

Sustainable entrepreneurship and its role in supporting green innovation

-A case study of AL-Tijan dairy plant in Wilaya of El Oued

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Abstract

this study aims to identify the role played by sustainable business in supporting and embodying green innovation, by introducing sustainable business and what is related to it first, and some concepts related to green innovation second, leading to the study of Tijan-Al dairy factory , Camel Milk Project as a model of sustainable green business that produces a green food item that contributes to Promoting and advancing green innovation in Algeria in general, and in Wilaya of Eloued in particular, using the descriptive approach and the case study method by highlighting the studied institution to highlight its role in encouraging green innovation in the state.

We have reached a number of results, including: Sustainable green entrepreneurship is a sustainable future image to enhance Green innovation: In order for sustainable business to be able to support and encourage green innovation, green business incubators must be established that are capable of supporting and supporting it with knowledge and know-how, and that AL-Tijan dairy plant makes a direct and clear contribution to creating and promoting green innovation in Wilaya of Eloued .

Keywords: Green entrepreneurship, pillars of green entrepreneurship Green innovation; AL-Tijan dairy plant, Algeria.

Jel Classification Codes: Q56 Q56.

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I- Introduction :

As the environment is experiencing environmental pollution and climate degradation , global warming and other disturbing manifestations that have made the entire world, including countries, governments and bodies, call for changing the global production and consumption pattern, by adopting sustainable production methods, by thinking about green innovations, through which Carrying out green operations to provide green products that originate from green, environmentally friendly ideas. The way to do this is to create sustainable green institutions and companies whose focus is primarily on sustainability as a basic goal and goal that all of humanity seeks. Algeria is one of the countries in the world that has sought to adopt this trend and engage in the sustainability process. Because it may be a solution to many of the problems that it suffers from, and Algeria may even be a pioneer in this field if it believes in it. It has already taken giant steps by enacting many laws and decrees, including Decree 1275 and others. It has also established many funds and bodies that support enterprises of all types. , including recently sustainable green entrepreneurship, and hence the problem of our study was as follows: What is the role of sustainable entrepreneurship in supporting and promoting green innovation? In other words, to what extent does sustainable entrepreneurship contribute to creating green innovation? Following the following plan:

The first axis: previous studies

The second axis: The conceptual framework for sustainable entrepreneurship and green innovation.

The third axis: Tijan-Al dairy factor as an example.

Fourth axis: The extent to which **AL-Tijan dairy plant** contribute to supporting and encouraging green innovation.

1. **The importance of the study:** The importance of this study stems from the importance of its variables, which increased the importance of its studied topic, which is one of the most prominent topics on the national and international scene alike, which is supporting and encouraging green innovation through sustainable entrepreneurship, which is considered one of the latest forms of sustainability that is being demanded. It includes all countries and organizations in international forums and forums.
2. **Objectives of the study:** This study seeks to achieve a set of objectives, including:
 - 1/ Identifying sustainable entrepreneurship and its foundations.
 - 2/ Identify green innovation, its concept and classifications.
 - 3/ Getting to know AL-Tijan dairy plant in Wilaya of Eloued and the Camel Euro-Mediterranean Milk project.
 - 4/ Knowing the extent to which Tijan-Al contribute to supporting and encouraging green innovation in Algeria.
3. **Study methodology:** The descriptive approach was used, which is appropriate to the nature of the study, and the case study method

was used to shed more light on the studied phenomenon, by choosing the AL- Tijan dairy plant as a case of sustainable entrepreneurship that contributes to supporting green innovation.

I.1. Previous studies approved in the study.

