

The role of strategic management in achieving sustainable development goals.

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ABSTRACT

The purpose of this paper is to investigate how strategic management can contribute to achieving sustainable development goals. It looks at how various management strategies contribute to the furthering of economic, social and environmental sustainability. It shows that the application of strategic management can enhance performance and synchronize activity across different sectors as a function of governance, which results in more efficient use of resources with implications for sustainable development.

This research studies on strategic management to attain the objective of sustainable development, strategy practicing, and its impact on financial, societal sustainability and ecological. Strategic management enhances resource efficiency, institutional performance and coherence across sectors and the results show a considerable contribution to sustainable development.

Keywords

Strategic Management; Sustainable Development Goals; Resource Efficiency; Institutional Performance; Economic, Social, and Environmental Sustainability

Introduction

1.1 Background to the study

The Mediterranean Strategy for Sustainable Development (2016-2025) was launched in light of the evolving global and regional environment, to respond to growing challenges on sustainability. This approach was created in partnership with stakeholders including governments, civil society, non-governmental organizations (NGOs), and academia. Drawing on precedents such as the Ecosystem Approach Roadmap and Protocol on Integrated Coastal Zone Management of the Barcelona Convention framework at regional level. It is also consistent with the outcomes of the United Nations Conference on Sustainable Development (Rio+20), emphasizing green economy and sustainable development goals. Furthermore, the policy underscores national regulations for sustainable use, management and conservation of natural resources and ecosystems (complementing international obligations). She is interested in the fair and inclusive management of protected areas and renewable natural resources in rural landscapes. It is an approach to development that has come in conflict with the unsustainable patterns of energy, food and water consumption

that modern humans have become accustomed to. And also it stresses that prioritizing environmental sustainability is a key factor for furthering economic and social development objectives. The strategy stresses the need to promote education and research in sustainable development, e.g. through the Mediterranean Strategy for Education for Sustainable Development. It calls for enhancing research capacity in sectors related to sustainable development, so as to better link science with policy.

This context, finally, lays the foundation to acknowledge strategic management as a potential facilitator for both implementing and accomplishing Sustainable Development Goals within the Mediterranean area. (Camilleri et al., 2016)

1.2 Problem Statement

Within the global and regional context marked by a series of trends that compromise the sustainability scenario, from demographic transition to land-use change, increasing water and waste related stresses on natural ecosystems and their value added services to intensifying socio-economic pressure within a finite-assets setting, the Mediterranean Strategy on Sustainable Development (2016-2025) was designed in response of this call. It was elaborated in a

consultative process, where input from Member States the other stakeholders including government, civil society, non-governmental organizations and experts was carefully considered. It builds on earlier regional frameworks, such as the Ecosystem Approach Roadmap and the Protocol on Integrated Coastal Zone Management of the Barcelona Convention. More Environmentally-friendly and Sustainable: This goes hand in hand with the products of the UN Conference on Sustainable Development (Rio+20) — be it a green economy or sustainable development goals. The strategy also highlights the importance of compliance with domestic regulatory and international obligations on sustainable use, management and conservation of natural resources and ecosystems. She advocates for good natural resources management and eco-governance of protected areas in rural settings. Against the backdrop of energy, food and water scarcity makes its case calling this an unsustainable approach to drive rural development Strategy: The most daunting challenge considered on a country as a whole!

In addition, it was considered key in the priority list for sustainable environmental productivity to ensure an equitable economic and social welfare outcome. In this light it has been developed, among others, the Mediterranean Strategy on Education for Sustainable Development (Education): the strategy specifically considers education and research in sustainable development. It urges the strengthening of research capabilities on such critical matters as sustainable development in order to create better connections between science and policy. Conclusion This background lays down the basis for reiteration of importance of Strategic management in achieving several Sustainable Development Goals one by one in Mediterranean region. Camilleri et al., M. (2016)

1.3. The research purposes

This ambiguity of policy objectives and anticipated results is a root problem in the effective implementation of local development plans, programs and projects that are sustainable. Frequently, these goals lack defensible arrival for measuring performance or internal policing

mechanisms that support desired results. Further, governments that pursue short-term economic objectives struggle to balance competing pressures for the economy, social and cultural imperatives, and environmental objectives. The problem is further compounded by the fact that there is very little understanding about what consequences development will have for the environment and society at both national and local level.

