



Sustainability Strategies in Guinea's Business Landscape: An Action Research Study

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Abstract

This study examines sustainable development strategies within Guinea's business landscape, focusing on how African businesses incorporate environmental and social responsibility into their operations. An action research approach was employed, involving surveys, interviews with key stakeholders, and workshops to gather data on sustainability initiatives in Guinea's business environment. Sustainability strategies are predominantly focused on waste management and energy efficiency, with a significant proportion (72%) of businesses reporting improvements in these areas. However, there is limited engagement with local communities, representing only 35% of the total stakeholder groups surveyed. Current sustainability efforts show potential for improvement by increasing community involvement and adopting more innovative solutions to address broader environmental challenges. Businesses should prioritise integrating community-based projects into their sustainability plans, while policymakers could enhance regulatory frameworks to support these initiatives.

Keywords: *Africanization, Business Geography, Ecocentrism, Ethnocentrism, Geopolitics, Place-Based Practices, Sustainability Paradigm*

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