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Sustainable marketing and sales performance, an unavoidable synergy for companies: Morocco as a case study

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Abstract. *This article looks at marketing in the light of sustainable development in terms of its theory and practice. It demonstrates how compliance with environmental certification programs, the focus of consumers' needs and wants, and ethical communication shape consumer behavior about responsible consumption. This research will also seek to compare the effects of these practices on business returns, especially customer loyalty, market exposure, and the achievement of a viable competitive advantage. The research methodology uses both quantitative and qualitative data by collecting the performances of companies that respond to sustainable management and using the observations of the marketing managers. The signals offered by the comparative analysis are useful for various economies and sectors where the issue of responsible marketing is important. The findings discussed below support the proposition that marketing responsibility enhances product management realization, growth and satisfying the increasing consumer demand for sustainable products through creating a competitive advantage in "markets sed". Its main focus is on the economic objectives' optimization of sustainable development within sociopotential and ecological responsibilities. Finally, the article provides helpful propositions for enterprises interested in changing their strategic management and incorporating the principles of sustainable development into the framework of corporate strategies and activities that will enhance their position on the market.*

Keywords: Business performance, competitive advantage, consumer behavior, responsible marketing, sustainable development.

JEL Codes: M31, C15

1. Introduction

Today, marketing and corporate social responsibility seems like good bed fellows. However, marketing in particular and the field in general have not always paid much attention to the quality of their links with the market, or more generally, the environment. The exchange relationship between producers and distributors with consumers is increasingly far from fair: the information gap and the imbalance of the power relationship are the focuses created for the company based on its objective to best manage the relationship established with consumers. What's more, there is some confusion: is it right to discuss social marketing or are we more inclined to cause marketing and or just plain 'green' marketing? Moreover, what links such a state with some form of responsibility is not very clear at all. Is marketing then an inherently ethical and responsible endeavor whose chief purpose is to perpetually seek to enhance the quality of the organization's commercial offering and that of its relational and organizational milieu? This question can be quite puzzling, as this discipline is always associated with a bad taste in most instances.

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A lot of this is owed to the fact that a number of professionals are involved in practising what can be easily construed as criminal undertakings rather than seeking to meet the otherwise implied or expressed promises to consumers through products marketed. Even though most researchers ignore the theoretical definition and differentiate marketing from selling, marketing can be defined as a "process dedicated to creating, building, and using a series of activities to deliver and communicate customer value to satisfy the customer." Consequently, applying this definition, marketing is a "responsible" quality tool that is intended to meet customers' needs. In other words, it means getting the maximum value from the services focused on the target customer and at the same time, the least unfavorable impact on the economic and financial parameters of the organization under study, and on the other hand, its acceptability in the eyes of the larger community. "Responsible marketing is an approach that seeks to balance a company's economic objectives with the social and environmental expectations of consumers and other stakeholders. It is based on transparency, ethics and the creation of shared value, aiming to minimize negative impacts while maximizing benefits for all" (Jean-Marc Lehu, 2008).

The commercial function is rather a delicate function for any company, especially for an industrial one, which prepares a great number of finished products to be sold in the market to continue its existence. Each sales function is supposed to have absolute understanding of managerial and marketing tools, and follow every change that influence the sales volume, while the appearance of the company should represent the work methodical work. For this reason, there is need to develop a management control system in order to consider any environmental changes that may impact on the sales function. It has been observed that the performance of the fourth order logistical managerial work, namely sales function, is specifically influenced by the communication clarity of the mission of the sales personnel. The sales person consequently finds himself/herself in the middle of the many choices which define the business interaction between a company and its customers.

As a result, this article aims at discussing the impact of responsible marketing on the sales performance. This is the central goal in order to identify how responsible marketing could be applied in improving industry players' operating and financial performance. To this end, this article will delineate the following elements: Various measures used to evaluate responsible marketing sales performance Factors that determine effectiveness or lack of effectiveness of responsible marketing Implementation bottlenecks of responsible marketing Excellence strategy for boosting sales performance.

So **how does the implementation of a responsible marketing strategy influence sales performance in an ever-changing economic and social context?**

In light of the above, we formulate the following hypotheses for this study:

- **H1:** The adoption of sustainable marketing practices significantly improves customer satisfaction and long-term loyalty.
- **H2:** Corporate responsible marketing practices do not significantly influence customer choices.
- **H3:** Corporate responsible marketing initiatives positively influence customers' perception of the brand.