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- **□ A study by Wahiba Qahham, Sarah djamie, entitled: Sustainable entrepreneurship in Tunisia - Efforts and Challenges** - which is an article published in the Journal of Financial and Business Economy in 2017. The study aimed to diagnose the reality of sustainable entrepreneurship for small and medium enterprises in Tunisia, and it reached a number of results, including: The Tunisian state seeks to encourage small and medium enterprises to adopt sustainable entrepreneurship through commitment to social responsibility and environmental management, which requires it to build national expertise in order to achieve integration between the environment, social auditing and governance.
- **Study by Belhaji Khadija, kalish Abdullah, the role of green innovation in enhancing the environmental responsibility of institutions - presenting some experiences** - which is also an article published in the Journal of Entrepreneurship and Sustainable Development, published in 2020. The study aimed to reduce the loss of resources and the negative environmental impacts of production processes by adopting Institutions for green innovation, and providing an idea of the most important literature in the field of green innovations. The study concluded the importance of green innovation in enhancing the environmental responsibility of institutions through green innovations, or green operations. It also concluded that the importance of managing green innovation has increased practically and academically. The study also collected the most important scientists, researchers, the most active institutions and relevant publications.
- **Study by Rizwan Raheem Ahmed, Waqar Akbar, Maria Aijaz, Zahid Ali Channar, Faiz Ahmed, Vishnu Parmar. The role of green innovation on environmental and organizational performance: Moderation of human resource practices and management commitment**, In the 2023 article published in the journal Helion, the author conducted a study to explore the relationship between green innovation, managerial commitment, human resource practices, and organizational and environmental performance. The study involved 30 employees and utilized multivariate modeling. The results of the study indicated that both product and process innovation have a significant positive impact on green innovation. Furthermore, green innovation was found to have a significant effect on both environmental and organizational performance. However, the interaction between human resource practices and green innovation did not have a strong moderating effect on organizational and environmental performance. On the other hand, the study revealed that managerial commitment

plays a significant moderating role between green innovation and organizational performance. Overall, this research sheds light on the important factors influencing green innovation and its impact on organizational and environmental outcomes. .

2. **The differences between the current study and previous studies:** which are explained in the table below.

Table (01): Differences between the current study and previous studies

Differences	Previous studies	Current study
Environment	carried These studies were out in foreign, Arab or .national environments	Our study was studied in a local .environment
The target	s have Previous studie worked for studying one of the migrant study on another .variable	Our study focused on examining the role of sustainable entrepreneurship in embodiment green innovation by studying the case of a private institution in wilaya of. Eloued
Period	All of these studies were conducted during previous periods, the last of which was in January2023.	We were studied during the first half of 2024.

.up researchers Source: Setting

3. **Areas of benefiting from previous studies: Previous studieshave been used as follows:**

- _ Previous studies have helped to establish theoretical frameworks of the current study.
- It was recognized through previous studies on means, methods and appropriate approaches to our current study.

I. 2. Conceptual framework for sustainable entrepreneurship and green innovation.

In this topic, we will discuss some concepts related to sustainable entrepreneurship and green innovation to serve the objectives of the study, as follows:

a) Sustainable entrepreneurship

In the first part, we will discuss a group of concepts related to sustainable entrepreneurship, through their definition and narration
A group of related concepts, as follows:

1. Definition of sustainable entrepreneurship.

There are many and different definitions of sustainable entrepreneurship, and even more than that, even its names have varied. Some researchers

believe that sustainable entrepreneurship is the same as environmental entrepreneurship, ecological entrepreneurship, or green entrepreneurship. Others see it as sustainable entrepreneurship, and some say that it is future-oriented entrepreneurship or... Even ethical entrepreneurship.

The first attempt to define sustainable entrepreneurship dates back to the year 1990, which was first used by Gustav Berle in his book "The Green Entrepreneur: Investment Opportunities that Protect the Earth and Make Money," where he defined it as: "It means taking responsibility for creating the world we dream of (براهيمي, 2020, p. 81)

Tilly and Young (2009) defined sustainable entrepreneurship as "the continuing commitment by companies to act ethically and contribute to economic development while improving the quality of life for the workforce, their families, the local and global community as well as future generations" (Saoudi & Medjahdi, p. 314)

Dean, & Mc Mullen define sustainable entrepreneurship as the process of discovering, evaluating and exploiting economic opportunities that arise and exist amid market failures caused by a lack of sustainability, including those related to the environment. (بن عبد الله & شادلي, تومي, 2022, p. 692)

- As Gibbs (2009) defined it as the use of creative destruction such that it becomes the driving force for creating a comprehensive and sustainable economic, environmental and social system." (Rajasekaran, 2013, p. 21)

Through the advanced definitions, we can say that sustainable entrepreneurship is "every enterprise that takes into account the interest of the community in which it operates, taking into account the safety of the surroundings through the use of environmentally friendly materials and providing environmentally friendly green products and outputs through which it achieves economic gains that ensure its survival and continuity."

