

The impact of green marketing strategies on achieving environmental sustainability : A comparative study between Weleda (Germany) and Saidal(Algeria).

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Abstract:

This research paper aims to analyze the role of green marketing strategies in enhancing environmental sustainability by conducting a comparison between two companies, Weleda (Germany) and Saidal (Algeria).

The study focuses on understanding the impact of green marketing on environmental sustainability and illustrating how sustainable marketing practices can contribute to reducing environmental impact and promoting sustainable development. Additionally, it examines the differences in applying green marketing strategies between a global company like Weleda and a local company like Saidal .

The study concluded that Saidal still lacks experience in effectively implementing green marketing practices, unlike Weleda, which has integrated sustainability principles since its inception .

Key words:

Green Marketing ; Environmental Sustainability ; Green Marketing Strategie , Corporate Social Responsibility.

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"أثر استراتيجيات التسويق الأخضر على تحقيق الاستدامة البيئية: دراسة مقارنة بين ويليديا (ألمانيا) وصيدال (الجزائر).

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– تهدف هاته الورقة البحثية إلى تحليل دور استراتيجيات التسويق الأخضر في تعزيز الاستدامة البيئية من خلال إجراء مقارنة بين شركتين وهما شركة Weleda الألمانية وشركة صيدال الجزائرية. حيث تركز الدراسة على فهم تأثير التسويق الأخضر على الاستدامة البيئية وتوضح كيف يمكن للممارسات التسويقية المستدامة أن تساهم في تقليل الأثر البيئي وتعزيز التنمية المستدامة، بالإضافة الى دراسة الاختلافات في تطبيق استراتيجيات التسويق الأخضر بين شركة عالمية مثل Weleda وشركة محلية مثل صيدال. خلصت الدراسة في الأخير الى ان شركة صيدال لاتزال تنقصها خبرة في تطبيق ممارسات تسويق أخضر فعالة عكس شركة ويليديا الألمانية التي اقحمت مبادئ الاستدامة منذ نشأتها. الكلمات المفتاح: التسويق الأخضر؛ الاستدامة البيئية؛ استراتيجيات التسويق الأخضر؛ المسؤولية الاجتماعية للشركات.

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Introduction:

In light of the increasing environmental challenges facing the world today, environmental sustainability has become a top priority for many countries and organizations. This priority was imposed by certain international events, such as the explosion of the Chernobyl nuclear reactor and the Exxon Valdez oil spill disaster, which marked the beginning of rising international voices calling for limits on companies that do not protect the environment.

Here, the concept of green marketing emerged as an effective tool that can significantly contribute to achieving sustainable development. This new development in the corporate social responsibility of marketing focuses on developing and promoting products and services that take into account their environmental impacts, through marketing strategies aimed at reducing negative environmental impacts and improving the efficiency of natural resource use.

Based on these considerations, we propose the following main question:

How can green marketing strategies contribute to enhancing sustainable development, and how effective are these strategies in raising environmental awareness and increasing demand for eco-friendly products?

From this main question, the following sub-questions arise:

- What are the green marketing strategies adopted by leading companies in the field of eco-friendly products?
- What challenges do companies face in effectively applying green marketing?
- How can green marketing practices support sustainable development goals and reduce negative environmental impacts?

To answer the main question, we propose the following hypotheses:

- The commitment of companies to applying green marketing principles helps enhance their reputation and increases customer trust.
- Companies that rely on green marketing have a significant market share in the industry in which they operate.
- Effective green marketing strategies lead to market growth and increased demand for environmental products.

✓ Importance of the Study:

1- Enhancing Academic Understanding of Green Marketing:

The study highlights the role of green marketing strategies in achieving environmental sustainability, contributing to the development of scientific literature on this emerging field.

2- Analyzing Global and Local Experiences:

By comparing the globally leading green marketing company, Weleda with the Algerian company Saidal, the study offers an opportunity to understand the differences between advanced and emerging markets in applying environmental practices.

