

The State of Corporate Sustainability in the Nelson Mandela Bay Municipality

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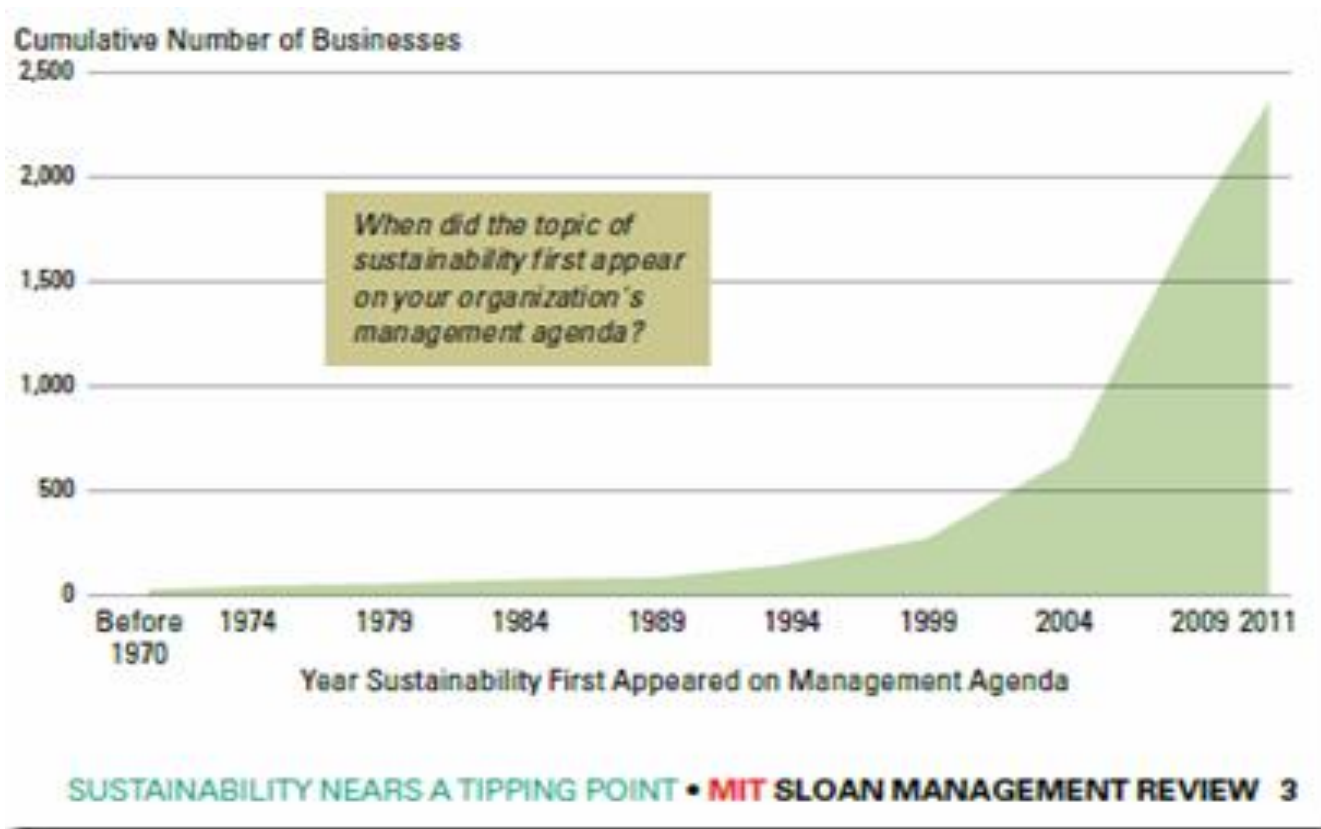
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 - Corporate sustainability
 - Nelson Mandela Bay Metropolitan
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Corporate sustainability

- Emerging economies are in the spotlight
- South Africa and NMBM has made progress economically
- The economic development has come at a cost
- Main aim of business is not only to make a profit
- Growing concerns worldwide

