

Environmental Responsibility in Algerian TV Ads Reality and Prospects

المسؤولية البيئية في الإعلانات التلفزيونية الجزائرية - واقع وآفاق -

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Abstract

ملخص

This research is meant to shed light on the new world trend that adopts the environmental dimension in various institutional activities. Besides, it examines the status of Algerian television advertisements and the extent to which the environmental responsibilities are embodied in them. This study concluded that the advertising in Algeria is still bounded by some obstructive rules that negatively affect their quality and credibility. Adding to that, the implication of the environmental dimension is limited to the awareness advertisements launched by the State to rationalize the use of energetical resources; however, the majority of institutions that really produce green products are still ignoring the importance of displaying the environmental dimension in their advertisements, as it could bring them loads of benefits which increase their incomes.

Keywords: Algerian TV advertisements, environmental dimension, environmental responsibilities, green advertisement, green products

تهدف هذه الورقة البحثية إلى إبراز التوجه الجديد في العالم الذي يعتمد على تبني البعد البيئي في مختلف نشاطات المؤسسة، إضافة إلى البحث في واقع الإعلان التلفزيوني في الجزائر ومدى تضمين المسؤولية البيئية فيه، وقد خلصت الدراسة إلى أن الإعلان في الجزائر لازالت تضبطه بعض القوانين المعرّقة والمعيقة والتي أثرت سلباً على جودته ومصداقيته كما أن تضمين البعد البيئي يقتصر فقط في الإعلانات التوعوية التي تطلقها الدولة لترشيد استعمال الموارد الطاقوية، أما معظم المؤسسات التي تنتج فعلاً سلعا خضراء فلا زالت لا تدرك أهمية إظهار البعد البيئي في إعلاناتها لما سيحققه لها من مزايا تنافسية يجعلها تعظم من أرباحها.

الكلمات المفتاحية: الإعلان التلفزيوني الجزائري، البعد البيئي، المسؤولية البيئية، الإعلان الأخضر، المنتجات الخضراء

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1. INTRODUCTION

Marketing is among the most practiced activities by organizations in relation to their surrounding environment in general, and to the market represented by the consumer in particular. In fact, their efforts would go in vain if the development of a good product or service and pricing it in a way that attracts the consumer is carried out without communicating with different customers to introduce their products. Communication is the only means that enables organizations to establish and develop their relationships with their current and future customers, and deliver their products to them.

Hence it was necessary to find an efficient and effective system in determining the said communication with various parties with which the organization deals. The marketing communications are now truly considered the most comprehensive and responsive means to the changes in the market and the organization. Their effects and repercussions extend along both inside and outside part of the organization. This indicated the state of integration in it and give it a strategic dimension in planning and implementation.

Television is considered one of the most popular and widespread technologies for communication, which has cast a shadow over economic, political, social and all aspects of life. Advertising belongs to the most prominent areas that are affected by the role of television as a media and means of advertising, which gathers characteristics and advantages that are not found in other means. Actually, television facilitated the mission of organizations to communicate with their markets and consumers, through advertisements aiming to promote their products of goods and services broadcast all the time.

With the new trends of organizations and civil society in general, which call for the need to care about the environment and the waste caused by excessive and indiscriminate consumption of natural resources, it has become imperative for the advertising organizations and institutions to highlight this orientation - if they believe in it - in their advertisements and thus try to create environmental awareness among TV-viewers and consumers. In this way, the latter are encouraged to buy their green products.

Based on the abovementioned, the problematic of this research is as follows:

- What is the status of TV advertisement in Algeria, and to what extent the environmental dimension is embodied in it?

In order to solve this problematic and familiarize with the various aspects of the issue, this research was divided into three main axes. The first

was devoted to the concepts of the advertisement, sustainable development and the relationship originated between them. The second deals with the characteristics of green (environmental) TV advertisement as well as the international standards controlling it. Finally, the third was dedicated for studying the status of the advertisement in Algeria and the attempts made to adopt and show the environmental dimension in TV advertisements.

2. ADVERTISEMENT AND SUSTAINABLE DEVELOPMENT

The concept of sustainable development is based on the idea of the interdependence of different economies with the environment that they deal with, and the necessity of a scientific understanding of the way the ecosystem works. This is on the purpose to realize a mutual benefit that achieves the goals of development organizations on the one hand, and the protection and sustainability of the environment on the other hand. All this led business organizations to adopt new methods in their production and deal with the external environment in order to embody this trend. They also have to adhere to the moral, social and environmental responsibility towards society and the environment - even if this commitment is voluntary - through adopting wise marketing strategy that achieves its economic goals, namely the material profit, and its social and environmental goals, say the society's satisfaction.

