

Towards Sustainable Performance: Corporate Social Responsibility Commitment and Challenges of Moroccan Ports

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Abstract

The ecological transition of Moroccan ports is now an essential requirement to deal with increasing challenges of climate change and environmental degradation. This transition aims to reduce the ecological footprint of port activities and ensure sustainable performance for their organization. Therefore, rethinking the logistics chain of Moroccan port organizations towards sustainable and green logistics is the key to ecological and green ports. The present study will be dedicated to discovering the initiatives of the Moroccan port sector in terms of social responsibility while aligning with the three aspects of sustainable development. A sustainability assessment is conducted within Moroccan ports using an evaluation framework derived from the literature. Subsequently, semi-structured interviews were conducted with CSR managers across different Moroccan ports to deepen this evaluation and identify the challenges and constraints that hinder the transition to green ports. The results allow for the evaluation of the CSR commitment of Moroccan ports and their level of maturity in this area. They also propose pathways to improve the competitiveness of the Moroccan port sector compared to the global leaders in international trade, and to overcome the economic, social, and environmental challenges of this sector in order to promote sustainable and resilient logistics.

Keywords

Sustainable, Performance, Responsibility, Ecological, Ports, Logistics, Development, Sustainability