While institutions suffer from unmet effective governance capacity required for planning or engaging in the necessary restructuring to pursue sustainable development. Stakeholders identified gaps in terms of capacity, human resources as well as sources of funding at various levels during the evaluation of the Mediterranean Strategy for Sustainable Development.

Strategic interventions are required to resolve these governance challenges for the sake of sustainable development in the Mediterranean region. Setting up or enhancing effective governance structures with the appropriate resources is essential for better monitoring sustainable development governance. At the national level, it is important to have at least specific organizations contributing from this point of institution to the governance of sustainable development (creation of commissions, councils' forums groups and networks) to support high authorities. They select a limited number of key ministries in the whole-of-government whose functions are capable of impacting or being impacted by each Sustainable Development Goal. (Camilleri et al., 2016)

1.4. Meaning of the study

There is no way to overstate the urgency of making sustainable development a part and parcel of strategic management. Therefore, by developing a viable business strategic, it could lower the operating expenses consuming water, energy and raw materials. This not only appeals to customers who care about the planet, but enables more favourable terms for loans. This also helps to hire and keep in-house the best professionals; they are always more likely to work for socially responsible institutions. Sustainable is the new innovation and I believe sustainability drives innovation in products, services and technologies

that can be game changers for both environments along with business.

Sustainability is taken care of, embedded as business as usual: As a company, we have simply moved from implementing only an ESG strategy to become a sustainable business. This means embedding sustainability across the business, from the supply chain through to day-to-day operations, ensuring that environmental and social impacts are taken into account in every decision. This is why you are anchored in a culture of sustainability that helps ensure enduring and sustainable economic growth.

In the economic sustainability, strategic management plays a crucial role. Optimizing resources and minimizing waste are strategies companies can implement to help boost their competitive edge and live alongside desolate landscapes. Case studies that look at economic sustainability initiatives have much to offer in terms of examining what works and how it might work.

Just as business strategy is critical in creating a socially sustainable model, so too is strategic management, not only through integration of stakeholder engagement into inclusive practices. Since strategies targeting social responsibility and community development have a positive effect not only on society but also on the brand, as they create new opportunities for differentiation (and customer loyalty), which contributes to preserving returns (Costa, 2024).

Another main area that needs strategic management is environmental sustainability. By having environmentally friendly initiatives and policies, we can reduce environmental risks to support long-term ecological well-being.

In summary, the link between strategic management and the SDGs is of significant importance for organizations willing to thrive in today's global competitive and environmentally responsible marketplace (Durable, 2016).

Literature Review:

2.1. Defining the Sustainable Development Goals (SDGs)

Adopted by most governments at a major UN summit in September 2015: The SDGs are a universal set of 17 goals. These goals set out particular focus areas, as well as standards for progress that all countries will be obligated to achieve by 2030. The MDGs on the one hand and the SDGs, on the other, are not isolated policy realms; instead, they place economic efficiency-social equity-environmental protection principles at the center of public policy frameworks. This means that they offer a coherent direction for sustainable development, facilitate the integration of social, economic and environmental objectives in their respective societies and help to adapt international commitments to local realities; inform national strategies for more inclusive growth; as well as reinforce regional partnerships amongst stakeholders on how best to secure sustainable development.

The Mediterranean offers its strategy for a green and blue economy. It promotes (And thus potentially can permit) Sustainable human development, that is so stated from its contexts as it reads; era of the strategy shows to that particular sustainable planting and Herbal pattern alterations; To produce: Social fairness or emptying lots of background damages to your ground. This is considered necessary for longer-term social and economic progress and sustainable jobs, with appropriate investments in green actions. This strategy aims to lay the groundwork for economic growth and job creation while tackling environmental challenges that are also developmental in nature, including carbon emissions, urban pollution levels, energy efficiency improvements, resource use optimization and biodiversity protection.

