

The Business Guide for Sustainability in Foreign Investments



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The Business Guide for Sustainability in Foreign Investments



About the report

International business investors can embed sustainability in each step of their operations. This guide describes the social, environmental and economic practices that international firms must understand when entering a new market.

It explains why caring for the environment and local communities is good for business and gives examples of sustainability practices relevant to investing. National companion guides for Ethiopia, Kenya, Mozambique and Zambia complement this publication by providing a concise breakdown of the mandatory sustainability requirements in each country.

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Foreword

Foreign investment unlocks opportunities to reach new regional and global markets and better serve the local market. The actions taken by business managers have tremendous spillover effects, not only for the local economy, but for the social and environmental conditions of the local population. As part of the post-pandemic recovery, investing sustainably is essential.

National legislation, regional trade agreements, and market demand all trend towards increased consideration for social and environmental practices. As such, ensuring sustainability is central to foreign investments can translate into a triple win for social development, economic growth and environmental sustainability. But it's not always easy.

In order to catalyse opportunities for international firms and local business, it is key to improve awareness among investors of both the business case for sustainable investment and the general requirements to be expected.

This guide makes the business case for sustainable investment and provides common sustainability practice – both mandatory and voluntary – that international firms must consider when starting operations in a foreign country. The recommendations as well as the tools, such as sustainability checklists and resource directories, provide practical support to investors in their journey to improve their business practices.

In 2019, the International Trade Centre released four guides on sustainable investment in Ethiopia, Kenya, Mozambique and Zambia. The success of these guides has led to this second edition, which is relevant for international investors around the world, in all markets.

To complement this general guide, ITC also has four national companion guides with details on mandatory social and environmental investment requirements for Ethiopia, Kenya, Mozambique and Zambia.

This guide is an outcome of the research conducted for the Partnership for Investment and Growth in Africa, funded by the United Kingdom's Foreign, Commonwealth & Development Office. It is based on insights of ministries, investors, businesses and experts at the International Trade Centre.



Pamela Coke-Hamilton

Executive Director
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