

Innovative Practices and Environmental Management: A Case Study of Two Industrial Groups Certified CSR

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Abstract

Environmental protection is widely recognized as one of the three major pillars of Sustainable Development and Corporate Social Responsibility. It is seen as a voluntary decision that has become deeply embedded in organizations' strategic choices, investment priorities and financing decisions.

This article aims to highlight the main innovative practices in environmental management and protection of natural resources implemented by Moroccan industrial companies labeled CSR, with polluting activities.

To achieve this, we have chosen a methodological protocol based on case studies conducted through semi-structured interviews with the executives of two Moroccan industrial groups labeled CSR. Data collection was carried out using an interview guide structured according to the objectives of the study.

Through a thematic analysis, we were able to emphasize that these two major industrial groups have implemented a range of innovative practices voluntarily. These practices include the recycling and treatment of wastewater, waste sorting, continuous maintenance and monitoring of QSE management systems, and adoption of ISO 51000 and ISO 14 001.

Keywords: Innovative practices, environmental management, industrial companies, CSR label, Morocco