www.ftc.gov>
- Microsoft. (2023). *Microsoft Cloud for Sustainability*. <https://www.microsoft.com/en-us/sustainability>
- Netflix. (2021). *Net Zero + Nature: Our Commitment to a Sustainable Future*. <https://about.netflix.com/en/news/net-zero-nature-our-commitment-to-a-sustainable-future>

