



The role of social responsibility in enhancing environmental performance

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Abstract ;

Environmental performance has become a recent trend to which most industrial establishments refer to achieving competitive advantages and gaining customer confidence in their products. Therefore, industrial enterprises seek to provide goods and services with efficiency that achieve the least possible environmental impact on the one hand, and the maximum possible value for the quality of life on the other hand. current century.).

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1. **Introduction**

Most of the specialists stress the importance of investing in activities that are consistent and launched from ethical values according to the dimensions of social responsibility, as the institutions have gone beyond that and went further, and thus the goal of the institution has become to achieve satisfactory profit instead of maximizing profit as it is a social contract between institutions and society with the work they do. its surroundings.

Corporate social responsibility is a term that describes the activities and initiatives undertaken by commercial enterprises as a means of communication with the communities in which they operate, which vary between charitable programs and actual community service, and more environmental awareness, while ensuring the institutions' commitment to promoting high ethical standards - along with the concept of making profits.

The practice of corporate social responsibility is widely debated and criticized. Since there is a strong demand for the issue of social responsibility for commercial enterprises, and institutions that benefit in many ways by working with a broader and longer perspective from its own direct effects, the most important of which is improving the golden image among the audience dealing

with the organization, whether they are from the internal public as employees and shareholders or the external audience such as customers and the environment, and that The practice of institutions and social responsibility is a basic economic role, in contrast to what some believe is nothing more than a decorated superficial window, or that it is an attempt to anticipate the role of governments as a watchdog over powerful institutions.

Study problem:

What is the economic responsibility for environmental performance in an economic institution?

Study Approach:

In order to answer the problem posed, a systematic approach was followed based on the description and analysis of all relevant texts.

Study divisions:

The subject of this research paper was divided into three axes, where the environmental strategy was addressed (the first axis), then management ethics and environmental responsibility (the second axis), and sustainable social responsibility for the environment (the third axis).

2. **The first axis: environmental performance strategy in light of social responsibility**

The natural environment offers new opportunities to gain a competitive advantage, just as the environmental, social and economic performance in the preferences of green customers provides a new opportunity to gain a competitive advantage. According to (P. Bansal), there are three reasons behind adopting the environmental performance strategy:¹

2.1 First: Gaining the environmental competitive advantage (opportunity lever):

The organization realizes today more than ever that the environment in many cases can represent a dimension of strategic performance along with cost, quality, reliability, and flexibility. And that this competitive advantage based on the environment can touch its strong dimensions in the following:

Environmental Product Distinction: As institutions make changes to their products to be more positive for the environment and less negative impacts on them in a way that outperforms their competitors in similar products on the one hand, and they can impose a price premium for this distinction due to this distinction that is widely accepted in the market by On the other hand. From a microeconomic point of view, product excellence means the emergence of new markets, and this is what we find, for example, in products, for example, in liters of water and bottled

water, despite the presence of liquefied water.²

Market segment: If the institutions adopt a focus strategy to respond to the special needs of the market segment and tailor their products and services according to those special needs of the market segment and tailor their products and services according to those particular needs. Green customers represent today in many countries of the world a new market segment that has its own characteristics and environmental demands that can be embodied in a specific type of product that is environmentally friendly green products.

- The sustainable advantage: As institutions develop their capabilities based on sustainable resources, how to use renewable energy (sun and wind) instead of electric energy produced from coal boilers, oil turbines, or nuclear reactors.

Second: Avoiding a lack of competitive advantage: The environment does not provide the organization with an opportunity to gain a competitive advantage, but it reduces threats that could deprive the organization of a competitive advantage in front of its competitors. This can be done in two ways:³

- If institutions do not respond to environmental opportunities and their competitors do, then in this case they risk the competitive advantage that they enjoy

because they must respond quickly to the change in the needs and desires of their customers and not lose their share in the market.

- When you do not respond quickly to the needs of the environment, it risks losing the support of the stakeholders, and thus the loss of Sharia law among the stakeholders, and this leads to a lack of purchase among customers. Our employees are not doing their best, the shareholders are the business license granted to the institution.

