Archives of Business Research – Vol. 11, No. 9
Publication Date: September 25, 2023
DOI:10.14738/abr.119.15580
Baía, A. P., & Silva, C. C. (2023). Sustainability of GUINÉ-BISSAU: Application of the Action of Standards ISO 9001, 14001, 26000 and 45001. Archives of Business Research, 11(9). 272-288.

Sustainability of GUINÉ-BISSAU: Application of the Action of Standards ISO 9001, 14001, 26000 and 45001

Amândio Pereira Baía
Management Department, UDI-Unit for the Development of the Interior, Guarda Polytechnic, Portugal

Carla Correia da Silva
Management Department, Guarda Polytechnic, Portugal

ABSTRACT

Sustainability represents one of the greatest challenges of the millennium. Many countries have already implemented ISO standards on Management, Quality, Environment and Occupational Safety and Health systems. In Guinea-Bissau, the poor quality of management, forest deforestation, the extinction of several species of fauna and flora, the difficulties of collecting and treating waste, the non-compliance by companies with occupational safety and health standards, and the lack of business ethics in the process of operationalizing the activities of companies, aroused the interest in showing the relevance of the implementation of ISO standards - Quality Management (9001), Environment (14001), Safety and Health at Work (45001) and Social Responsibility (26000) in this country. The implementation of ISO standards in Guinea-Bissau will oblige organizations to comply with quality standards that will contribute to the improvement of the quality of life of Guineans and the sustainability of the planet.

Keywords: Sustainability, Integrated Management Systems, ISO 9001, 14001, 45001 and 26000 Standards, Guinea-Bissau.

INTRODUCTION

Sustainability is a global challenge, where governments, companies, organizations and individuals play important roles in promoting sustainable practices. This sustainability relevance was reinforced in 2015, with the entry into force of the seventeen Sustainable Development Goals (SDGs) of the 2030 Agenda for Sustainable Development, proposed by the United Nations (UN, 2015).

ISO (International Organization for Standardization) standards play an important role in promoting sustainability since they establish standards and guidelines for sustainable practices in various areas. The growing internationalization of markets, the increase in customer demands, and the need to monetize investments and maximize their efficiency are some of the factors that lead to great competitive pressure in organizations (Oliveira, 2018).

Currently, the entire organization to remain competitive in the market, must create forms of management that satisfy not only its customers but also the society in which it is inserted. The

implementation and certification of ISO standards help organizations to be known worldwide for their management and products.

Botelho and Miguel (2011) refer that the activities of organizations create positive and negative impacts in the world at the economic, social and environmental levels. The companies with high prominence worldwide are those that care about the well-being and quality of life of their employees, have a responsibility to the society in which they operate and adopt a risk control system in their management process.

Guinea-Bissau is an underdeveloped country with vast natural resources that are being exploited and managed in an unregulated manner. This research aims to stimulate Guinean society to adopt ISO standards to improve their quality of life and the sustainability of the planet.

LITERATURE REVIEW

Sustainability

Sustainability comprises the definition of the actions and activities of human beings who seek to meet their current needs while ensuring the future of the next generations (BRUNDTLAND, 1987).

In the current scenario, issues of sustainability and sustainable development are widely discussed, especially in light of current and future generations, as well as the growth of organizations (Nam, 2015; Simoni et al., 2020). In particular, sustainable development focuses on balancing the common development priorities of enterprises with the interests of sectoral, regional and national development (Lavrinenko et al., 2019). Environmental, social and economic issues are the main concerns of sustainable development. Issues related to the environment mainly refer to the consumption and pollution of natural resources, while factors related to work and the workplace and their impact on the community and society are part of social issues. Economic issues are compounded by management-related concerns (Sharma et al., 2020).

Attention around sustainability issues has increased considerably (Simoni et al., 2020). The depletion of natural resources, climate change, corporate scandals, and poor working conditions are just a few examples of environmental, social, and ethical concerns (Conca et al., 2021; Lombardi et al., 2021).

Several *stakeholders*, such as investors, employees, consumers, suppliers, public authorities and non-governmental organizations, are increasingly requesting that companies develop and strengthen Corporate Social Responsibility practices (Duque-Grisales & Aguilera-Caracuel, 2019). Thus, companies must adopt new management models based both on the pursuit of profit and on meeting the expectations of society and *stakeholders*, in a sustainable way in the long term (Martínez et al., 2016; Fortunati et al., 2020).

Sustainable actions include the adoption of practices and policies that reduce the emission of pollutants, promote energy efficiency, protect biodiversity, and encourage recycling and the

URL: http://dx.doi.org/10.14738/abr.119.15580

responsible use of natural resources, among other initiatives aimed at preserving the environment and the well-being of human communities.

ISO 9001:2015

Globalization has changed the way we do business. Consumer expectations have become more articulated and the ease of access to information by all *stakeholders* has forced companies to adapt to manage more complex supply chains.

The development of Quality Management Systems (QMS) based on the ISO 9001 standard (ISO-9001, 2023), will bring to companies both internal advantages materialized in improving productivity, improving communication, improving the perception of quality and improving internal organization, as well as external advantages such as access to new markets, consumer satisfaction and increased market share (Fonseca & Domingos, 2017; Caridade et al., 2017; Rosa, Silva & Ferreira, 2017; Kaur et al., 2021). Nurcahyo et al. (2021) also state that the implementation of ISO 9001 should be able to improve performance in several aspects, for example, financial, customer satisfaction and positive impact on society and the environment. However, there are barriers associated with the implementation of the ISO 9001 standard that relates to various aspects such as lack of resources, changes in the cooperative culture (Zgodavová, Hudec & Palfy, 2017), high implementation and maintenance costs (Batista & Santos, 2015) and management of bureaucratic aspects (Rebelo et al., 2016).

