# **Summary**

The current research contributes to the field of sustainability in the management of the GIG economy, with a particular focus on the delivery sector, proposing an integrated approach to economic, social and environmental sustainability. The study has shown that while the GIG business model is recognised for its economic efficiency and labour flexibility, multiple long-term challenges exist, including income uncertainty, lack of social protection and regulatory difficulties. From an economic perspective, financial analysis of Romanian courier companies, based on data from NACE codes 5310 and 5320, has demonstrated sustained sector growth, with minimal differentiation between traditional and GIG-based business models. Regarding social sustainability, qualitative research has revealed that GIG workers in the delivery sector perceive their jobs as temporary and largely transitional. At the same time, the varied contractual relationships between platforms and couriers make it difficult to implement a unified regulatory framework. From an environmental standpoint, respondents indicated that sustainability practices are often driven by cost-reduction strategies rather than conscious ecological efforts, with bicycle use in deliveries being more of an economic strategy than a deliberate environmental initiative, for instance. A key original contribution of this research is developing a sustainable delivery model integrated into the ReFEEL App, which offers a viable alternative for the GIG economy sector based on circular economy principles. The app combines education, promoting the ReFUSE, ReDUCE, ReUSE and ReTHINK framework while facilitating access to sustainable courier services designed to ReGIFT, ReSELL, RePAIR and ReCYCLE. The provides a new perspective on the sustainability of the GIG economy in the delivery sector with practical insights for businesses, policymakers and researchers interested in digital economy models and sustainability.