Another threat can be added represented by regulations, including international environmental standards (ISO14000) as demands that the institution must abide by in order to avoid legal issues, if it avoids losing the opportunity to enter foreign markets.

Third: Work with social responsibility: The institution has become more sensitive to what is going on in the community and its social and environmental issues. And that the good feeling and the best practice in this trick is represented in the institution's response to the social officials by reconciling the profit it seeks and imagining what is wrong with that. This will be in favor of the organization's reputation and mental image as a long-term advantage. In fact, working with social responsibility is linked to the citizenship of the institution, which is linked to the institution's commitment to

health, public safety, and environmental issues, and its initiatives in supporting public environmental programs and projects in society.

There may be a real need to find environmental awards to be granted to institutions that are environmentally superior in their green policies, programs and preventive measures, especially since the British, European and American quality awards (Malcolm gradually) did not give the environment but a limited space, the European Quality Award (EQA) for allocating only 6% to a factor Impact on society. As for the American award, out of 1000 points, which is the set of points allocated to the seven factors, only 25 points were given to the criteria for public responsibility and corporate citizenship.⁴

In order to avoid this, the Ministry of Commerce required in the list of judges what makes taking the environment into account possible. If the system of an institution is of the global level, but its ethical and environmental record has a bad reputation, then it is not appropriate to be a model and win the award.

Adopting a green environmental strategy calls for the preparation of organizational dimensions that consist of three hard dimensions: strategy, structure, systems, and four soft dimensions: high goals, owners or individuals, skills, style, and the following form shows the preparation of these seven dimensions as a proposed

model for the process of preparing the institution and with The importance of this model, however, we find that the model that we presented in its three levels clarifies the dimensions of this process in a more flexible way that includes institutions.⁵

3. The second axis: the ethics of management and environmental responsibility

If the business is carried out for the sake of maximum profits because profit is in the nature of the business, and the ethics of management is to choose what is ethical after considering whether it conforms to business standards or not, then the interview that we can put in relation to the environment is: If the business is done for The environment has unlimited resources, free environmental goods, and external environmental costs borne by society and nature. Social responsibility is managing the balance in the business relationship with the environment by ensuring that resources are limited and that environmental goods have a cost similar to other factors of production such as labor and capital, Thus, it is an internal cost for whoever uses it, spoils it, or pollutes it to bear it, while management ethics is the next step in considering pollution as an irresponsible and immoral act in the following cases:⁶

- That the institution has the ability to avoid pollution (environmental resource protection) and did not do so.
- That this institution has a different possibility to avoid pollution (or protect environmental resources) and did not attempt to do so.
- That the institutions can (through investment or innovation) reduce pollution and did not make efforts for this.
- The institution should be an opportunity to avoid pollution in a specific country or region that has environmental legislation (as in developed countries), and not to avoid pollution in other countries or regions due to the absence of such regulations and legislation (exactly in developing countries).
- That the institutions do not work on crystallizing a serious and effective direction in order to improve their environmental performance despite their awareness of the possibility of achieving this, but they want to be the initiators in the field or because they realize that their next profits will be negatively affected by that.
- Any case in these cases reveals an aspect of moral responsibility that exceeds the responsibility of narrow actions by far and exceeds social responsibility within the legally binding limits of the institution in order to protect the environment. Because

what is ethical is the subjective ideal state in seeking benefits and avoiding harm to the other within limits that go beyond the limits of the law or the rules of the game as long as ethics itself is in most cases outside the business game, and as long as ethical standards cannot feel the monetary units imposed by good deeds.

And if businesses have become more inclined to respond to the performance preparation of their institutions, this certainly does not mean that the institutions in their policies and programs are similar in bearing their legal responsibilities. Some institutions still tend to pay fines and accept litigation and legal costs in order to assume moral responsibility, while others accept this responsibility within the limits imposed by the law, and other institutions, based on smart ideas for the spirit of business and entrepreneurship, have taken the transformation of the environmental field within social responsibility into an investment opportunity and a competitive advantage. . In this case, the good spirit or good, friendly work, as Schumacher calls it (E. F. Schumacher), is seen by special business glasses, whether in reducing the cost or reducing the lost waste to save on the cost of disposal.