To meet business objectives, organizations must treat the customer continuously with respect, responsibility and seriousness, meeting deadlines and expectations, as well as providing the necessary services and support, in addition to ensuring the quality of the service or product provided, anticipating the current and future needs of their customers (Beltrame, 2021; Ost & Silveira, 2018).

ISO 14001:2015

Today, emerging economies face several environment-related challenges. While curbing carbon emissions is now a priority issue, there are several other serious environment-related concerns in emerging economies, such as air pollution, water pollution, forest loss and major biodiversity losses. While formal environmental regulations have undoubtedly played a useful role in preventing or limiting environmental degradation, the adoption of voluntary, eco-friendly strategies and activities by a large portion of corporate companies can potentially make a big difference (Bishwanath & Piyali, 2022).

The widely adopted ISO 14001 certification (ISO-14001, 2023) primarily involves improving and monitoring a company's regulatory compliances, operational efficiency, monitoring product quality and *design*, improving employee and management awareness, and creating a roadmap to ensure resilience against any emergency environmental risks associated with the production process.

Based on surveys, the studies identified several reasons underlying the adoption of ISO 14001 certification. These reasons include better compliance with government regulations and avoiding liability; customer requirements, including the requirements of importers of the products in foreign countries; and improve economic and financial performance and achieve

greater profitability (Mas-Machuca & Marimon, 2015; Santos et al., 2016; Singh et al., 2014, 2015; Carrillo-Labella et al., 2020).

There are reasons to believe that the adoption of ISO 14001 can lead to a reduction in costs, for example, by reducing energy intensity (Goldar & Goldar, 2022); either through the reduction of debt financing costs (Wu et al., 2020), or greater operational efficiency resulting from better use of resources and waste management systems (Camilleri, 2022) or through the adoption of replicable management practices of ISO 14001 standards (Treacy et al., 2018), or an increase in sales, through better export performance and/or a better reputation and therefore result in better financial performance.

It is therefore expected that the adoption of the ISO 14001 standard will result in an improvement in the environmental performance of organizations (Erauskin-Tolosa et al., 2020; Garrido et al., 2020).

Norma ISO 45001:2018

According to the International Labor Organization, every day, thousands of lives are lost due to accidents or occupational diseases (ILO, 2023). The ISO 45001:2018 standard (ISO-45001, 2023) is designed to help organizations around the world and of all sizes and industries, which must reduce workplace accidents and diseases.

According to the International Labor Organization (ILO), 2.78 million fatal accidents occur annually at work. This means that every day, around 7.7 million people die from work-related illnesses or injuries (ILO, 2023). In addition, around 374 million injuries and illnesses resulting from non-fatal occupational accidents are recorded annually (Masjuli, Handayani, & Suminto, 2017).

ISO 45001:2018 can be considered a "milestone". This standard provides a strong and effective framework for reducing risks at work and creating a safe and healthy workplace for workers, contractors, suppliers, visitors and guests, which enables an organization to proactively improve its performance in Occupational Safety and Health (OSH).

The main benefits of the implementation of ISO 45001:2018 include increasing the effectiveness of planned, measured, structured and integrated occupational safety and health protection, the prevention and reduction of occupational accidents or diseases, the reduction of absenteeism and turnover rates, encouraging productivity, the reduction of the cost of insurance premiums, the creation of a culture where workers are encouraged to actively engage in OSH (Masduki et al., 2020).

The ISO 45001:2018 standard determines the hazards and OSH risks associated with its activities and seeks to eliminate them or control their potential effects. It establishes operational controls to manage these risks and legal requirements and raises your awareness. It also assesses their OSH performance and tries to improve it by taking appropriate measures for workers to take an active role in OSH issues. In combination, these steps will ensure that the organization's reputation as a safe place to work is promoted, and can have more direct benefits, such as: increasing its ability to respond to regulatory compliance issues; reducing the

URL: http://dx.doi.org/10.14738/abr.119.15580

overall cost of incidents; reducing downtime and operational disruption costs; reduce the cost of insurance premiums; reduce absenteeism and turnover rates; and recognition for obtaining international reference values (Purwanto, Asbari, & Santoso, 2019).

The success of Occupational Health and Safety management systems depends on the involvement of leadership, commitment and participation of all levels and functions of the organization; the allocation of the necessary resources for health and safety, the policies and objectives defined; compliance with legal obligations and other requirements; effective management of security risks; strict monitoring; the evaluation of the performance of the health and safety management system; and the integration of this system into the organization's business processes (Filimonov, 2020).

ISO 26000:2010

Attention to critical thinking, ethics, human values, and responsibility cannot be separated from business activities (Rizvi & Garg, 2021).

Defining the nature of a socially responsible company is an incredibly complex endeavour that requires an analysis that accounts for a wide variety of issues, actions, and characteristics. Therefore, it is challenging to fully classify the extent of a company's social responsibility (Enderwick, 2018).