The organizations shall find the optimal solution to achieve two opposing goals in their essence (advertising to maximize sales versus adopting dimensions of sustainable development and preserving the rights of future generations).

2.1. The Problematic of Compatibility between the Advertisement and Sustainable Development

The responsibility of advertising and marketing towards promoting unsustainable consuming patterns has made various actors in civil society such as the government, media and consuming organizations develop different perspectives and answers about a set of questions:

- Is the advertisement, as a persuasive tool to encourage product purchase, compatible with the sustainable development goals?
- Does the advertisement encourage the correct or wrong choice of consumption behaviour with the sustainable development?
- Does advertising, like other methods, affect the purchasing behaviour in the same degree, less or more?

- Does knowledge and marketing techniques improve the positioning of green products and contribute to render consuming trends compatible with the sustainable development goals?

Since the 1992 Earth Summit in Rio, it has become clear that production and consumption patterns are neither sustainable nor long-term. On the one hand, because they lead to a lack of resources and environmental degradation that threatens meeting the needs of future generations, and on the other hand, they depend on the lack of equal access to resources and consumption (as a reminder: the five richest countries in the world consume 90% of goods and service products worldwide, according to UNEP in 2002).

Consequently, the sustainable development project requires a rethinking of production and consumption patterns and questions the role of advertising in disseminating necessary production and consumption methods. It also opens up another viewpoint of the extent to which marketing competencies can contribute to the service of promoting green sustainable options (Vandercammen, 2006).

We have seen that the point of views differed on advertising, especially advertisements, and its effectiveness in achieving sustainable development. As a matter of fact, opinions were divided into two categories:

The first category sees that all types of advertising are likewise consumption stimuli in a decreasing and continuous manner, especially when using TV advertisements. The latter are considered to be one of the most influential types of advertisements as they audio-visually touch the TV-viewer's feelings. Therefore, the advertisement skilfully affects the purchasing positions of consumers, increases their desires and even creates the material and moral satisfaction of the advertised product.

Some consumers trying to avoid excessive consumption find that the advertisement weakens their buying resistance by offering too much temptation.

So, promoting the product through advertisements is not the problem itself, but the pervasive and continuous pressure that drive to more consumption.

The second category sees that advertisements exist in the current economic system, and they are inevitable. This is because they allow products to be located in the market that continuously expands and becomes global where competition is fierce. Therefore, advertising is necessary so that the consumer does not feel lost in this huge amount of goods. Advertising also allows companies to sell and develop their products, create wealth and local business opportunities, and provide consumers with information that allows them to choose (Vandercammen, 2006).

In response to the trend of these two categories, Vandecammen claims that for those who consider advertising a barrier to implementing sustainable consumption, the advertisement should be better formulated, by using strategies and research on consumer behaviour. The government must interfere as well by the enforcement of laws that control these advertisements.

As for those who consider the advertisement as necessary, the question remains: How can we reconcile and make the advertisement achieve the goals of sustainable development? And how, in principle, can the consumer be rendered environmentally friendly with / or without the advertisement?

Especially that advertisements, notably TV advertisements, face many criticisms which can be summarized as follows:

- Promoting products or behaviours that have a negative impact on the environment.
- Orientation towards excessive consumption, encouraging risky behaviours such as indebtedness and food imbalance that leads to obesity, etc.
- Diffusing advertisements exacerbating the love of owning and controlling everything, enjoying things instantly, as well as promoting selfishness.
- Wrong dissemination of information about abundance of resources, and encouraging greedy consumption that is harmful to the environment.
- The advertisement is a factor in itself for consumption of resources and pollution.
- The advertisement is a barrier against improving consumption patterns, as it conveys values that are contrary to what is published by educational organizations or governmental entities.

The advertisers and professional owners of advertising institutions respond to these criticisms saying that the advertisement is necessary and inevitable. It is a marketing tool that has a master role in the economic system, as it represents a large part of the revenues of media.

In addition, the advertisement should not be blamed for being a major cause of harm to the environment. If the use of a product causes any harm for the environment or sustainable development in general, the issue here lies in the product itself or in the consumer's own behaviour, not on the advertisement. To cover this matter, some people criticize the advertisement alone to ensure their profits and the continuity of the work of their institutions.

