



THE NETWORK CONTRACT AS A TOOL TO FOSTER THE CREATION OF “SUSTAINABLE” PRODUCTS AND SERVICES. SOME CONSIDERATIONS.

Current environmental issues have a growing influence on the business sector and their corporate social responsibility. The creation of products and services that are as “sustainable” as possible, and therefore, in line with the objectives of “industry 4.0”, has made collaboration between companies essential to reduce associated costs. The resources and know-how that a single organization possesses within, several times, are not enough for the purpose of supplying eco-friendly services.

The purpose of the paper is, therefore, to highlight the main characteristics of the network contract, as a tool aimed at promoting the “green” reputation of companies within these networks. Specifically, it focuses on promoting the market introduction of products and services aligned with the principles of environmental sustainability. Through such a negotiational operation, companies, in fact, can increase, individually and collectively, their innovative capacity and their competitiveness on the market committing themselves, on the basis of a common network program, to collaborate and exchange information of services of an industrial, commercial, technical or technological nature useful for the creation of fully “sustainable” products and services. This collaborative approach, facilitated by network contracts, not only enables firms to share resources and expertise but also fosters a collective commitment to sustainability, positioning them as leaders in the transition towards a more environmentally responsible and competitive business landscape.