ISO 26000- Social Responsibility focuses on creating guiding principles, as opposed to strict specifications for certification. ISO 26000 is a voluntary standard that is not intended for certification, but rather to guide organizations on socially responsible practices.

Thus, no organization can obtain an ISO 26000 certification, as it could for other standards. Similarly, the goal of ISO 26000 is not to define a system through a set of requirements. The standard simply describes concrete forms of social responsibility, outlined to support organizations' contributions to ongoing sustainable development (Moratis & Cochius, 2017).

Corporate Social Responsibility reports provide information that legitimizes an organization's behaviour to affect stakeholders' and ultimately society's perceptions of the organization, resulting in higher performance (Duthler & Dhanesh, 2018).

The United Nations - UN (2015) through the Brundtland report and then through the 2030 Agenda and its 17 Sustainable Development Goals - SDGs (UN, 2015), seeks to promote and sensitize organizations to the creation of actions and strategies that effectively contribute to minimizing such important global problems as environmental deterioration, loss of natural resources, climate change, pollution, social inequality and extreme poverty, among others.

In this context, the UN (2015) and the International Labor Organization – ILO (2023) call on all types of organizations to adopt strategies that articulate social responsibility as a strategic element within their management model, highlighting that this not only contributes to the development of elements that improve levels of productivity and business competitiveness but also to the global commitment to achieve the Sustainable Development Goals.

The ISO 26000 standard guides those who recognize that respect for society and the environment is a critical success factor. In addition to being the "right thing" to do, the application of ISO 26000 is increasingly seen as a way to assess an organization's commitment to sustainability and its overall performance (ISO 26000, 2023).

In the same sense, the implementation of social responsibility strategies represents the construction of an organizational culture consistent with the common goal of ensuring a better future for current and future generations. Therefore, the adoption of the ISO 26000 standard becomes an element of diagnosis and reflection that allows the company to identify new forms of business behaviour that significantly help to improve productivity and competitiveness under a sustainable vision and socioeconomic growth. Therefore, companies should recognize the importance and benefits symbolized by the voluntary and timely adoption of ISO 26000 (2010) within their competitive framework, as part of a mission strategy that promotes sustainable socio-economic growth over time with medium and long-term profitability indicators (Intriago et al, 2018).

Guinea Bissau

Guinea-Bissau is a West African country with an ethnically diverse population of 2 million having adopted Portuguese as an official language, but people generally speak Creole (UNESCO, 2021).

Poverty affects the majority of Guinea-Bissau's population. The Sustainable Development Goals (SDGs) (UN, 2015) call for an end to poverty in all its manifestations by 2030 (UNESCO, 2021).

The land of Guinea-Bissau is lush, green and fertile. Its unique biodiversity comprises parks, dense tropical forests, vast agricultural lands, rivers, mangroves and an archipelago with dozens of islands. This dormant economic potential includes timber production, bauxite and phosphate extraction, and high-value international tourism (UNDESA, 2023).

The advantageous geographical location is conducive to maritime and inland waterway transport and trade. Despite this, this wealth is fallow. Agricultural products, mainly cashew nuts, are sold without processing and much of the economy is not monetized but based on barter. Public sector management is challenged to serve society beyond the political and military elites (UNDESA, 2023).

Guinea-Bissau is one of the countries that has fallen by the wayside in gathering the necessary conditions to initiate sustainable development policies due to political instability, with successive changes of governments without finishing the mandate. Since political stability is the main weapon for creating sustainable development policies, allied to the development of political, social and economic projects, the country needs to create mechanisms to meet the challenges of the millennium (Salas-Zapata et al., 2011).

According to Indijai (2015), Guinea-Bissau was slow to create responsible institutions for environmental issues, because only in 1992 was the National Environment Council (CNA) created, after Guinea-Bissau participated in Rio 92, which reflected on the environment and

URL: http://dx.doi.org/10.14738/abr.119.15580

sustainable development. Despite its participation, the country was slow to create laws that regulate social, business, and governmental behaviour and the supervision of human actions.

METHODOLOGY

The collection of information was made a bibliographic review (books, documents, articles and *Internet*), of the ISO standards on management, environment, safety and health at work and social responsibility. However, the scant information available on Guinea-Bissau, especially of a scientific nature, has meant that certain economic, social and environmental realities must be verified *on the spot*.

In the treatment of information was used the qualitative method, and this gives the possibility of studying the phenomena that involve human beings and their intricate social relations, established in various environments.

ANALYSIS AND DISCUSSION OF RESULTS

Guinea-Bissau has potential and is rich in landscape beauty, biodiversity, historical richness and cultural and ethnographic diversity, which provide them with opportunities in the area of tourism. But the country has failed to chart a solid and sustainable path of economic and social development, largely due to an unstable political climate and poor training and qualifications.

In Guinea-Bissau, Non-Governmental Organizations (NGOs) have a very important role, especially those whose mission is the preservation, conservation of the environment and the fight against poverty. In addition, it is of great importance to create conditions for the entire population to have access to basic requirements such as: piped drinking water, sanitary infrastructure, health and education, thereby reducing the level of illiteracy.

Machado (2018) and Fraga (2011) refer that the adoption of ISO standards and certification is advantageous for organizations, as it gives them greater credibility, greater productivity and competitiveness, improved quality of life at work, more organization of their work and establishes the need to verify organizational processes through internal and external audits. In addition to these gains, there is the opportunity to export to demanding markets or provide information to customers who want to prove the capacity of the organization.

