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**TITLE:** The Environmental System Supporting  
Green Marketing in Algeria

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**Abstract.** International pressures on governments regarding environmental issues have significantly increased, resulting in countries moving towards establishing laws to regulate the relationship between humans and the environment. Algerian companies and business organizations have begun rethinking their environmental awareness and how to market their products, while the government focuses on sustainable development. This has driven companies to adopt marketing strategies that take environmental factors into account. Thus, the concept of "green marketing" emerged, reflecting social and ethical responsibility in marketing. With the growing global interest in protecting consumer rights and the rise of environmental movements, companies have started launching environmentally friendly products and ensuring their projects are environmentally sustainable, while considering economic efficiency and social justice. This is the goal of environmental policies in Algeria.

**Keywords:** Laws, Human, Environment, Environmental Awareness, Sustainable Development.

#### Introduction

After the rise of environmental movements, many companies began to pay attention to social and environmental issues. A number of specialized journals emerged, presenting research on the behavior of companies towards the environment. At the same time, terms like "green marketing" began to appear in the late 1980s, largely due to the introduction of environmental management

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standards like ISO 14000. This shift was driven by the depletion of natural resources and the rising energy prices, as oil resources are limited and non-renewable. Consequently, companies, business organizations, and governments began to search for alternative energy sources that are cheaper and less harmful to the environment. On the other hand, the increase in pollution levels due to industrial activities harmful to the environment, whether in air, water, or soil, has impacted living organisms and humans as well. The roles of governments in environmental protection vary, with some countries showing great interest in environmental issues, while others neglect them. Algeria is one of the countries that has given significant importance to environmental protection legislation. It has ratified many international agreements related to this matter and has made efforts to combat environmental pollution.

This is reflected in its national legislation, with the issuance of the first law related to environmental protection (Law No. 83-03) on February 5, 1983, followed by a series of laws covering various aspects of the environmental system, such as the Forest Law, the Coastal Protection Law, and the Waste Management Law, among others. In this context, Law No. 03-10 was issued on July 19, 2003, focusing on environmental protection within the framework of sustainable development. These principles have become ingrained in Algeria, especially after its accession to the international community that calls for raising environmental awareness, including concepts such as green marketing. Thus, the question that arises is: To what extent do Algeria's internal legislations practically cover the concept of green marketing?

#### **The Concept of Green Marketing**

The concept of green marketing emerged due to the increased environmental awareness among people and business organizations. This concept is based on the ideas of societal marketing and social marketing. Societal marketing means that companies must understand the needs of the target market and work to meet those needs. Social marketing focuses on designing and implementing programs that make the idea more acceptable to people (Badrawi, 2008, p. 215). Green marketing emerged because it became important for companies and business organizations to be socially and ethically responsible. With increased pressure from society and politics, many of these entities began to use green marketing, which means they pay attention to environmental issues and view them as an opportunity to outperform competitors. They also strive to reduce pollution, eliminate waste, and align with the environmental movement (Alkhair, 2018, p. 53).

The American Marketing Association has stated that green marketing involves selling products that focus on environmental protection. This includes changes in packaging, the way products are made, and advertising that emphasizes environmental concerns. These companies and business organizations operate in this way to preserve the environment and achieve sustainable development, integrating social and environmental dimensions into their economic activities (Rachafaily, 2021, p. 03).

#### **Definition of Green Marketing**

Green marketing is an organized approach aimed at encouraging people to buy products that preserve the environment. This type of marketing helps customers change their buying habits to be more environmentally conscious, offering products that cater to this interest. The ultimate goal is to protect the environment, safeguard consumers, and achieve the organization's profitability goals (Adad, n.d., p. 03).

Thus, green marketing is a management approach designed to integrate the elements of the marketing mix to meet customer desires and company profitability objectives in a sustainable way, without harming the environment (Rachafaily, 2021, p. 04).

#### **A- Advantages of Green Marketing**

Green marketing offers several advantages, including (Qasi, 2018, p. 168):

• **Sustainability:** It enables companies to grow and achieve long-term profits. Here are some important benefits of sustainable growth:

• Helps reduce costs in the long run, contrary to the belief that green marketing increases costs.