Nevertheless, the charitable, economic and legal dimension in environmental work can appear in environmental performance in other cases that go beyond recent

practice, as in innovation for the environment (innovation of safe and clean technology), launching pilot programs on the development of institutions in environmental protection, environmental awareness programs, support The latest programs for the environment, complete integrity with regard to each of the activities of the institution towards the environment . . . Perhaps such positive voluntary initiatives are what is relied upon in management. Which explains why environmental awards are given to organizations that work with them in the same industry, In order to make it able to attract its entire industry to environmental, ethical, and economic initiatives and practices in institutions, the ethics of environmental management refers to a set of behavioral rules or principles that govern human behavior as referred by the environment in its economic, social, environmental and natural dimensions, and if ethics tends towards imposing environmental requirements Ensure all business plans and human activities. This can be seen through the following three aspects:⁷

3.1 The relationship between the individual and the institution:

The individual in the organization can be an environmental initiator, and in this case he has contributed to the preparation of the organization through the application of his social responsibility, and he can also

be a good implementer of the goals and objectives of the environmental organization, and in this case he works to help with experience, effort and enthusiasm for the success of its environmental policies, Or it may be careless and passive, in which case it may be an anti-environmental tool not because the quality of individuals pursues their goals and the pursuit of individuals in order to carry out this responsibility.

3.2 Institution relationship with the institution:

The institution must provide its best with a high environmental commitment by making available the knowledge and experience it has to other institutions in dangerous issues, environmental civilization and life related to the environment in improving its environmental performance, and that the green competitive advantage should not be understood in the narrow sense that means the multiplication of knowledge and trade secrets. Rather, in the form of better improvements and earlier innovation in order to improve environmental performance or achievement compared to competitors - those who studied knowledge-based responsibility emphasized that sharing social responsibility from each individual or institution is not a strategy like me, like keeping everything to himself.

3.3 Code of Environmental Ethics:

If in the past institutions may establish codes of ethics for management or business, today they are required to confront the contradiction of environmental problems that threaten business life by adopting ethical responsibility in addition to environmental performance, which includes a set of environmental ethical principles and institutes, which is considered one of the pillars of the institution's establishment of relations with the public and stakeholders. In the environment, as the preparation of the institution wants from the institutions and individuals dealing with it and wants from the market value of the institution.⁸

This improvement of ethical officials towards the environment can help the organization achieve new benefits on the business level and on the level of environmental performance, and this can be explained by:

- The ethical responsibility towards the environment can work on adopting an environmental vision that works to achieve the competitive advantage of the institution, depending on the opportunities that the environment has become available to the institutions in order to provide environmental solutions that many institutions have become legally obligated to solve or are under the influence of public opinion that has become more understanding environmental needs and

more willing to take positions against environmental responsibilities.

- The ethical responsibility towards the environment can work to enhance the reputation of the institution in the market and society. There is no doubt that reputation is an important asset in organizations. This reputation has become important in dealing with other institutions.

- Ethical responsibility towards the environment can contribute to making individuals more proud of their organization and work to maintain it and actively participate in improving environmental performance and implementing its programs.

- Moral responsibility towards the environment increases the gain of environmental activists and environmental bodies by the side of the institution to this extent or that, in order to avoid the pressures that these bodies are now exerting to compel the institution to take the necessary environmental measures.

There is no doubt that social responsibility is necessary in its most basic dimensions, because it first prevents negligence in the exploitation of available resources and the rationalization of their use, and it also stimulates continuous improvement and innovation of concepts and methods in order to excel in the market.

In the field of environmental performance, social responsibility and its economic dimension works to urge institutions to: improve their technologies, processes and products to be more environmentally friendly, when developing a new field of business for pollution control and environmental protection devices (new opportunities for business, when introducing green innovations related to renewable energy and the cycle Closed use of resources and materials, recycling, and many other practices that are considered to be in favor of the environment. In return, competitive pressures can work against the environment completely. Competition between institutions usually raises penalties for the adoption of environmental concepts and methods, such as:⁹

- The obstacle of converting outputs into inputs: It means environmental costs borne by the institution, like other costs related to capital, labor and materials.