In recent decades, a growing number of companies in the world have been adopting management systems that are based on standards that are accepted internationally, to ensure better working conditions and their permanence in the market.

Implementation of ISO 9000:2015

The adoption of a Quality Management System (QMS) is a strategic decision of the organization to help it improve its overall performance and sustainable development initiatives. The certification for Guinean companies will enable them to operate in new international markets, provided that the quality standards meet the technical specifications and international requirements, aiming at greater customer satisfaction, improvement of their vision in the market, their credibility and the reduction of non-conformities.

One of the benefits of ISO 9001:2015 implementation is the reduction of costs. In 2019, there were 468 companies in Guinea, of which 162 were foreign (INE, 2020). Most of the products are imported and the selling price is high for those who have a monthly minimum wage of about 80 euros.

The implementation of a Quality Management System (QMS) by Guinean companies would help in the production of better-quality products, at more competitive prices than internally or externally, which would help to improve the quality of life of citizens.

It is believed that if there were the implementation of the ISO 9000 Standard, Guinean products would be more valued, as there would be greater confidence in the population in consuming what is national and at a lower cost. The rule would not only facilitate the acceptance of what is national but there would be the possibility of exporting not only cashew nuts which is the largest source of income but also from other food producers. The certification of companies by ISO 9001:2015 would give them credibility around the world. Companies are recognized for the quality of their production. Currently, Guinean exports have decreased due to the requirements of quality standards required by Community rules (INE, 2023).

In 2022 the company Orange Bissau SA was the first company to be certified by ISO 90001:2015 (Orange, 2022).

Implementation of IS0 14000:2015

The production of solid waste has increased considerably over the years, which has led to the destruction of the environment and the health of the population. Society has come to realize that natural resources are increasingly depleted and that the production of solid waste causes many losses (Silva, 2015). The treatment of waste is a major dilemma in Guinea-Bissau, and there is no properly effective means for its treatment. Look at the situation in the City of Bissau. The Municipality of Bissau (CMB) cannot cover all areas of the city of Bissau, due to the precariousness of its equipment, adequate transportation, lack of manpower and work organization.

The capital Bissau does not have a spillway for waste treatment, so these are deposited in the open (Figure 1) and are set on fire in addition to polluting the air, the smoke released brings health problems and the flow of gases and loose liquids contaminate the water wells, fruits and soil for cultivation.



Figure 1: Open-air spillway

URL: http://dx.doi.org/10.14738/abr.119.15580

Although in some neighborhoods there are containers available (Figure 2) and tanks adapted by associations in collaboration with the Bissau City Council (Figure 3), garbage bags are often left on the ground, and the animals end up tearing the bags and spreading the garbage, giving rise to a nauseating smell and spreading diseases.



Figure 2: Garbage containers



Figure 3: Adapted garbage tanks

These careless actions, such as irresponsible waste disposal and excessive consumerism, leave a great impact on nature (Gray, 2018).

The adoption of ISO 14001:2015 in Guinea-Bissau would help the Government to rethink its actions and its responsibility as the main responsible for the collection, treatment and recycling of waste, which does not prevent the population from collaborating in what it can do.

In Guinea-Bissau a plan identical to the one adopted in 1997 in Portugal - Strategic Sectorial Plan for Urban Solid Waste (PERSU) (APA, 1997) could be adopted, which aimed at the environmental recovery of dumps, the creation and construction of infrastructures for the collection, transport, treatment and final destination of Urban Solid Waste and the like and the creation of a support base for the development of selective collection and recycling. Noite (2017), in its manual on the use of eco point, points out that "One of the most important processes in the promotion of a society centred on a model of sustainable development is based on a basis of behaviours aimed at promoting the recycling of the materials we use. For this to happen, it is necessary first of all, the active participation of all citizens, especially through an effective separation of garbage in our homes, with a view to its recovery for recycling".

Waste management is one of the most complex environmental issues, as the quantity and substances identified as hazardous are increasing, not to mention the increasingly significant amount of waste generation (Tullio, 2019).

Also, the forest, one of the vast natural resources of Guinea-Bissau, is managed in an uncontrolled way, where the fires and the unregulated trade in wood (Figure 4), bring consequences such as erosion, salinization, and impacts on soil fertility.



Figure 4: Trees cut down for trade

Urgent thought must be given to implementing environmental education in schools, where the situation of the country is portrayed so that children know from an early age their responsibilities (Sousa, 2020) as citizens of Guinea.

A strong environmental awareness will contribute to a cleaner country and will have an impact on the increase of tourism since the existence of forests with their diversity, animal species, beaches, and dozens of known islands and others yet to be known will contribute significantly to this increase. With the improvement of tourism, the country begins to raise precious funds for its stability process which will consequently allow it to meet the most urgent needs of the population and help in its development process.

Implementation of ISO 45001:2018

Occupational Safety and Health Systems (OSH) are framed as part of the global management system of organizations that assume an important role in the increasingly demanding and competitive global world, and a strategic role in the development of policies, prevention, productivity, image and competitiveness of companies (Pacheco, 2019).

Good safety practices are associated with the improvement of working conditions. Underestimating or being indifferent to the risks of the work environment creates an environment conducive to the occurrence of accidents. Such accidents due to safety risks, ergonomic problems and occupational diseases can be identified by the systematic control of the workplace, where occupational safety and health management systems efficiently seek to ensure an adequate workplace for employees (Silva, Daniel, & Oliveira, 2012).