Consumer behaviour itself is subject to complex dynamics, as the advertisement is a factor like any other factor affecting it. It is not the only one, indeed.

Finally, these parties and other ones agreed, after the meetings held by the Federal Council for Sustainable Development, to determine a formula in which the advertisement and the desired goals are compatible, along with achieving sustainable development. This generated the term green advertisement or eco-responsible advertisement.

2.2.The Result of Compatibility: Green Advertisement

The green advertisement is defined as: “an endeavour or an orientation that minimizes the negative impacts on the environment associated with the implementation of the communication process, starting from the design of the advertisement to the displaying stage. It is based on the principle of limiting or reducing the consumption of all resources (minerals, energy, water...) thus preserving them, as well as reducing and managing waste and pollution” (BERHAULT).

Thamer Al-Bakri defines it as: “The impersonal and approved means for presenting the product and indicating its compatibility with the natural environment and green consumer patterns, in a manner that reflects the green organization’s orientations” (Al-Bakri, 2012). Actually, there must be a set of basic elements for the green advertisement to be based on, say:

- The advertisement must clearly address the implicit relationship between the advertised product and the natural environment, and there should be compatibility and instructional guidance from the advertisement to protect and preserve the environment.
- The green advertisement should be responsible, honest and transparent.
- The green advertisement should respect the privacy of people (especially non-targeted groups).
- The consumer should not be misled about the ecological (environmental) qualities of the product.
- It should not encourage environmentally non-friendly behaviours.

The advertisers with an environmental orientation should consider the following when designing their advertisements:

- Putting environmental instructions, labels, or images on the product to show it is a green product. These are called environmental labels.

For instance, the French government issued the Grenelle Law in 2008

that includes a set of clauses on the commitment of advertising companies to the necessity of designing eco-responsible (green) advertisements, in coordination with the Ministry of Sustainable Development. Then the government issued the Grenelle II Law in 2011 stipulating that starting from January 2011, the consumer must be informed by placing a special label on the product or through any other method about the carbon content in products or in the packaging, and their impact on health and the environment; however, this law encountered difficulties in application, forcing the government to prolong it until July 2012 (BERHAULT).

- The language used should be easy and clear for the common consumer, and must be understandable correctly.
- The advertisement must indicate the method of manufacturing the product that is compatible with the conditions of preserving the environment, the method of using the product, the possibility of recycling it or its waste, and the fact that packaging was made using recycled materials.
- Referring to scientific and legal references that indicate the truth about the product, its safety and its compatibility with the environment.
- Never exaggerating in describing the environmental characteristics and benefits of the product.

To illustrate how some companies adopted the green advertisement, we mention the example of Nestlé company. Its principles are focused on the necessity of good communication with consumers, studying them periodically and annually, especially the behaviour of children, and how to promote the advertisements addressed to them (Nestlé).

In light of the growing fear in childhood, Nestlé completed its set of principles on the green advertisement by adding two items for children in 2007, namely:

- Not to display any advertising activity addressed to children under 6 years.
- Advertisements for children between 6 and 12 years old should be limited to only a group of products that have nutritional goals or benefits providing clean and balanced nutrition. In addition, the advertisement contains pieces of advice on the need to reduce sugar, salt and fat intake.

The institutions and advertising agencies are blamed for not taking into account the results of social and environmental studies and research on the consuming society. According to a study conducted on 150 children aged 9-12 years, only one third of them associate the words of health and growth with Coca-Cola beverage (Fernandez, 2002).

Classical marketing used to display a culture of happiness through consumption, but this concept took a very wrong course, as the consumer was seen as a mere purchase machine. This led to the consumption of useless products but gave the consumer wrong psychological promises.

3. CHARACTERISTICS OF GREEN TV ADVERTISEMENT AND THE INTERNATIONAL STANDARDS GOVERNING IT

For the TV advertisement to be given an environmental dimension, it must include a set of characteristics that a group of researchers determined, within the limits of the criteria included by international organizations and entities calling for the protection of both environment and consumer.

