

# **Influential Article Review - How NGOs Maximize Environmental Responsibility**

**Ginger Jackson**

**Joy Gonzales**

**Ella Martin**

*This paper examines corporate environmental responsibility. We present insights from a highly influential paper. Here are the highlights from this paper: This research explores the role of Non-Government Organizations (NGOs) in corporate environmental responsibility practice within the context of a developing country, Ethiopia, and provides a framework that enables NGOs to influence firms to improve environmental performance and increase environmental disclosure. This research is a qualitative research which employs content analysis. The result of the study shows that the environmental NGOs in Ethiopia are engaged more in reacting to the damage that has been caused by the unsustainable business practices rather than working proactively by collaborating with corporations, government and other stakeholders. This implies that donors should play a pivotal role in this regard since it is the donors' thematic area of activities that dictates the NGOs projects and programs. For our overseas readers, we then present the insights from this paper in Spanish, French, Portuguese, and German.*

*Keywords: NGOs, Corporate Environmental Responsibility, Stakeholder, Ethiopia*

## **SUMMARY**

- As has been indicated in the abstract and Introduction section, this research aims at examining the role of environmental NGOs on corporate environmental responsibility.
- Environmental challenges in Ethiopia. Ethiopia is one of the beautiful countries located in North East Africa and it is endowed with rich wildlife and ecosystem. However, its natural beauty has largely been degraded as a result of human activities in general and industrial pollution in particular. The challenges are manifested in the form of deforestation, land degradation, climate change, water pollution, waste management, air pollution and noise pollution. According to the 2014 Environmental performance index published by Yale University, Ethiopia ranked 131st of 178 countries .
- The evolution of NGOs in Ethiopia. In Ethiopia, prior to the existence of «NGOs», some segments of Civil Society Organisations were operating. The first organizations in Ethiopia which can be defined as NGOs were traditional self-help systems. These self-help institutions, such as «Iddirs» and «Mahbers», have been there for time immemorial, adding diversity to the civil society

landscape in Ethiopia . In 1960 both foreign and local NGOs were established when these self-help groups could no longer suffice to support the needy of the country.

- The Perception of NGOs on environmental challenges. We have specifically examined the perception of NGOs with respect to industrial pollution and we have found out that all the respondents of NGOs are highly concerned with the seriousness of the industrial pollution. The representative from one of the respondent NGOs explains the seriousness of industrial pollution by referring to the proportion of the industries that have primary waste treatment plants.
- The role of NGOs in corporate environmental responsibility practice. Article 14 of Proclamation No.621/2009 permits NGOs to take part in environmental protection activities. The proclamation prohibits foreign NGOs and Ethiopian residence NGOs to take part in environmental rights.
- The provision of information by conducting research on different environmental issues and publication are other roles that the NGOs play. They obtain, generate and disseminate environmental information through different channels. They also use the national and regional radio and television agencies to broadcast programs that aimed at creating environmental awareness.
- One of the respondents has an annual award program named by green award. This program recognises, acknowledges and celebrates good initiatives and outstanding achievements of individuals as well as for profit firms in protecting and enhancing the environment. On the top of that, it instigates others to contribute their share for the betterment of the environment, foster political will of the government and donors to invest in the environment.
- Environmental NGOs' direct and indirect strategies. Moreover, NGOs should insist and collaborate with the government to enforce the existing environmental legislations and regulations. As most scholars agree, the Growth and Transformation Plan , Climate Resilient Green Economy Growth and other environmental legislations, regulations and standards have fairly embraced the principles of sustainable development. However, there is a wide gap between the policies' and strategies' intentions and the actual practices on the ground.

## **HIGHLY INFLUENTIAL ARTICLE**

We used the following article as a basis of our evaluation:

Asfaw, T. S., Botes, V., & Mengesha, L. G. (2017). The role of NGOs in corporate environmental responsibility practice: evidence from Ethiopia. *International Journal of Corporate Social Responsibility*, 2(1), 1–9.

This is the link to the publisher's website:

<https://jcsr.springeropen.com/articles/10.1186/s40991-017-0013-0>

## **INTRODUCTION**

According to the seminal works by Clarkson (1995), Donaldson and Preston (1995) and Mitchell, et al., (1997), companies should be more responsive to primary stakeholders in terms of better environmental performance as a result of their direct financial relationship with them. Furthermore, their seminal works argue that companies should be less responsive to secondary stakeholders mainly because they lack direct financial interaction. A good deal of research has also indicated that the government has been criticized for not influencing companies to improve their environmental performance.

There are a number of arguments that can be drawn here with regard to the validity of the above seminal work. First, it should be noted that their seminal works are more relevant to developed countries than developing countries. This is because the issue of environmental awareness by consumers is somehow well known in the developed countries than developing countries. It is also more unlikely for employees in the developing countries to refuse to work for companies having poor environmental performance as there is a high unemployment rate and less job security.

Second, in the context of developing countries, Non-Governmental Organisations (NGOs) are well positioned to have a powerful impact on corporate environmental performance than any other stakeholder. This argument is based on the fact that NGOs are generally regarded as important stakeholders, representatives of key stakeholder groups and most trusted institutions as pointed out by Arenas et al. (2009), Danastas & Gadenne (2006) and Burgos (2012) respectively. Moreover, NGOs are regarded as vindicators of the general society, stakeholders' catalyst and proxy for non-human nature as indicated by Tilt (1994), Rodgers (2000) and Starik (1995) respectively. Third, even if NGOs do not have direct financial relationships with the companies, they can bring an adverse effect on the financial performance of the companies by using confrontational strategies. As a result, they can play an influential role in corporate environmental responsibilities practice by mobilizing primary stakeholders to sign petitions, boycott and protest against companies which are recognised as poor environmental performers.

This research considers the above arguments and attempts to examine the role of NGOs in corporate environmental responsibility practice by taking the case of Ethiopian. According to the 2014 Environmental performance index published by Yale University, Ethiopia ranked 131st of 178 countries (Yale University, 2014). A recent study by the Ministry of Environment and Forestry reveals that out of the 163 factories surveyed 101 (61.93%) release their industrial wastes directly to the environment without any treatments (Ministry of Environment and Forestry, 2014). By taking these major environmental issues of Ethiopia into consideration, our study contributes to the existing studies in three key areas. First, it brings a perspective from a developing country, Ethiopia, into the studies of corporate environmental responsibilities. Second, it provides a contribution to the literature on secondary stakeholders. Third, it provides an original framework that environmental NGOs can make use of in influencing companies to improve their environmental performance.