2. The foundations of sustainable entrepreneurship.

Based on the fact that sustainable entrepreneurship is a combined concept of entrepreneurship and sustainability, it combines the basic characteristics of entrepreneurship, taking into account the goals of sustainability, as it adopts environmentally friendly ideas and activities and even places the environment at the center of its activities. From this standpoint, sustainable entrepreneurship is based on a set of foundations that combine the two terms, which are as follows:

- a) **The green entrepreneur:** According to academic literature, he is the person who creates green projects in order to bring about a radical transformation in the economic sector in which he is active. There are four types: the innovator with a vision, the hero with a vision, the ethical dissident, and the green contractor by chance. (براهيمي, 2020, p. 81)
- b) **The green idea:** The idea is the first nucleus of any project, and the green idea is related to providing a green product or a green process, or providing a pre-existing product or service but in a green way, or even by relying on environmentally friendly materials, and the success of the green idea depends on the extent to which it is an investment opportunity.

And the extent to which it meets the unsatisfied needs of society. (معزوز و سعود، 2021، صفحة 61)

c) Green product: Peattie defined it as: “a product that meets the needs of the consumer, meets social acceptance, and is produced in a sustainable manner” (مرعوش & مولحسان، 2017، p. 86)

d) Green business model: “These are those systems that support and develop environmentally friendly products and processes.” It is divided into two models: the incentive model, which includes environmentally friendly sales and product service systems, and the life cycle model, which is divided according to the stages and amount of the value chain. (سعود & معزوز، 2021، p. 82)

e) Green innovation: It is the ability to provide new and innovative services and products that provide added value to the company, the individual, and society and do not cause harm to the environment. (براهمي، 2020، p. 81)

b) Green innovation

Through our study of the first variable of the study, which is sustainable found that green innovation is one of the basic entrepreneurship, we foundations on which it is based. Green innovation is thus a tributary of sustainability, as it ultimately leads to the provision of green products and rve the environment, services that satisfy the needs of individuals and prese being of organizations -while at the same time achieving the economic well as they are sustainable products. Hence, the interest in green innovation is extremely important, and from this standpoint, we will try to address the tant What may serve our study with regard to the second variable most impor :of the study, which is green innovation, is as follows

1. The concept of green innovation

□ Green innovation is defined as a deliberate process within an organization that leads to the proposal and adoption of a new product, a new organization, a new management tool, or new knowledge. (جودي & جودي، 2021، p. 347)

□ Green innovation has also been defined as “new products and processes that provide value to customers and companies, but significantly reduce negative impacts on the environment.” (مناصرية، 2022، p. 258)

2. Green innovation classifications:

There are many and varying foundations that the green innovation classification is varied, and in this place we will classify green innovation according to the position of the Foundation towards environmental problems to:

A. Proactive green innovation: It is innovation driven by the organization's internal trends of and the desire to preserve the environment, thus being proactive in introducing its sustainable products to the market before its competitors, without being legally obligated to do so. (جودي & جودي، 2021، p. 347)

B. Reactive green innovation: Unlike proactive innovation, reactive innovation is the sum total of sustainable practices and products that an organization introduces in response to regulations and laws, competitors, or stakeholder needs. (قلش & بلحاجي , 2020, p. 63)

I. 3 Study the case of AL- Tijan dairy plant in Wilaya of El Oued.

At the beginning of the twenty-first century, the contribution in Wilaya of El Oued in providing agricultural products began to increase continuously, as it ranked first nationally in the production of potatoes, and second in the production of dates and others, until it became an agricultural pole par excellence (إحصائيات مديرية المصالح الفلاحية بولاية الوادي , 2017/2018) .