3.1. Characteristics of Green TV Advertisement

Before going into the details about the green TV advertisement characteristics, it is necessary to clarify first the types of advertisements that can be adopted by public organizations or entities, addressed to the consumer. Depending on the nature of the advertiser, the advertisement can carry the following:

- Product-oriented claims: in its design for the advertisement, the organization focuses on the environmental characteristics of the product, such as: “this product is self-degradable”.
- Image-oriented claims: here it focuses on linking the organization and its specific environmental orientation, for example: “we seek not to pollute the air”.
- Process-oriented claims: it focuses on the technological methods the organization uses to manufacture the product and methods for waste disposal.
- Claims based on the environmental reality: it is concerned with informing consumers about the environmental problems that really occur.
- Mixed claims: it is a mixture of all the abovementioned.

Green advertising, especially as a TV advertisement, is distinguished by the following characteristics (Fernandez, 2002):

1- Saying and acting:

The institution should do everything it says and claims about its support for the sustainable development, whether through its environmentally friendly products or through its advertising campaigns. To illustrate, the French electricity company EDF has performed some advertising campaigns to support renewable energies, but only 1 to 2% of its budget is devoted to research and development. Concerning the public authorities in France as well, they carry out numerous large preventive advertising campaigns against alcohol, tobacco, traffic safety, etc., though, they tremendously benefit from the profits of taxes and fees on tobacco and alcohol.

In terms of TV channels, they always support environmentally friendly products, as well as behaviours tending to preserve natural resources such as water and electricity, by displaying advertisements on that. In return, however, they do not prevent advertisements displaying products that are harmful to human health and the environment, due to the profits they bring to them.

2- Learning to say “no”:

One must learn to reject products and services whose results are incompatible with our values and our environmental trends, such as 4x4 cars that pollute urban areas with their emissions, as well as some sweets that are sold under the cover of sweets of diet with low calories... etc.

3- Responsibly using TV advertisements techniques:

TV advertisements’ techniques are wisely chosen according to specific ethical rules such as:

- Respecting the evaluation and arbitration abilities of everyone, always defining the nature of this advertisement (business, seasonal) and not trying to influence the immature groups with dubious and dangerous products such as (teenagers, tobacco and alcohol).
- Respecting the freedom and choices of individuals by avoiding the use of intrusive direct advertisement. For example, when watching a specific movie or program, the viewer may be forced to watch the advertisement in one corner of the screen, and he cannot skip it.
- Respecting the privacy of religions when designing international advertisements, because advertisements oriented to Islamic countries are different from those oriented to western ones regarding dressing, terms and various implications.

4-Not misleading the consumer about the real use of the product:

TV advertisements should clarify the real and actual use of the product instead of spreading fake promises. Besides, respecting the freedom of the consumer's evaluation to the product along with his choices is a must.

In general, the use of any product fulfils the following functions:

- Basic function: gaining practical benefits.
- Social function: in line with social norms.
- Specific function: achieve a moral (emotional) purpose.

The problem lies in how to create a balance between these three functions, where currently the utility effect has become secondary in many areas.

The consumer is constantly deceived, as the advertisement sells to him a useless but expensive product, then makes him believe that this product will realize his social ambitions, such as love and happiness...etc.

5- Listening differently:

Traditional advertisement considers, above all, that the individual is a permanent consumer, and listening to the latter by the producing institution was done through market surveys, questionnaires...etc. It is, indeed, a very limited approach and does not permit the good identification of the requirements of the customer or the consumer.

Consequently, these traditional methods must be changed and enriched with other non-consumptive standards (i.e. not only in the area of consumption) but also in other areas such as the desired lifestyle (environmental standards, respect for consumer rights, organic nutrition BIO, ethical financing ... etc).

For instance, in France there is what is called internal advertising, that is, inside the institution. It helps to know the expectations of employees about a given product and their real needs by establishing an open dialogue between them.

6- Social and ethical contribution of consuming products:

This is by creating a real social communication, where green advertisements provide an innovative concept that is the social contribution of the product, in order to know the true impact of the product on society and individuals. The traditional advertisement has a single purpose, that is convincing and tempting through misleading, exaggerating and lying. The green advertisement, however, tends to build a strong human relationship between the institution and the consumer in a friendly, familiar and trustful atmosphere.

7- Education and sensitization towards major social challenges:

Hard work must be done through education and engaging the citizen who is aware of the major challenges in this era, and do what is best to avoid the polluted world, violence, obesity... etc.

Governments, media, and civil society, being citizens or consumers, must be aware and encouraged to think about such issues.

Green TV advertisement plays a very effective role in ensuring the provision of this sensitizing information in the field of social cohesion and environmental protection.

