



Environmental Marketing Strategies as a Tool for Achieving Sustainable Development Goals

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Abstract

This research paper examines the central role of environmental marketing in achieving sustainable development goals within modern institutions, by studying how environmental considerations are integrated into various marketing activities in a way that balances economic growth and environmental preservation. The paper begins by highlighting the conceptual evolution of environmental marketing as a necessary response to global environmental challenges and the increasing consumer awareness of environmental issues.

The paper reviews the key strategies adopted by institutions to move toward sustainability, such as designing low-impact products, implementing clean production techniques that reduce emissions and waste, adopting eco-friendly packaging systems, in addition to promotional campaigns that enhance environmental awareness and highlight the green value of products. The paper also analyzes the impact of these practices on shaping consumer behavior and its role in directing demand toward sustainable choices.

Furthermore, the paper clarifies the complementary relationship between environmental marketing and sustainable development, demonstrating its role in supporting the economic, social, and environmental dimensions of sustainability by improving institutional image, developing competitive advantage, and building long-term consumer relationships based on trust and environmental responsibility.

The paper concludes that adopting effective environmental marketing strategies requires a comprehensive strategic vision, continuous investment in green innovation, and embedding sustainability values in organizational culture. It

also affirms that environmentally responsible marketing practices have become a fundamental tool for transitioning toward a more balanced development model.

Keywords: Environmental marketing, sustainable development, environmental strategies, environmental responsibility, eco-friendly products.

Résumé

Cet article de recherche examine le rôle central du marketing environnemental dans la réalisation des objectifs de développement durable au sein des institutions modernes, en étudiant comment les considérations environnementales sont intégrées dans diverses activités de marketing de manière à équilibrer la croissance économique et la préservation de l'environnement. L'article commence par mettre en évidence l'évolution conceptuelle du marketing environnemental en tant que réponse nécessaire aux défis environnementaux mondiaux et à la sensibilisation croissante des consommateurs aux questions environnementales.

Il passe en revue les principales stratégies adoptées par les institutions pour évoluer vers la durabilité, telles que la conception de produits à faible impact, la mise en œuvre de techniques de production propres qui réduisent les émissions et les déchets, l'adoption de systèmes d'emballage respectueux de l'environnement, en plus des campagnes promotionnelles qui renforcent la sensibilisation à l'environnement et mettent en avant la valeur écologique des produits. Il analyse également l'impact de ces pratiques sur le comportement des consommateurs et leur rôle dans l'orientation de la demande vers des choix durables.

En outre, l'article clarifie la relation complémentaire entre le marketing environnemental et le développement durable, démontrant son rôle dans le soutien des dimensions économiques, sociales et environnementales de la durabilité en améliorant l'image institutionnelle, en développant un avantage concurrentiel et en établissant des relations à long terme avec les consommateurs basées sur la confiance et la responsabilité environnementale.

Le document conclut que l'adoption de stratégies de marketing environnemental efficaces nécessite une vision stratégique globale, un investissement continu dans l'innovation verte et l'intégration des valeurs de durabilité dans la culture organisationnelle. Il affirme également que les pratiques de marketing respectueuses de l'environnement sont devenues un outil fondamental pour la transition vers un modèle de développement plus équilibré.

Mots clés : Marketing environnemental, développement durable, stratégies environnementales, responsabilité environnementale, produits écologiques.



Introduction :

The world today is witnessing escalating environmental challenges affecting various aspects of economic and social life, foremost among them climate change, ecosystem degradation, loss of biodiversity, and the growing volume of industrial and consumer waste. These transformations have pushed governments and institutions to reconsider traditional production and consumption patterns and to adopt more responsible practices. From this standpoint, environmental marketing emerged as a strategic field that guides institutions toward adopting approaches that consider environmental concerns without compromising economic objectives.