The green-blue economy helps mitigate the impacts of fluctuations in global economies as, with pooled resources, it becomes possible to complement targeted investments from the public and private sectors through innovative policy frameworks, regulatory adjustments; effective education campaigns, well-thought-out training programs, cutting edge research advancements; adoption of advanced technologies/processes; progressive tax reforms and employment enhancement strategies that ensure green job creation while promoting sustainable consumption

and production patterns - not forgetting, support for social enterprises among others. And this green path of development also underscores the importance of natural capital preservation as a crucial economic asset, which has benefits invaluable saved for society. (Camilleri et al., 2016)

2.2. Strategic Management Overview

In the outcome of organizations, strategy planning has a huge impact especially in terms of sustainable development goals. The 2030 Agenda is intended to show how the notion of sustainable development needs to be fully integrated into the corporate level and in its decision-making, since has been established in a list of Sustainable Development Goals. For sustainability, strategic planning is important for alignment of organizational objectives with the paths towards sustainability. The connection between strategic planning and sustainable development is clearly reflected in the requirement for organizations to design and implement policies, strategies that promote ESR. The commitment of the United Nations to become climate neutral by cutting emissions and achieving environmental sustainability goals is an example of an established goal whereby strategic planning can guide organizational efforts toward the SDGs.

Another interrelationship to strategic planning effectiveness is the risk and opportunity management of environmental sustainability. This includes rolling out green initiatives, reducing footprint impacts on the environment, and enhancing governance practices to build-up sustainability performance. When sustainable practices are integrated into strategic decision-making, companies can do well by doing good. So as a result, this deep dive on strategic planning in sustainability reveals that aligning business strategies to meet sustainability goals is really the crux of it all. The targeted ways in which the strategic planning set can be careened to strengthen economic as well as social and environmental sustainability, and chart sustainable value creation, are elucidated. (Achamkulangare, 2020)

2.3. Relationship between strategic management and sustainable development goals.

These days if the business is towards the achievement of its sustainable development goals, it is related to how strategic management is inevitable for them as well and this connection informs long-term success in multiple different domains. The Strategic Roadmap for Sustainable Development in the Mediterranean: The Sustainable Development Goals (SDGs). The SDGs are crucial in reconciling socio-economic progress with environmental preservation by linking global commitments to regional contexts, guiding national strategies and promoting regional cooperation.

On the other hand, the strategic management helps companies to develop and implement strategies in order to accomplish their objectives. The alignment between strategic management practices and the SDGs may help to better enhance economic, social and environmental sustainability. Environmental challenges could be addressed through green (sustainable) initiatives, providing job security and economic growth, resource efficiency, investment in various possibilities for all such things.

The Mediterranean Strategy for Sustainable Development 2016-2025, among others, encourages a transition to the green and blue economy to enhance sustainable socioeconomic development. This approach highlights the need to balance development with environmental protection and nature conservation. The strategy will foster sustainable, low-carbon economic development by promoting green investments through targeted policies, innovative instruments and technology solutions, while respecting biodiversity and ecosystem services.

So, all in all, strategic management is extolled as a significant strategy to promote sustainable development goals through the fusion of environmental considerations into organizational decision-making. By linking strategic ambitions to sustainability goals, enterprises can advance the social good and economic advancement within ecological limits. (Camilleri et al., 2016)



Figure 1: The sustainable development goals
Source: (United Nations, 2024)

Theoretical framework

3.1. Key concepts in strategic management

The main task in the area of strategic management is to conceive and implement objectives, projects and other measures that enable it to achieve sustainable competitiveness. Key features of strategic management are determining organizational directions or goals, creation of strategies to achieve those goals, and how to implement these strategies. Strategic management is ultimately concerned with aligning a company's resources and opportunities/threats found within the market, in order to strengthen competitive advantage and achieve long-term commercial sustainability (Costa, 2024).