Based on the above, we conclude that green TV advertisements depend on establishing a real relationship and on an ethical basis between the producing institution, the consumer and the environment. This means that the advertising institution must:

- Avoid pollutants in its advertisements.
- Pay attention to the advertisements and allocate to them large budgets to study and design them in the best manner.
- Take into account all groups of society that may be exposed to the advertisement. For instance, when performing an advertising campaign, provocative advertisements should not be displayed, even for a small category or with a small term.
- Ensure that the content of the advertisement does not create frustration for TV-viewers, but advertisements must rather show some environmental interest, such as working to reduce the consumption of electricity, water and paper, and focus on recyclable materials.
- Respect the targeted person in the advertisement.

3.2. International Standards for Green (environmental) Advertising

Developed societies have become very aware of the necessity of adopting the green advertisement in various advertising means, especially television, because of its comprehensive advantages compared to other means. This is to change wrong consumer habits and buy the best products that do not harm health and the environment; also, to rationalize the consumption of energies and natural resources. The design of the green advertisement was not left arbitrary, but rather set under a couple of international standards and laws.

As the development of environmental awareness of advanced societies contributed to creating environmental societies (green societies, consumer protection societies in addition to consumers themselves ...), by exerting pressure on industrial and service institutions and pushing them to take the

necessary measures to prevent pollution and protect the environment, this let the International Organization for Standardization ISO, in cooperation with several entities, to issue the ISO 14000 series of international standards in response to these environmental calls.

ISO 14000 is a series of advanced environmental standards that includes 23 specifications developed by the ISO TC 207 Committee (Al-Emadi, 2011). Organizations are provided with a structure for managing and controlling the environmental impact, as these specifications are divided into two groups: the organization evaluation specifications, and the product evaluation specifications.

We are interested in the second group specifications, among which is the specification related to labels of environmental compatibility that includes the following (Annaqqar, 2010):

ISO-14020: environmental labels and declarations are basic principles for all environmental labels.

ISO-14021: environmental labels and declarations for self-declared environmental advertisement.

ISO-14022: specifying conditions for the use of environmental symbols to denote environmental excellence.

ISO-14023: framework and methodology for selecting and reviewing environmental terms and symbols.

ISO-14024: principles and protocols under which labelling programs can develop environmental standards for a product.

ISO-14025: guiding principles for environmental labels.

By examining these specifications, we find that 14021 specification is for the green advertisement.

Specification 14021:

This specification was issued in 1999, and it includes the self-advertisement issued by the institution to the consumer of its green products. This specification deals with all environmental advertising formulas for products, whether related to merchandise products or service products. The aim of the green advertisement, according to this specification, is to help the consumer to benefit from the environmental aspect of the product (ISO, 2012).

The use of green advertisements guarantees several benefits, including:

- Accurate, straightforward, revised advertisement and not misunderstood.
- Increase the potential of markets that leads to environmental improvements.
- Reducing questionable advertisements.

- Facilitating global trade.
- More opportunities for consumers to choose the best products and with the truest information.

ISO 14021 also contains three key elements of the requirements of the green advertisement. Its basic principles are:

- Use of symbols: the advertiser, when designing the advertisement, must use a suitable combination of images, symbols and logos.
- Advertisement evaluation and review requirements: they mainly state that advertisements should be reviewed before their launch in various advertising means and make them available to everyone.
- Requirements for specific products: the advertiser must make clear in his advertisement that this product is recycled or self-degrading ... etc.

This specification also set a couple of conditions that the green advertisement should respect, namely:

- To be accurate and not misleading.
- To be reviewed beforehand.
- Not allowing wrong understanding.
- Not using unclear and unspecific terms such as ecological, green and environmentally friendly.

In 2011, an amendment was made to the ISO 14021 specification, which was based on developments in the market, adding some terms that should be included in the green advertisement, namely (ISO, 2012):

- Renewable resources.
- Renewable energies.
- Sustainable.
- Advertisements related to greenhouse gas (GHG).
- Product Carbon Footprint (PCF).
- Carbonless.
- Mercury free.

Governmental and international entities also play a significant role in orienting the advertisement towards achieving sustainable development and ensuring the convergence of communication strategies, which helps to redirect consumer's choices.