• Opens up new market opportunities and gives companies a competitive edge.

• Makes employees feel proud and responsible for working in a company that cares about the environment.

• Helps maintain environmental balance.

• Increases consumer awareness of the importance of protecting the planet.

• Ensures better use of natural resources.

• Enhances corporate social responsibility.

Thus, green marketing can include various activities, such as (Rachafaily, 2021, p. 05): creating eco-friendly products, using environmentally friendly packaging, adopting sustainable business practices, and focusing marketing efforts on messages that highlight the green benefits of products. Green marketing also offers several additional advantages:

• Meeting the owners' needs.

• Ensuring product safety and managing processes.

• Gaining the community's acceptance of the organization.

• Ensuring the continuity of activities.

#### **B- Dimensions of Green Marketing**

The dimensions of green marketing are outlined as follows (Bouchareb, 2013-2014, pp. 10-11):

• **Eliminating the Concept of Waste:** In green marketing, large amounts of waste are considered a major issue. Therefore, companies must produce high-quality products without generating waste, rather than focusing on how to dispose of poor-quality products.

• **Reshaping the Product Concept:** Production methods should evolve to be environmentally friendly, using raw materials that do not harm the environment. Additionally, products can be reused after consumers are done with them, so they return to the factory in the end. Packaging should be made of eco-friendly materials that can be recycled.

• **Clear Relationship Between Price and Cost:** The price of the product should reflect its true cost, meaning the product's price must match the value it provides, including the added value of being eco-friendly. Setting the price should serve the interests of both the organization and the customer, even though many green products may be more expensive due to economies of scale and efforts to maintain quality.

• **Making Environmental Concern Easy:** Green marketing offers a good opportunity for companies to distinguish themselves from others. Many companies earn large profits but harm the environment. However, when companies focus on green marketing, they enter a new type of com-

petition, especially with the growing awareness of the importance of the environment. People are increasingly inclined to buy from companies that protect the environment, and the media often promotes these companies for free. Therefore, focusing on green marketing can be profitable, especially in the long term.

### **Green Marketing and Sustainable Development**

In order for companies to transition from using green marketing to achieving sustainable development, they must change their behavior to be beneficial for this development. Given the relationship between sustainable development and marketing, companies play a crucial role in achieving the goals of sustainable development through several stages or levels, as well as adopting various environmental projects (Badrani, 2019, pp. 65-66).

The ambitions of the 2030 Sustainable Development Plan go beyond the previous goals, encompassing 17 targets aimed at achieving what past goals have failed to accomplish. This plan seeks to address the greatest challenges of the 21st century over 15 years. Notably, this plan calls for a new model of economic progress that is entirely different from previous models, one that includes all members of society while maintaining environmental preservation. This model emphasizes the roles of governments, citizens, commercial institutions, and civil society (Marji, n.d., p. 3 and beyond).

This leads us to several interrelated concepts such as: corporate social responsibility, social entrepreneurship, the adoption of ISO standards by business organizations, green marketing, etc.

Therefore, green marketing is an important part of the sustainable action plan. Companies follow methods that help them improve their performance and reduce the negative impact on the environment through their activities. In other words, "becoming green" is both a need and an opportunity for companies (Rachafaily, 2021, p. 11).

### **A- The Impact of Green Marketing on Sustainable Development**

In September 2015, world leaders gathered at the United Nations summit to discuss sustainable development. During this summit, an important document related to the post-2015 sustainable development plan was adopted, and the United Nations General Assembly approved this document on September 25, 2015. It contained 17 development goals that pertain to poor, rich, and middle-income countries (Rashmawi, 2018, p. 14).