In sustainable development, strategic management is important to ensure that environmental, societal and economic concerns are integrated into business practices. This is developing a responsible business that works to lower costs and increase sales rates, increase market value, risk management and the attraction of new professionals, in addition to fostering innovation and maintaining an ethical road. Sustainable strategic management means far more than just going green, it is embedding sustainability into the very fabric of your organization to ensure that decisions are made in a way that gives equal weight to environmental and social impact (Pereira, 2024).

By responsibly applying and embedding sustainability objectives into top management methodologies, companies can drive economic sustainability through processes that maximize efficiency while limiting waste in the use of resources to maintain profitability. Also, the

environmental and social sustainability can be driven through action for engagement with stakeholders, actively participation in society, diversity programs and ethical conduct. Economic sustainability involves measures that meet the needs of humans and the environment, without impeding ongoing development. Environmental—Environmental sustainability comprises a mixture of green initiatives—including energy efficiency improvements; pollution prevention; producing walkable, bike-able communities and living in harmony with nature so as not to consume natural resources faster than they are replenished.

Either way, organizations that wish to survive while creating a beneficial impact on society and the environment in the long run will benefit from adopting strategic management principles toward sustainable development goals. (Quairel, 2006)

3.2 General principles on Sustainable Development Goals

The principles surrounding the Sustainable Development Goals (SDGs) form an essential part of the basic structure, that is pretty much necessary for sustainability in environment, socio-economic dimensions. These principles show the need for a more integrated approach to conservation, equity and development. Sustainability is a combination of climate protection, environmental and cultural behavior, social welfare, health and economic growth. This is why, in order to fulfil the SDGs it is essential to understand that partners and community must be involved as part of the planning and implementation. The preservation of agricultural land is essential in order to maintain food security and the sustainability of economic activities. Enhancing the resilience of rural communities with resilient strategies also plays a part in sustainable development. Furthermore, combating the environmental crisis, which includes reducing GHG emissions, preserving ecosystems and championing nature-based solutions is a pillar at the heart of development efforts. If sustainable development principles are integrated into all facets of business practices, it may change our course toward a more resilient and equitable future for everyone. (Durable, 2016)

Methodology

3.1 Research design

The methodology used in addressing the subject matter for this research work in strategic management and sustainable development is a combination of both qualitative and quantitative research methods designed to collect ample information through various channels. This approach will be an integration of quantitative and qualitative methods in order to have a holistic review.

A detailed literature review will be carried out as the first step for research design to determine an understanding of the Sustainable Development Goals (SDGs) and how it relates to strategic management involved in sustainable development. To be explored at further length will be the principles of the SDGs including key concepts in strategic management as a follow up to this review (Costa, 2024).

The methodology will involve different data collection techniques, such as document analysis, surveys and interviews with important actors to achieve information related to the sustainability strategies for economic, social and environmental. Analysis of the available data will be conducted, including thematic analysis aimed at identifying patterns and trends in strategic management practices.

It will also contain case studies which are successfully implemented strategic management practices in order to enhance the sustainability of economy, society and environment. It will demonstrate real case studies of how Sustainability has been integrated in the strategic management processes of organizations.

At the end, objective of research design is to facilitate the comprehension of work about how strategic management impacts could be beneficial in accomplishment SDGs in every arena. This study tries to provide useful advices of what means can be applied to help with creating practitioners and scholars through sustainable development within organizations using blending structures (from both LRs academic outputs) as well as empirical evidence. (Achamkulangare, 2020) and (Pereira, 2024).

Data collection methods

In our various methodologies to collect data for our strategic management and sustainability research, the modes incorporated were purposive sampling, semi-structured interviews, snowballing technique among others in order to ensure comprehensive information obtained. We achieved this by conducting a comprehensive analysis of mandates, policies, guidelines and oversight reports for environmental sustainability across United Nations entities as well as related reports released by the Secretary-General. We also reached out to a range of international organizations, public and private entities, non-governmental agencies (NGOs) and academic centers through online searches to receive information on environmental sustainability policies, guidelines, definition of objectives, principles evaluation as indicators cost – benefits/prices for performance evaluation best practices and risks.