This paper is organised as follows: the next section discusses the literature review, section 3 presents data collection and methodology, section 4 discusses the findings and section 5 presents the conclusion.

## **CONCLUSION**

Ethiopia, as the case in most developing countries, encounters the need to meet development objectives on one hand and environmental protection and conservation on the other hand. It is obvious in the country that 'business as usual' practices together with the projected industrial growth, the observed environmental pollution coupled with degradation caused by industries require improved corporate environmental responsibility practice.

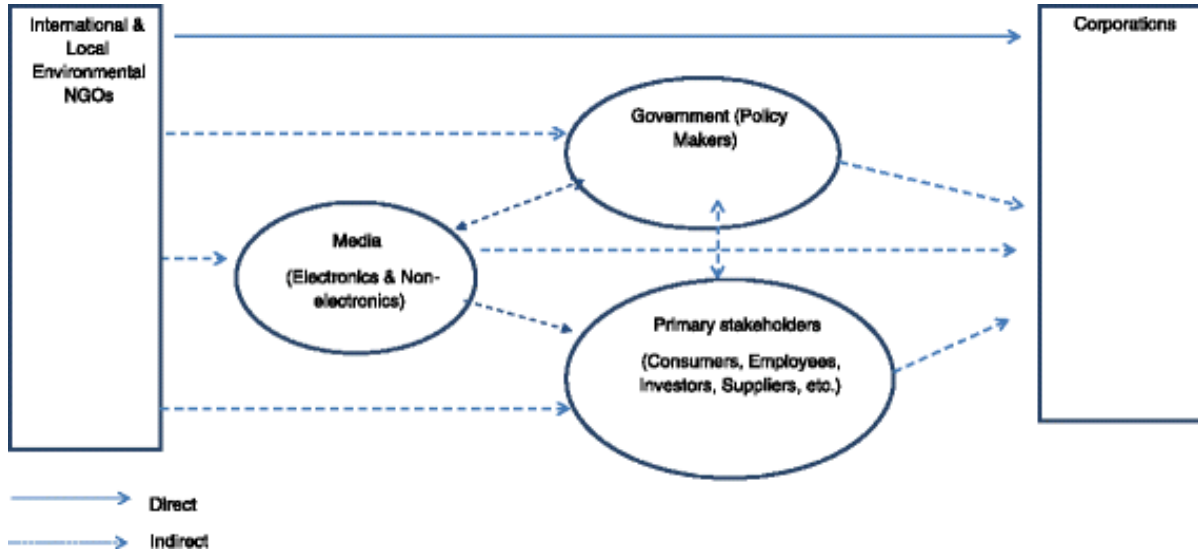
Most prior studies in the area of corporate environmental responsibilities have been conducted within the context of the developed economies where environmental awareness and governmental regulations are prevalent. The study on the issue of corporate environmental responsibilities with the context of developing countries is very limited. The literature on corporate environmental responsibility in Africa is heavily dominated by the studies that focus on South Africa with bare consideration on Ethiopia. It should be noted that most studies in the case of Africa are based on colonized countries. However, colonization tends to influence the corporate environmental responsibility. It is vital to examine corporate environmental responsibility under the absence of colonial influence. Therefore, this study contributes to the existing literature by providing findings from a developing country perspective which has never been colonized.

This study provides an original framework that environmental NGOs can make use of in influencing companies to improve their environmental performance. The framework will help the NGOs to think more clearly about the effective strategies that they could adopt. Furthermore, this research enhances the understanding of the potential influences that environmental NGOs have on companies by outlining the roles that the NGOs are playing. This will enable other researchers in a different setting to examine and explain the role NGOs can play in corporate environmental responsibility matters. This study will also have practical importance. As stated on the Climate-Resilience Green Economy Strategy (CRGE) document "Ethiopia wants to avoid the traps of business-as-usual development" (FDRE, 2011b, p. 7). To this end, the GTP and CRGE explicitly calls for stakeholders' involvement (FDRE, 2011a; MoFED, 2010). Therefore,

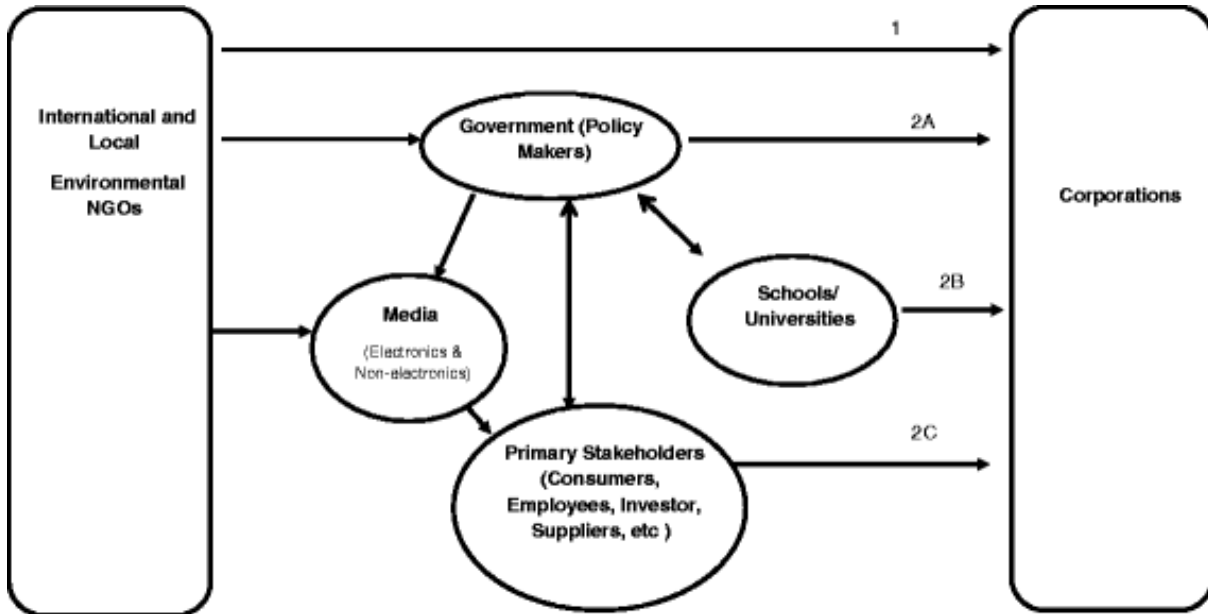
the outcome of this research could enhance the participation of environmental NGOs in the green economy development endeavour of the country.