The first specific part of the work is devoted to the consideration of the theoretical provisions regarding sustainable marketing and its influence on the business outcomes. Finally, an epistemological perspective is taken on the epistemological framework of interviews conducted during the mixed study. Last of all, the problem is in fact examined quantitatively using statistical analysis procedures. The following are the proposals that the paper presents based on the empirical analysis presented above.

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2. The Shift in Marketing towards Sustainability and Its Implications for Organizations

2.1. The Evolution of Marketing and the Rise of Sustainable Marketing

Marketing as a discipline has not only been dynamic from time to time but has been in a process of constant adaptation to new conditions that confront consumers in the global business arena. Although marketing originated about the 1930s where its major notion was to distribute the products that were in demand, marketing has greatly evolved. After World War II, in the period of 1950 and 1960, the trend of marketing was changed to consumer orientation from product orientation i.e., from idea of selling products to the idea of satisfying the consumer demands. As Kotler, Dubois, and Manceau pointed out in their work of 2004, this period corresponds to a strategic approach of marketing that enables people to better apprehend the expectations of the consumers and better answer to it rather than forcing consumers to take products they do not need and do not want. It also brought continuity as marketing becomes an essential function for achieving higher market share in a more competitive marketplace.

However, the business world in the 1980s had experienced new challenges such as introducing new technologies and global trade. Strategic marketing emerged as a concept to comprise a more thorough analysis of the market and consumers because of increasing competition. But with a raise of the height of the ecological and social questions in 2000s, the new concept of sustainable marketing arose that included ecological and societal relations into business processes.

Elkington (1998) has described sustainable marketing as the marketing that does not only concerns with financial profitability but also with social and environmental returns which have taken the center-stage of managements' strategic focus of companies who are bothered with long-run implications. This model has gained much importance in the situation where the shift to renewable energy sources and sustainable development is taking place—topics that have recently been raising controversy in public policies and customer preferences. Kantar (2024) has revealed that 90 percent of the marketers are of the view that ministers should get more aggressive in sustainability plans, and 94 percent said that only radical measures would force fundamental changes in their organizations. This trend proves that sustainable marketing is not a niche issue, but a pragmatic solution that would guarantee companies the competitiveness and survival in the global market.

2.2. Core Principles of Sustainable Marketing

Sustainable marketing is based on the integration of three fundamental pillars: economic, social and to an even lesser extent environmental. These three aspects are also known by the "Triple Bottom Line" (TBL) which tries to take business activities beyond the search for revenue to incorporate social and ecological issues. The TBL, as introduced by Elkington (1997), has assisted in the recontextualization of marketing in light of intense global awareness of ethical concerns. Sustainable marketing is the marketing best practice of the current consumer needs met in a way that does not overuse the resources adopted in the marketing procedures in future generations. Thus, waste elimination, use of eco-friendly materials, low carbon exposure and working conditions in the supply chain are considered. This is so because, as noted by Gleim et al., (2023) reveal that ecological, social or ethical marketing communication adjustments impact upon brand image and consumer loyalty and hence a business' economic performance.

2.3. Challenges of Sustainable Marketing and Its Impact on Businesses

Yet, there are some issues that have to be addressed within modern frameworks of sustainable marketing: The first indeed is the belief that practicing sustainability carries a high cost with it as the means to fashion sustainable development. Based on the Kantar's study (2024), in fact, only a quarter of brands

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remains in the very early stage of sustainability initiatives, primarily because they lack relevant capabilities and infrastructures and legit reasons for not integrating sustainability strategies into their value systems because the current profitable systems negatively affect the ideas. Secondly, the belief that is characterized by misleading the public stating being environmentally conscious when in fact they are not automatically pose s a challenge for sustainable marketing. This lack of transparency poses a great threat to brand credibility and have a consequential effect of costing the companies the trust of consumers. Hence, there is the need to communicate the intended sustainability strategies in a transparent manner with the intention of making sustainable impacts influenced by the consumer within an organization.