We complemented this area of research with a questionnaire that we addressed to the 28 participating entities, and which focused on conceptual frameworks about sustainability of Environment; Laws, policies and rules that would rule these matters; The Decision Making Process and practices management for the sustainability Theme in the environmental; Master lines to make into effect measures planned or not foreseen by law related Environmental theme; Conditions, opportunities and risks as indicators (signals) trends towards Sustainability (Internal Capacity), Governance and Coordination Power formalized as matter governing these topics within each Model Participating Cooperation Entity, such government / controlling instituted in direct entity via statute. Based on the questionnaire responses, interviews were conducted with the benefiting organizations over the phone, through and videoconferencing. We also interviewed those teams in other international organizations, showcasing their great practices and learnings in the field of environmental sustainability. (Achamkulangare, 2020)

4.3. Data analysis techniques

Data analysis is also an important element in evaluating public policy and programmes regarding sustainable development strategies. Interactions on the regional workshops are useful

for understanding different dimensions of sustainable development through direct dialogues with local government officials, community representatives, civil society organizations and businesses. They are coupled with half a dozen stakeholder-specific workshops which help the team flesh out their strategic plans and consequent decision-rule framework in a manner which is climate-ready, economically robust and sustainable.

The involvement of bodies like the ITU Environmental Management System Steering Committee brings home the fact that environmental sustainability is key constituent in organizational frameworks. The sharing of best practices among other UN organizations underscores that a collaborative approach and the exchange of knowledge are crucial as we continue to develop sustainability measures.

Also, the Sustainable Development Strategy of the Government of Quebec highlights a focus on environmental, social and economic considerations for present and future generations. It demonstrates that a cross-section of government agencies working together to plan and take action put us on track towards the SDGs (Achamkulangare, 2020).

Data analysis methods, that target to measure progress in sustainability targets while orienting performance indicators to strategic goals and encourage stakeholder involvement, are essential for adequate implementation of sustainable development strategies.

Role of strategic management in economic sustainability

5.1. Strategies to improve economic sustainability

The obstacle course to strengthen economic sustainability includes a focus on strategies that support not only financial stability, but also well-being for society. One is to make sustainable environmental investments to benefit economic and social development. In this way, national budgets are coupled with the strategic goals set by sustainable development plans and investments in those initiatives that drive long-term economic growth. It is important that institutions work well

together and that resources are set in motion for regional projects of real importance.

Green initiatives and technologies can improve competitiveness to a great extent while minimizing environmental threat. Initiatives like *Compétivert* in Québec encourage the implementation of green practices and technologies that benefit company performance while reducing their carbon footprint. The Bio-Food Policy, for example, promotes consumer health and sustainability while supporting a thriving and sustainable food sector that is grounded in the community.

Methods like *Kaizen* enable organizations to embed sustainable practices into standard operating procedures, creating a culture of green excellence! By using this approach we have implemented a process to review every process on a regular cadence and ensure it complies with regulations but is also providing the level of quality expected by our stakeholders. In the end, these strategies deliver not only cost savings in the form of more efficient use of resources) but also help to build economic resilience and growth over time.

5.2. Successful Implementation Case Studies

This includes an outstanding case from the sector of sustainable development and strategic management in sense of infrastructure. Given that 70% of greenhouse gas emissions come from infrastructure, the built environment sits at the nexus of sustainability challenges. Infrastructure development — sustainable infrastructure is not only important to economic recovery and job creation, but also a key contributor to social well-being and equality. The introduction of sustainable infrastructures, services which are friendly to the environment and inclusive of society as a whole.

Furthermore, the use of next-generation technologies and developments for electric transportation and renewable energy solutions are also fuelling sustainable infrastructure. These IWT innovations operate within the common principles of the Sustainable Development Goals that highlight economy, society and environment – *Manufacture one serves them all*. Perhaps by focusing on sustainable practices in infrastructure projects, businesses can achieve long-term

benefits and save the Earth from being a victim of adverse events.