**APPENDIX**

**FIGURE 1  
ENVIRONMENTAL NGOS' DIRECT AND INDIRECT STRATEGIES**



**FIGURE 2  
FRAMEWORK FOR NGOS TO INFLUENCE CORPORATE ENVIRONMENTAL RESPONSIBILITY PRACTICE IN ETHIOPIA**



**TABLE 1**

**COMPLEMENTARY ACTIVITIES THAT COULD BE UNDERTAKEN BY ETHIOPIAN,  
RESIDENT AND FOREIGN CHARITIES**

<b>Ethiopian charities/societies<sup>a</sup></b>	<b>Ethiopian resident Charities/Societies<sup>b</sup>/Foreign Charities<sup>c</sup></b>
<p>Raise awareness on environmental rights. Conduct research on the protection of environmental rights. Law and policy reform. Provide legal aid to victims of environmental pollution. Work to bring violators of environmental rights to justice.</p>	<p>Implement environmental protection programs, such as afforestation, terracing, water and soil conservation, etc. Undertake studies and organize forums on environmental issues such as climate change, conservation of natural resources, environmental impact of industrial and agricultural activities, etc. Assess environmental protection activities by governmental and non-governmental actors. Educate the public on the utility of environmental protection and the adverse impact of environmental degradation such as destruction of forests, erosion, climate change, etc. Encourage public initiatives to protect the environment through afforestation, terracing, water and soil conservation, protection of wildlife, etc. Conduct studies on industrial and other pollution and forward recommendations. Support synergy between food security and agricultural development endeavours with environmental protection and conservation of natural resources.</p>

<sup>a</sup>Under Article 2 of Proclamation No. 621/2009: Charities and societies proclamation 2009 “Ethiopian Charities” or “Ethiopian Societies” shall mean those Charities or Societies that are formed under the laws of Ethiopia, all of whose members are Ethiopians, generate income from Ethiopia and wholly controlled by Ethiopians. However, they may be deemed as Ethiopian Charities or Ethiopian Societies if they use not more than 10% of their funds which is received from foreign sources

<sup>b</sup>Under Article 2 of Proclamation No. 621/2009: Charities and societies proclamation 2009 “Ethiopian Residents Charities” or “Ethiopian Residents Societies” shall mean those Charities or Societies that are formed under the laws of Ethiopia and which consist of members who reside in Ethiopia and who receive more than 10% of their funds from foreign sources

<sup>c</sup>Under Article 2 of Proclamation No. 621/2009: Charities and societies proclamation 2009 "Foreign Charities" shall mean those Charities that are formed under the laws of foreign countries or which consist of members who are foreign nationals or are controlled by foreign nationals or receive funds from foreign sources

**REFERENCES**

- Ackers, B. (2009). Corporate social responsibility assurance: how do South African publicly listed companies compare? *Meditari Accountancy Research*, 17(2), 1–17.
- Ählström, J., & Sjöström, E. (2005). CSOs and business partnerships: strategies for interaction. *Business Strategy and the Environment*, 14(4), 230–240.
- Altenburg, T. (2010). Industrial policy in Ethiopia. Retrieved from Bonn: [http://edoc.vifapol.de/opus/volltexte/2011/3323/pdf/DP\\_2.2010.pdf](http://edoc.vifapol.de/opus/volltexte/2011/3323/pdf/DP_2.2010.pdf). Accessed 10 Apr 2015.
- Arenas, D., Lozano, J. M., & Albareda, L. (2009). The role of NGOs in CSR: mutual perceptions among stakeholders. *Journal of Business Ethics*, 88(1), 175–197.
- Bakker, F. (2012). Exploring networks of activism on corporate social responsibility: suggestions for a research agenda. *Creativity and innovation management*, 21(2), 212–223.

- Belal, A. R., & Owen, D. (2007). The views of corporate managers on the current state of, and future prospects for, social reporting in Bangladesh: an engagement-based study. *Accounting, Auditing & Accountability Journal*, 20(3), 472–494.
- Belal, A. R., & Roberts, R. W. (2010). Stakeholders' perceptions of corporate social reporting in Bangladesh. *Journal of Business Ethics*, 97(2), 311–324.
- Burgos, S. (2012). NGOs, IGOs, and International law: gaining credibility and legitimacy through lobbying and results. *Georgetown Journal of International Affairs*, 13(1), 79–87.
- Burgos, S. (2013). Corporations and social responsibility: NGOs in the ascendancy. *Journal of business strategy*, 34(1), 21–29.
- Charities and Societies Agency. (2014). *Monitoring Report Addis Ababa, Ethiopia*.
- Christian Relief and Development Association. (2006). *Assessment of the Operating Environment for CSO/NGOs in Ethiopia*. Addis Ababa: CRDA.
- Clarkson, M. (1995). A stakeholder framework for analyzing and evaluating corporate social performance. *The Academy of Management Review*, 20(1), 92–117.
- Danastas, L., & Gadenne, D. (2006). Australian social and environmental NGOs. *Journal of Corporate Citizenship*, 2006(23), 53–66.
- De Villiers, C., & van Staden, C. J. (2006). Can less environmental disclosure have a legitimising effect? Evidence from Africa. *Accounting, Organizations and Society*, 31(8), 763–781.
- Deegan, C., & Blomquist, C. (2006). Stakeholder influence on corporate reporting: an exploration of the interaction between WWF-Australia and the Australian minerals industry. *Accounting, Organizations and Society*, 31(4), 343–372.
- Donaldson, T., & Preston, L. E. (1995). The stakeholder theory of the corporation: concepts, evidence, and implications. *The Academy of Management Review*, 20(1), 65–91.
- Elijido-Ten, E., Kloot, L., & Clarkson, P. (2010). Extending the application of stakeholder influence strategies to environmental disclosures: an exploratory study from a developing country. *Accounting, Auditing & Accountability Journal*, 23(8), 1032–1059.
- Elo, S., & Kyngäs, H. (2008). The qualitative content analysis process. *Journal of advanced nursing*, 62(1), 107–115.
- Ethiopia Cleaner Production Centre. (2009). *Promoting Resource Efficiency for Small and Medium Enterprises in Ethiopia*. Addis Ababa: Ethiopian Cleaner Production Center.
- FDRE. (2011a). *Ethiopia's climate-resilient green economy: green economy strategy*. Addis Ababa: MoFED.
- FDRE. (2011b). *The path to sustainable development: Ethiopian's climate resilience green economy strategy*. Addis Ababa.
- Fiedler, T., & Deegan, C. (2007). Motivations for environmental collaboration within the building and construction industry. *Managerial Auditing Journal*, 22(4), 410–441.
- Gray, B. (1989). *Collaborating: finding common ground for multiparty problems*. San Francisco: Jossey-Bass.
- Hair, J. F., Money, A., Samouel, P., & Page, M. (2007). *Research methods for business*. Chichester; Hoboken: John Wiley & Sons Ltd.
- Hartman, C. L., Stafford, E. R., & Hofman, P. S. (1999). Partnerships: a path to sustainability. *Business Strategy and the Environment*, 8(5), 255–266.
- Hsieh, H.-F., & Shannon, S. E. (2005). Three approaches to qualitative content analysis. *Qualitative health research*, 15(9), 1277–1288.
- Islam, M., & Deegan, C. (2008). Motivations for an organisation within a developing country to report social responsibility information: evidence from Bangladesh. *Accounting, Auditing & Accountability Journal*, 21(6), 850–874.
- Kabir, H., & Akinnusi, D. (2012). Corporate social and environmental accounting information reporting practices in Swaziland. *Social Responsibility Journal*, 8(2), 156–173.
- Kelsall, T. (2013). *Business, politics, and the state in Africa*. GB: Zed Books.
- Krippendorff, K. (2004). *Content analysis: an introduction to its methodology*. Thousand Oaks: Sage.