The modern consumer has become more aware of and influenced by environmental issues, increasingly preferring eco-friendly products and showing greater sensitivity toward institutional practices related to emissions, packaging, and resource management. This shift in consumer behavior has made environmental marketing a competitive necessity rather than an optional choice, as institutions are now required to demonstrate their commitment to environmental responsibility through an integrated chain that includes product development, sustainable production processes, distribution policies that reduce environmental impact, and promotional campaigns that enhance awareness of the value of sustainability.

The importance of environmental marketing stems from its integration within the holistic perspective of sustainable development, which aims to harmonize economic growth,

environmental quality, and social well-being. Adopting environmental strategies in marketing not only improves the institution's image but also develops its efficiency and increases its ability to compete and survive in global markets that have become more stringent in their environmental standards.

In light of these considerations, this research paper seeks to provide an in-depth analysis of the role of environmental marketing strategies in supporting and achieving sustainable development goals, by clarifying the theoretical foundations of both concepts, reviewing the main environmental practices adopted by modern institutions, and analyzing the impact of these practices on both consumer behavior and the competitive advantage of institutions. The paper further aims to highlight how environmental marketing can contribute to building a more balanced economic model that meets the needs of the present without compromising the rights of future generations.

Section One: Environmental Marketing

Environmental marketing is considered one of the modern concepts in business management, as it seeks to direct consumer behavior toward environmentally friendly products and services. It also represents a tool for achieving balance between profit objectives and environmental care, making it a central factor in sustainable development strategies.



First Requirement: Definition of Environmental Marketing

Understanding environmental marketing begins with clarifying its definition and fundamental principles. It is not merely about promoting products, but rather an integrated process aimed at modifying consumer habits in line with environmental preservation.

Pride-Ferrell defines it as *the process of creating, distributing, promoting, and pricing products, services, and ideas to facilitate the satisfaction or pursuit of exchange relationships with customers in a dynamic environment.

It is also viewed as an integrated systematic approach that aims to influence customer preferences in a way that drives them toward demanding environmentally safe products and adjusting their consumption habits accordingly, while offering a comprehensive marketing mix based on innovation that fulfills this orientation, so that the final outcome is the preservation of the environment, the protection and satisfaction of consumers, and the achievement of profitability for the firm.¹

Environmental marketing reflects a strategic vision that includes innovation and creativity in providing products and services while considering consumer interests and environmental protection. Thus, it becomes an indispensable tool in the context of sustainable development.

¹Al-Bakri, Thamer, & Al-Nouri, Nizar Ahmad. Green Marketing. Al-Yazouri Publishing and Distribution, Jordan, 2007, p. 49.

Second Requirement: The Importance of Green Marketing

The importance of green marketing emerges through the economic, social, and environmental benefits it brings to organizations and society, strengthening their capability for competition and sustainability.

Among the advantages gained when organizations adopt the concept of green marketing are²:

1. Satisfying owners' needs:

The green marketing approach is expected to open new horizons and attractive marketing opportunities for organizations practicing it, thereby achieving competitive leadership in the market, generating higher profits, gaining a positive reputation, and fulfilling owners' needs.

2. Achieving safety in product provision and operations management:

Focusing on producing safe and eco-friendly goods drives the organization to improve the efficiency of its production operations, reducing waste and environmental pollution, while avoiding legal prosecutions that lead to compensation for affected individuals and preventing conflicts with environmental and consumer protection groups.

² Ben Abdelaziz, Sofiane; Douli, Lakhdar; Ben Abdelaziz, Samir. Green Marketing as a Strategic Option for the Sustainability of the Competitive Advantage of the Algerian Economic Enterprise: A Case Study of NAFTAL Algeria – Liquefied Petroleum Gas Branch*. *Journal of Finance, Business and Economics (JFBE)*, Vol. 03, No. 02, Tahri Mohamed University of Béchar, Algeria, 2019, pp. 311–312.



3. Achieving social acceptance of the organization:

Environmental commitment helps the organization earn social support and strengthen relationships with current customers while attracting future ones.