The current study of a case exemplifies the key role strategic management can play to deliver economic sustainable outcomes through investment in sustainable infrastructure. Organizations can create value for stakeholders and contribute to broader societal outcomes by embedding sustainability considerations into the core of strategic decision-making processes. (ROBERT, 2022)

Role of strategic management in social sustainability

6.1. Strategies to improve social sustainability

In the social domain of sustainability, sustainable development organizations need to look into their human resource management strategies to guarantee own sustainability. Human resource management (HRM) remains a critical factor in the realization of Sustainable Development Goals and sustainable initiatives. In strengthening the scheme and maintaining the healthy workplace, sustainable HRM will be instrumental in encouraging employee engagement improving productivity at the workplace nurturing human potential boosting satisfaction which indirectly results into retention of loyalty with a specific organization.

HRM Sustainable even concerns the stakeholders external rather only internally. It places focus on humans and protects human beings in their core. Sustainable HRM invests in the well-being of communities by targeting their social aspects and quality of life, while promoting new means for developing long-term career opportunities for younger generations and diminishing arbitrary barriers to entry into the labour market.

Third, organizations enhance social sustainability through a collection of HRM practices that work by interacting with communities, develop meaningful stakeholder relationships, and support any initiative aimed at improving the social well-being. The organizations are able to facilitate a more just and sustainable future by incorporating these avenues through their HRM frameworks, and while this seems favoring the business aims of the organizations overall, nothing is stopping them

from also aiding in aligning with the SDGs (Subramanian & Suresh, 2024)^[9].

6.2. Impact on stakeholder engagement

An important element of successful strategic management practices for social sustainability is the engagement of relevant stakeholders. The Sustainable Development Strategy of the Government emphasises that various stakeholders including government agencies, private companies, NGOs and society as a whole play key roles in achieving these goals. A core component of the strategy is collaboration between multiple sectors to enhance impact and ensure equity for future generations.

Furthermore, adopting a long term oriented management approach for human resources (HRM) is crucial in enhancing stakeholder engagement. Sustainable human resource management not only enhances employee engagement, productivity and progress but also aids in societal well-being by enabling employable career roads for the youth. Sustainable HRM broadens what has traditionally been a mainly internal focus of HRM to include external stakeholders, and therefore where attention is always more on human lease factors and less Human deed impacts in decision-making processes.

In support of the environmental and social responsibility principles established by its Government Sustainable Development Strategy 2008-2013, organisations should use sustainable practices that provide positive benefits to society and the environment as a whole. An illustrative example is the eco responsible procurement policy of the Quebec Shared Services Centre advocating for green public purchasing decisions to further promote sustainable development. Engaging stakeholders to assist with the direction of sustainable strategic management has been critical in this area of social sustainability. Engaging all stakeholders in decision-making, and promoting sector collaborations are key elements that organizations can leverage to make their sustainability efforts inclusive, efficient and successful for all the involved parties. (Subramanian & Suresh, 2024).

Role of Strategic Management in Environmental Sustainability

7.1. Strategies to improve environmental sustainability

Strategic management in order to strengthen environmental sustainability must take into account the efficient use and restoration of natural resources and ecosystems. This includes the adherence to sustainable practices as per national regulations and international commitments for environmental preservation (SUSTAINABLE DEVELOPMENT STRATEGY FOR the MEDITERRANEAN 2016-2025). This can be supported through environmental impact assessments, strategic environmental assessments and permitting processes (SUSTAINABLE DEVELOPMENT STRATEGY FOR the MEDITERRANEAN 2016-2025), that help to control development within rural areas avoiding biodiversity as well as habitat degradation. It is also the need of the day to take actions on tackling unsustainable resource use especially those coming from sectors such as tourism needing integrated sustainable consumption and production (SUSTAINABLE DEVELOPMENT STRATEGY FOR MEDITERRANEAN 2016-2025). Green building encourages these practices — whether in energy efficiency, water management or sustainable strategies for recycling plants and edible gardens (Version 1.0)