As we are about to talk about sustainable entrepreneurship and green innovation, we will refer to another type of the wilaya 's contributions to providing green products, which is milk, which the state has become famous for producing, especially natural (bio) milk, produced 100% in Algeria and in Wilaya of El Oued in particular, and which is produced by Al-Tijan, which specializes in the production of camel milk, trying to identify the extent of its contribution to supporting and promoting green innovation, considering that it is a sustainable enterprise.

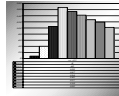
a) A brief history of Tejan Dairy plant:

Established in 2016, AL-Tijan Dairy plant, located in the new industrial zone Wazeiten, in Wilaya of El Oued, produces skimmed camel milk and pasteurized camel milk in addition to cheese and natural soap, and consists of a farm and a dairy, where AL-Tijan started its activity with a farm with a herd of 8 heads of dairy camels to jump to 105 heads after entering into a scientific partnership specialized in this field (المديرية العامة للبحث العلمي والتطوير التكنولوجي, 2022) .

The herd consisted of 167 head of camels, consisting of 91 lactating females, one stallion and 75 young camels. The dairy team consisted of a manager, a breeder, a milking and milk transport person, and three technicians responsible for pasteurizing, processing and conditioning the milk (CHIKHA & GHERISSI, 2021) Today, the dairy has 102 head of camels, consisting of 41 lactating females, 25 non-lactating females, one camel stallion and 35 young camels. (المسير , 2024)

The following statement shows the development of the number of camels in AL-Tijan Dairy plant during the period (2016-2024)

Figure (02): Bar chart of the development of the number of camels in Al-Tijan during the period (2016-2024)



Source: manager of Al-Tijan , 2024

Through the statement and table of the development of the number of camels in Al-Tijan, it becomes clear to us that the number was increasing since the founding of Al-Tijan until the year 2019, reaching the highest value in 2019 with 167 heads, which is the year in which the Euro-Mediterranean partnership was established. Then the number began to decline in 2020 with 154 heads and continued. It has declined to reach 102 heads this year. Unfortunately, the number is still likely to decrease for several reasons. The Corona virus has had a negative impact on Al-Tijan. The number has begun to decrease with the spread of the virus on the one hand, and on the other hand due to the frequent diseases that the herd has witnessed.

b) Al-Tijan Dairy plant and the advantages of the Camel Milk project:

Wilaya of El Oued entered into a partnership with the European Union within the framework of the Project to Develop Camel Milk in the Mediterranean Countries (PRIMA), in which 7 countries participate: Germany, Italy, Spain, Turkey, Croatia, France, in addition to Algeria, represented in Wilaya of El Oued , in coordination between the Directorate of The agricultural interests of the wilaya of Eloued as the technical partner, the University of Chahid Hamma Lakhdar as a scientific partner, and AL-Tijan as an economic partner, in order to obtain the international quality mark for camel milk. (أوت 2022، أفريقيا نيوز)

Through its involvement in this project, which lasted for three full years from 2019 until November 2022, Al-Tijan was able to obtain a set of

advantages and benefits that it gained, including: increasing the number of camel heads on the farm, as well as assisting Al Tijan technically by benefiting from foreign expertise. Through cheese and skim milk manufacturing workshops, Al-Tijan has also developed milk pasteurization technology, enabling it to offer the distinctive pasteurized milk of Al Tijan, which is served in 250 ml glass bottles. Thanks to the intense efforts of the project organizers, Lactobacillus was able to provide excellent quality camel milk. Perhaps the most important characteristic of Al-Tajjan milk is that it is natural, pasteurized milk free of additives, flavors and colourings, which makes it capable of qualitative competition in the national and even European markets. This is what prompted the project organizers to choose Algeria and Wilaya of Eloued in particular. (المديرية العامة للبحث العلمي والتطوير (، 2022)، التكنولوجي (شبيخة)، 2024)