4. Sustainability of activities:

An environmentally compliant organization avoids legal issues and gains community approval due to the general acceptance of its goals and philosophy. This enables it to continue providing eco-friendly products and supporting its operations and business activities.

Adopting green marketing provides organizations with new opportunities such as increased profits, improved reputation, reduced pollution, and wider social acceptance reflecting the strong link between green marketing and sustainable organizational success.

Third Requirement: Dimensions of Green Marketing

Green marketing is based on specific dimensions aimed at improving production efficiency, profitability, and environmental practices. These dimensions are essential for ensuring the success of environmental marketing strategies. The main four dimensions are:³

1. Reducing damage and waste:

Pollution or the provision of damaged or unsuitable products usually results from inefficient production processes. Therefore, it has become necessary to focus on

³ Farhan, Alaa, and others, *The Philosophy of Green Marketing*, Safaa Publishing and Distribution House, Amman, 2010, pp. 61–70.

improving these processes instead of seeking ways to dispose of defective products or industrial waste.

2. Clarifying the relationship between cost and price:

Every product should reflect its true cost or something close to it when determining its price. This means the price must match the value delivered to the customer, noting that this value reflects not only the environmental safety of the product but also the costs of seeking alternative resources, protecting natural resources, and the high expenses of research and development.

3. Making environmental orientation profitable:

Many organizations have realized that green marketing represents a market opportunity that could grant them a competitive possibly sustainable advantage, especially with increasing environmental awareness among consumers and their gradual shift toward becoming “green consumers.” Thus, this orientation becomes profitable, particularly in the long term.

4. Changing product-related concepts:

New products must rely heavily on raw materials that are environmentally safe and that do not consume large amounts of resources. Additionally, certain products should be recycled after consumers finish using them, allowing for disassembly and reuse. Packaging methods must also change to include recyclable and non-harmful materials and rely on alternative sources for their production.

These dimensions illustrate how organizations can integrate environmental protection into their marketing strategy by reducing waste, determining appropriate costs,



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achieving profitability, and reshaping product concepts toward sustainable resources and reuse.

Section Two: Sustainable Development

Sustainable development represents an integrated framework that balances economic, social, and environmental dimensions, placing the human being at the center of the development process. Local communities play a fundamental role in transforming these concepts into concrete programs and projects.

First Requirement: The Concept of Sustainable Development

The concept of sustainable development goes beyond economic growth to include the human being, the environment, and society within the development strategy. It reflects a balance between current needs and the future needs of coming generations.

At its early stages, the concept of development was limited to the economic dimension only, then it evolved to include the social dimension, after which the human was integrated as an essential component of development, eventually leading to a focus on the environmental dimension and consequently the emergence of the concept of sustainable and comprehensive development. Sustainable development is not a new idea; its frameworks and implementation mechanisms have witnessed rapid evolution since the past century as a result of the conflict between environmental protection requirements and economic development demands that did not consider the needs of future generations or environmental concerns. This

led to the emergence of sustainable development as a concept tasked with achieving economic growth and improving living standards within a clean environment.⁴ Some of the available definitions of sustainable development include:⁵

1. Sahar Qadri Al-Rifai (2009):

Sustainable development is an interactive and dynamic development that undertakes to achieve harmony among its three pillars: humans, environmental resources, and economic development.

2. Maher Abu Al-Maati (2014):

Sustainable development is a genuine, continuous, and ongoing form of development whose primary objective is the human being. It emphasizes balance between the environment and its economic, social, and political dimensions in a way that contributes to the development of natural resources, the empowerment and development of human resources, and transformations in the industrial base. It is based on a scientifically planned strategy aimed at meeting the needs of the present and future through community participation and preserving the cultural identity of societies.

⁴Abdel Halim Oussaleh, "The Role of International Environmental Agreements in Protecting Fragile Ecosystems under the Principles of Sustainable Development: A Case Study of the Arab Countries Affiliated with ESCWA," Research Files in Economics Journal, Issue 04, 2015, p. 194.