- Ministry of Environment and Forestry. (2014). Survey on Factories' Environmental Pollution (Translated). Addis Ababa: Ministry of Environment and Forestry and MoFED.
- Mitchell, R., Agle, B., & Wood, D. (1997). Toward a theory of stakeholder identification and salience: defining the principle of who and what really counts. *The Academy of Management Review*, 22(4), 853–886.
- MoFED. (2010). Growth and Transformation Plan: 2010/11-2014/15. Addis Ababa
- Momin, A. (2013). Social and environmental NGOs' perceptions of corporate social disclosures: the case of Bangladesh. *Accounting Forum*, 37(2), 150–161.
- O'Dwyer, B., Unerman, J., & Bradley, J. (2005). Perceptions on the emergence and future development of corporate social disclosure in Ireland: Engaging the voices of non-governmental organisations. *Accounting, Auditing & Accountability Journal*, 18(1), 14–44.
- Ofori, D., & Hinson, R. (2007). Corporate social responsibility (CSR) perspectives of leading firms in Ghana. *Corporate Governance*, 7(2), 178–193.
- Pratten, J. D., & Mashat, A. A. (2009). Corporate social disclosure in Libya. *Social Responsibility Journal*, 5(3), 311–327.
- Proclamation No. 621/2009: Charities and societies proclamation, (2009)
- Robertson, D. C. (2009). Corporate social responsibility and different stages of economic development: Singapore, Turkey, and Ethiopia. *Journal of Business Ethics*, 88(S4), 617–633.
- Rodgers, C. (2000). Making it legit: New ways of generating corporate legitimacy in a globalising world. In J. Bendell (Ed.), *Terms for endearment: Business, NGOs and sustainable development*. Sheffield: Greenleaf Publishing.
- Sandhu, D., & Arora, P. (2012). Role and impact of environmental NGO's on environmental sustainability in India. *Gyan Jyotie Journal*, 1(3), 93–104.
- Starik, M. (1995). Should trees have managerial standing? Toward stakeholder status for non-human nature. *Journal of Business Ethics*, 14(3), 207–217.
- Tilling, M., & Davidson, R. (2006). NGO activism via website. Paper presented at the The 5th Australasian Centre for Social and Environmental Accounting Research Conference, Wellington, New Zealand.  
[https://digital.library.adelaide.edu.au/dspace/bitstream/2440/55401/1/hdl\\_55401.pdf](https://digital.library.adelaide.edu.au/dspace/bitstream/2440/55401/1/hdl_55401.pdf)
- Tilt, C. (1994). The influence of external pressure groups on corporate social disclosure: some empirical evidence. *Accounting, Auditing & Accountability Journal*, 7(4), 47–72.
- Tilt, C. (2004). Influences on corporate social disclosure: A look at lobby groups ten years on. School of Commerce Research Paper Series. Retrieved from  
<http://www.flinders.edu.au/sabs/businessfiles/research/papers/2004/04-1.pdf>.
- University, Y. (2014). Environmental Performance Index. Retrieved from  
[http://epi.yale.edu/sites/default/files/2014\\_epi\\_report.pdf](http://epi.yale.edu/sites/default/files/2014_epi_report.pdf).
- Villiers, D. (2003). Why do South African companies not report more environmental information when managers are so positive about this kind of reporting? *Meditari Accountancy Research*, 11(1), 11–23.
- Winston, M. (2002). NGO strategies for promoting corporate social responsibility. *Ethics & International Affairs*, 16(1), 71–87.
- Yaziji, M., & Doh, J. P. (2009). *NGOs and corporations: conflict and collaboration*. Cambridge: Cambridge University Press.

## **TRANSLATED VERSION: SPANISH**

Below is a rough translation of the insights presented above. This was done to give a general understanding of the ideas presented in the paper. Please excuse any grammatical mistakes and do not hold the original authors responsible for these mistakes.

## **VERSION TRADUCIDA: ESPAÑOL**

A continuación se muestra una traducción aproximada de las ideas presentadas anteriormente. Esto se hizo para dar una comprensión general de las ideas presentadas en el documento. Por favor, disculpe cualquier error gramatical y no responsabilite a los autores originales de estos errores.

### **INTRODUCCIÓN**

Según las obras fundamentales de Clarkson (1995), Donaldson y Preston (1995) y Mitchell, et al., (1997), las empresas deberían ser más receptivas para las partes interesadas principales en términos de un mejor desempeño ambiental como resultado de su relación financiera directa con ellas. Además, sus trabajos fundamentales argumentan que las empresas deben ser menos receptivas a las partes interesadas secundarias principalmente porque carecen de interacción financiera directa. Una buena cantidad de investigaciones también han indicado que el gobierno ha sido criticado por no influir en las empresas para mejorar su desempeño ambiental.

Hay una serie de argumentos que se pueden trazar aquí con respecto a la validez de la obra seminal anterior. En primer lugar, cabe señalar que sus obras fundamentales son más pertinentes para los países desarrollados que los países en desarrollo. Esto se debe a que la cuestión de la conciencia ambiental por parte de los consumidores es de alguna manera bien conocida en los países desarrollados que los países en desarrollo. También es más improbable que los empleados de los países en desarrollo se nieguen a trabajar para las empresas que tienen un rendimiento ambiental deficiente, ya que hay una alta tasa de desempleo y menos seguridad en el empleo.

