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The integrated perspective of environmental marketing dimensions in Algerian industrial enterprises: Case study of Naftal and the Algerian Qatari Steel Company

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Abstract---In the face of global environmental challenges, it has become essential for enterprises to adopt strategies that align with sustainability principles and environmental protection. The concept of environmental marketing has emerged as an innovative solution aimed at balancing commercial profitability with environmental preservation. This paper seeks to analyze the extent to which modern environmental marketing dimensions have been implemented in Algerian industrial enterprises, and to assess the degree to which these enterprises have embraced environmental sustainability and ethical practices in their marketing strategies. The study finds that Algerian industrial enterprises are increasingly prioritizing environmental marketing, particularly in areas related to promoting eco-friendly products and adopting environmental management systems, as exemplified by Naftal. Furthermore, the research highlights that adherence to ethical values related to environmental protection plays a pivotal role in enhancing organizational reputation and raising environmental awareness within society. However, there is a pressing need to further strengthen the application of recycling strategies

and the use of renewable resources, alongside the re-engineering of cultural and ethical values within Algerian industrial enterprises. These values form the foundation for achieving intergenerational equity and fostering a widespread culture of marketing environmentally friendly products across various segments of society.

Keywords---Environmental Marketing, Environmental Sustainability, Environmental Management, Environmental Ethics, Recycling.

JEL Classification: Q58, Q57, Q56, Q53, M31.

Introduction

Today, the business environment is undergoing significant changes, particularly in areas related to the marketing of environmentally friendly products. Due to intense competition in both local and international markets, most economic enterprises are continuously seeking new approaches that align with these changes. Among the most recent of these approaches is environmental marketing, which has a direct impact on environmental protection and public health alike.

Environmental marketing is a strategic approach that focuses on offering eco-friendly products and services while raising environmental awareness among consumers. Enterprises that adopt environmental marketing principles receive strong support from the community, across all sectors and groups, due to the alignment of their goals with society's environmental commitments. This support helps enterprises strengthen their relationships with current customers and attract new ones in the future. Moreover, environmental marketing is a crucial element that aligns with the principles of sustainable development. In this context, environmental marketing is reflected in two main dimensions: The first is the environmental dimension, which serves as the foundation of environmental marketing and relies on the organization's environmental orientation. This dimension includes systems for the sustainability of economic resources, environmental management systems, and environmental regulations. The second is the ethical dimension of environmental marketing, which contributes to promoting ethical values related to pollution control and environmental protection within economic enterprises. This dimension is further divided into two key aspects: environmental culture and environmental ethics. Based on the above, the following research question arises:

What extent do Algerian industrial enterprises implement the modern dimensions of environmental marketing?

To address this question, the paper is divided into the following sections:

1. The Concept and Importance of Environmental Marketing
2. The Integrated Perspective of Environmental Marketing Dimensions
3. Modern Environmental Marketing Dimensions in Algerian Industrial Enterprises

First: The Concept and Importance of Environmental Marketing

The dimensions of environmental marketing are defined by the focus on meeting the needs and desires of a specific group of potential customers, known as "green customers," within the framework of emphasizing the importance of responding to the requirements for protecting, supporting, and preserving the natural environment.

1. The Concept of Environmental Marketing

Environmental marketing, also known as green marketing, can be viewed as a reflection of the social and ethical responsibilities of marketing. It emerged as a response to the increasing environmental challenges faced in recent years. This marketing approach coincides with the growing global interest in protecting consumer rights and the rise of organized environmental movements aimed at safeguarding people's right to live in a clean and safe environment.

