



Sustainable Business Paradigms in Contemporary Rwanda: An African Nexus

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Abstract

Rwanda is a small East African country known for its rapid economic growth and significant progress in sustainable development initiatives. This piece employs a qualitative research approach to analyse existing policies and case studies from various sectors in Rwanda. Businesses in Rwanda are increasingly adopting sustainable practices to align with international standards and enhance their corporate social responsibility profiles. Policy makers should incentivize the adoption of green technologies through subsidies or tax breaks, while businesses can further integrate sustainability into their business models by setting clear goals and reporting progress.

Keywords: *African geography, Sustainable development, CSR, Green business, Triple bottom line, Sustainability metrics, Stakeholder theory*

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