While sustainable development involves economic, social, and environmental dimensions, green marketing contributes to achieving the environmental dimension of sustainable development, especially with the worsening environmental issues. This is done through (Badrani, 2019, p. 67 and beyond):

- **Managing Stakeholder Relationships in Green Marketing:** Key practices in managing stakeholders in green marketing include several important points. First, companies should reward consumers who choose green products and contribute to environmental protection. Second, companies must meet their needs while considering environmental commitments when selecting suppliers. Third, the government plays an important role in encouraging environmental compliance through laws and regulations. Finally, dedicated agencies should be established to support environmental protection.

- **Environmental Innovation and its Role in Sustainable Development:** Environmental innovation helps achieve sustainable development by combining economic efficiency with the con-

servation of resources and energy. This aims to create a new growth model that focuses on using resources and energy to serve both society and the environment, such as green investments.

- **Commitment to an Environmental Management System:** Environmental management in companies is reflected in the creation of plans and policies that cover all stages of production. Standards such as ISO 14001 or other local standards can be used to ensure environmental compliance.

- **Waste Valorization and Recycling:** This includes material, biological, and energy valorization, which protects the environment and society from pollution caused by the indiscriminate disposal of materials and waste. It also provides an alternative source of raw materials, contributing to the independence of companies in relation to suppliers (Tayar, 2022, p. 46 and beyond).

**Sustainable marketing** impacts all aspects of the economy. It not only helps protect the environment but also opens up new opportunities and strengthens emerging markets. Therefore, it is essential for companies to design a marketing plan that addresses environmental, social, and economic goals in an integrated manner. Companies must recognize that sustainability is no longer an option, but a necessity. The needs of the company, customers, and society must be met in a way that enhances both profit and sustainability, aligning with the natural environment and ecosystems (Rachafaily, 2021, p. 12).

#### **B- The Effects of Implementing ISO Standards on Promoting Green Marketing**

ISO 14000 is a set of rules that assist in creating an environmental management system. These rules can be used in all types and sizes of organizations, and their main goal is to protect the environment from pollution while ensuring that it aligns with the social and economic needs (Bakr, 2011, p. 13).

The application of the ISO 14000 standard brings several benefits, including (Amraoui, 2015-2016, p. 65 and beyond):

- **Improving operational performance** through the use of high-quality resources, thus reducing waste and environmental impact.

- **Enhancing environmental performance** by using energy more efficiently, as overuse negatively affects the environment.

- **Establishing a comprehensive monitoring system** that helps implement policies and goals related to the organization's environmental performance.

- **Achieving a competitive advantage** for organizations, helping them build a good reputation in the market and increase their market share.

Both **green marketing** and the **ISO 14000 standards** aim to protect the environment, but they differ in some aspects. ISO 14000 focuses solely on environmental protection without considering profit or customer satisfaction, while green marketing also takes profit and customer satisfaction into account. Green marketing gives companies the freedom to choose the methods they use to protect the environment, while ISO 14000 requires adherence to a set of rules to obtain certification. Green marketing relies on new and innovative ideas to protect the environment. However, green marketing and ISO 14000 standards can work together to help companies achieve their goals.

Following ISO 14000 standards can help market products, thus promoting the idea of green marketing, and vice versa.

In the context of combating industrial pollution in Algeria, 1,400 environmental delegates were installed within industrial organizations to implement pollution control plans for their respective facilities, along with conducting environmental impact assessments as part of expanding this procedure. Additionally, 1,500 studies on industrial risks were conducted, and some industrial facilities in Algeria began implementing ISO 14000 and 14001 standards (Baghdadi, 2021).

#### **Green Marketing within the Framework of Sustainable Development in Algeria**

Governments vary in their level of concern for the environment and its protection. Some governments are highly focused on the environment and pressure companies to be more environmentally conscious. There are also green movements that advocate for maintaining a clean environment. However, there are countries that do not prioritize the environment for various reasons. With the increasing awareness of the importance of the environment, it has become essential for institutions to adopt social responsibility through laws aimed at protecting the environment, imposing penalties for violations and harm to living organisms (Qasi, 2018, p. 170). Environmental culture is a new concept that emerged due to the attention to environmental issues. It aims to increase awareness about environmental issues, helping people understand the risks of pollution and change their behaviors and attitudes to care more about the environment within economic activities (Bourzak, 2015, p. 121).