The American Marketing Association (AMA) defines environmental marketing as the process of studying both the positive and negative impacts of marketing activities on environmental pollution and resource depletion.¹ It is also described as a process involving all activities designed to generate and facilitate exchanges that aim to satisfy the specific needs and desires of customers while minimizing harm to the natural environment.²

Environmental marketing is further defined as an indicator of the process of environmental sustainability. Sustainability, in this context, is a complex social process aimed at resolving the conflict between the organization and its customers.³ It is also recognized as a creative management approach that seeks to balance customer needs and desires, environmental requirements, and the organization's profitability goals simultaneously.⁴

From the above definitions, we can conclude that environmental marketing is a management approach aimed at achieving integration between the elements of the marketing mix to fulfill customer desires and needs, while ensuring the organization's profitability goal with minimal harm to the natural environment.

2. The Importance of Adopting Environmental Marketing by Enterprises

Environmental marketing offers substantial benefits and advantages to enterprises that embrace this concept, particularly through enhancing the organization's reputation. This reputation reflects the progress made by the various stakeholders engaged with the organization, including owners, customers, suppliers, employees, banks, non-governmental enterprises, consumers, and the government.

¹ Henion, Karl & Kinner, T., **The Myth of green Marketing: Trending our Goast At The Edge of Apocalypse**, American Journal of Sociology, July, Vol. 105, Issue 1, 1976, P01.

² Polonsky Michael Jay, **An Introduction to Green Marketing**, University of Newcastle, Newcastle NSW, 2004, P 03.

³ Marinova Dora, et al, **The International Handbook on Environmental Technology Management**, Pitman Publishing, 2007, p 251.

⁴ Darymple Douglas & Parson Leonard, **Marketing Management: Text and Cases**, 7thed, John & Sons, Inc, 2000, p 19.

Adopting the concept of environmental marketing brings enterprises closer to their customers, particularly those with an environmental focus. Enterprises that adopt environmental marketing principles earn strong support from society, across its various sectors and groups, due to the alignment of their objectives with the community's environmental commitments. This support helps the organization strengthen its relationships with existing customers and attract new ones in the future. According to Miles and Cavin, an organization's good reputation arises from its adoption of a set of principles in its various activities, such as:⁵

- ✓ The principle of credibility with investors, customers, and suppliers;
- ✓ The principle of trust between the organization, employees, customers, and the community;
- ✓ The principle of reliability;
- ✓ The principle of environmental, social, and financial responsibility.

Second: The Integrated Perspective on the Dimensions of Environmental Marketing

Since environmental marketing aligns with the principles of sustainable development, its modern dimensions can be conceptualized in two main aspects: the environmental dimension of environmental marketing, which represents the foundational element based on the organization's environmental orientation, and includes resource sustainability systems, environmental management systems, and environmental regulations; and the second aspect, which is the ethical dimension of environmental marketing, contributing to the formation of ethical values related to environmental protection from pollution in economic enterprises. This dimension is further divided into two key components: environmental culture and environmental protection ethics.⁶

⁵ Morgan P. Miles and Jeffrey G. Cavin, **Environmental Marketing :A Source Of Reputational, Competitive And Advantage** , journal of Business Ethics, vol. 23, No. 03, Feb.2000, p 300.

⁶ Aryoua Nasir, "**Contribution of Green Marketing Dimensions as a Modern Approach to Achieving Sustainable Development in Algeria: A Field Study of the Industrial Zone in M'sila**", Journal of Economic Studies and Research on Renewable Energies, Vol. 06, No. 02, March 2020, p. 164.