En segundo lugar, en el contexto de los países en desarrollo, las organizaciones no gubernamentales (ONG) están bien posicionadas para tener un impacto poderoso en el desempeño ambiental de las empresas que cualquier otra parte interesada. Este argumento se basa en el hecho de que las ONG son generalmente consideradas partes interesadas importantes, representantes de grupos de interesados clave e instituciones de mayor confianza, como señalan Arenas et al. (2009), Danastas & Gadenne (2006) y Burgos (2012), respectivamente. Además, las ONG son consideradas vendedores de la sociedad en general, catalizadores y apoderados de las partes interesadas para la naturaleza no humana, como indican Tilt (1994), Rodgers (2000) y Starik (1995), respectivamente. En tercer lugar, incluso si las ONG no tienen una relación financiera directa con las empresas, pueden dar un efecto adverso en el desempeño financiero de las empresas mediante el uso de estrategias de confrontación. Como resultado, pueden desempeñar un papel influyente en la práctica de responsabilidades ambientales corporativas movilizándolo a las partes interesadas principales para firmar peticiones, boicotear y protestar contra las empresas que son reconocidas como mal desempeño ambiental.

Esta investigación considera los argumentos anteriores e intenta examinar el papel de las ONG en la práctica de responsabilidad ambiental corporativa tomando el caso de Etiopía. Según el índice de desempeño ambiental de 2014 publicado por la Universidad de Yale, Etiopía ocupó el puesto 131 de 178 países (Universidad de Yale, 2014). Un estudio reciente del Ministerio de Medio Ambiente y Silvicultura revela que de las 163 fábricas encuestadas 101 (61,93%) liberar sus residuos industriales directamente al medio ambiente sin ningún tratamiento (Ministerio de Medio Ambiente y Silvicultura, 2014). Al tener en cuenta estas importantes cuestiones ambientales de Etiopía, nuestro estudio contribuye a los estudios existentes en tres esferas clave. En primer lugar, aporta una perspectiva de un país en desarrollo, Etiopía, a los estudios de responsabilidades ambientales corporativas. En segundo lugar, proporciona una contribución a la literatura sobre las partes interesadas secundarias. En tercer lugar, proporciona un marco original que las ONG ambientales pueden hacer uso de la influencia de las empresas para mejorar su desempeño ambiental.

Este documento se organiza de la siguiente manera: en la siguiente sección se examina la revisión de la literatura, la sección 3 presenta la recopilación de datos y la metodología, la sección 4 analiza los hallazgos y la sección 5 presenta la conclusión.



## **CONCLUSIÓN**

Etiopía, como es el caso en la mayoría de los países en desarrollo, se encuentra con la necesidad de alcanzar los objetivos de desarrollo, por un lado, y la protección y conservación del medio ambiente, por otro. Es obvio en el país que las prácticas de "negocios como de costumbre" junto con el crecimiento industrial proyectado, la contaminación ambiental observada junto con la degradación causada por las industrias requieren una mejor práctica de responsabilidad ambiental corporativa.

La mayoría de los estudios previos en el ámbito de las responsabilidades ambientales corporativas se han realizado en el contexto de las economías desarrolladas donde predominan la conciencia ambiental y las regulaciones gubernamentales. El estudio sobre la cuestión de las responsabilidades ambientales corporativas en el contexto de los países en desarrollo es muy limitado. La literatura sobre la responsabilidad ambiental corporativa en Africa está fuertemente dominada por los estudios que se centran en Sudáfrica con muy consideración sobre Etiopía. Cabe señalar que la mayoría de los estudios en el caso de Africa se basan en países colonizados. Sin embargo, la colonización tiende a influir en la responsabilidad ambiental corporativa. Es vital examinar la responsabilidad ambiental corporativa bajo la ausencia de influencia colonial. Por lo tanto, este estudio contribuye a la literatura existente proporcionando hallazgos desde una perspectiva de país en desarrollo que nunca se ha colonizado.

Este estudio proporciona un marco original que las ONG ambientales pueden hacer uso de para influir en las empresas para mejorar su desempeño ambiental. El marco ayudará a las ONG a pensar más claramente sobre las estrategias eficaces que podrían adoptar. Además, esta investigación mejora la comprensión de las posibles influencias que las ONG ambientales tienen en las empresas al esbozar los roles que desempeñan las ONG. Esto permitirá a otros investigadores en un entorno diferente examinar y explicar el papel que las ONG pueden desempeñar en materia de responsabilidad ambiental corporativa. Este estudio también tendrá importancia práctica. Como se indica en el documento de la Estrategia de Economía Verde sobre la Resiliencia y la Resiliencia (CRGE), "Etiopía quiere evitar las trampas del desarrollo habitual de las empresas" (FDRE, 2011b, p. 7). Con este fin, el GTP y el CRGE piden explícitamente la participación de las partes interesadas (FDRE, 2011a; mofed, 2010). Por lo tanto, el resultado de esta investigación podría aumentar la participación de las ONG ambientales en el esfuerzo de desarrollo de la economía verde del país.

## **TRANSLATED VERSION: FRENCH**

Below is a rough translation of the insights presented above. This was done to give a general understanding of the ideas presented in the paper. Please excuse any grammatical mistakes and do not hold the original authors responsible for these mistakes.

## **VERSION TRADUITE: FRANÇAIS**

Voici une traduction approximative des idées présentées ci-dessus. Cela a été fait pour donner une compréhension générale des idées présentées dans le document. Veuillez excuser toutes les erreurs grammaticales et ne pas tenir les auteurs originaux responsables de ces erreurs.

## **INTRODUCTION**

Selon les ouvrages fondateurs de Clarkson (1995), Donaldson et Preston (1995) et Mitchell, et coll., (1997), les entreprises devraient être plus réactives pour les principaux intervenants en termes d'amélioration de la performance environnementale en raison de leur relation financière directe avec eux. En outre, leurs travaux fondateurs soutiennent que les entreprises devraient être moins sensibles aux parties prenantes secondaires principalement parce qu'elles n'ont pas d'interaction financière directe. De bonnes recherches ont également révélé que le gouvernement a été critiqué pour ne pas avoir incité les entreprises à améliorer leur rendement environnemental.

Il y a un certain nombre d'arguments qui peuvent être avancés ici en ce qui concerne la validité de l'œuvre fondamentale ci-dessus. Tout d'abord, il convient de noter que leurs travaux phares sont plus pertinents pour les pays développés que les pays en développement. C'est parce que la question de la sensibilisation à l'environnement par les consommateurs est en quelque sorte bien connue dans les pays développés que dans les pays en développement. Il est également plus peu probable que les employés des pays en développement refusent de travailler pour des entreprises ayant de mauvaises performances environnementales, car le taux de chômage est élevé et la sécurité de l'emploi est moindre.