⁵ Medhat Abu Al-Nasr, Yasmine Medhat Mohammed, *Sustainable Development: Its Concept, Dimensions, and Indicators*, 1st ed., Arab Group for Training and Publishing, Cairo, 2017, p. 81.



3. Mohamed Kamel Sharkawy (2014):

Sustainable development is the process that aims to achieve the highest level of economic efficiency of human activity within the limits of available renewable resources and the absorption capacity of natural ecosystems, while ensuring the needs of future generations.

4. Wafaa Ahmed Abdullah (1983):

Sustainable development is the set of policies and procedures taken to move society to a better situation using environmentally appropriate technology, in order to achieve balance between the construction of natural resources and their destruction by humans within a local and global policy aimed at maintaining this balance.

These definitions clarify that development is no longer limited to economic growth but encompasses the human being, the environment, and society. They highlight the role of local communities as active entities that transform these concepts into practical programs and projects that meet population needs while preserving natural resources.⁶

Second Requirement: The Three Dimensions of Sustainable Development

The three dimensions of sustainable development (economic, social, environmental) form the basis for understanding how development policies can be applied at the local level. The economic dimension involves the exploitation of resources to improve production and income;

⁶ Medhat Abu Al-Nasr, Yasmine Medhat Mohammed, Sustainable Development: Its Concept, Dimensions, and Indicators, previously cited reference, p. 81.

the social dimension focuses on equity, justice, and well-being; and the environmental dimension concerns preserving natural resources and biodiversity. Achieving balance among these dimensions requires the ability of local communities to engage in integrated planning and community participation.

First Branch: Economic Development

Economic development refers to the sustainable and coordinated actions taken by policymakers and joint community groups that contribute to enhancing the standard of living and the economic well-being of a specific region. It also refers to the qualitative and quantitative changes experienced by the economy. These actions may cover multiple fields, including human capital, basic infrastructure, regional competitiveness, environmental sustainability, social inclusion, health, security, literacy, and other areas.

The concept of economic development differs from economic growth: while economic development refers to policy intervention aimed at ensuring economic and social welfare, economic growth refers to increased market productivity and the rise in gross domestic product. Thus, economic growth is one component of the broader process of economic development.

Second Branch: Social Development

Balanced development does not focus solely on economic development; it also includes social, cultural, and humanitarian aspects. Social development refers to the improvement of human relationships and the enhancement of education, culture, awareness, politics, and health, while



Soumission : 12/01/2025 Acceptation : 09/06/2025 Publication : 25/08/2025

ensuring opportunities for freedom and participation. Social development involves two main sectors: the government and civil society organizations, especially charitable associations.

Three main approaches to social development can be identified:

- 1) The first approach considers development synonymous with social care in its narrow sense.
- 2) The second approach views development as a set of social services provided in various fields such as health and education.
- 3) The third approach understands social development as *processes of social change* affecting the social structure and its functions in order to meet the social needs of individuals and groups. This means it is a process of transforming traditional structures and establishing a new social order with new relationships and values that satisfy the needs and aspirations of individuals. Achieving this requires strong and qualitative changes that lead to the desired progress.⁷

Third Branch: Environmental Development

Environmental development refers to the type of development that concerns the environment around us, aiming to preserve it, protect its natural resources, prevent pollution, and work toward achieving balance, biodiversity,

⁷ Medhat Abu Al-Nasr, Yasmine Medhat Mohammed, Sustainable Development: Its Concept, Dimensions, and Indicators, previously cited reference, p. 85-86

and continuity. It also ensures meeting the needs of current generations while considering future generations. Its principles include self-reliance, achieving mutual coexistence between humans and the environment that benefits both, harmonizing social and economic progress with sound environmental and resource management. Environmental development ensures the achievement of all types and levels of development without causing environmental harm or disasters.

It is clear that the success of local communities in achieving sustainable development depends on the activation of the three dimensions in an integrated manner. Community participation is essential to ensure the success of policies, and effective resource management enhances the ability of these communities to achieve comprehensive development.