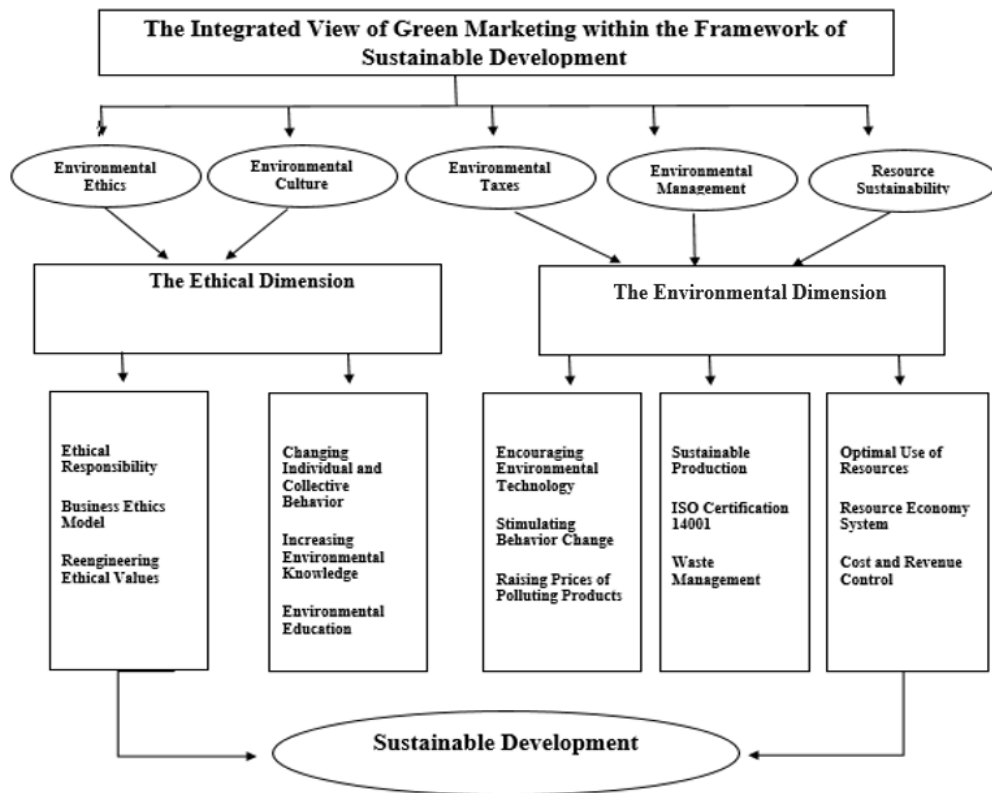


Figure 1: The Integrated Perspective on the Dimensions of Environmental Marketing

Source: Aryoua Nasir, "Contribution of Green Marketing Dimensions as a Modern Approach to Achieving Sustainable Development in Algeria: A Field Study of the Industrial Zone in M'sila", *Journal of Economic Studies and Research on Renewable Energies*, Vol. 06, No. 02, March 2020, p. 164.

From the figure above, it is clear that environmental marketing is not solely dependent on an environmental orientation, but also incorporates an ethical approach related to environmental protection. The key elements of the figure can be summarized as follows:

1. Environmental Dimension of Environmental Marketing in Modern Enterprises

1.1. Resource Sustainability System: Environmental economists have raised significant criticism regarding the excessive use of economic resources in intensive manufacturing, prompting several European countries, particularly Germany, to conduct studies on the potential development of a material economy system. This system aims at continuously reducing resource consumption, positively influencing the marketed products. The system relies on the following:

- ✓ Adopting recycling and reuse policies for damaged materials;
- ✓ Focusing on advanced technologies that help redesign material economies;
- ✓ Reducing government support policies for materials that could contribute to environmental pollution;

- ✓ Optimal allocation of economic resources based on cost and revenue control, with a focus on social expenditure.⁷

1.2. Environmental Management System: This is defined as "the procedures and control measures at local, regional, or global levels designed to protect the environment. It also includes the rational use of available natural resources and the continuous benefit from these resources."⁸

1.3. Environmental (Green) Regulations and Taxes: These environmental regulations set the maximum acceptable levels of pollution for specific areas, with responsibility for determining these limits assigned to specialized government scientific agencies. To ensure these limits are not exceeded, enterprises are required to comply with certain technical restrictions designed to reduce pollution levels released into the environment. This includes specifying certain product standards, defined quantities, and the setting of input specifications and usage methods. Such regulations serve as key drivers for enterprises to adopt an environmental marketing approach.