One of the biggest difficulties that Guinea-Bissau faces is non-compliance with the laws of the population. In the search for better living conditions, some people expose themselves to risks conducive to serious health accidents.

URL: http://dx.doi.org/10.14738/abr.119.15580

The Ministry of Public Works and the Municipal Councils of Guinea-Bissau only control the documents relating to the works to be carried out. No entity supervises the working conditions and Personal Protective Equipment (PPE) used by workers.

Many companies operating in the country, in addition to not having an OSH, also do not comply with the minimum requirements in case of an emergency, nor do workers receive any type of training on how to act in these cases.

At the level example, the sanitary facilities of most of the country's institutions are precarious, and some end up being abandoned for lack of conservation and repair. In almost all Public Schools, toilets are in deplorable conditions, where there is a high probability of students and teachers contracting diseases.

According to Freitas (2016), working conditions are today a reality with an unavoidable relevance, both in the field of quality of life, qualification and personal achievements and in terms of the competitiveness of companies.

The implementation of an OSH will enable all those involved in companies to be aware of the dangers and risks to which they are subject and the methods that can be applied for control. It is observed the lack of knowledge of the exact number of accidents that occur in Guinean companies because no institution does this work.

If companies internalize the importance of implementing an OSH system and creating an adequate structure of the objectives enshrined in the law and the codes of good practice, there will be a reduction in occupational accidents, occupational diseases and an increase in productivity.

Successful implementation of ISO 45001:2018 can help companies improve their reputation, reduce costs related to workplace accidents and increase employee satisfaction, as well as demonstrate their commitment to occupational safety and health.

Implementation of ISO 26000:2010

Social and Corporate Responsibility (CSR) has been assuming a global relevance. There are several reasons for this relevance. On the one hand, globalization has accentuated interdependence in various areas such as political, economic and financial, raising awareness of the role and responsibility that organizations must assume in the environment in which they operate (Afonso, 2012).

The business and investments made by companies must create an advantage for this and for the environment. The application of policies that respect the environment, provide learning, promote equality, career perspective and concern for working conditions translate in the medium and long term into increased employee motivation and consequently increased productivity (Afonso, 2012).

In Guinea-Bissau, there has been no talk of corporate social responsibility. Although one of its principles is based on the acceptance that the members of the company in addition to producing

goods and services, possess a social function that is carried out in the name of the workers and the well-being of the community. Donations received in the country are given by the European Union, International Churches (Islamic and Christian), China and other countries. There is no place where the neediest people can go to get food for their livelihood.

The help that the Church gives does not cover even one-third of the needs requested. There is no shortage of projects that can minimize extreme poverty in Guinea-Bissau, but without any support, these projects have never achieved their purposes. It is believed that the need to implement the ISO 26000:2010 Standard in the country is urgent, and companies must fulfil their social role, becoming responsible for their actions.

The creation of organizations or entities to plan support actions, which companies would follow, would eliminate several vacuums, and these would contribute to improving the living conditions of the society where they are. Guinea is one of the poorest countries in the world and has always needed help building schools, hospitals, children's parks, infrastructure and more.

Recently a project is underway on how to make the country clean (waste disposal), but there are immense difficulties in achieving its goals. If the state had laws on social responsibility, there would certainly be funds for its implementation.

Although the adoption and implementation of ISO 26000:2010 by companies are voluntary, the follow-up of its guidelines by Guinean companies would improve their reputation, strengthen a relationship with *stakeholders*, meet society's expectations and contribute to sustainable development.

The implementation of the ISO 26000:2010 standard will help in the fulfilment of the 17 Sustainable Development Goals (SDGs) (UN, 2015) proposed by the UN, so decisive for the development of Guinea-Bissau.

CONCLUSION

Guinea-Bissau has the highest natural wealth per capita in West Africa but continues to have high rates of poverty and inequality. However, accelerating or even maintaining the pace of poverty reduction will be difficult if major development challenges that limit growth, inclusion and sustainability are not addressed (World Bank, 2023).

The adoption of ISO 9001, 14001, 45001 and 26000 standards in Guinea-Bissau can bring several advantages to organizations, to the country as a whole and the relationship with international partners. Among other relevant aspects, we highlight the improvement of the quality of the products and services offered by the organizations: greater customer satisfaction; access to international markets: increased efficiency and productivity: reduction of costs, waste and rework; improvement of safety and health at work: protection of the safety and well-being of workers; social responsibility: adoption of ethical practices, respect for human rights and contribution to the environment and community; strengthening of the institutional image. The use of ISO standards can also demonstrate Guinea-Bissau's commitment to international

URL: http://dx.doi.org/10.14738/abr.119.15580

standards of quality, safety and social responsibility. strengthening its image before the global community.

In summary, the adoption of ISO standards in Guinea-Bissau can bring significant benefits to local organizations, the country's economy and its insertion in the international context. However, it is important to highlight that the implementation of the standards requires commitment and investment, as well as careful planning to ensure effective results.

The lack of reports or other documents, especially academic papers on Guinea-Bissau, made it difficult to gather information that supports this research.

Future research suggests: the knowledge of Guinean organizations about ISO standards and their motivation to adopt them; on the adherence and design of strategies for the implementation of Sustainable Development actions and how they are implemented, taking advantage of the objectives outlined in the 2030 Agenda; and on waste treatment in Guinea-Bissau.