Obstacle to other competitive institutions: The institution that commissions environmental programs could threaten its competitive advantage against other institutions. the outside.

The rest of the world obstacle: This is a new obstacle in light of globalization. Institutions today compete at the global level, so if the institutions in other countries that compete with them do not

bear environmental costs, they will face a confinement to their share in the global market in front of other institutions in the world.

4. The third axis: sustainable social responsibility for the environment (future horizons):

Although organizations live by the strength of the past and are proud of the current performance. It does not only seek to survive, but with a special priority it seeks the future, because it realizes that the power of the past, no matter how great it is, the best place for this force will be in the historical museum of Halma's development, and that the future alone is the judge of who excels in the longest-lived time standards, as The best performance at the present time is nothing but a lesson and perhaps regret if it does not continue in the next winner, and the story of Beer and Terman with distinguished institutions provided evidence of the fragility of the current performance of institutions without a vision for the future. How is success made in the best American institutions distinguished by the current outstanding performance compared to other institutions at the beginning of the eighties, Just two years after the book's publication, it has emerged that fourteen of the excellent organizations mentioned in the book have gone through difficult times.

Most importantly, excellent performance in excellent organizations today will not necessarily be the same in the future. This requires a vision of the future and its arguments and requirements, which today may not seem like flashes and invitations amidst the hustle and urgency of the coming arguments, and what we want to present in terms of a vision for the future is that the green environmental dimension of business will be a real and strong dimension, like the dimensions of corporate social responsibility and as one of the dimensions of performance. In addition to the other dimensions: cost, quality, flexibility, reliability, and innovation.

And if the social responsibility of institutions, especially environmental ethics, leads to a good reputation, trust and loyalty to institutions by employees, suppliers and customers, and the sympathy of the public and the government. The strategic dimension will be represented in the sustainable competitive advantage and the ability to avoid any advantage of competitors in the environmental field. If the lesson is for the "Intel" institution, where outstanding performance and innovation according to business standards are associated with very poor performance according to environmental standards, then many business institutions with traditional standards and concepts suffer from the same problems, which makes the future full of surprises if these institutions

continue to be unable to respond to demands. environment in the same effective or innovative way that is currently being used.

In fact, the vision that we present for the future is not different from what is currently being done by some environmentally enlightened institutions that have taken or initiated the adoption and development of environmentally social responsibility concepts and practices, and some aspects of this vision are indicators of the upcoming development in this field:¹⁰

- Adopting an environmental strategy that serves as a job strategy within the overall enterprise strategy, ensuring that the outstanding environmental performance of the enterprise within the framework of social responsibility management will be a source of sustainable competitive advantage.
- Adopting an environmental strategy that serves as a functional strategy within the overall organization strategy, emphasizing that the distinguished environmental performance of the organization within the framework of social responsibility management will be a source of sustainable competitive advantage.
- Adopting the organization's environmental code of conduct, which will serve as a guide for what to do and what must be done by the organization and its

employees in relation to environmental and social responsibility.

- Adopting a positive environmental budget in favor of the good environmental business of the institution (environmental performance improvements within the framework of materials, processes, green products, and sustainable environmental programs...etc) and at the expense of environmental bad (unfriendly materials, processes, and products, more active In an environmentally unsuitable field etc.), and this requires a re-evaluation of the organization's strategy for social responsibility in this strategy, and in the face of the inability to achieve this, the institutions must adopt the concept of carbon neutrality (100%).
- The environmental organizational dimension and environmental development of the institution, by creating a department specialized in defining standards of social responsibility in addition to units of laboratories for monitoring, measurement and environmental assessment of the activities and works of the institution.
- Adopting continuous environmental improvement, as small improvements that can be achieved in all jobs, activities and levels will lead to great results. There is no doubt that in such continuous environmental improvement, the participation of all employees, training and motivating them on social

responsibility is not required in order to participate in that. With an emphasis on the high environmental concern by the institution will have a clear positive impact on the commitment of employees and their loyalty to the institution.¹¹

- Paying attention to the environmental performance of technology and products within the framework of life cycle assessment and within a broad framework of the supply chain, starting from suppliers through the manufacturing establishment and distributors to customers in how to use, recycle or dispose. It is possible that the label of the product will include more information about the life cycle of the product from its raw materials to the final machine.