Regarding environmental taxes, these are mandatory levies imposed by the government, typically based on pollution sources, aiming to achieve specific environmental goals. The scope of environmental taxes primarily focuses on pollution-related levies, but can also extend to include levies related to the management of natural resources. Environmental taxes typically apply to energy products, transportation equipment and services, pollution emissions (measured or estimated) in water, air, and soil, chemicals that deplete the ozone layer, waste management, noise, and natural resource management (water, forests, etc.).⁹

Overall, we can consider an environmental levy to be any charge that has a proven impact on the environment. While these impacts may not always be clearly measurable, they are undoubtedly positive.

The approach of imposing taxes on polluters is associated with the economist Arthur Cecil Pigou, who argued for government intervention to impose a price reflecting the external costs of pollution caused by polluters. The Organization for Economic Co-operation and Development (OECD) defines a polluter as "someone who directly or indirectly causes environmental harm or creates conditions leading to this harm."¹⁰

Thus, the tax approach is based on the Polluter Pays Principle (PPP), which means including the environmental cost of resources in the price of goods or services offered on the market. Pollution—whether in the form of waste discharged into air, water, or soil—is a type of resource use in the production process, and these costs should be reflected in the final product or service price.

⁷ Aryoua Nasir, op. cit., 2020, p. 165.

⁸ Fathi Mjahidi and Sharaf Brahimi, "Environmental Management as an Approach to Achieving the Competitiveness of Industrial Enterprises: A Case Study of SONY and IBM", International Symposium on: Competition and Competitive Strategies of Industrial Enterprises Outside the Hydrocarbon Sector in Arab Countries, Faculty of Economic Sciences and Management, Hassiba Ben Bouali University of Chlef in cooperation with the Globalization and North African Economics Research Lab, Algeria, November 8-9, 2010, p. 03.

⁹ Commission des comptes et de l'économie de l'environnement, *Un rapport sur la fiscalité et l'environnement*, Conseil français des impôts, France, Septembre 2005, p. 12.

¹⁰ Henris Smets, *Le principe pollueur payeur: un principe économique érige en principe de droit de l'environnement ?*, *Revue générale de droit international public* (RGDIP), Paris, France, Tome 97, N° 02, 1993, p. 355.

The free use of environmental resources, which enter into production factors, often leads to environmental degradation. Economists argue that the environmental decline is due to the free use of environmental resources.¹¹

2. Ethical Dimension of Environmental Marketing in Modern Enterprises

2.1. Environmental Culture: The term "environmental culture" has emerged in recent years with the growing focus on environmental issues, education, and culture. It aims to spread environmental awareness or raise consciousness about environmental issues as a crucial entry point for recognizing the dangers of pollution. Environmental awareness refers to various programs or activities directed at the public or specific groups, designed to clarify and define certain environmental concepts or problems to foster concern, responsibility, and engagement in solving environmental issues.¹²

2.2. Environmental Protection Ethics: These ethics contribute to building a new perspective that ensures the protection of both global and local environments and sustains development to achieve intergenerational equity. It involves the rational use of various resources with a sustainable vision—pursuing a society of continuity and sustainable development. The underlying belief is that environmental resources are finite, and individuals are an integral part of the environment. It is built on two key concepts:

- ✓ The recognition of the limited nature of resources, necessitating new strategies for resource utilization, such as reducing excessive resource consumption, reusing or recycling resources, and using renewable resources;
- ✓ The acknowledgment that humans are part of the environment, not separate from it. Enterprises must realize this and incorporate environmental and ethical orientations into their decision-making processes to ensure the protection of the environment.¹³

As a result, enterprises today are required to establish models of environmental protection ethics, which involve integrating ethical considerations into the organization's strategy. This includes:

- ✓ Modifying leadership ethics;
- ✓ Changing individual ethics;
- ✓ Adopting and enforcing environmental and ethical codes of conduct within the organization.¹⁴

¹¹ Jean-Philippe Barde, *Economie et politique de l'environnement*, 2^{ème} ed, puf, Paris, 1992, p 210.