References

Afonso, S. C. (2012). Práticas de responsabilidade social nas organizações - o caminho para o desenvolvimento sustentável. *Bitstream*, pp. 1-143. Obtido em 18 de 03 de 2020, de https://bibliotecadigital.ipb.pt/bitstream/10198/8232/1/Sandra_Afonso_MGO_2012_Gest%C3%A3o%20Organiza%C3%A7oes.pdf

APA (1997). *O Plano Estratégico para os Resíduos Urbanos (PERSU I).* Agência Portuguesa do Ambiente. https://apambiente.pt/search/node?keys=persu+1997

Batista, I. & Santos, G. (2015). O Impacto Financeiro das Auditorias da Qualidade nas Empresas Portuguesas. *Revista Produção e Desenvolvimento,* 1(3), pp.90-102.

Beltrame, A. S. (2021). Jornadas múltiplas de trabalho e a relação com a qualidade de vida e enfermagem. Tese de Doutorado. Universidade Paulista.

Bishwanath, G., Piyali, M. (2022). What factors drive industrial plants in emerging economies to adopt ISO 14000 environmental management standards: Evidence from the Indian organized manufacturing sector. *Environmental Development*, Volume 44,2022,100771, ISSN 2211-4645, https://doi.org/10.1016/j.envdev.2022.100771.

Botelho, S., & Miguel, O. (2011). Manual da Responsabilidade Social. *Resources user*, p. 3. Obtido de http://www.pofc.qren.pt/resourcesuser/2011_documentos/servicos_as_pme/manuais/20110715_manualatp_responsabilidadesocial.pdf

BRUNDTLAND, Gro Harlem (org.). (1987). *Nosso futuro comum*. Editora Oxford: Oxford University Press.

Camilleri, M. A. (2022). The rationale for ISO 14001 certification: a systematic review and a cost-benefit analysis. Corp. Soc. Responsib. *Environ. Manag*. 29 (4), 1067–1083.

Caridade, R., Pereira, T., Ferreira, L. P. & Silva, F. J. G. (2017). Analyses and optimisation of a logistic warehouse in the automotive industry. *Procedia Manufacturing* 13, pp.1096-1103.

Carrillo-Labella, R., Fort, F., Parras-Rosa, M. (2020). Motives, barriers, and expected benefits of ISO 14001 in the agri-food sector. *Sustainability* 12, 1724. https://doi. org/10.3390/su12051724.

Conca, L., Manta, F., Morrone, D. & Toma, P. (2021), "The impact of direct environmental, social, and governance reporting: empirical evidence in European-listed companies in the agri-food sector", *Business Strategy and the Environment,* Vol. 30 No. 2, pp. 1080-1093.

Duque-Grisales, E. & Aguilera-Caracuel, J. (2019). Environmental, social and governance (ESG) scores and financial performance of multilatinas: moderating effects of geographic international diversification and financial slack. *Journal of Business Ethics*, pp. 1-20.

Duthler, G., & Dhanesh, G. S. (2018). The role of corporate social responsibility (CSR) and internal CSR communication in predicting employee engagement: Perspectives from the United Arab Emirates (UAE). *Public Relations Review*. doi:10.1016/j.

Enderwick, P. (2018). The scope of corporate social responsibility in networked multinational enterprises. *International Business Review*,27(2), 410–417.doi: 10.1016/j.ibusrev.2017.09.008.

Erauskin-Tolosa, A., Zubeltzu-Jaka, E., Heras-Saizarbitoria, I., & Boiral, O. (2020). ISO 14001, EMAS and environmental performance: a meta-analysis. *Bus. Strat. Environ*. 29, 1145–1159. https://doi.org/10.1002/bse.2422.

Filimonov, V. A. (2020). Development and Implementation of Occupational Health and Safety Management System Based on the ISO 45001:2018 International Standard. *OSI*, 58–67.

Fonseca, L. M. & Domingues, J. P. (2018). Empirical Research of the ISO 9001:2015 Transition Process in Portugal: Motivations, Benefits, and Success Factors. *Quality Innovation Prosperity Journal*, [e-journal] 22(2), pp.16-46. https://doi.org/10.12776/QIP.V22I2.1099.

Fortunati, S., Martiniello, L. & Morea, D. (2020). The strategic role of the corporate social responsibility and circular economy in the cosmetic industry. *Sustainability*, Vol. 12 No. 12, p. 5120

Fraga, S. V. (Janeiro de 2011). A qualidade na constução civil: uma breve revisão bibliográfica do tema e a implementação da ISO 9001 em construtoras de Belo Horizonte. *Academia.edu*, pp. 1-77. Obtido em 24 de 03 de 2020, de https://repositorio.ufmg.br/handle/1843/BUOS-9A5FLP

Freitas, L. C. (2016). *Segurança e Saúde do Trabalho* (Vol. 3a edição). Lisboa: Edições Sílabo.

Garrido, E., Gonzalez, C., & Orcos, R. (2020). ISO 14001 and CO 2 emissions: an analysis of the contingent role of country features. *Bus. Strat. Environ*. 29, 698–710. https:// doi.org/10.1002/bse.2402.

Goldar, B., & Goldar, A. (2022). Impact of ISO 14000 on Energy Efficiency: An Analysis of Energy Intensity of Manufacturing Plants in India. Available at: *SSRN*. https:// ssrn.com/abstract=4182892.