I. 4 The extent to which Al-Tijan contributes as a sustainable company to supporting and promoting green innovation:

Al-Tijan , as a sustainable or green enterprise specializing in the production of green foodstuffs, contributes clearly and directly to supporting and promoting green innovation in Algeria, albeit to a small extent, given that it produces a widely consumed food item on the one hand, and in limited quantities due to the nature of camels, which produce no more than 5 liters of milk on the other hand, but despite all that, it still has its contribution that we can discuss; Which we noticed after getting close to the institution, which is evident through the following aspects:

a) Why is Al-Tijan considered a green sustainable entrepreneurship ?

What prompted us to describe Al-Tijan as a sustainable enterprise are the many considerations and characteristics that distinguish institutions and give them a sustainable character or make them green institution. Which focuses in its entirety on protecting the environment, which we find applies to Al-Tijan as follows: (أوشن، 2022، p. 579)

□ Al-Tijan is keen to preserve the environment by seeking to reduce waste and residues resulting from the camel milk production process. Al-Tijan recycled it and produced cheese as a second product, and natural soap by recycling cheese waste as a third product. Thus, Al-Tijan had completely eliminated its production waste. Moreover, Al-Tijan worked to get rid of the waste left by camels by using it as natural fertilizer on its farm.

□ Al-Tijan is still trying hard to reduce the consumption of different types of energy and water that it needs in its production processes, and it is seriously considering replacing it with clean energy such as solar energy or wind energy, which Wilaya of El Oued abounds with.

□ Al-Tijan ensures that it does not harm the environment by using a safe and clean natural raw material, which is camel milk, and works to recycle its waste by producing other products, as we mentioned above, in order to activate the principle of caution on which sustainable development is based.

All of these indicators and evidence prove that the Al-Tijan in Wilaya of El Oued is an exceptionally sustainable business.

b) Adopting Al-Tijan for Proactive Innovation:

Al-Tijan is considered a pioneer in the field of natural milk production, especially camel milk, as it is one of the most prominent dairy milk companies in southern Algeria in its field. We find most dairy companies working on producing reconstituted milk through the use of manufactured or semi-finished raw materials imported from abroad. In contrast to the Tijan Lactobacillus , which uses a 100% natural and local raw material, and more than that, it offers camel milk, which is not produced by many dairy farms in the country, as most of them mostly produce cow's milk. This is if we assume that they provide natural products, and according to experts, Algerian camel milk in Wilaya of Eloued is characterized by unique international characteristics, especially in terms of taste, smell, nutritional composition and health benefits, compared to camel milk from Qatar, Saudi Arabia and Kazakhstan. (سردوك, 2020 اكتوبر)

c) Providing 100% natural green products.

Al-Tijan offers a variety of products extracted from camel milk, free of any additives, flavors or colourings, making Bio products capable of competing in global markets, which are: (CHIKHA & GHERISSI, 2021)

- Pasteurized milk and skim milk are the two basic products of Al-Tijan and the two products with which Al-Tijan began its activity. The amount of raw milk produced by Lactobacillus in a year is 10037.5 liters, with the average daily milk production reaching 27.5 liters, and the average daily production of each female camel was 5 liters. Pasteurized milk/week is 500 liters/week.
- Cheese comes in a solid state and contains all the benefits of camel milk and Pasteurized milk. Al-Tijan also produces cheese, which is also an environmentally friendly product, as the average daily production of camel cheese is 3 kg, while the production of fermented camel milk changes according to demand.
- Natural soap, which is in a solid state without odor, is a 100% natural product and is free of colorings, and therefore it is also a green product.
- Al-Tijan has conducted extensive market studies that have enabled it to determine the quantities that the market needs of Al-Tijan products, especially the main product, which is milk, on a weekly basis so that it is not susceptible to spoilage. The following table shows the quantities produced from it over 5 years:

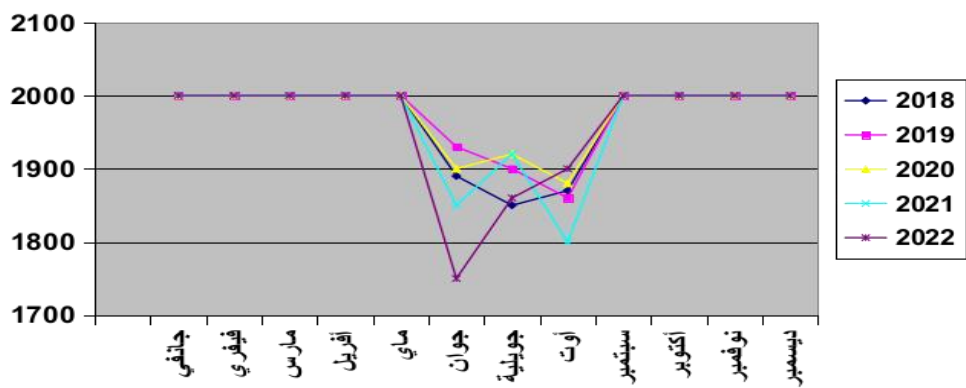
Table No. (01): Monthly milk production during the period (2018/2022)

years Months	2018	2019	2020	2021	2022
January	2000	2000	2000	2000	2000

February	2000	2000	2000	2000	2000
March	2000	2000	2000	2000	2000
April	2000	2000	2000	2000	2000
May	2000	2000	2000	2000	2000
Joan	1890	1930	1900	1850	1750
July	1850	1900	1920	1920	1860
Out	1870	1860	1880	1800	1900
September	2000	2000	2000	2000	2000
October	2000	2000	2000	2000	2000
November	2000	2000	2000	2000	2000
December	2000	2000	2000	2000	2000

Source:and marketing Department of production

Curve No. (01): Milk production curve within years (2018/2022)



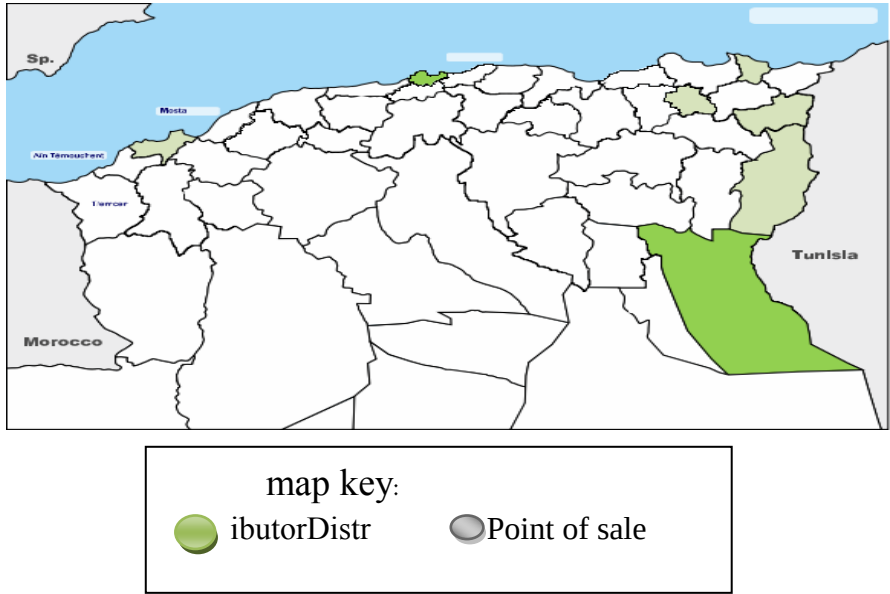
.Setting up researchers based on previous data :Source

From the previous table and the graphic curve, it is clear to us that the company produces fixed quantities of milk during the year, which do not period in exceed 500 liters per week, with the exception of the summer which production decreases relatively due to the rapid spoilage of milk due to the heat of the region. Perhaps the reason for stabilizing and capping production quantities is due to the nature of Camels that do not produce day. This is on the one hand, and on the other hand, more than 5 liters per the fact that this milk is originally consumed by a few segments of society, namely cancer patients, diabetes, and other people with chronic diseases, se its taste is strong, it because it works to strengthen their immunity. Becau tends to be salty, which may not suit many people, especially those with .high blood pressure

As for the production of fermented camel milk, it is only produced during the holy month of Ramadan, with a production of no more than 500 liters per week, as the demand for camel milk increases during the holy month.