¹² Bourfiss Zahia and Ghoulia Mona, "Environmental Culture as a Mechanism for Implementing Sustainable Development in Society", *Journal of Judicial Effort, Research Laboratory on the Impact of Judicial Efforts on Legislative Movements*, Mohamed Khider University of Biskra, Vol. 13, No. 02, October 2021, pp. 719-720.

¹³ Yassin Ali Mohamed Al-Muqalhi, "Environmental Ethics and Future Perspectives on the Relationship Between Humans and the Global and Local Environment and the Possibilities of Their Realization from the Perspective of Students at the Faculty of Education in Al-Nadara", *Journal of Environmental Research and Energy Studies*, Issue 1, First Edition, Menoufia University, July 2012, p. 27.

¹⁴ Aryoua Nasir, op. cit., p. 168.

Third: Modern Dimensions of Environmental Marketing in Algerian Industrial Enterprises

Environmental marketing represents one of the modern trends that have gained increasing attention in Algerian industrial enterprises, in line with enhancing environmental awareness and achieving sustainability.

1. Environmental Marketing Model of Naftal Algerian Company

As part of its strategy for development and progress, Algeria aims to boost its economy by heavily relying on the hydrocarbon sector. This sector is a significant source of foreign currency, contributing about 97% of the national income, making it a vital and strategic sector for the country. One of the most prominent national institutions contributing to the development and movement of this sector is "Naftal", which leads the country in the storage, transport, and distribution of petroleum products and their derivatives.

1.1. Environmental Management System at Naftal

Naftal is a pioneering institution in the field of environmental protection, through its environmental initiatives and commitment to achieving environmental quality standards. The company has obtained certifications such as ISO 9001, OHSAS 18001, and ISO 14001, which align with the requirements of ISO 14001 in Naftal.

Naftal has adopted an environmental management system based on the "E.S.H" and "S.E.Q" strategies. Since 2000, the company has been working with the relevant ministry to implement a national program addressing environmental issues. Through this program, Naftal adopted an environmental management system that meets its conditions and principles, and it relies on achieving sustainable economic development, clearly demonstrated through the requirements of ISO 14001.

As a leading company in the distribution and marketing of petroleum products in the local market, Naftal works to enhance the efficiency of its employees and partners. The general policy for the fuel division, which aligns with Naftal's overall policy and Sonatrach's vision, is based on the "KAIZEN" principle, or "continuous improvement", which includes the following main areas:

- ✓ Sustainable customer satisfaction
- ✓ Security and safety of its operations while maintaining health at work
- ✓ Protecting the environment and reducing risks to the health of the local community

It is evident that Naftal gives significant attention to the environment, prioritizing sustainable customer satisfaction, which can only be achieved through environmental protection and ensuring public safety, particularly with the growing environmental awareness.

These three core pillars of the general policy form the foundation of the "E.S.Q" policy, which stands for "Quality, Security, and Environment". This policy focuses on quality, security, and environmental standards, and the company has committed to adhering to and complying with these international standards. The main points revolve around:

- ✓ Adapting the company to market changes while keeping customers at the center of attention
- ✓ Promoting competencies and developing human resources through continuous training, especially in areas related to quality and environmental protection
- ✓ Improving performance in line with institutional activities and complying with international standards
- ✓ Compliance with legal and regulatory requirements from a technical perspective within the framework of "E.S.H" sustainability
- ✓ Developing preventive mechanisms for risk management and accidents related to health and the environment
- ✓ Developing information and communication with customers, partners, and other stakeholders regularly, based on the principle of continuous improvement, as 75% of the company's issues arise from poor communication rather than technical causes.

