



# **Sustainable Development Practices in Moroccan Business Enterprises: A Comparative Analysis**

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## **Abstract**

Morocco faces significant challenges in balancing economic growth with environmental sustainability, particularly within its business sector. The country's diverse geography and climate create unique conditions for businesses to adopt sustainable practices. The study employs a mixed-methods approach combining quantitative data from industry surveys with qualitative interviews focusing on key business leaders. Data is analysed using statistical software for trend identification and thematic analysis for in-depth understanding. Findings indicate that while some Moroccan businesses show significant progress, particularly in water management (75% of surveyed companies have implemented water-saving measures), there remains a notable gap in addressing climate change adaptation strategies among all sectors. The comparative analysis reveals diverse approaches to sustainability within Moroccan business enterprises, highlighting both achievements and challenges. Recommendations focus on enhancing climate resilience through collaborative initiatives and policy support. Encouraging public-private partnerships for sustainable development projects, promoting education and training programmes for businesses in climate change adaptation strategies, and advocating for more stringent environmental regulations are proposed recommendations. Morocco, Sustainable Development, Business Practices, Climate Change, Collaboration

**Keywords:** *Geography, Sustainability, Development Economics, Comparative Analysis, Ecological Footprint, Green Business Practices, Stakeholder Theory*

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