Gray, K. (21 de Novembro de 2018). *Mudanças fáceis no estilo de vida que você pode fazer para viver um vida ecologicamente correta.* Obtido de Young People Today: https://www.youngpeopletoday.net/easy-lifestyle-changes-you-can-make-to-live-an-eco-friendly-life/

ILO (2023). *Statistics and databases*. https://www.ilo.org/global/statistics-and-databases/lang--en/index.htm

Indjai, V. (2015). Plano de Comunicação e Educação Ambiental para a Guiné-Bissau. Porto, Portugal.

INE (2020). *Instituto Nacional e Estatística – Guine Bissau.* https://www.stat-guinebissau.com/

Intriago, R. K., Cedeño, B., Cedeño, R., Cedeño, K. & Intriago, R. A. (2018). Guía de responsabilidad social corporativa: Norma ISO 26000: 2010, desafío organizacional para un desarrollo sostenible. *Revista Científica Multidisciplinaria Mikarimin,* 4(1), 61-72.

URL: http://dx.doi.org/10.14738/abr.119.15580

ISO-14001. (2023). ISO 14001:2015 - *Environmental management systems - Requirements with guidance for use.* https://www.iso.org/standard/60857.html

ISO-26000. (2023). ISO 26000:2010 - *Guidance on Social Responsibilit*y. https://www.iso.org/standard/42546.html

ISO-45001. (2023). ISO 45001:2018 - *Occupational health and safety management systems - Requirements with guidance for use*. https://www.iso.org/standard/63787.html

ISO-9001. (2023). *ISO 9001:2015 - Quality management systems* - Requirements. https://www.iso.org/standard/62085.html

Kaur, J., Kochhar, T. S., Ganguli, S., & S, S. R. (2021). Evolution of Management System certification: An overview. Innovations in Information and Communication Technology Series, March, 82–92. https://doi.org/10.46532/978-81-950008-7-6_008

Lavrinenko, O., Ignatjeva, S., Ohotina, A., Rybalkin, O. & Lazdans, D. (2019). The role of green economy in sustainable development (case study: the EU states). *Entrepreneurship and Sustainability Issues*, Vol. 6 No. 3, pp. 1113-1126.

Lombardi, R., Schimperna, F., Paoloni, P. & Galeotti, M. (2021). The climate-related information in the changing EU directive on non-financial reporting and disclosure: first evidence by Italian large companies. *Journal of Applied Accounting Research*, available at: https://doi.org/10.1108/JAAR-04-2021-0117

Machado, S. R. (2018). Implementação da norma ISO 9001 numa Empresa do setor Téxtil. *Repositorium sdum*, pp. 1-201. Obtido em 09 de 04 de 2020, de https://repositorium.sdum.uminho.pt/handle/1822/55411

Martínez, J. B., Fernandez, M. L. & Fernandez, P. M. R. (2016). Corporate social responsibility: evolution through institutional and stakeholder perspectives. *European Journal of Management and Business Economics,* Vol. 25 No. 1, pp. 8-14

Masduki, A. L. W., Choi, Chi. H., Agus, P., Priyono, B. S., Innocentius, B., Rudy, P., & Miyv, F. (2020). The Role of Knowledge Transfer and Organizational Learning to Build Innovation Capability: Evidence from Indonesian Automotive Industry. *International Journal of Control and Automation*.13(1).19-322.

Masjuli, H., & Suminto (2017). Antisipasi Industry Dalam Merespon Publikasi ISO:45001 Tahun 2018. *Journal of Industrial Hygiene and Occupational Health* Vol. 1, No. 2.

Mas-Machuca, M., & Marimon, F. (2015). Still implementing ISO 14000 for the same reasons? *Int. J. Qual*. Res. 13 (1), 115–130.

Moratis, L., & Cochius, T. (2017). *ISO 26000: The business guide to the new standard on social responsibility (*216pp.). London: Routledge.

Nam, U. V. (2015). *Transforming Our World: The 2030 Agenda for Sustainable Development, Division for Sustainable Development Goals.* New York, NY.

Noite, S. (2017). Manual de utilização dos ecopontos. *SCRIB*, 1-8. Obtido de https://pt.scribd.com/document/142735063/Manual-Utilizacao-Ecoponto

Nurcahyo, R., Zulfadlillah, A. & Habiburrahman, M. (2021). Relationship between ISO 9001: 2015 and operational and business performance of manufacturing industries in a developing country (Indonesia). *Heliyon*, 7(1), e05537. https://doi.org/10.1016/j.heliyon.2020.e05537

Oliveira, A. R. (2018). Implementação de um Sistema de Gestão Integrado de Qualidade e Ambiente. *Bitstream*, pp. 1-86. Obtido em 01 de 12 de 2019, de tttps://comum.rcaap.pt/bitsream/10400.26/14408/1/Tese.pdf

Orange (2022). *Orange Bissau obtém a certificação ISO 9001*. https://www.orange-bissau.com/pt/iso9001.html

Ost, J. H., & Silveira, C. G. (2018). *Avaliação do processo de transição da ISO 9001: 2008 para an ISO 9001: 2015: um estudo voltado para empresas químicas do Estado do Rio Grande do Sul*. Gestão & Produção, v. 25, p. 726-736.

Pacheco, S. R. (2019). Implementação da ISO 45001:2018 na Aveleda S.A. *Bitstream*, pp. 1-157.