3 - Highlighting the Importance of Sustainability in Business:

The study shows how companies can balance profitability goals with environmental protection, helping to raise awareness of the sustainability concept in various industrial sectors.

4 -Providing Practical Recommendations:

The study offers recommendations for local companies, such as Saidal, to adopt effective green marketing strategies by drawing lessons from global experiences like Weleda.

5 -Supporting Environmental Efforts in Algeria:

The study contributes to highlighting the role of Algerian companies in addressing environmental challenges and promoting sustainability practices, in line with global trends.

6 -Raising Societal and Economic Awareness:

The study encourages companies and individuals to adopt environmentally responsible practices, thereby promoting the concept of the green economy and sustainable development.

7-Providing a Roadmap for Other Companies:

This study enables other companies, both in Algeria and abroad, to adopt green marketing strategies based on proven practical experiences.

✓ **Previous Studies:**

* Study by: Mokhtari Abdeljabbar and Zawi Sharaf, titled "The Impact of Green Marketing on Sustainable Development - A Case Study of Sonatrach-" published on December 27, 2020, in the "Excellence in Economic Research Journal", Issue 02, Volume 04.

The study aimed to determine the impact of green marketing on sustainable development by analyzing sustainability measures at Sonatrach. The study concluded that the company adopts some sustainability measures, such as reducing waste and producing environmentally friendly LPG gas.

The addition that our study will provide is our focus on organizations that have integrated environmental practices for years and have become leaders in this field, unlike the company studied by the researchers, which has only recently started incorporating some green marketing principles into its overall policy.

* Study by Heba Al-Zubair Abdelmajid Mohammed, titled "The Role of Green Marketing in Achieving Sustainable Development - A Case Study of Fahd Al-Mada'ith for Electricity," published in the "Global Journal of Economic and Business", Issue 10, 2021.

The study aimed to highlight the contribution of green marketing to achieving sustainable development. The company under study was an electricity company, and after analyzing the results of the survey conducted by the researcher, it was concluded that there is a need to pay more attention to the green marketing mix.

Our study differs from this one in that we focus on how to integrate the philosophy of green marketing into the organization's policy, not just limiting it to adopting the marketing mix alone.

To address this topic, we decided to divide the research into two sections:

- Section One: Presentation of concepts related to green marketing and environmental sustainability.

-Section Two: A comparative analytical study between the German company Weleda and the local company, Saidal.

I- Presentation of concepts related to green marketing and environmental sustainability:

In recent years, there has been a growing global focus on environmental sustainability, prompting companies to adopt marketing strategies aimed at preserving the environment and raising consumer awareness. One of the most prominent of these strategies is green marketing, which involves promoting products and services that contribute to reducing negative environmental impacts. In this context, it is essential to understand the relationship between green marketing and environmental sustainability, as well as how these concepts can be applied across various sectors to achieve a balance between economic growth and environmental preservation. This introduction aims to present fundamental concepts related to green marketing and environmental sustainability, focusing on how these strategies can contribute to achieving sustainable development

I-1- Conceptual Framework for Green Marketing:

Before addressing the concept of green marketing, it is essential to discuss some fundamental concepts related to it. This is crucial for understanding the context from which green marketing emerges.

A. Sustainable Marketing:

Fuller was the first to define the term "sustainable marketing" in 2000, describing it as: "The process of planning, implementing, and controlling the development and pricing of products, and their distribution in a way that ensures adherence to standards that satisfy consumer needs, achieve organizational objectives, and align with the ecosystem". (Histro, 2016, p. 80)

B. Environmental Marketing:

Environmental marketing is an activity through which an organization aims to meet consumers' needs by promoting goods and services that do not cause environmental harm during all stages of their life cycle . (O.F & S.O, 2017, p. 3)

C. Ecological Marketing :

Ecological marketing was defined by Henion and Kinnear as: "Marketing activities that contribute to addressing the causes of environmental problems and providing solutions to these issues". (كافي و د. مصطفى يوسف كافي، 2017، صفحة 145)