Additionally, this policy is documented, published, and made available to all employees, with each department head tasked with explaining it.¹⁵

2.1. Promotion and Development of Environmentally Friendly Products by Naftal

Naftal seeks to market and distribute environmentally friendly products, such as Serghaz, which is considered one of the cleanest types of fuel. It is a product derived from natural gas, consisting of a mixture of propane, butane, and liquefied natural gas, in addition to a gasoline refining process. Serghaz is odorless and colorless, and it is considered clean fuel due to its lower toxic emissions compared to other types of fuel, such as nitrogen oxides and carbon dioxide. Serghaz is used as an environmentally friendly alternative due to its resistance to climate changes and is available at multiple sales points according to strict standards and regulations.

Algeria is one of the largest producers of liquefied petroleum gas, but the produced quantity does not suffice to meet local market demands, requiring imports of between 200 and 250 million dollars annually.¹⁶ Naftal is working to promote the use of this fuel to protect the environment by reducing emissions, as carbon emissions reach 3.01% compared to 15% for gasoline. To achieve this, the company relies on low profit margins to ensure competitive prices compared to other types of fuel.

In its efforts to expand the Serghaz market, Naftal has taken several measures, including:

- ✓ Signing agreements to convert the company's employees' cars to the Serghaz system
- ✓ Reducing the profit margin on the installation price of conversion devices
- ✓ Entering into agreements with car dealerships and providing financing to convert new cars to the Serghaz system

¹⁵Majdoub Bahoui et al., "ISO 14001 Environmental Management System at Naftal Corporation", Annals of the University of Béchar in Economic Sciences, Volume 05, Issue 02, Jun 2018, pp. 115-116.

¹⁶Ministère de l'Énergie, **BILAN ÉNERGÉTIQUE NATIONAL ANNÉE 2019**, Edition 2020, p 14.

- ✓ Increasing the number of stations dedicated to selling Serghaz
- ✓ Supporting the conversion of car engines from gasoline to Serghaz, in collaboration with several stakeholders, including 27 conversion centers affiliated with Naftal, 5 private operators, 6 other private operators with a minor share in conversions, and a car dealership with a conversion workshop in Wadi El-Smar.¹⁷

2. Environmental Sustainability Model and Ethical Values at the Algerian-Qatari Steel Company (AQS)

The Algerian-Qatari Steel Company (AQS) was established in December 2013 as a result of an investment partnership between Algeria and Qatar, with a registered capital of 58,610,000,000 Algerian Dinars. Qatar Steel International (QSI) owns 49%, the Sidar El-Hadjar Industrial Group holds 46% and 5% is owned by the National Investment Fund (FNI). AQS operates in the industrial zone of Belara, in the municipality of Miliha (Jijel province), about 400 km from Algiers, managing a steel complex spanning 216 hectares.¹⁸

AQS is a strong partner that provides high-quality services and products, focusing on sustainability and effectively meeting customer needs. The company operates an active business system that integrates human resources and advanced technology to preserve the environment and achieve a vision aligned with the developmental goals of both Algeria and Qatar. With its industrial expertise, the company is committed to delivering innovative solutions, enhancing its competitiveness in both local and international markets, and positioning itself as a reliable partner in achieving self-sufficiency and meeting customer aspirations.¹⁹

2.1. Corporate Social Responsibility and Ethical Values at AQS

The Algerian-Qatari Steel Company is committed to performing its social role efficiently by implementing projects and activities based on its financial and non-financial resources. The company focuses on raising awareness and educating youth, promoting environmental and entrepreneurial culture, thus contributing added value to the local community through social programs and economic development.

AQS also strives to enhance communication between its employees and civil society by encouraging participation in voluntary initiatives and civic activities. Social activities are integrated into the company's overall strategy in line with its human values and principles. The company seeks programs and partnerships

¹⁷Dbyan Karima and Abd al-Hamid Fadila, "The Role of Green Marketing Ethics in Achieving Sustainable Development", Additions in Economic Sciences Journal, Volume 05, Issue 01, 2021, p. 235.

¹⁸Arab Iron and Steel Union, "Information about the Algerian-Qatari Steel Company", on the website: <https://aisusteel.org/directory/>, accessed on 19/08/2024.