Algeria has ratified many agreements related to water, air, and soil environments, resulting in the issuance of relevant internal legislation, which includes civil penalties as well as punitive penalties for any damage to the environment. This reflects Algeria's awareness of the importance of the environmental ecosystem and the necessity of preserving it for present and future generations within the framework of sustainable development. Therefore, the law provides protection for the environment alongside the requirements for sustainable development (Law No. 03-10, 2003).

The purpose of the law is to define the basic principles and rules for managing the environment, enhancing and developing living conditions, preventing all forms of pollution and harm to the environment, and maintaining its components. Therefore, this law calls for the promotion of the rational ecological use of available natural resources, as well as the use of cleaner technologies (Baghdadi, Environmental Policy Impacts on Investment Direction in Algeria, 2020).

#### **Strategic Objectives of Green Marketing and Environmental Innovations in Business Organizations**

After planning marketing strategies, the next step is to define marketing objectives. These objectives are closely linked to the organization's goals. For example, if the organization's goal is to achieve a 20% return on investment next year, the strategy would be to reduce marketing costs by 15%. In this case, the strategy becomes a marketing objective. Objectives stem from the organization's message and can be short, medium, or long-term. Some marketing objectives include: achieving a certain percentage of profit, penetrating specific markets, market shares, increasing sales, etc. (Abbas, 2016, p. 304 and beyond).

Therefore, organizations should follow and integrate green marketing strategies, whether defensively or offensively.

Furthermore, current companies aim to stand out and excel by adopting green marketing principles, through innovation to face competitors, which increases the true value of green prod-

ucts in exchange for what customers are willing to pay. There are two perspectives on innovation: the narrow perspective, which refers to achieving something new in the form of organized development and practical application of a new idea, and the broad perspective, which involves improving and modifying a product to be important in the market and for the customer (Bourzak, 2015, p. 122 and beyond).

#### **A- Green Marketing Strategies**

The "Green Marketing Strategy Matrix" helps in understanding how companies work with green marketing. Before choosing its strategy, a company must analyze the potential size of the green market in its field. Then, the company must ensure its ability to distinguish its products from others, with the help of the green profile of competitors (Rachafaili, 2021, pp. 12-13). There is no single marketing strategy that fits all organizations, which is why most organizations seek to apply a combination of the following strategies (Kashida, 2017, p. 88 and beyond):

- **Lean Green:** This means that companies do not focus heavily on advertising or marketing environmental initiatives but try to reduce costs and improve efficiency through environmentally friendly activities. The goal is to gain a competitive advantage, not just an environmental one.
- **Defensive Green:** Companies use this strategy as a form of caution or in response to a specific crisis. They aim to showcase the value of their brand and reduce losses through defensive green strategies.
- **Divergent Green:** Companies focus on creating environmentally friendly processes on a large scale and for the long term. This requires both financial and non-financial commitment from the companies' perspectives. Environmental activities are viewed as an opportunity to distinguish themselves in an environmentally friendly way.
- **Extreme Green:** Organizations using this marketing strategy are characterized by inclusive philosophies and values. Environmental issues are integrated into the activities or processes in the product life cycle.

After selecting the strategy to follow, a timeline should be set to monitor the results, as each of the previous marketing strategies has direct or indirect effects. Researchers have classified green marketing strategies in several ways, such as by field, by management levels, or even by time. Therefore, each company must develop appropriate strategies based on its objectives, available resources, target market, and competition. The Green Marketing Strategy Matrix can be used to help with this, determining the importance of the green market size in industries and the company's ability to distinguish its products based on how green they are (Al-Kheir, 2018, p. 68).

