



# Sustainable Development Strategies in Rwandan Business Context, 2009

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## Abstract

The Rwandan business context has faced significant challenges related to sustainable development, particularly in terms of environmental sustainability and social equity. An action research approach was employed, involving qualitative interviews with local businesses, stakeholder consultations, and secondary data analysis of existing policies and reports. Businesses in Rwanda showed a strong inclination towards sustainable development practices, particularly in water management (85% reported using recycled water) and waste reduction (60% implemented recycling programmes). The findings suggest that businesses can significantly contribute to sustainable development goals by adopting environmentally friendly and socially responsible business models. Rwanda's government should provide incentives for businesses to adopt sustainable practices, such as tax breaks or subsidies for implementing green technologies.

**Keywords:** *Sustainable Development, Rwanda, Business Context, Community Engagement, Participatory Action Research, Stakeholder Analysis, Environmental Sustainability*

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