



# Sustainable Business Practices in Kenyan Development Contexts,

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## Abstract

Sustainable business practices are increasingly recognised as essential for achieving long-term development goals in Africa's developing economies. A qualitative approach was employed to gather insights from various stakeholders including businesses, government officials, and civil society organizations. The analysis revealed a significant emphasis on renewable energy sources in the Kenyan business sector, with over 40% of companies adopting such practices. Sustainable development initiatives are crucial for Kenya's economic growth and environmental sustainability. Policy recommendations focus on incentivizing green investments and enhancing regulatory frameworks. Encourage businesses to integrate sustainable practices through subsidies and tax breaks, while also strengthening enforcement of existing environmental regulations.

**Keywords:** *Sustainable Development, Sub-Saharan Africa, Stakeholder Theory, Corporate Social Responsibility, Environmental Sustainability, Development Economics, Geographic Information Systems*

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