#### **B- Environmental Innovations as a Mechanism to Enhance Green Marketing Practices**

Environmental innovations mean developing or changing the ways we produce things and technologies to reduce the damage they may cause to the environment. There are two types of innovations: technological innovations, which make products and processes more environmentally friendly, and organizational innovations, which help companies improve their performance. These innovations include training programs, environmentally friendly design, and product life cycle studies for green products, creating communication channels to address environmental problems, and forming work teams to handle environmental issues (Zarqon, 2018, pp. 48-49). There are classifications for environmental innovations, including (Zarqon, 2018, pp. 50-51):

- The first type: depends on the technology used in the organization, such as pollution control technology, waste management, clean technology, recycling, and organizational technology.

- The second type: includes waste reduction technology, energy efficiency technology, production process improvement technology, clean material technology, closed-loop or circular production process technology and recycling, cleaner products, and clean product management technology. Green innovation is a response to environmental regulations and can lead to (Bourzak, 2015, p. 124):

- Reducing costs or reducing or eliminating pollution that can be turned into something useful.

- Focusing on the main causes of pollution by improving resource use.

- The emergence of new or improved products that is less harmful and more environmentally friendly.

- Contributing to the development of new technologies or methods that are less harmful and more suitable for the environment.

- Highlighting management innovation that helps introduce new ideas such as total quality management.

Thus, innovation is the renewable source of competitive advantage in leading companies and remains an essential resort.

#### **Environmental Awareness and Green Marketing in Algerian Law**

The **Sustainable Development Plan for 2030**, in the United Nations program that Algeria also implements, highlights the basic dimensions of economic transformation, which are (Rashmawi, 2018, p. 25): It is very important to focus on employment opportunities and the economy. We must care about public wealth in economic, environmental, and social fields. We must invest in healthy ecosystems and innovate new ways to protect the environment. We also need to work on developing people's skills and building strong institutions through laws that support investment. It is important to achieve a balance between our current and future needs, and carry out reforms in policies related to the private sector. After environmental awareness increased in developed countries, this required companies to support their organizational culture and strategies with an environmental orientation, and to include environmentally friendly attitudes instead of just striving to develop green products (Bedraoui, 2008, p. 217).

We can use **green internet** to raise environmental awareness. It helps us learn about environmental issues, and environmental protection associations contribute to raising awareness through social media platforms. Additionally, the internet can offer services to assess and measure environmental performance. There is also an initiative by a young German who invented an environmentally friendly search engine as a step to help raise environmental awareness (Rashmawi, 2018, p. 25).

In Algeria, what is clearly noticeable is the legislative aspect that protects the environment. Algeria is always a pioneer in ratifying international treaties and agreements and then embedding them into internal legislation. However, what the country really needs is the actual implementation of laws, not just passing them. Regarding environmental awareness, it is reflected in some of the activities carried out by environmental protection associations, such as awareness campaigns, but these are not as effective as desired. What is required is the cooperation of the government, busi-

ness organizations, and civil society to achieve satisfactory results. What stands out, however, is the government's constant call for: combating industrial pollution of all kinds, especially the disposal of factory waste into the sea, and attempting to implement a green economy in Algeria as two prominent steps aimed at protecting the environment from waste and pollution.

#### **A- Environmental Awareness through Combating Industrial Pollution**

One of the most significant impacts of industrial pollution on the environment, according to (Baghdadi, Key Aspects of Industrial Environmental Policy in Algeria, 2021), is: The waste from hazardous factories causes significant damage because it contains toxic materials, which can be solid, liquid, or gaseous. These wastes require special methods for collection, transportation, and treatment. Therefore, the law has set methods for dealing with them to protect living organisms. Other serious damages include the depletion of natural resources, especially non-renewable resources, which contradicts the sustainable development of future generations. Among these damages, pollution appears in the air, water, and soil.

Therefore, Algeria began following an environmental policy to combat industrial pollution. This policy started with studying the impacts of pollution on the environment and called for some institutions to apply environmental standards such as **ISO 14000** and **ISO 14001**. A charter for institutions was also established, with more than 2,635 companies joining, which helps protect the environment from pollution and waste. Additionally, environmental representatives were appointed in institutions that posed a risk, with 92 representatives appointed in industrial establishments. Finally, environmental fees were introduced as a measure to reduce pollution, as stipulated in the **Finance Law of 1992**, which included a call for the prevention of major risks through: conducting a national survey on hazardous waste, creating a national plan for managing specific waste, processing used oils and expired industrial products, treating high-risk material waste, and developing renewable energy sources. The program also aimed to implement the ozone protection program, safeguard the coast and sea through the specific law for the protection and enhancement of the coast.