¹⁹Algerian-Qatari Steel Company, "Our Vision, Our Mission, Our Philosophy" available at: <https://www.aqs.dz/mission>, accessed on 19/08/2024.

that align with its values and works to ensure that its support has a positive and effective impact by conducting its activities responsibly.²⁰

The key moral and ethical values of the Algerian-Qatari Steel Company can be summarized in the following main pillars:

- ✓ **Excellence:** The Company always strives to achieve the best by fully committing to significant challenges. It focuses on providing an optimal customer experience by balancing high quality with reasonable prices, relying on professional work systems and talented competencies. Innovation and continuous development are its core priorities.
- ✓ **Innovation:** The Company aims to adapt to continuous changes by integrating competencies and modern technologies. It seeks to exceed customer expectations and meet their needs, viewing creativity as a process of exchanging experiences and learning from them. The company emphasizes intelligence and quick-wittedness in planning to achieve effective results.
- ✓ **Integrity:** The Company is built on the principles of transparency, honesty, and respect, which influence its professional behavior toward customers and partners. It is committed to offering solutions and products that meet the requirements of projects, reflecting ethical and professional conduct in all its dealings.
- ✓ **Sincerity:** Honesty and integrity are fundamental values that employees rely on to build their professional relationships, respecting the company's convictions and adhering to work systems and objectives.²¹

2.2. Environmental Sustainability, Social, and Economic Commitment at AQS

The Algerian-Qatari Steel Company is a leader in Algeria's steel industry, thanks to its commitment to high quality and environmental sustainability. Its sustainability philosophy reflects a concern for the future of generations to come through environmentally and socially responsible practices. The company promotes sustainable growth and builds long-term strategies focusing on product quality, employee safety, supply chain integrity, and the environment, through a strict quality management system. This ensures the company meets the highest quality standards thanks to advanced technology and qualified competencies. AQS is dedicated to environmental protection by applying stringent measures to reduce emissions, use resources efficiently, and enhance recycling. The company also aims to achieve the highest standards of health and safety in the workplace, adhering to global standards such as ISO 45001:2018.²²

The company is committed to achieving a sustainable economy by manufacturing its products in its facilities according to high standards that ensure quality and product safety. It aims for profitable and sustainable growth by offering long-term, reliable jobs, thus providing a strong economic foundation for its employees.

²⁰Algerian-Qatari Steel Company, "Social Responsibility", available at: <https://www.aqs.dz/community>, accessed on 19/08/2024.

²¹Algerian Qatari Steel, **Our Values**, On the link :<https://www.aqs.dz/values>, Date of recovery : 19/08/2024.

²²Algerian-Qatari Steel Company, "Sustainability and Environment", available at: <https://www.aqs.dz/durability>, accessed on 19/08/2024.

Additionally, AQS strives to foster a family-oriented culture of mutual cooperation within the company.

Workplace safety and employee health protection are central to its principles, along with a focus on continuous training and development. The company ensures labor rights in accordance with human rights standards and focuses on building long-term relationships with its partners, committing to their development. It also maintains good relations with the local community, reflecting its commitment to sustainable social and economic development.²³

Conclusion

In conclusion, it can be said that adopting environmental responsibility by business enterprises has become an absolute necessity, especially with the growing environmental issues and the intensification of international efforts to protect the environment. Environmental degradation is considered a global problem that transcends national and regional boundaries. Environmental responsibility is a collaborative project with various stakeholders, aimed at implementing and developing numerous environmental initiatives in the business sector. The organization integrates sustainability principles into its operations to ensure that the impact of its activities is positive on the environment, with full transparency in disclosing its activities, ensuring that this disclosure is comprehensive and easily accessible to stakeholders.

It is important to note here that the marketing function is one of the most exposed to the environmental challenges faced by business enterprises. This led to the emergence of what is known as environmental marketing, which was a natural result of the stages through which marketing thinking has evolved. In its initial concept, environmental marketing was an administrative approach aimed at achieving integration between the elements of the marketing mix to meet customer needs and desires while also achieving profitability for the organization with minimal harm to the natural environment.