- Institutions that tend to adopt the advantage and work to be increasingly sustainable must work in parallel with social responsibility to develop its sustainable green culture with its solid dimensions and grace, in a way that gives the institution's identity a distinct environmental dimension.¹²

- Institutions will place on their advertisements and products a clear indication of obtaining the ISO 14000 certificate, coupled with the ISO 26000

certificate for social responsibility, and it is likely that the association will be general between the two: the environment and social responsibility.

- The Foundation's support for environmental projects, programs and associations as a basic means in supporting the concept of environmental citizenship for the Foundation.

- The institutions in developing countries that are now entering the quality stage are preparing to enter the stage of environmental quality and environmental performance, although this will face obstacles, some of which are related to the willingness of international institutions to transfer expertise in the field of clean technology and green products, and some of them are related to the ability of these institutions in developing countries to respond effectively and efficiently to environmental demands.

5. CONCLUSION

Institutions live today in an environment, to say the least, that it is rapidly changing and many changes, and in order for the institution to adapt to every new emergency, it must seize all the opportunities available to it, whether at the level of its internal or external environment. The institution - if it wants to survive and continue - is obliged to be more open and adopt Modern concepts, including social responsibility, so that the institution achieves benefits in all its aspects, and the society in which it operates responds to it, by adopting the principles of social responsibility because of its benefits accruing to it and to all the stakeholders who deal with it, And because it has many opportunities that increase the strength of the institution in the event that it is well exploited, and this helps it in improving its overall performance, including its environmental performance, the institution today is required to pay attention to its environmental performance in order to be in line with the goals of sustainable development.

Accordingly, and based on that, we tried through this research paper to identify the effects of social responsibility on environmental

performance, and through this study we tried to detect the existence of effects of the adoption of the Biskra Cement Corporation - Biskra of social responsibility on environmental performance, by dropping the theoretical side on the practical side, with the aim of Answering the questions posed in the problem in a manner that illustrates the impact of the dimensions of intentional social responsibility in the study on the environmental enemies in the institution under study.

Through our study, we reached a set of results and suggestions:

- Results:

_ Social responsibility is represented in the responsibilities that the institution is committed to for the benefit of society, as it is considered as a contract between the institution and society.

_ Charitable responsibility aims at the essence of society and its requirements, through achieving the efficiency of the existence of life and preserving resources..

_ Moral responsibility is a moral and obligatory act for the management of the institution to follow in the exercise of its various activities in accordance with the principles and values of the society that surrounds it.

_ Legal responsibility states that business is considered a partner between the government and society in general.

_ Economic responsibility is the essence of interest in achieving the maximum possible profit, regardless of any social contribution.

_ Environmental performance is how the organization performs its work in achieving the goal of protecting the environment, by facilitating administrative control over environmental applications, evaluating the organization's policies in meeting environmental requirements, and determining the extent of compliance with environmental policies.

- Suggestions:

_ It is necessary to review the organization's strategy and exploit the principles of social responsibility in institutional development.

Work to spread environmental awareness by holding conferences and seminars that urge workers to exercise social responsibility.

_ The state must provide support to facilitate the procedures related to performance _ environmental _ social responsibility institutions.

_ Business institutions have huge resources to answer and allocate part of them to volunteer work for the benefit of the public.

Institutions must implement and practice commitment to social responsibility by reconciling interests as a whole, while giving priority to the environmental aspect.

_ It answers more attention to social responsibility and work to strengthen it among workers in order to improve their environmental performance.

_ The industrial establishments must change the environmental performance evaluation system to the environmental performance improvement system, by raising awareness of the dimensions of social responsibility because of their impact on the environmental performance system.

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