Deuxièmement, dans le contexte des pays en développement, les organisations non gouvernementales (ONG) sont bien placées pour avoir un impact puissant sur la performance environnementale des entreprises que tout autre intervenant. Cet argument est fondé sur le fait que les ONG sont généralement considérées comme des parties prenantes importantes, des représentants des principaux groupes d'intervenants et des institutions les plus fiables, comme l'ont souligné Arenas et coll. (2009), Danastas & Gadenne (2006) et Burgos (2012) respectivement. En outre, les ONG sont considérées comme des responsables de la société en général, catalyseur des parties prenantes et indicateur de la nature non humaine, comme l'ont indiqué Tilt (1994), Rodgers (2000) et Starik (1995) respectivement. Troisièmement, même si les ONG n'ont pas de relation financière directe avec les entreprises, elles peuvent avoir un effet négatif sur la performance financière des entreprises en utilisant des stratégies conflictuelles. En conséquence, ils peuvent jouer un rôle influent dans la pratique des responsabilités environnementales des entreprises en mobilisant les principaux acteurs pour signer des pétitions, boycotter et protester contre les entreprises qui sont reconnues comme peu performantes sur l'environnement.

Cette recherche examine les arguments ci-dessus et tente d'examiner le rôle des ONG dans la pratique de la responsabilité environnementale des entreprises en prenant le cas de l'Éthiopie. Selon l'indice de performance environnementale 2014 publié par l'Université Yale, l'Éthiopie se classait au 131<sup>e</sup> rang sur 178 pays (Yale University, 2014). Une étude récente du ministère de l'Environnement et des Forêts révèle que sur les 163 usines interrogées, 101 (61,93 %) libèrent leurs déchets industriels directement dans l'environnement sans aucun traitement (Ministère de l'Environnement et des Forêts, 2014). En tenant compte de ces grandes questions environnementales de l'Éthiopie, notre étude contribue aux études existantes dans trois domaines clés. Premièrement, il apporte une perspective d'un pays en développement, l'Éthiopie, dans les études des responsabilités environnementales des entreprises. Deuxièmement, il apporte une contribution à la documentation sur les intervenants secondaires. Troisièmement, il fournit un cadre original que les ONG environnementales peuvent utiliser pour influencer les entreprises afin d'améliorer leurs performances environnementales.

Ce document est organisé comme suit : la section suivante traite de l'examen de la littérature, la section 3 présente la collecte et la méthodologie des données, la section 4 traite des conclusions et la section 5 présente la conclusion.

## **CONCLUSION**

L'Éthiopie, comme c'est le cas dans la plupart des pays en développement, est confrontée à la nécessité d'atteindre les objectifs de développement d'une part et de protéger et de protéger l'environnement d'autre part. Il est évident dans le pays que les pratiques du « statu quo » associées à la croissance industrielle prévue, la pollution de l'environnement observée et la dégradation causée par les industries nécessitent une meilleure pratique de responsabilité environnementale des entreprises.

La plupart des études antérieures dans le domaine des responsabilités environnementales des entreprises ont été menées dans le contexte des économies développées où la sensibilisation à l'environnement et les réglementations gouvernementales sont répandues. L'étude sur la question des responsabilités environnementales des entreprises dans le contexte des pays en développement est très limitée. La littérature sur la responsabilité environnementale des entreprises en Afrique est largement dominée par les études qui se concentrent sur l'Afrique du Sud avec un simple examen sur l'Éthiopie. Il convient de noter que la plupart des études dans le cas de l'Afrique sont basées sur les pays colonisés. Cependant, la colonisation tend à influencer la responsabilité environnementale des entreprises. Il est essentiel d'examiner la

responsabilité environnementale des entreprises en l'absence d'influence coloniale. Par conséquent, cette étude contribue à la littérature existante en fournissant des résultats du point de vue des pays en développement qui n'a jamais été colonisé.

Cette étude fournit un cadre original que les ONG environnementales peuvent utiliser pour influencer les entreprises afin d'améliorer leurs performances environnementales. Ce cadre aidera les ONG à réfléchir plus clairement aux stratégies efficaces qu'elles pourraient adopter. En outre, cette recherche améliore la compréhension des influences potentielles que les ONG environnementales ont sur les entreprises en décrivant les rôles que jouent les ONG. Cela permettra à d'autres chercheurs dans un contexte différent d'examiner et d'expliquer le rôle que les ONG peuvent jouer dans les questions de responsabilité environnementale des entreprises. Cette étude aura également une importance pratique. Comme indiqué sur le document de la Stratégie pour l'économie verte climat-résilience (CRGE) « L'Éthiopie veut éviter les pièges du développement du statu quo » (FDRE, 2011b, p. 7). À cette fin, le GTP et le CRGE appellent explicitement à la participation des parties prenantes (FDRE, 2011a; mofed, 2010). Par conséquent, les résultats de cette recherche pourraient accroître la participation des ONG environnementales à l'effort de développement de l'économie verte du pays.

### **TRANSLATED VERSION: GERMAN**

Below is a rough translation of the insights presented above. This was done to give a general understanding of the ideas presented in the paper. Please excuse any grammatical mistakes and do not hold the original authors responsible for these mistakes.

### **ÜBERSETZTE VERSION: DEUTSCH**

Hier ist eine ungefähre Übersetzung der oben vorgestellten Ideen. Dies wurde getan, um ein allgemeines Verständnis der in dem Dokument vorgestellten Ideen zu vermitteln. Bitte entschuldigen Sie alle grammatikalischen Fehler und machen Sie die ursprünglichen Autoren nicht für diese Fehler verantwortlich.

### **EINLEITUNG**

Nach den wegweisenden Arbeiten von Clarkson (1995), Donaldson und Preston (1995) und Mitchell, et al., (1997), sollten Unternehmen in Bezug auf eine bessere Umweltleistung aufgrund ihrer direkten finanziellen Beziehung zu ihnen für die Hauptakteure besser reagieren. Darüber hinaus argumentieren ihre wegweisenden Arbeiten, dass Unternehmen weniger auf Sekundärakteure reagieren sollten, vor allem, weil ihnen eine direkte finanzielle Interaktion fehlt. Viele Untersuchungen haben auch darauf hingewiesen, dass die Regierung dafür kritisiert wurde, dass sie Unternehmen nicht beeinflusst, ihre Umweltleistung zu verbessern.