However, considering that environmental marketing is an element that aligns with the principles of sustainable development, new dimensions of environmental marketing emerged, expanding its concept. Today, environmental marketing does not only focus on environmental aspects but also incorporates ethical considerations, which contribute to shaping ethical values related to environmental protection from pollution in business enterprises.

Among the key findings of this study:

- ✓ There is a close connection between business ethics and environmental issues, so all parties must work together to activate environmental protection ethics in an integrated manner.
- ✓ Modern dimensions of environmental marketing include: a system of economic resource sustainability, environmental management systems, and environmental regulations within the environmental dimension of marketing.

²³ Algerian Qatari Steel, **Our socio-economic commitment**, On the link : <https://www.aqs.dz/economy>, Date of recovery : 19/08/2024.

- ✓ The second dimension is the ethical aspect of environmental marketing, which helps shape the ethical values related to environmental protection from pollution in economic business enterprises.
- ✓ Through our applied study, Algeria is striving to enhance its economic growth as part of its strategy for progress by heavily relying on the hydrocarbons sector as a key source of hard currency.
- ✓ The Naftal Company adopts an environmental management system based on the "E.S.H" and "S.E.Q" strategies, focusing on quality, safety, and environmental standards through compliance and commitment to legal and regulatory requirements.
- ✓ Naftal also seeks to market and distribute environmentally friendly products, such as Sergaz, one of the cleanest fuels, along with the process of refining gasoline. Sergaz is known for its lack of odor and color and is considered clean fuel due to its lower toxic emissions compared to other types of fuel.
- ✓ The Algerian-Qatari Steel Company (AQS) is a strong partner offering high-quality services and products, focusing on sustainability and effectively meeting customer needs. The company operates an active business system integrating human resources and advanced technology to preserve the environment and achieve a vision that aligns with developmental goals.
- ✓ AQS is committed to fulfilling its social role efficiently by implementing projects and activities based on its financial and non-financial resources. The company focuses on educating and raising awareness among youth, promoting environmental and entrepreneurial culture.
- ✓ The company is concerned with the future of generations through environmentally and socially responsible practices. It also fosters sustainable growth and adopts long-term strategies focusing on product quality, worker safety, supply chains, and the environment.

Recommendations

- ✓ Recognizing that we are part of the environment and not separate from it, economic institutions must today understand the imperative of adopting an environmental and ethical approach, which obliges them to study economic decisions related to resources and direct them toward preserving environmental integrity.
- ✓ Develop new strategies for resource utilization, such as reducing the excessive use of environmental resources, reusing or recycling resources, and using renewable resources.
- ✓ Enforce technical constraints on industrial institutions to reduce the amount of pollution released into the environment, such as establishing product specifications and set quantities, as well as defining specifications for inputs and their usage ratios.
- ✓ Spread environmental awareness and raise consciousness about environmental issues to reduce pollution risks. This can be done through programs or activities aimed at individuals to create interest and a sense of environmental responsibility, thus changing their attitudes and involving them in finding appropriate solutions to environmental problems.

- ✓ Implement technological and industrial changes to ensure environmental protection, as well as making fundamental changes to environmental ethics.
- ✓ Establish continuous discussions to re-engineer cultural and ethical values within business enterprises, as a common ground for achieving intergenerational justice, which will help promote a culture of marketing environmentally friendly products among different segments of society.

In conclusion, the ethical dimension of environmental marketing involves forming ethical values related to environmental protection. Today's institutions are required to make technological and industrial changes to ensure environmental protection, alongside making profound changes to environmental ethics. Reality has proven that there is a close link between business ethics and environmental issues, so all parties must work together by continuously engaging in discussions to re-engineer cultural and ethical values within enterprises, particularly the value of protecting the environment from all forms of pollution.