For instance, in the European Union, these entities performed the following (Vandercammen, 2006):

- At Europe level: establishing guidelines on consumption, trade, and media, as well as orienting illegal practices (in relation to advertising or misleading advertisement). Adding to unlimited controlling and orienting the television.
- Federally: there are laws on business practices and activities to prevent or prohibit advertisements of certain products (such as tobacco), and the development of trademark regulations.
- At the community level: regulating the control of advertisements on radio and television and banning advertisements in schools.
- Regionally: taking measures to protect the environment and waste management through awareness-raising advertisements.
- At the municipalities level: regulations related to display advertising on screens and waste management.

Some European countries have tried to develop plans for sustainable development thank to the green advertisement, through which they define the strategic trends (policies and procedures) to be followed.

The first plan for sustainable development between 2000 and 2003 included various measures about the advertisement, but most of them failed, indeed.

The second plan was in the period between 2004 and 2008, and included the following criteria:

- Provide loads of information about consuming to avoid excessive consumption.
- Organizing weeks on advertising to educate consuming youth about the effects of a misleading advertisement.
- Study the possibility of establishing a advertisement observatory.

However, these projects were somewhat unsuccessful.

4. THE STATUS OF THE ADVERTISEMENT IN ALGERIA AND ATTEMPTS TO EMBODY ENVIRONMENTAL RESPONSIBILITY IN IT

In this chapter, the reality of the advertisement in Algeria will be explored, along with the extent to which the advertising institutions and entities adopt the environmental trend when creating a TV advertisement.

4.1.The Advertisement in Algeria

Although the Algerian legislator believes in the importance of advertising, as it is a crucial tool that contributes to informing and sensitizing the citizen, and directly influencing his consuming behaviour, the status of the advertisement in Algeria is marked by the presence of fragmented provisions and real blast that led to negative results.

This necessitated the enactment of laws governing the field of advertising and complementing the legal system related to media and communication.

Among the principles on which this project is based, we mention the following:

- Lift restrictions on advertising by granting the advertiser the right to choose the advertising means.
- Use of Arabic language is mandatory, except for the French or Berber speaking channels.
- Create an independent professional entity to monitor professional practices.
- Prevent comparative and traditional advertising.
- Protect the consumer from false advertisements that could harm him, and thus necessitates reviewing some questionable advertisements before they are displayed.
- Prevent advertisements that offend the values and morals of society and that advertise prohibited and religiously forbidden products. But this law is criticized for the following:
 - Advertising law has not been strengthened by laws that deter advertisements which are morally offensive, such as creating an advertising ethics entity.
 - The absence of training to advance the profession and design advertisements that amount to the level of the smart consumer.
 - There is no clear definition of the consumer's right to file lawsuits against false or insulting advertising, offending moral and religious values, women and children.

- Absolutely not mentioning the environmental aspect in advertisements and neglecting its importance in improving the consumer habits of individuals.

As we know, the only monopolist of the advertising sector in Algeria is the National Agency for Communications, Publication and Advertising (ANEP), in addition to being a company that still belongs to the public sector, it is the only specialist in the field of advertising.

Perhaps those who follow the course of the development of this institution, can have a clear idea about the history of advertising in Algeria. In fact, it was controlled and still controlled by the State. The company's monopoly over this sector has its effects that limit the freedom of advertisers to choose their advertising foundations, to create competition between advertising companies and agencies, and to provide the opportunity for foreign investment in this field.

Several proposals were made to reset the advertising market in Algeria. According to government statements on February 13th, 2015 in various national newspapers, the draft law on advertising was ready, but "it is not a priority", and it must be studied first at the level of the government's general secretariat, then Parliament. Besides, the law will be enacted - perhaps - within 4 or 5 months, but it has not clarified the content of this project, and what points will be added or what amendments will be made.

Seemingly, based on the opinions of various actors in the field of advertising in Algeria, this new law will include only amendments regarding its legal and regulatory aspects, not expanding the goals circle to be achieved by the advertisement, as many other countries have done.

In terms of the statement saying this law "is not a priority", it means that Algeria still do not consider the advertisement as one of the important means to impact the behaviour of citizens, other than its positive effects on the economic level. Investment in the advertising market in Algeria reached in 2009 \$ 150 million, while in the same year in France, it reached € 29.8 billion (BERHAULT).

It has been decided in the government meeting that was held on March 26th, 2015 to discuss the draft advertising law, but it was withdrawn at the last minute - according to various media including newspapers and news bulletins - for unknown reasons. However, the broad clauses of the project came out publicly. Actually, it contains 101 articles divided into seven chapters, most of which claim the State's monopoly to the sector, as advertising activity in the public and private media is subject to a license from the Minister of Communication, and this is according to article 20 of this law.