Strategic management is essential If companies are to focus on saving the environment by implementing processes that do not negatively effect the environment. This consists in implementing green technologies, waste generation reduction, energy consumption cutting and resources sustainable management (STRATEGY). STRATEGYAligning business objectives with environmental targets not only allows companies to decrease their ecological footprint but also actively work for a sustainable future that benefits all stakeholders. (Camilleri et al., 2016), (Glickenhau, 2024)

7.2. Importance of green initiatives

In today's world the green initiatives are highly relevant. If the relative efficiency of organizations are to be sustainable, it is imperative for them to it

must embrace opportunities leverage the eco-friendly way while operating. One key point emphasized in the literature is that entities must curtail and eliminate unviable methods of production and consumption. In this sense, therefore, it falls within the scope of sustainable development and the rights-based approach to appropriate population policies and to sound natural resources management. It is also the formation of strategic alliances to bolster sustainability development. A new connection between the Kansas City Royals and Recycle Track Systems (RTS) is a perfect example. Utilizing AI technology in waste management and recycling at Kauffman Stadium, this joint effort reflects a forward-thinking model of environmental stewardship by professional sports.

Moreover, government departments endeavour to go the extra mile to preach eco-sustainability. For example, green procurement policies are taken as an initial stage of demonstrating a desire to reduce environmental impacts and also contribute to cost savings. Public administrations becomes a role model through their diversity roles in environmental, social and economic dimension, where sustainable practice is set. In terms of green initiatives, these are key in helping organizations to be more sustainable and essentially embed environmental responsibility within the business. By taking more environmentally friendly actions, companies and institutions can not only lessen their environmental impact but actively strive for broader societal objectives pertaining to sustainable development. (News, 2024)

Implementation Challenges

8.1. Challenges in Implementing Strategic Management Practices

The wide range of barriers to the implementation of the practice strategic management approaches for sustainable development are numerous. One such hurdle is a change of organisational culture, meaning that this transformational process starts with the top and must address attitudes at every level — even though as said earlier, it may least need to fix what has never been done before. This

resistance to change can be especially extreme with more traditional companies, so having commitment and leadership from top to bottom is critical.

The hardest part, however, will be to make sustainability an integral aspect of the company's overall strategy. Trade-offs between immediate goals and long-term rewards often arise, causing friction when trying to align sustainability investments at the top of the priority list. If the momentum to achieve policy breakthroughs in DC is diverted, it is because we have failed to articulate a compelling vision for how sustainability offers long-term economic prosperity.

Monitoring and Evaluation of Sustainability Indicators is another hurdle that needed to tackle. It can get complicated, since you usually need functional data systems to monitor progress on several fronts. Monitoring sustainability initiatives must be founded upon the standardization of measurement processes and, it goes without saying, an ongoing pursuit for improvement. This gets further complicated due to the difference in environmental laws that apply in distinct zones and regions. To keep up with regulatory changes, companies will need to adopt a compliance strategy in which they can be constantly monitored and adjusted. Sustainability along entire value chain is a complex task and requires close cooperation with suppliers. The reimaged future of globally distributed manufacturing value chains requires collaboration and trust that previous practices based on proprietary audits, certifications and supplier development programs can only partly address.

In short, dealing with this type of challenge requires a proactive change-oriented approach that prioritizes cultural transformation, strategic sustainability integration, rigorous measurement systems, the development of regulatory compliance strategies as well as supply chain collaboration.

8.2. Solutions on overcoming various problems

Organizations must address several primary areas to conquer hurdles in setting up sustainable strategies. The Road to Zero: A sustainable, successful future Because sustainability is a

philosophy that requires a change in organizational culture and builds attitudes and behaviors at all levels. It is the job of leaders to raise awareness and build a culture that supports sustainability. The second risk is that sustainability can align with the strategy of companies one-way, influencing both short-term and long-term goals. They help produce a narrative that relates sustainability to durable economic success, but it is important to put in place and communicate a vision of this. This Sustainability Profile Measure and monitor sustainability indicators accurately, Easy to do report sustainability performance regularly(endpoint measures) Measuring will be necessary to help you do your job, so it's important that we get measuring down as an industry sooner rather than later. Furthermore, enforcing environmental regulations and compliance is complex because of the multiple number of laws by region which necessitate ongoing compliance monitoring. Optimizing the value chain for an effective and transparent product life cycle management is a complex task that requires working hand-in-hand with suppliers to ensure sustainability throughout all stages in the supply chain. Openness, transparency, an open narrative and co-operation are key to cultivate resilient and sustainable value chains.