Third Requirement: The Legal and Institutional Powers of Local Communities in the Field of Development

First Branch: The Role of Local Communities in Environmental Protection

The legal and institutional powers of local communities represent the cornerstone enabling them to plan and implement development programs effectively. Understanding this legal and institutional framework allows the assessment of their capacity to manage resources and implement projects in line with sustainable development objectives, while overcoming traditional administrative constraints.



Soumission : 12/01/2025 Acceptation : 09/06/2025 Publication : 25/08/2025

The powers of local communities are manifested as follows:⁸ According to Law No. 11-10, the municipality exercises the powers of both the Municipal People's Assembly and its president. The assembly assumes powers in various fields, including:

- Managing and organizing the territory and achieving economic, social, cultural, and security development.
- Preserving and improving citizens' living conditions.
- Protecting agricultural land and green spaces, especially during the establishment of projects.
- Providing the municipality with all planning tools stipulated by legislation to protect the environment and public health.
- Protecting architectural and cultural heritage and preserving public property.
- Contributing to the establishment of basic municipal and neighborhood infrastructure for sports, youth, cultural, and recreational activities.
- Ensuring public cleanliness, health, and municipal road maintenance in cooperation with state technical services.
- Exercising financial powers such as approving the preliminary municipal budget before October 31 and the supplementary budget before June 15 of the fiscal year.
- Promoting economic, social, and cultural activities and encouraging economic actors to invest.

⁸ Articles 103–124 of Law 11-10, dated 1 Sha'ban 1432 AH, corresponding to 22 June 2011, concerning the Municipal Code, Official Gazette*, Issue No. 37, published on 03/07/2011.

- Establishing administrative, industrial, and commercial public institutions.

In the social and cultural field, the municipality is responsible for protecting vulnerable groups in accordance with national social solidarity policies. It also manages the establishment, maintenance, and supervision of primary schools, school canteens, and school transportation.

On the other hand, the president of the Municipal People's Assembly possesses powers in two capacities: as a representative of the municipality and as a representative of the state. As a representative of the municipality, he:

Represents the municipality in all official ceremonies and events.

Represents the municipality in all civil and administrative matters in accordance with legislation and regulations in force.

Prepares draft agendas for meetings, presides over them, and ensures the implementation of decisions.

Executes the municipal budget and serves as the authorizing officer.

Manages and safeguards municipal property under the supervision of the assembly⁹.

Section Two: Tools and Mechanisms of Local Communities' Intervention in Sustainable Development

The mechanisms used by local communities to ensure sustainable development are diverse, ranging from decentralization and delegation to local strategic planning and community participation. These mechanisms enable

⁹ Articles 77–84 of Law 11-10, related to the municipality, previously mentioned.



Soumission : 12/01/2025 Acceptation : 09/06/2025 Publication : 25/08/2025

communities to achieve development objectives in an integrated and sustainable manner.

Below are some tools that can support this process:¹⁰

First: Delegation and Decentralization

Decentralization refers to the distribution of authority among the different parts and levels of the state's administrative system by allowing the delegation of power to lower administrative levels. The core idea behind decentralization is delegation in order to achieve higher productivity in administrative work.

Decentralization thus involves transferring authority from central administration to local authorities to carry out specific assigned tasks while granting them broader decision-making powers, including allocating financial resources and locally implementing programs and projects. This reduces the burdens on central authorities and improves service quality, without granting full legal independence from the central government.

Second: Community Participation

Encouraging active participation of citizens and local communities in decision-making and setting development priorities is one of the key mechanisms of local development. Nasser Sheikh Ali defines participation as:

"A process that encompasses all forms of citizens' involvement and contributions in guiding the work of

¹⁰ Abdelbaki Mohamed, Qarrash Nesrine, Sherbali Omar, Mechanisms for Enabling Local Communities to Achieve Local Development, National Conference: Mechanisms for Enabling Local Communities to Achieve Comprehensive Local Development in Algeria, University of Djelfa, 2023, p. 60.

government bodies or local public authorities, or directly performing tasks required by the community – whether consultative, decision-making, executive, or supervisory, and whether direct or indirect."