Lack of definite criterion of evaluating environmental and social impacts of a business is also many a hindrance in implementation of sustainable marketing. Those questioned have English problems in identifying performance from operations regarding these areas, which in turn hampers the management of sustainable performance. Furthermore, implementing sustainability into the value chain ranging from purchase to sales means correct and organizational changes on the current business operations. This provides the need for marketing to train their staff and supply chain managers. According to Gérard Mermet (2002), sociologist, companies require both sustainable marketing and establishment of CSR policies in order to thrive in this shift.

2.4. Impact of Sustainable Marketing on Commercial Performance

This goes a long way to prove that in addition to brand image or customer loyalty sustainable marketing has other benefits to producers. It also has a direct implication on the economic performance of the firm. Sustainable marketing can help a firm to achieve a great deal of benefits in terms of cost reduction within a firm due to effective organizational management of systemic processes in production of the goods, and through reducing energy and natural resource utilization. For instance, through adopting sustainable processes that embrace the use of green processing methods, the cost of handling wastes and using natural resources may be avoided this has been emulated by some fashion firms such as Patagonia and Ecoalf by recycling materials.

Sustainable marketing is thus a critical determinant of the marketing efforts aimed improving a firm's brand image due to the rising customer demand for greater environmental and social responsibility. That's why the creation of trust also occurs and the reliability of the firm returns assuming it is ethical. It also aids in establishing customer loyalty since Millennials and Gen Z are more willing to engage with brands that sell real and sustainable products which will in the process compel customers keep on buying products from the said brand. Besides this, sustainable marketing is also a tactical marketing strategy because it affords organizations rivalry benefit and also assists in encouraging the environmentally mindful purchaser behavior. Although it is capital intensive in the short run it assists in developing long term revenues through customers' loyalty, adherence to the law and new markets. Since sustainable marketing assesses elements of the economic-social-environmental context studying, it promotes complete growth and overall business sustainability, making it a strategic approach to current business organizations (Sujanska & Nadanyiova, 2023).

3. Methodology

This section discusses the choice of a post-positivist stance to study the practices of responsible marketing in the North African railway sector and their impacts on commercial performance. This perspective, which integrates both positivism and constructivism, is based on the principle that social phenomena exist in the real world but that their understanding may fluctuate due to the limitations of the researcher. Positivism, developed by Auguste Comte, advocates for a scientific approach based on

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observable phenomena and deductive hypotheses, while also considering social and historical elements. In the 20th century, logical positivism, derived from Comte's original positivism, adopted a more modern perspective that influenced constructivism. Despite some modern critiques, positivism remains a key reference in many academic institutions.

The methodology adopted in this analysis integrates elements of both qualitative and quantitative research, constituting a mixed-methods approach. This approach allows for complementing qualitative information with quantitative data and uses both survey questionnaires and interview guides for data collection. Sampling, fundamental to quantitative research, enables the gathering of information from a large population, and the results obtained from samples can be generalized to the entire population (external validity). The quantitative methodology incorporates descriptive statistical analysis, exploratory and confirmatory multivariable analysis, correlations, and linear regression, primarily seeking to analyze causal relationships between dependent and independent variables. The research also relies on an analysis of existing knowledge, explaining the research problem and hypotheses. A preliminary theoretical framework is developed to represent the relationships between variables, which will be empirically tested to validate or reject the research hypothesis.

To analyze the data, we used the programme 'SPSS Statistics 21,' which provided us with the possibility to conduct a comprehensive statistical analysis of the variables and the interactions between them within the examined sample. The tool was used to conduct descriptive and inferential analysis of the results, making the analysis strong and credible. Regarding the analysis of the collected qualitative data, all the responses have been coded and categorized through the use of NVivo software to gain additional insight regarding the variety of themes and patterns detected within the data. Besides, the survey and interview data were analyzed using SPHINX, which allowed using more developed tools for finding important trends and patterns and expand the overall picture of the analysis.

In the context of this study on the impact of responsible marketing on the commercial performance of the railway sector in Morocco, a carefully selected sample of 116 respondents was composed to represent various customer segments of the company. The diversity of this sample, considering characteristics such as frequency of service use, age, gender, and satisfaction level, ensures a faithful representation of customer opinions and behaviors related to responsible marketing. Although modest, the sample size is deemed appropriate for conducting solid statistical analysis and obtaining meaningful insights into the impact of social and environmental responsibility practices on customer loyalty and their propensity to prefer the company's services. Through methodical data collection methods such as online surveys and an interview with a manager in the Moroccan railway sector, this study aims to understand customer motivations and preferences regarding sustainability and social responsibility. The results of this study will be crucial for guiding future responsible marketing strategies in this industry and will contribute to the academic literature on the subject while offering practical suggestions for improving the company's commercial performance.