D. Mega Green Marketing:

This term is relatively new in marketing, introduced by Kotler (2017), who described it as a marketing strategy for closed markets. It has been proven that marketing focusing only on product sales is short-sighted. In contrast, mega or comprehensive marketing moves beyond the individual interests of the company and focuses on the ecosystem. This approach envisions a broader and more inclusive perspective, aiming to improve the environment as much as possible through its products and solutions .(Grimm & Astin, 2021, p. 192)

E. Ethical Marketing:

Ethical marketing involves conveying a message containing ethical values through a non-profit issue, aiming to create a positive impact on consumers and strengthen their relationship with the brand. (إيلي & مسدوى ، 2021، p. 100)

F. Definition of Green Marketing:

There are many definitions of green marketing that limit it to promoting and advertising green products. Consumers often associate it with terms like recycling or phosphate-free, etc.

However, these terms are merely green marketing claims, which do not give the full meaning of green marketing. (مصطفى يوسف كافي. د. & كافي ، 2017، p. 127)

Green marketing has also been defined as: "A systemic approach aimed at impacting the customer so that they demand products that do not harm the environment, and developing a comprehensive marketing mix that influences consumer behavior and achieves organizational goals in protecting the environment, satisfying customers, and achieving profitability". (البكري & أحمد، 2009، p. 47)

The American Marketing Association defines green marketing as: "Marketing products that are presumed to be environmentally safe by developing and marketing products designed to minimize negative effects on nature or to improve its quality". (Kirgiz, 2016, p. 2)

Philip Kotler defines green marketing as: "A branch of social marketing that uses the tools and techniques of commercial marketing to address various environmental and cultural issues". (د قندوز & ابراهيم , 2015, p. 18)

From these definitions, we can conclude that green marketing is a philosophy adopted by an organization through the production of environmentally friendly products and the design of a suitable marketing mix. Its goal is to build a mental image of the organization concerning environmental protection, which will help create a significant market share.

I-2- Importance of Green Marketing for Organizations:

Green marketing derives its importance from marketers' desire to respond to increasing consumer environmental demands, along with their awareness of the negative impacts on the environment. Among the benefits that green marketing offers to companies are: (ouldbrahim, 2021, p. 488)

- Increased employee loyalty: Employees feel pride and belonging when their company works to protect the environment.
- Differentiation from competitors: Green marketing provides companies with the opportunity to stand out in the market by offering environmentally friendly products.
- Increased Market Share: consumers are willing to pay more for environmentally friendly products, leading to an expanded customer base.
- Unifying People around a common cause: Green marketing brings together individuals from different backgrounds to work towards a shared environmental goal.
- Achieving competitive advantage: Green marketing gives companies a competitive edge in the market by responding to environmental trends.

I-3. Dimensions of Green Marketing:

The dimensions of green marketing can be summarized in the following points:

A. Making Environmental Orientation Profitable:

This point highlights that green marketing represents a market opportunity that may provide an organization with a competitive advantage. However, most organizations focus on achieving quick profits and do not pay enough attention to the environment, despite the growing environmental awareness among consumers and their gradual shift to green consumers. This strategic direction has gained support from official and unofficial bodies through various media channels, promoting organizations that adopt green marketing. Consequently, this approach will become profitable in the long term . (م م ميادة مهدي صالح, صالح) . (م م ايمان نجم الدين عبد الله & , 2020, p. 132)

B. Eliminating or Reducing Waste:

Waste is eliminated or reduced by using environmentally friendly raw materials in product manufacturing, incorporating modern technologies, clean energy in production processes, and conducting recycling and waste treatment . (عمر سالم عبد المجيد & حسن) . (2022, p. 322)

C. Educating the Consumer:

This involves raising consumer awareness about the importance of protecting the environment through advertising that encourages the purchase of green products. (م م ميادة مهدي صالح, صالح) . (م م ايمان نجم الدين عبد الله & , 2020, p. 132)

D. Redesigning the Product Concept:

Designing an environmentally friendly product involves a two-way process: first, providing a benefit to the customer, and second, considering how the product interacts with the environment. This leads to the concept of "green design," with four levels of environmental product design : (عمر سالم عبد المجيد & حسن) . (2022, p. 323)

- Level 1 (Product Improvement): Involves redesigning the product to reduce the consumption of some materials used in its production.