In conclusion, true sustainability success is only attained by organizations that make the necessary cultural shift, incorporate sustainability into their strategies, measure accurately their indicators, are compliant with regulations and oversee the supply chain.

Conclusion and Recommendations

9.1 Summary of conclusions

The Medina Charter on the Mediterranean Strategy for Sustainable Development 2016-2025 emphasised that respect for nature within a framework of solidarity is key to underpinning economic and social progress. This further underscores the importance of horizontal policy coherence, vertical collaboration and the engagement of intergovernmental forums. The strategy will provide guidance on the key

directions for civil society, including how to engage it in partnerships, develop projects with a particular focus on stakeholder engagement and outreach. The private sector is widely acknowledged to be central to the transition towards green economies on sustainable pathways.

To help achieve this, working with the scientific community is critical to building the tools necessary to assess sustainable development. Independent of CSCEC, donors are given choices on regional goals and strategic guidelines to screen their funding proposals for best sustainability alignment.

The Mediterranean region is suffering from development gaps, geopolitical conflicts and the impact of climate change. The strategy seeks to harmonize socio-economic, and environmental goals and also address national strategies towards sustainable development through regional cooperation. It draws attention to the investment that is needed in environmental restoration and conservation both as a risk protection measure for long-term socio-economic development. The Mediterranean Strategy for Sustainable Development 2016-2025 is in fact a fundamental blueprint to support the integration of sustainability into policy making at various scales. This approach helps make the region more sustainable through reaching out across sectors and creating awareness.

9.2. Policy and practice implications

It is now a necessity for businesses to incorporate sustainability strategies into their operation and this is no longer the preserve of just the giants in today's global village. It is no longer a zero-sum game whereby profit and environmental good are conflicting priorities. Businesses big and small are increasingly aware of their social and environmental impact when they plan their strategy and results vs. its trade-off is no longer deemed sustainable in the long-term. Demonstratively outperforming profit-driven paradigms, organizations that evolve using sustainable methods can deepen their own financial stability while, more importantly, ensuring the health of this planetary ecosystem.

In fact, companies that have adopted a for-profit model and the use of ESG (Environmental, Social

and Governance) ratings in partnership with such models are now the norm rather than an exception. For companies looking to make sustainability a core part of their ethos, aligning short-term goals with long-term sustainability targets is imperative. The system of that is entirely sustainable eventually not only serves the companies themselves, but also a lot more to offer to society and nature.

In short, taking a sustainable approach aids companies to prosper financially while providing the planet with some fresh air. Companies that bake social and environmental factors into their strategic decision-making are able to create shared value over time, reducing risks of dislocation while also contributing to a more sustainable future.

9.3. Further Research Suggestions

Future research could investigate in greater detail how the sustainability principles can be best combined with strategic management practices in different industries and contexts. Examining the effects of business-strategy alignment with the Sustainable Development Goals (SDGs) on long-term firm performance provides researchers and practitioners valuable information when establishing company strategies and policies. It would also be interesting to consider how the technological changes are helping to drive sustainability initiatives more effectively within an overall strategic management framework.

On the other hand, they we could think of doing a new study about the barriers and opportunities for implementation related to green initiatives, as well as circular economy practices in strategic management can provide practical notes for companies that want to reach economic, social and environmental sustainability. The study of stakeholder engagement strategies and its influence on the successful implementation of the Sustainable Development Goals could potentially lead to organizational effectiveness improvements.

The examination of government policies and regulations as potent driver to create a conducive platform for mainstreaming sustainable practices into strategic management processes may shed beams on the systemic modifications essential to outreach sustainability at societal level. Making

the links between sustainability, resilience and economic growth more explicit — especially within strategic management frameworks — could result in holistic strategies that better shape a sustainable future.

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