Here is the content of some articles included in the project:

- Article 58: Broadcasting and publishing advertisements in entertainment and recreation institutions or any other places requires submission of the government's discretion through the Ministry of Communication.
- Article 82: Any natural or artificial person engaged in advertising activity without a license from the Minister of Communication is subject to a financial fine ranging between DZD 200 million and DZD 1 billion.
- Article 88: A fine between DZD 400 million and DZD 600 million is imposed against abusing women in advertisements, with a double penalty in case of repeated violation.
- Article 89: The law penalizes anyone who offends children in advertisements with a fine of up to DZD 800 million.

This project also bears the establishment of a national observatory for advertising, which is a public institution administratively natured, with artificial personality and financial independence. Its primary function is to monitor advertising activities and independently express opinions and recommendations on each issue related to advertising from various advertisers.

However, this observatory is criticized for its inclusion under the tutelage of the Ministry of Communication. Therefore, it has the authority to control it and the right to appoint its members and how to organize it. This would discredit the monitoring of advertising activity, which already suffers from imbalance.

4.2. Attempts to Activate the Green TV Advertisement in Algeria

Green TV advertisement is considered the advertisement for companies and institutions to present their environmentally friendly products. It can also be adopted for the institutions to announce about their environmental orientations, and their initiatives to protect the environment and rationalize the consumption of energies and natural resources in general.

In Algeria, the initiatives to use the green TV advertisement remain limited to the educational side to rationalize the consumption of electric energy and water. This is what appears through the National Agency for the Promotion and Rationalization of Energy Use (APRUE), which launched a series of awareness campaigns to rationalize the use of electricity, in coordination with the Ministry of Energy and Mines along with the Electricity and Gas Regulation Commission (CREG) and Sonelgaz (APRUE).

Knowing that these awareness campaigns have been presented in the road map project for the period 2011 and 2016 to secure electrical energy supplies across the country, and it aimed to encourage individuals to take precautionary measures on the use of electrical appliances during the summer and winter periods, such as heating devices, air conditioner, lighting...etc. As well as orienting individuals to reduce the use of home appliance (washing machine, ironing machine) during peak hours (peak hours according to the Electricity and Gas Regulation Commission are: in summer between 12 PM and 04 PM and in winter between 06 PM and 10 PM).

It is noticed in this field that the ministries responsible for the rationalization of the use of natural resources sensitize the public on this issue through various methods and means, such as signage in streets, sending text messages "SMS" through mobile phone dealers...etc; however, they still not highlighting them through TV advertisements, while the reasons can be due to the following:

- Not being aware of the importance of advertising - especially TV advertisement - to change and improve consuming habits.
- The high cost of TV advertisements, especially during prime time.
- Lack of competencies that design the advertisement in a studied and effective manner.
- Restrictions imposed by the ANEP on the selection of the advertising means, the displaying time, etc.

To summarize, the modest attempts to activate the green TV advertisement in Algeria are still limited to the educational role of rationalizing the consumption of resources and energies. The government and the advertising institutions still have to benefit from the effect of TV advertisement on the behaviour of Algerians, by making an efficient and studied advertisement that offers the real environmental advantages of the advertised products, without misleading nor deceiving. We often find advertised products that have an environmental orientation but are neglected in the advertisement, or in contrast, we find companies that practice green washing.

5. CONCLUSION

This study concluded that business organizations in Algeria are far from applying the concept of green TV advertisement, despite their production of green goods. This is perhaps due to their lack of awareness of the role that this advertisement can play in creating environmental awareness for

individuals and then motivating them to buy their products. Moreover, there is a lack of recommendations by the government which force these organizations to show their environmental orientation in their advertisements, aiming to gain a public benefit to society. Concerning the responsible authorities in Algeria, they remained focused only on the awareness campaigns in their advertisements, even if they did not pay much attention to them. This is what we notice when watching different advertisements of awareness campaigns, as they are made in an ill-considered and effective way.

The production of an effective green TV advertisement by business organizations or specialized advertising agencies requires to study the targeted consumer in all his aspects, whether the factors affecting him or the stages of his decision to purchase. This is in order to target one or more stages that make him lean towards the advertised green products, then create in him the desire to buy them, and finally wanting to purchase again.

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