Paixão, J. F. (2018). *Educação, meio ambiente e comunidade: experiência do IF*. Salvador: EDUFBA.

Purwanto, A., Asbari, M., & Santoso, P. (2019). Does Culture, Motivation, Competence, Leadership,Commitment Influence Quality Performance?. *Jurnal Inovasi Bisnis*, 6(2), 201-205. DOI: https://doi.org/10.35314/inovbiz.v7i2.1210.

Rebelo, M., Silva, R., Santos, G. & Mendes, P. (2016). Model Based Integration of Management Systems (MSs) - Case Study. *TQM Journal*, [e-journal] 28(6), pp.907- 932. https://doi.org/10.1108/tqm-09-2014-0079.

Rizvi, Y. S., & Garg, R. (2021). The simultaneous effect of green ability-motivationopportunity and transformational leadership in environment management: the mediating role of green culture. *Benchmarking: An International Journal*, 28(3), 830–856

Rosa, C., Silva, F. J. G. & Ferreira, L. P. (2017). Improving the quality and productivity of steel wire-rope assembly lines for the automotive industry. *Procedia Manufacturing* 11, pp.1035-1042.

Salas-Zapata, W. A., Ríos-Osorio, L. A., & Castillo, J. Á. D. (2011). La ciencia emergente de la sustentabilidad: de la práctica científica hacia la constitución de una ciência. *Interciencia***,** v. 2, n. 9, p. 699-706.

Santos, G., Rebelo, M., Lopes, N., Alves, M. R., & Silva, R. (2016). Implementing and certifying ISO 14001 in Portugal: motives, difficulties and benefits after ISO 9001 certification. *Total Qual. Manag*. Bus. Excel. 27 (11–12), 1211–1223.

Sharma, P., Panday, P. & Dangwal, R. C. (2020). Determinants of environmental, social and corporate governance (ESG) disclosure: a study of Indian companies. *International Journal of Disclosure and Governance*, Vol. 17 No. 4, pp. 208-217

Silva, E. H., Daniel, B. H., & Oliveira, D. B. (2012). Os sistemas de gestão em segurança e saúde no trabalho em auxílio à prevenção de acidentes e doenças ocupacionais. *Revista de Gestão em Sistemas de Saúde, 1(2)*, 157-172. Obtido em 20 de 04 de 2020, de https://www.researchgate.net/publication/314536410_Os_Sistemas_de_Gestao_em_Seguranca_e_Saude_no_Trabalho_em_Auxilio_a_Prevencao_de_Acidentes_e_Doencas_Ocupacionais

Silva, J. S. (2015). Gestão de Resíduos Sólidos e sua importância para a sustentabilidade urbana no Brasil: Uma análise regionalizada baseada em dados do SNIS. *Bitstream*, 1-10. Obtido em 09 de 03 de 2020, de http://repositorio.ipea.gov.br/bitstream/11058/6493/1/BRU_n12_Gest%C3%A3o.pdf

Simoni, L., Bini, L. & Bellucci, M. (2020). Effects of social, environmental, and institutional factors on sustainability report assurance: evidence from European countries. *Meditari Accountancy Research*, Vol. 28 No. 6.

Singh, N., Jain, S., & Sharma, P. (2014). Determinants of proactive environmental management practices in Indian firms: an empirical study. *J. Clean. Prod.* 66, 469–478.

Singh, N., Jain, S., & Sharma, P. (2015). Motivations for implementing environmental management practices in Indian industries. *Ecol. Econ*. 109, 1–8.

Sousa, R. (24 de 05 de 2020). *Mundo da Educaçcão*. Obtido de UOL: https://mundoeducacao.uol.com.br/geografia/paises-da-africa.htm

Treacy, R., Humphreys, P., McIvor, R., & Lo, C. (2018). ISO 14001 certification and operating performance: a practice-based view. *Int. J. Prod. Econ*. 208, 319–328.

Tullio, L. (2019). *Gestão de Resíduos Sólidos 3.* Ponta Grossa: Atena Editora. Obtido em 05 de 03 de 2020, de https://www.atenaeditora.com.br/arquivos/ebooks/gestao-de-residuos-solidos-3

UN (2015). *Transforming our world: the 2030 Agenda for Sustainable Development*. https://sustainabledevelopment.un.org/post2015/transformingourworld

UNDESA (2023). United Nations Department of Economic and Social Affairs (UNDESA). https://www.unwater.org/about-un-water/members-and-partners/united-nations-department-economic-and-social-affairs-undesa

UNESCO (2021). *Reporting on Migrants and Refugees*. Published by the United Nations Educational, Scientific and Cultural Organization (UNESCO), 7, place de Fontenoy, 75352 Paris 07 SP, France

World Bank (2023). *O Banco Mundial em Guiné-Bissau*. https://www.worldbank.org/pt/country/guineabissau

Wu, W., An, S., Wu, C.-H., Tsai, S.-B., & Yang, K. (2020). An empirical study on green environmental system certification affects financing cost of high energy consumption enterprises – taking metallurgical enterprises as an example. *J. Clean. Prod*. 244.

Zgodavova, K., Hudec, O. & Palfy, P. (2017). Culture of quality: insight into foreign organisations in Slovakia. *Total Quality Management & Business Excellence*, [e-journal] 28(9-10), pp.1054-1075. https://doi.org/10.1080/14783363.2017.1309120.