Es gibt eine Reihe von Argumenten, die hier in Bezug auf die Gültigkeit der oben genannten wegweisenden Arbeit gezogen werden können. Erstens ist anzumerken, dass ihre wegweisenden Arbeiten für die entwickelten Länder relevanter sind als die Entwicklungsländer. Denn das Problem des Umweltbewusstseins der Verbraucher ist in den entwickelten Ländern irgendwie bekannt als in den Entwicklungsländern. Es ist auch unwahrscheinlicher, dass Arbeitnehmer in den Entwicklungsländern sich weigern, für Unternehmen mit schlechter Umweltleistung zu arbeiten, da es eine hohe Arbeitslosenquote und weniger Arbeitsplatzsicherheit gibt.

Zweitens sind Nichtregierungsorganisationen (NRO) im Kontext der Entwicklungsländer gut positioniert, um starke Auswirkungen auf die Umweltleistung der Unternehmen zu haben als alle anderen Interessenträger. Dieses Argument beruht auf der Tatsache, dass ngos im Allgemeinen als wichtige Interessengruppen, Vertreter wichtiger Interessengruppen und vertrauenswürdigste Institutionen angesehen werden, wie Arenas et al. (2009), Danastas & Gadenne (2006) und Burgos (2012) darauf hinweisen. Darüber hinaus werden NRO als Vindicators der allgemeinen Gesellschaft, als Katalysator und

Stellvertreter für die nichtmenschliche Natur angesehen, wie Tilt (1994), Rodgers (2000) und Starik (1995) zeigen. Drittens können NRO, selbst wenn sie keine direkten finanziellen Beziehungen zu den Unternehmen unterhalten, durch den Einsatz konfrontativer Strategien negative Auswirkungen auf die finanzielle Leistungsfähigkeit der Unternehmen haben. Infolgedessen können sie eine einflussreiche Rolle in der Praxis der Umweltverantwortung von Unternehmen spielen, indem sie primäre Interessengruppen mobilisieren, Petitionen zu unterzeichnen, zu boykottieren und gegen Unternehmen zu protestieren, die als schlechte Umweltakteure anerkannt sind.

Diese Forschung untersucht die oben genannten Argumente und versucht, die Rolle von NRO in der Umweltverantwortung von Unternehmen zu untersuchen, indem sie den Fall des Äthiopischen übernehmen. Laut dem 2014 von der Yale University veröffentlichten Umweltschutzindex belegte Äthiopien den 131. Platz von 178 Ländern (Yale University, 2014). Eine aktuelle Studie des Ministeriums für Umwelt und Forsten zeigt, dass von den 163 befragten Fabriken 101 (61,93%) Industrieabfälle ohne Behandlungen direkt in die Umwelt freisetzen (Ministerium für Umwelt und Forsten, 2014). Durch die Berücksichtigung dieser wichtigen Umweltfragen Äthiopiens trägt unsere Studie zu den bestehenden Studien in drei Schlüsselbereichen bei. Erstens bringt sie eine Perspektive aus einem Entwicklungsland, Äthiopien, in die Studien über die Umweltverantwortung von Unternehmen ein. Zweitens leistet sie einen Beitrag zur Literatur über sekundäre Interessengruppen. Drittens bietet sie einen originellen Rahmen, den Umwelt-NRO nutzen können, um Unternehmen zu beeinflussen, um ihre Umweltschutzleistung zu verbessern.

Dieses Papier ist wie folgt organisiert: Im nächsten Abschnitt wird die Literaturrezension behandelt, Abschnitt 3 stellt die Datenerhebung und Methodik vor, Abschnitt 4 erläutert die Ergebnisse und Abschnitt 5 stellt die Schlussfolgerung vor.

## **SCHLUSSFOLGERUNG**

Äthiopien, wie in den meisten Entwicklungsländern, stößt auf die Notwendigkeit, die Entwicklungsziele auf der einen Seite und den Umweltschutz und die Erhaltung auf der anderen Seite zu erreichen. Es ist offensichtlich in dem Land, dass "business as usual" Praktiken zusammen mit dem projizierten industriellen Wachstum, die beobachtete Umweltverschmutzung in Verbindung mit Verschlechterung durch Industrien erfordern verbesserte Corporate Environmental Responsibility Praxis.

Die meisten früheren Studien im Bereich der Umweltverantwortung von Unternehmen wurden im Kontext der entwickelten Volkswirtschaften durchgeführt, in denen Umweltbewusstsein und staatliche Vorschriften vorherrschen. Die Studie zur Frage der Unternehmerischen Umweltverantwortung im Kontext der Entwicklungsländer ist sehr begrenzt. Die Literatur über die unternehmerische Umweltverantwortung in Afrika wird stark von den Studien dominiert, die sich auf Südafrika konzentrieren, mit bloßer Rücksicht auf Äthiopien. Es sei darauf hingewiesen, dass die meisten Studien im Falle Afrikas auf kolonisierten Ländern basieren. Die Kolonisierung wirkt sich jedoch tendenziell auf die umweltverantwortliche Umweltverantwortung des Unternehmens aus. Es ist von entscheidender Bedeutung, die Umweltverantwortung der Unternehmen unter dem Fehlen kolonialen Einflusses zu untersuchen. Daher trägt diese Studie zur vorhandenen Literatur bei, indem sie Erkenntnisse aus einer Perspektive von Entwicklungsländern liefert, die nie kolonisiert wurde.

Diese Studie bietet einen originellen Rahmen, den Umwelt-NRO nutzen können, um Unternehmen zu beeinflussen, um ihre Umweltschutzleistung zu verbessern. Der Rahmen wird den NRO helfen, klarer über die wirksamen Strategien nachzudenken, die sie annehmen könnten. Darüber hinaus verbessert diese Forschung das Verständnis der potenziellen Einflüsse, die Umwelt-NRO auf Unternehmen haben, indem sie die Rolle der NRO umreißt. Dies wird es anderen Forschern in einem anderen Umfeld ermöglichen, die Rolle von NRO in Fragen der Umweltverantwortung von Unternehmen zu untersuchen und zu erklären. Diese Studie wird auch praktische Bedeutung haben. Wie es zum Dokument Climate-Resilience Green Economy Strategy (CRGE) heißt es: "Äthiopien will die Fallen der Business-as-usual-Entwicklung vermeiden" (FDRE, 2011b, S. 7). Zu diesem Zweck fordern die GTP und die CRGE ausdrücklich die Einbeziehung der Interessenträger (FDRE, 2011a; mofed, 2010). Daher könnte das Ergebnis dieser

Forschung die Beteiligung von Umwelt-NRO an den Entwicklungsbemühungen des Landes für die grüne Wirtschaft verbessern.

