



Sustainability Strategies in Sierra Leonean Businesses: A Survey Inquiry

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Abstract

Sustainable development has gained increasing attention in Sierra Leonean businesses as a response to environmental and social challenges. A survey was conducted among business leaders using an online questionnaire designed with Likert scale questions to assess awareness and implementation of sustainable practices. The survey revealed that while a majority (75%) of respondents were aware of sustainability principles, only 40% reported implementing them effectively in their operations. While there is potential for growth in sustainable business practices, current strategies need enhancement to align with global standards and local needs. Businesses should integrate sustainability training into employee development programmes, collaborate with stakeholders, and adopt transparent reporting mechanisms.

Keywords: *African geography, sustainable development, stakeholder theory, corporate social responsibility, environmental management systems, resource allocation models, qualitative research methods*

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