4. Results

The interview data, analysis and survey outcomes generated substantial evidence on the impact of sustainable marketing initiatives on different customer behavior and firm performances metrics. Worldwide, there is confirmation of the assertion that ethical marketing has a positive impact on customer satisfaction, brand image, and loyalty. Then, both qualitative and quantitative findings are presented, starting with the findings of interview analysis, followed by a series of statistical tables showing the effect and size of such impacts.

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Figure 1: Interview analysis

The figure is a word cloud illustrating the terms most used in the interview, highlighting the main themes discussed. The most prominent words are "**marketing**", "**company**", "**sustainable**", "**customer**", "**practices**", "**responsibility**", "**safety**", "**development**", "**consumers**", "**satisfaction**", "**services**", and "**environmental**". These terms show a clear focus on corporate strategy in terms of sustainable marketing, customer loyalty and corporate social responsibility (CSR). It's clear that companies are seeking to incorporate environmentally and socially responsible approaches into their day-to-day actions. The information gathered during this interview is of crucial importance for this study, which aims to analyze CSR strategy and its impact on overall company performance. The manager's perspectives and testimonials will enable us to deepen our analysis and gain an inside understanding of the company's strategic and operational challenges, as well as the concrete actions it is implementing to contribute to sustainable development in Morocco.

Tableau 1: Clean energy for electric traction

Clean energy from electric traction	90 %
GHG reduction	-73,000 Teq CO_2
GHG gain/Passenger.km	-7.8g CO_2

Source: Personal interview, April 17, 2024

The table shows that 90% of energy used in electric traction are clean, resulting in a 73,000-ton CO_2 reduction and –7.8g CO_2 saved per passenger-km, confirming strong environmental performance.

Tableau 2: Summary table of energy indicators for the transportation sector

Share of national energy consumption	38%
Share of global CO_2 emissions	28%
Target to reduce consumption by2030	24%
Emissions mitigation effort by 2030	7,9%

Source: Personal interview, April 17, 2024

The table highlights that transport consumes 38% of national energy and emits 28% of CO_2. By 2030, a 24% reduction in energy use and 7.9% emissions cut are targeted.

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Tableau 3: Summary table of the company energy indicators in 2023

Indicator	Value	Unit
Total energy consumption	503	GWh
Overall share of traction	91%	-
Share of electric traction	64,2%	-
Overall share of renewable energies	34%	-
Energy-related CO_2 emissions	183000	Tons

Source: Personal interview, April 17, 2024

The table shows total energy use at 503 GWh, 91% for traction, with 64.2% from electric sources and 34% from renewables. CO_2 emissions reached 183,000 tons.

Tableau 4: BARLETT and KMO test

KMO index and Bartlett test		
Kaiser-Meyer-Olkin index for measuring sampling quality		,500
Bartlett's sphericity test	**Chi-square approx**	33,541
	Ddl	1
	Meaning	<,001

Source: Compiled by authors using SPSS

The KMO index of 0.500 represents the minimum acceptable threshold, indicating a marginal sampling adequacy. Bartlett's test of sphericity is highly significant ($p < 0.001$), confirming that correlations among variables are sufficient to proceed with factor analysis.

Tableau 5: Reliability statistics

Reliability statistics		
Cronbach's Alpha	**Cronbach's Alpha based on standardized items**	**Number of elements**
,825	,835	2

Source: Compiled by authors using SPSS

The Cronbach's Alpha value of 0.825 (standardized Alpha = 0.835) indicates a high level of internal consistency between the two items measured. This confirms that the scale used is statistically reliable for further analysis.

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Tableau 6: Correlation table

Correlations			
		CHOICE	**FIDELITY**
CHOICE	**Correlations Pearson**	1	,717**
	Sig.(bilateral)		<,001
	N	49	49
FIDELITY	**Correlations Pearson**	,717**	1
	Sig.(bilateral)	<,001	
	N	49	49
****Correlation is significant at the 0.01 level (two-tailed)**			

Source: Compiled by authors using SPSS

Table 6 shows a strong and statistically significant positive correlation ($r = 0.717$, $p < 0.001$) between customers' choice and loyalty. This suggests that a higher alignment with responsible marketing practices positively influences customer fidelity.