Participation thus provides opportunities for civil society and the private sector to contribute to public affairs through consultation, discussions, equal treatment, collective decision-making, and the development of shared civic culture.

Third: Local (Regional) Strategic Planning

Studies indicate that local strategic planning is an important tool for local governance in achieving local development. It helps define the direction of local administration and set a general framework for its actions in response to environmental changes. It also reduces uncertainty and risks associated with external factors, helping identify opportunities and threats facing local management and contributing to comprehensive local development.

To activate local planning, several solutions are proposed, such as:

- Developing administrative and technical capacities of administrators and elected officials
- Combating administrative corruption
- Enhancing inter-municipal cooperation and strengthening international roles
- Revising local financing mechanisms
- Ensuring an active civil society and relying on participatory approaches

Local planning therefore occurs at the community level to promote development through optimal use of local



resources and citizen participation. Key considerations include meeting local needs while relying as much as possible on available resources, within the general guidelines of the national development plan set by the state.¹¹

Section Two: Applying Environmental Marketing Strategies Locally

This section explores how environmental marketing strategies can be practically employed at the local level through municipalities, media tools, and civil society to achieve sustainable development.

Requirement 1: The Municipality's Role in Promoting Environmental Practices

Municipalities play a central role in organizing local activities and protecting the environment through issuing licenses, managing waste, and overseeing investment projects in accordance with local laws.

Law 03-10 grants municipalities several powers related to environmental protection to counter environmental deterioration at the local level. Key powers include:

- Issuing permits for classified facilities (third-class facilities), which require administrative licensing as a preventive tool to ensure environmental compliance
- Facilities not requiring environmental impact studies must submit declarations to the mayor, as per Article 19

¹¹ Abdelbaki Mohamed, Qarrash Nesrine, Sherbali Omar, Mechanisms for Enabling Local Communities to Achieve Local Development, previous reference, p. 62.

Providing opinions prior to granting licenses for facilities that may threaten public health, hygiene, safety, agriculture, ecosystems, natural resources, and tourism sites

Article 108 of Law 11-10 requires municipal participation in preparing territorial planning and sustainable development operations, and providing prior opinions on investment projects

One of the main municipal responsibilities is waste management due to its risks to public health and the environment. Law 01-19 outlines these responsibilities, including:

- Developing a municipal waste management plan
- Ensuring compatibility with the provincial planning scheme
- Publicly displaying the plan for citizen review and feedback
- Conducting awareness and education campaigns on waste risks and prevention
- Through these legal tools, municipalities ensure compliance with environmental practices and create a sustainable local environment that supports economic and social development.¹²

Requirement 2: Using Social Media in Local Environmental Campaigns

Social media platforms such as Facebook are considered effective tools for raising awareness within the local

¹² Saheli Youssef, Harbouche Boubker, The Strategic Role of Local Communities in Environmental Protection, Algerian Journal of Law and Political Science, Vol. 09, No. 02, Cyber Justice Lab, Faculty of Law and Political Science, Mohamed Béchir El Ibrahimi University, Bordj Bou Arréridj, Algeria, 2024, pp. 5-6.



Soumission : 12/01/2025 Acceptation : 09/06/2025 Publication : 25/08/2025

community and for disseminating a culture of sustainable development among different segments of society, especially youth. Facebook, in particular, can play essential roles in environmental awareness campaigns by promoting the concept of sustainable development, especially when it is integrated into the media system of awareness initiatives, owing to several key characteristics it possesses¹³:

Its wide reach: Facebook enjoys significant popularity and an ever-growing spread not only globally but also locally. Recent studies conducted in the Kingdom indicate its extensive use among both young men and women, with continuous growth in its user base.