## **TRANSLATED VERSION: PORTUGUESE**

Below is a rough translation of the insights presented above. This was done to give a general understanding of the ideas presented in the paper. Please excuse any grammatical mistakes and do not hold the original authors responsible for these mistakes.

## **VERSÃO TRADUZIDA: PORTUGUÊS**

Aqui está uma tradução aproximada das ideias acima apresentadas. Isto foi feito para dar uma compreensão geral das ideias apresentadas no documento. Por favor, desculpe todos os erros gramaticais e não responsabilize os autores originais responsáveis por estes erros.

## **INTRODUÇÃO**

De acordo com as obras seminais de Clarkson (1995), Donaldson e Preston (1995) e Mitchell, et al., (1997), as empresas devem ser mais sensíveis às partes interessadas primárias em termos de melhor desempenho ambiental como resultado da sua relação financeira direta com eles. Além disso, os seus trabalhos seminais defendem que as empresas devem ser menos sensíveis às partes interessadas secundárias, principalmente porque carecem de interação financeira direta. Uma boa parte da investigação também indicou que o governo tem sido criticado por não influenciar as empresas para melhorar o seu desempenho ambiental.

Há aqui uma série de argumentos que podem ser aqui desenhados no que se refere à validade do trabalho seminal acima referido. Em primeiro lugar, é de notar que os seus trabalhos seminais são mais relevantes para os países desenvolvidos do que para os países em desenvolvimento. Isto porque a questão da sensibilização ambiental por parte dos consumidores é, de alguma forma, bem conhecida nos países desenvolvidos do que nos países em desenvolvimento. É também mais improvável que os trabalhadores dos países em desenvolvimento se recusem a trabalhar para as empresas com fraco desempenho ambiental, uma vez que existe uma elevada taxa de desemprego e menos segurança no emprego.

Em segundo lugar, no contexto dos países em desenvolvimento, as organizações não governamentais (ONG) estão bem posicionadas para terem um forte impacto no desempenho ambiental das empresas do que qualquer outra parte interessada. Este argumento baseia-se no facto de as ONG serem geralmente consideradas partes interessadas importantes, representantes dos principais grupos de partes interessadas e da instituição mais fidedigna, tal como salientado por Arenas et al. (2009), Danastas & Gadenne (2006) e Burgos (2012), respectivamente. Além disso, as ONG são consideradas como vindicadores da sociedade em geral, catalisadores e procuradores de natureza não humana, tal como indicados pela Tilt (1994), Rodgers (2000) e Starik (1995), respectivamente. Em terceiro lugar, mesmo que as ONG não tenham relações financeiras diretas com as empresas, podem ter um efeito adverso no desempenho financeiro das empresas utilizando estratégias de confrontação. Como resultado, podem desempenhar um papel influente na prática das responsabilidades ambientais corporativas, mobilizando as partes interessadas primárias para assinar petições, boicotar e protestar contra empresas que são reconhecidas como pobres artistas ambientais.

Esta investigação considera os argumentos e tentativas acima referidos de examinar o papel das ONG na prática da responsabilidade ambiental das empresas, tomando o caso da Etiópia. De acordo com o índice de desempenho ambiental de 2014 publicado pela Universidade de Yale, a Etiópia classificou-se em 131º lugar de 178 países (Universidade de Yale, 2014). Um estudo recente do Ministério do Ambiente e Florestas revela que das 163 fábricas inquiridas 101 (61,93%) libertar os seus resíduos industriais diretamente para o ambiente sem tratamentos (Ministério do Ambiente e Florestas, 2014). Ao ter em conta estas grandes questões ambientais da Etiópia, o nosso estudo contribui para os estudos existentes em três áreas-chave. Em primeiro lugar, traz uma perspetiva de um país em desenvolvimento, a Etiópia, para os estudos das

responsabilidades ambientais das empresas. Em segundo lugar, contribui para a literatura sobre as partes interessadas secundárias. Em terceiro lugar, fornece um quadro original que as ONG ambientais podem utilizar para influenciar as empresas para melhorar o seu desempenho ambiental.

Este trabalho é organizado da seguinte forma: a próxima secção discute a revisão da literatura, a secção 3 apresenta a recolha e metodologia de dados, a secção 4 discute os resultados e a secção 5 apresenta a conclusão.

## **CONCLUSÃO**

A Etiópia, como acontece na maioria dos países em desenvolvimento, encontra-se com a necessidade de cumprir os objetivos de desenvolvimento, por um lado, e a proteção e conservação do ambiente, por outro. É evidente no país que as práticas "empresariais como de costume" juntamente com o crescimento industrial projetado, a poluição ambiental observada associada à degradação causada pelas indústrias exigem uma melhor prática de responsabilidade ambiental das empresas.

A maioria dos estudos anteriores na área das responsabilidades ambientais corporativas foram realizados no contexto das economias desenvolvidas onde prevalecem as regulamentações ambientais e governamentais. O estudo sobre a questão das responsabilidades ambientais das empresas com o contexto dos países em desenvolvimento é muito limitado. A literatura sobre a responsabilidade ambiental corporativa em África é fortemente dominada pelos estudos que se concentram na África do Sul com consideração pela Etiópia. Note-se que a maioria dos estudos no caso de África se baseiam em países colonizados. No entanto, a colonização tende a influenciar a responsabilidade ambiental corporativa. É vital examinar a responsabilidade ambiental das empresas sob a ausência de influência colonial. Por conseguinte, este estudo contribui para a literatura existente, fornecendo resultados de uma perspetiva de país em desenvolvimento que nunca foi colonizada.

Este estudo fornece um quadro original que as ONG ambientais podem utilizar para influenciar as empresas para melhorar o seu desempenho ambiental. O quadro ajudará as ONG a pensar mais claramente sobre as estratégias eficazes que poderiam adotar. Além disso, esta investigação reforça a compreensão das potenciais influências que as ONG ambientais têm sobre as empresas, delineando os papéis que as ONG estão a desempenhar. Isto permitirá que outros investigadores, num contexto diferente, examinem e expliquem o papel que as ONG podem desempenhar em questões de responsabilidade ambiental das empresas. Este estudo também terá importância prática. Como se afirma no documento da Estratégia para a Economia Verde climatária (CRGE), "a Etiópia quer evitar as armadilhas do desenvolvimento empresarial como de costume" (FDRE, 2011b, p. 7). Para o efeito, o GTP e o CRGE apelam explicitamente ao envolvimento das partes interessadas (FDRE, 2011a; mofed, 2010). Por conseguinte, o resultado desta investigação poderia reforçar a participação de ONG ambientais no esforço de desenvolvimento da economia verde do país.