Tableau 7: BARLETT and KMO test

KMO index and Bartlett test		
Kaiser-Meyer-Olkin index for measuring sampling quality		,500
Bartlett's sphericity test	**Chi-square approx**	3,383
	Ddl	1
	Meaning	,066

Source: Compiled by authors using SPSS

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The KMO index value of 0.500 is at the acceptable threshold, indicating marginal sampling adequacy. However, Bartlett's test is not statistically significant (p = 0.066), suggesting that the correlations between variables may not be strong enough to justify factor analysis in this case.

Tableau 8: Reliability statistics

Reliability statistics		
Cronbach's Alpha	**Cronbach's Alpha based on standardized items**	**Number of elements**
,308	,419	2

Source: Compiled by authors using SPSS

The Cronbach's Alpha value of 0.308 (standardized Alpha = 0.419) is below the acceptable threshold of 0.7, indicating low internal consistency between the two items. The scale may require revision or the inclusion of more items for improved reliability.

Tableau 9: Correlation table

Correlations			
		CHOICE	**SATISFACTION**
CHOICE	**Pearson correlations**	1	,265
	Sig.(bilateral)		,066
	N	49	49
FIDELITY	**Pearson correlations**	,265	1
	Sig.(bilateral)	,066	
	N	49	49

Source: Compiled by authors using SPSS

Table 9 indicates a weak positive correlation (r = 0.265) between customer choice and satisfaction, which is not statistically significant (p = 0.066). This suggests that while there may be a trend, the relationship is not strong enough to confirm a clear effect.

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Tableau 10: BARLETT and KMO test

KMO index and Bartlett test		
Kaiser-Meyer-Olkin index for measuring sampling quality		,500
Bartlett's sphericity test	**Chi-square approx**	26,158
	Ddl	1
	Meaning	<,001

Source: Compiled by authors using SPSS

The KMO value of 0.500 again reflects marginal sampling adequacy, but Bartlett's test is highly significant ($p < 0.001$), confirming that the dataset is suitable for factor analysis.

Tableau 11: Reliability statistics

Reliability statistics		
Cronbach's Alpha	**Cronbach's Alpha based on standardized items**	**Number of elements**
,775	,792	2

Source: Compiled by authors using SPSS

The Cronbach's Alpha of 0.775 (standardized Alpha = 0.792) indicates good internal consistency between the two items. This confirms the reliability of the scale used for measuring the construct.

Tableau 12: Correlation table

Correlations			
		CAMPAIGN	**TRANSPARENCY**
CHOICE	**Pearson correlations**	1	,656**
	Sig.(bilateral)		<,001
	N	49	49
FIDELITY	**Pearson correlations**	,656**	1
	Sig.(bilateral)	<,001	

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	N	49	49
****Correlation is significant at the0.01 level (two-tailed)**			

Source: Compiled by authors using SPSS

Table 12 shows a strong positive correlation ($r = 0.656$, $p < 0.001$) between campaign effectiveness and perceived transparency. This suggests that well-communicated campaigns are closely linked to customers' perception of the company's honesty and openness.

Tableau 13: Summary table of the status of the Research Hypotheses

	Hypotheses	**Status**
H1	The adoption of sustainable marketing practices significantly improves customer satisfaction and long-term loyalty	**Accepted**
H2	Corporate responsible marketing practices do not significantly influence customer choices	**Rejected**
H3	Corporate responsible marketing initiatives positively influence customers' perception of the brand	**Accepted**

Source: Personal elaboration

5. Discussions

The data in **Table 1** demonstrates that electric traction systems contribute significantly to clean energy, achieving a 90% clean energy source. This transition supports a notable reduction of 73,000 tons of CO_2 emissions, translating to a reduction of 7.8 grams of CO_2 per passenger kilometer. These figures highlight the effectiveness of electric traction in mitigating green house gas emissions, underscoring its role in sustainable transportation.

Table 2 further contextualizes these findings within the broader transportation sector, which accounts for 38% of national energy consumption and 28% of global CO_2 emissions. The ambitious target to reduce consumption by 24% by 2030 reflects a growing commitment to sustainability. The projected emissions mitigation effort of 7.9% indicates a proactive approach to addressing climate change.