Its multiple features: Facebook is used today for various purposes depending on the type, nature, and demographics of its users. It serves as a communication tool among friends and acquaintances, a means to access and follow social, economic, political, and environmental news, and a platform for discussion, advertising, and awareness.

Its diverse applications: Facebook is distinguished by its ability to integrate with many applications such as YouTube, Twitter, chat services, and mobile phone services. It even allows users to create their own applications, which helps organizers of awareness campaigns link Facebook to their websites and to various communication tools.

Its use in organizing and meetings: Facebook can be used to organize gatherings needed for awareness campaigns and

¹³ Bougaga Nada, "Social Media and Its Role in Environmental Awareness and Achieving Sustainable Development: Facebook as a Case Study," Arab Journal of Archiving, Documentation, and Information, Vol. 23, No. 46, Algeria, 2019, p. 403.

to coordinate interviews. It is considered one of the most effective tools for accurately reaching targeted audiences.

Moreover, Facebook offers youth the opportunity to upload photos and participate in discussion groups on various environmental issues. The majority of young people use Facebook for long periods throughout the day to stay connected with their friends.

Employing these platforms contributes to enhancing community participation and spreading proper environmental practices, thereby supporting the goals of sustainable development at the local level.

Requirement 3: The Role of Local Civil Society in Achieving Development in Algeria

Civil society is a key partner in local development, improving social services, education, the environment, and contributing to developmental projects.

Civil associations play an essential role in community empowerment and improving citizens' quality of life. Political and legal reforms since the 1989 Constitution strengthened civil society, including:

- Law 90-31, enabling associations to engage in income-generating activities
- The 1996 Constitution expanding political and economic freedoms and explicitly granting the right to establish political parties (Article 42)
- Allowing associations to receive donations and grants of up to 3% from municipalities
- Enabling national and international partnerships with foreign associations

Civil society contributions to local development in Algeria include:



Soumission : 12/01/2025 Acceptation : 09/06/2025 Publication : 25/08/2025

- Over 60% of civil-society participation is in environmental cleanup activities
- Over 3000 associations engaged in awareness and literacy programs
- More than 1200 associations dedicated to youth, sports, and cultural services
- Supporting health services, especially in rural areas¹⁴

These contributions make civil society a vital actor in supporting local development projects, enhancing community participation, and monitoring environmental and developmental policies to ensure sustainable growth.

Conclusion

In conclusion, the findings of this research paper confirm that environmental marketing represents a pivotal strategic pathway for supporting sustainable development within contemporary institutions. The analysis shows that integrating the environmental dimension into marketing activities contributes to reducing the environmental impact of production processes, promoting the rational use of resources, and building a strong institutional image based on responsibility and commitment.

The study also highlights that consumers have become more aware and inclined to choose brands that adopt environmentally friendly practices, making environmental

¹⁴ Ahmed Bay, & Reouf Houchat. (2017). The participatory approach as a tool for activating local development in Algeria. *Algerian Journal of Security and Development*, (10), 276–277. University of Batna 1.

strategies a decisive factor in enhancing institutional competitiveness. However, the effectiveness of these strategies remains dependent on the extent to which the institution adheres to a clear vision rooted in green innovation, clean production processes, and transparent communication regarding the environmental aspects of products.

Based on these results, several recommendations emerge to reinforce the success of this orientation, including the need to institutionalize environmental awareness within organizations, invest in research and development to design innovative products with minimal environmental impact, adopt production systems based on renewable energy and emission reduction, enhance transparency in communication with consumers while avoiding any misleading practices, encourage partnerships with governmental and environmental bodies supporting sustainability, and comply with international standards in environmental management. Additionally, conducting periodic studies to assess consumer environmental behavior is essential for guiding marketing strategies accordingly.

Thus, it becomes clear that when environmental marketing is integrated into an organizational framework that is conscious and aligned with the principles of sustainability, it can drive a genuine transformation in the institution's trajectory toward achieving more inclusive and balanced development.



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