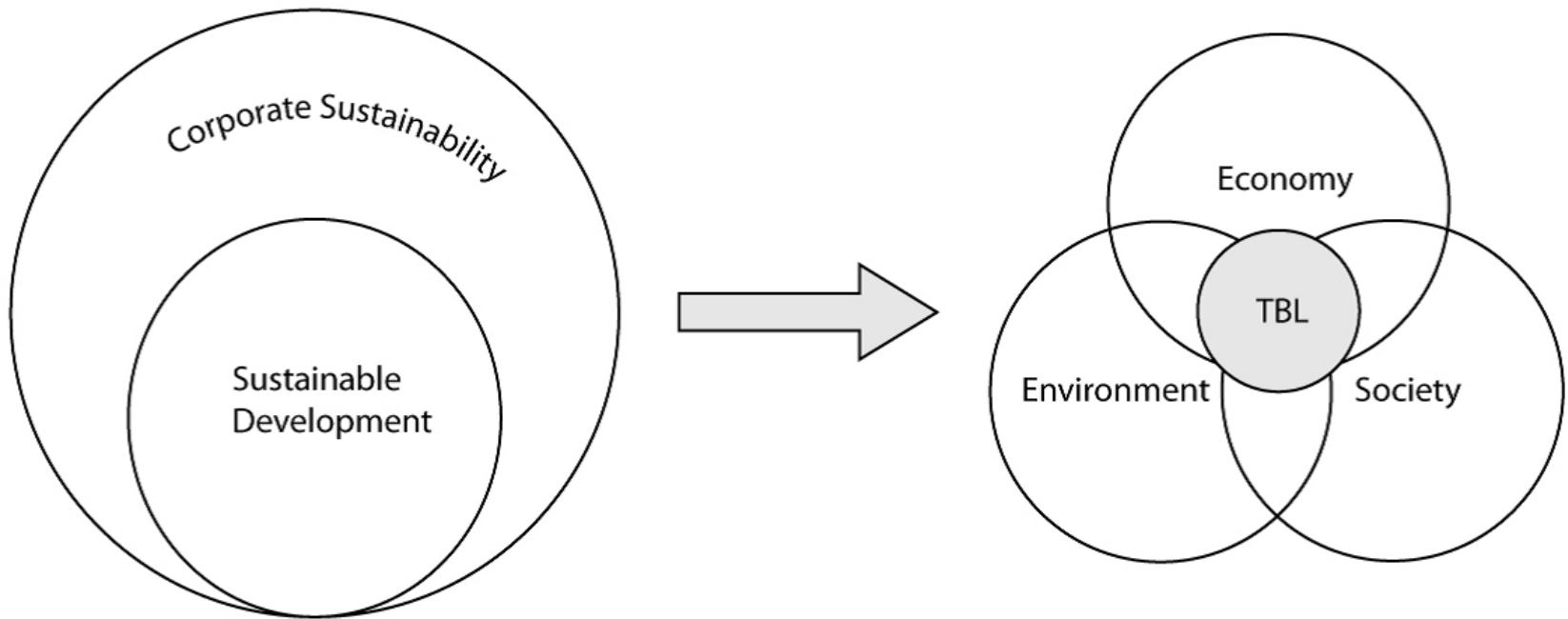
Corporate sustainability



Corporate sustainability

- Corporations play a role because
 - Degradation of the environment
 - Financial resources are available for aid of existing problems
- Corporations have a framework to deal with social, environmental and economic issues
- The main issue now is how to make CS work and not if investment in CS should be made

Corporate sustainability



NMBM

- NMBM is largest contributor to the economy in the Eastern Cape
- Contributes 42%to the GDP
- Strong place for industrial growth
- Growth of industrial sector is one of major reasons for need for evaluation
- Some are registered with ISO14001

Significance of the study

- History of South Africa
- NMBM growing economy
- Available research is for developed countries
- ISO 14000 is a guideline

Research objectives

- Aim of the research is to assess the current state of corporate sustainability in NMBM by using a ranking system
- Selected ISO 14001 corporations will be evaluated
- Sub foci
 - Create an evaluation system to rank ISO 14001 registered corporations
 - Apply the evaluation system to determine which ISO14001 registered corporation have competitive advantage for more than minimum compliance

Demarcation of study area

- Industry
 - Different industries
- Geographical demarcation
 - NMBM
- Research period
 - Two calendar years

Proposed methodology

- Use an extensive literature review on cutting edge CS for competitive advantage
- Create a theoretical scale that uses concepts of corporate sustainability from mere compliance to using CS for competitive advantage as the highest
- Scale based on stages of achieving CS

Proposed methodology

- Five stages:
 - compliance
 - Efficiency
 - Environmental and health and safety of employees
 - Supply chain
 - Intrinsic stage

Proposed Methodology

- Identified corporations include some of those in the Business Chambers
- These include: VW, GM, Borbit, Eveready

Issues

- Corporations cooperation
- Number of corporations

Future studies

- Comparative CS studies of NMBM
- Improving CS reporting

References

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