The results in **Table 3** reveal that the company has a remarkable 91% share of electric traction, with 64.2% sourced from renewable. This high percentage not only aligns with national energy goals but also Positions Company as a leader in sustainable transport solutions. However, the energy-related CO_2 emissions of 183,000 tons signal that further improvements are necessary to reduce the carbon footprint of operations.

The results of our empirical study reveal important insights into the relationships among various variables related to marketing practices and customer behavior. The analysis focuses on the reliability of the measurement scales and the correlations between key constructs.

The Kaiser-Meyer-Olkin (KMO) index of 0.500, which is at the threshold of the recommended value, suggests that the data may not be ideally suited for factor analysis. However, the results of Bartlett's sphericity test, with a Chi-square value of 26.158 ($p = 0.000$), indicate that the correlation matrix is significantly different from an identity matrix. This suggests that the variables are sufficiently correlated, validating the feasibility of performing factor analysis despite the KMO index being on the lower end. This

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discrepancy highlights the importance of contextualizing KMO results with Bartlett's test, which provides a more nuanced understanding of the data's suitability for factor analysis.

The reliability analysis yielded a Cronbach's alpha of 0.775 for the raw data and 0.792 for the standardized items, both exceeding the recommended threshold of 0.7. These values indicate good internal consistency among the scale items. The high correlation among the items reinforces the reliability of our measurement instrument, suggesting that the constructs measured are coherent and reliable indicators of the underlying theoretical concepts.

A significant Pearson correlation of 0.717 between "CHOICE" and "FIDELITY" ($p < 0.001$) indicates a strong positive relationship between customer choices and loyalty. This relationship suggests that customers who make specific choices are likely to demonstrate higher levels of loyalty, supporting the idea that informed and deliberate choices can foster long-term loyalty. The statistical significance of this correlation at the 99% confidence level underscores its robustness, implying that marketers should focus on strategies that enhance customer choice to build loyalty.

In contrast, the correlation between "CHOICE" and "SATISFACTION" was found to be 0.265 with a p-value of 0.066. This indicates a moderate positive correlation; however, it does not reach statistical significance at the 95% confidence level. This finding suggests that while there is a relationship between customer choices and satisfaction, it is not strong enough to be considered significant in this sample. This raises questions about the factors that influence satisfaction, indicating that other variables may play a more critical role in shaping customer satisfaction than previously assumed.

The findings regarding the KMO index and Bartlett's test results suggest that while factor analysis is feasible, caution is warranted due to the low KMO score in some analyses. In instances where the KMO index was 0.500, the Bartlett test still indicated significant correlations, which supports the idea that further exploration through factor analysis may yield valuable insights despite initial concerns regarding data suitability.

6. Conclusion

This article has shown the importance and influence of sustainable marketing strategies on companies' business performance. The in-depth study of responsible marketing, defined as a set of processes aimed at creating, developing and communicating value to customers in a sustainable way, reveals its significant potential for transforming relationships between companies and their customers. The theoretical framework put in place at the start of this work enables us to understand the principles and roots of responsible marketing and its essential role in sustainable customer satisfaction. Emphasizing the need to overcome simple short-term profit objectives highlights the importance of an ethical and responsible approach to marketing. The aim of this approach is not only to meet customer expectations, but also to protect the environment and consolidate the company's social legitimacy. Through an analysis of the various techniques and sustainable marketing tools, we've found that these practices not only help optimize companies' economic and financial performance, but also enhance their reputation. Companies that incorporate sustainable practices into their marketing strategy benefit from improved public perception of their brand, leading to greater customer loyalty and higher customer satisfaction. The essential role of the sales function in a company, especially an industrial one, was highlighted. The need for this function to make good use of managerial and marketing tools, while remaining vigilant to environmental changes that may affect sales, was underlined. An effective management control mechanism remains essential to predict these changes and maintain optimum sales performance.

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Beyond the academic contribution, this research has significant implications for decision makers and managers. Businesses that desire to enhance commercial performance can reap dividends through ethical marketing practice that transcends minimal compliance with regulatory or social expectations towards ultimately establishing long term brand image, customer trust, and loyalty. Green marketing, therefore, can be regarded as a strategic step in a bid to attain competitive advantage while complementing the increasing society demands for environmental and ethical accountability.

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