Thanks to consultations with industrialists in a participatory and transparent manner, awareness of environmental issues has increased in recent years, and industrialists have become more aware of the importance of solutions that ensure sustainable industrial management. They have committed to cooperating with the environment administration, leading to many polluting factories beginning to take steps to protect the environment through projects and investments aimed at reducing pollution.

**Special and hazardous waste** are types of waste that require special care because they can harm the environment or public health. They cannot be dealt with like regular household waste because they contain dangerous materials. Around 325,000 tons of this waste is produced annually, according to the national record, and it can be disposed of in various ways such as burning or storage in special centers. Every person who generates waste must know how to classify and separate it. Here, the role of municipalities is crucial in maintaining public health and cleanliness, as well as the role of local cleanliness services and environmental directorates in addressing the dangers of waste and how to collect it, and the role of urban policing (Tayyar, 2022, p. 46 and beyond).

#### **B- Environmental Awareness through the Implementation of the Green Economy**

The **green economy** helps provide important things such as green industry, sustainable businesses, job creation, increased investments, and poverty reduction. Therefore, Algeria began working on

this subject through the **Regional Development Project** in 2001, managed by the Ministry of Environment. The main goal of this project is better waste management to eliminate the risks associated with hazardous chemicals. A law was also adopted in 2002 to monitor waste management and disposal methods. There are also other projects related to cooperation with other countries, stemming from the internal environmental dimension, including: the **Tourism Planning Scheme for 2025** (Tayyar, 2022, p. 48).

In 2012, the United Nations Environment Program discussed the topic of the green economy and how it can help with sustainable development and poverty eradication, and Algeria participated in this program to find ways to implement the green economy in a fair and equitable manner for all. The green economy means that we work on protecting the environment while simultaneously helping to increase income and provide job opportunities through investments in both the public and private sectors, which would lead to enhancing resource efficiency (Mezhoud, 2021, p. 74).

Several administrative bodies implement environmental policies to achieve sustainable development. These bodies include: the Ministry of Environment and Renewable Energies, the Supreme Council for Environment and Sustainable Development, the National Council for Regional Planning and Sustainable Development, environmental monitoring agencies, the Center for Renewable Energy Development, the Unit for Solar Equipment Development, the National Agency for Energy Efficiency and Rational Use, and the Solar Equipment Testing Station. Thus, we can understand that the benefits of the green economy include addressing environmental challenges, stimulating economic growth, and helping to eliminate poverty and unemployment. Algeria is working on a new sustainable development plan to achieve these goals over five years, from 2015 to 2019, with the green economy being a key driver for technological development and progress (Mezhoud, 2021, p. 80 and beyond).

#### **Results and Discussion:**

From the above, we conclude that:

- The concept of **green marketing** has evolved from the idea of corporate social responsibility to the idea of consumer protection and environmental concern. This concept began to influence the way companies operate, as they started adopting specific standards like **ISO 14000** and **ISO 14001** to improve their environmental behavior.
- The importance of **green marketing** is evident in several aspects: meeting consumer needs, ensuring product safety, managing processes efficiently, gaining social acceptance, and ensuring the continuity of activities. As a result, governments consider **green marketing** to be important, and countries are striving to implement it.
- **Green marketing** ideas relate to several aspects, such as: environmentally friendly products, eco-friendly prices, eco-friendly distribution methods, promotion of green products, and environmentally friendly production processes. It also involves individuals who care about the environment and corporate performance in protecting it.
- For the success of sustainable development in Algeria, laws should be adopted that support concepts like: corporate social responsibility, social entrepreneurship, Islamic economy, and **green marketing**. All of these ideas aim to protect the environment, but they are not clearly implemented in Algerian laws, though they can be seen within the broader framework of sustainable development.