These quantities of milk are marketed and distributed through distributors and points of sale in several Wilayas of the country, especially the eastern ones, as follows: a distributor in the Eloued, which distributes to 4 points of sale: Constantine, Annaba, Tebessa, Souk Ahras, and a distributor in Algiers, which distributes to Oran. The following map shows this:

Map (01): Map of Lactobacillus distributors and points of sale in Algeria.



d) Conducting green operations.

Al-Tijan carries out a set of green processes, through which its products are presented in their final form. Al-Tijan works to provide 100% natural products free of any additives, flavors or colours, through the partnership that Al-Tijan concluded with the scientific partner represented at the University of Wilaya of Eloued and the technical partner. Represented by the Directorate of Agricultural Services through its veterinary services, and the European Union within the framework of the development of camel milk in the Mediterranean countries (PRIMA).

Through this project, the lactobacillus was able to develop its technical side by benefiting from foreign expertise in the field of manufacturing cheese and skim milk. The lactobacillus also benefited from the project by introducing milk pasteurization technology, which enabled it to offer pasteurized milk, the distinctive brand of Al-Tijan, which is served in large-capacity glass bottles. 250 mL

II- Conclusion:

Sustainable entrepreneurship is a key solution to environmental challenges such as climate change, biodiversity loss, and pollution. It promotes green innovation and encourages companies to become more environmentally friendly. In addition, it focuses on developing sustainable green companies and providing environmentally friendly services and products. Through sustainable business leadership, we can accelerate innovation and create sustainable industries to achieve a green economy in line with the Sustainable Development Goals. Together, we can effectively address environmental challenges and protect the planet for future generations; Based on the above, we present the following results:.

1/ Despite the different definitions of sustainable entrepreneurship and the many names it has, they are unanimously agreed that they are environmentally friendly institutions.

2/ Sustainable entrepreneurship is considered an effective tool in supporting and embodying green innovation because it is environmentally friendly institutions.

3/ Al-Tijan dairy plant is considered a model of sustainable (green) entrepreneurship due to the fact that it offers 100% natural products, and it also contributes to supporting and embodying green innovation in Algeria through a group of green products.

Therefore, we can make the following recommendations:

1- Algeria must enter the global system by moving toward sustainability in all fields and sectors by raising the slogan of sustainability in enterprises by making sustainability a basic condition in establishing innovative projects and emerging institutions.

2-Algeria needs more environmentally-friendly green incubators to support sustainable enterprises with knowledge and expertise. The country has

already taken steps in this direction by creating a green business incubator in June 2020.

3-The Algerian state must provide the necessary support for green projects, such as the Tijan dairy plant, for example, and encourage sustainable entrepreneurship that provides sustainable, environmentally friendly products through which green innovation is embodied.

4- The guardian authorities must intervene to reduce the obstacles facing green companies and Al-Tajjan, one of which is, for example the frequency of diseases affecting the camel herd, the high prices of milk for consumers compared to reconstituted milk, and the lack of specialized supervision in the production and transformation of camel milk, which leads to competition with sellers. Unpasteurized milk, the consumer's lack of awareness of the benefits of pasteurization, and the short shelf life that makes the product vulnerable to spoilage (CHIKHA & GHERISSI, 2021), which will protect this widely consumed product and this type of green institution.

Enter the article abstract here in the same format (font, size, distance between lines). Considers the main conclusions and deductions of the previous section that answer the question in the introduction, followed by the proposals made through the field study, The abstract of the article includes the theoretical and practical limits of the research (self-criticism: reflect author future research intentions).

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