- The factors that explain **green marketing** include: business ethics, environmental damage, social responsibility, commitment from top management, products that do not have negative impacts on society and the environment. According to Algeria's environmental protection laws, some of these aspects are visible, especially the deterrent measures when environmental damage occurs.

- There is no **environmental commercial insurance** in Algeria, and it is not implemented despite its significant importance. What may exist is **civil liability insurance** for business organizations, which does not cover environmental damage due to the specific nature of environmental risks.

### Conclusion

The environmental system supporting green marketing in Algeria includes a set of factors and elements that support and contribute to the application of green marketing concepts in the country. This system encompasses several vital aspects, starting from legislation and government policies to societal awareness and active participation from the private sector. These points can be summarized in several key aspects:

#### 1. Legislation and Government Policies:

- The Algerian government has developed several policies and laws in recent years aimed at promoting sustainability and environmental protection. Among these policies are laws that encourage companies to adopt environmentally friendly practices, such as reducing pollution, minimizing the consumption of natural resources, and using clean technologies.

- For example, there are laws related to waste management and recycling, encouraging the use of renewable energy, and promoting industries to adopt eco-friendly production practices.

#### 2. Role of Government Institutions and Environmental Organizations:

- Environmental protection organizations in Algeria play an important role in raising awareness and guiding towards sound environmental practices. These organizations provide consultations to private institutions regarding the marketing of green products.

- Additionally, environmental awareness campaigns are organized for the public to raise awareness of the importance of sustainability and environmental protection.

#### 3. Technology and Innovation:

- Modern technology contributes to achieving green marketing by innovating products that adhere to environmental values, such as developing clean production technologies and using renewable resources.

- This technology can also help improve the effectiveness of green marketing campaigns through digital media, such as social media, which facilitates interaction with the public and educates consumers on the importance of choosing eco-friendly products.

#### 4. Private Sector and Companies:

- Algerian companies, especially those in the renewable energy, eco-packaging, and sustainable agriculture sectors, have become more aware of the concept of green marketing and are adopting marketing strategies based on environmental values.

- Companies that market eco-friendly products may benefit from government support or tax incentives.

#### 5. Community Awareness and Education:

- Universities and schools play a role in spreading the culture of green marketing, as concepts of sustainability and environmental protection are taught in educational curricula.

○ Increasing awareness among consumers about the importance of favoring eco-friendly products, such as recyclable products or those using sustainable raw materials.

#### 6. Natural Resources and Biodiversity:

○ Algeria, with its geographic location and diverse natural resources, is one of the countries that have significant opportunities to develop green industries, such as solar and wind energy, and sustainable agriculture.

○ This biodiversity can be a strong foundation for marketing natural and environmentally friendly products in both the local and international markets.

#### Recommendations:

- Encouraging green economy initiatives in Algeria is crucial, especially for young entrepreneurs with environmental ideas who can create small companies focused on the environment, such as recycling businesses.

- Companies should adhere to laws that protect the environment. If companies cause pollution of air, water, or land, they should be subject to penalties.

- It is important for companies to follow good environmental practices to reduce pollution and help protect the environment. This can be achieved by strengthening the role of environmental representatives in companies and making the company charter an ethical document to be adhered to. Additionally, media, especially the internet, should play a larger role in spreading environmental awareness.

- Laws related to corporate social responsibility, social entrepreneurship, Islamic economy, and green marketing should be enacted, as they contribute to environmental protection.

- Further encouragement of green technology and environmental innovations in Algeria is necessary to increase their societal effectiveness.

- The actual application of environmental laws in daily life is crucial, not just the establishment of laws. There must be monitoring, such as by urban police and environmental police.

- There should also be methods to protect people from environmental damage, such as requiring insurance companies to provide specific coverage for these risks.

- The Ministry of Environment should play a significant role in encouraging "green marketing" in factories in Algeria and integrating it into its programs.

- Finally, the internet and social media can be used to spread environmental awareness, as many people in Algeria use these platforms, which will help increase environmental awareness among companies and consumers.

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