- Level 2 (Redesigning the Product): The process of redesigning the current product to create a new product.
- Level 3 (New Product Concept): Innovating a new product by changing certain technical functions to match the product's purposes.
- Level 4 (New Production System): Developing a new production system if necessary.

E. Clear Relationship Between Price and Cost:

Setting prices for green products requires consideration of their true cost, which reflects their value when used by consumers. Prices should balance environmental benefits, and the total cost of the product should account for all expenses, including those caused by air, water, and soil pollution. A study conducted in the United States in 2002 found that the main reasons consumers avoid buying green products are perceptions of trade-offs in terms of conformity, high costs, and low performance . (النعيم, 2014, p. 78)

From the above points, we conclude that green marketing has environmental, economic, and social dimensions. The environmental dimension represents the philosophy of green marketing, which involves organizations building an environmentally friendly image by producing, promoting, and distributing eco-friendly products. The economic dimension reflects the philosophy of marketing responsible for achieving the economic aspect of sustainable marketing through the realization of short and long-term economic objectives, as well as enhancing the financial performance of the organization.

Meanwhile, the social dimension falls under the concept of social marketing, which focuses on the well-being of employees and establishing good relationships with society.

Thus, all the dimensions mentioned above contribute to the main goal of green marketing: to help the organization's marketing activity achieve sustainable development by balancing the economic (profits), social (people), and environmental (planet) goals. This trio is referred to as: (Profits, People, Planet).

The following diagram illustrates this concept:

Figure n°1: Towards Sustainable Marketing Strategies



Source : is from the researcher' edition based on (ولاء حازم سلطان & لمياء محمد غزال صالح, 2023, p. 618)

I-4.Green Marketing Strategies:

Green marketing strategies are essential steps toward achieving sustainable development, as they allow companies to take advantage of new economic opportunities while also contributing to protecting the environment for future generations.

Researchers have different views on green marketing strategies, but in our opinion, the following strategies are the most commonly used: (Manon, 2016, pp. 21-24)

- A- The Pure Green Approach: This strategy primarily focuses on advertising the characteristics that make a product "green" to attract environmentally conscious consumers. In other words, it emphasizes marketing the purely green features of the product, promoting the "greenness" of products or services to increase their value and appeal. This strategy can carry risks when products are significantly more expensive than competing products or of lower quality, offering no additional value to the customer other than environmental appeal.
- B- Market Green Status and Image:
This strategy relies on the idea that individuals' purchasing decisions can be influenced by social status and the opinions of those around them. Some consumers buy green products primarily to demonstrate their concern for the surrounding social environment.
- C- Sell Functional Value: This strategy focuses on advertising the functions and benefits of the products, targeting consumers who are interested in value. It has proven successful in industries such as organic foods and green buildings.
- D- Target Commercial Markets: This strategy involves exploiting opportunities to promote green products to commercial and industrial buyers, focusing on them rather than final consumers.
It assumes that business and commercial and industrial institutions are significant sources for marketing environmentally friendly products to them.
- E- E- The Holistic Brand: This strategy promotes environmental events or product features through simple advertisements rather than large advertising campaigns. Companies that use this approach focus on building a green brand and long-term environmental and social sustainability.

I-5 Impact of Green Marketing Strategies on Organizational Performance:

One of the earliest studies addressing the topic of how companies can balance environmental needs and profitability was conducted by Polonsky and his colleague in 2001. This was followed by many studies on this topic, with one study conducted in 2014 on green companies in India revealing that the factors affecting the performance of small and medium enterprises (SMEs) include: green innovation, green processes, green strategic policies, (Tshuma, 2022, p. 65) and green supply chain management.

Small and medium enterprises (SMEs) can achieve competitive advantages through: (Tshuma, 2022, p. 66)

- Green mobilization
- Green advertising
- Green product innovation
- Green process innovation

I-6 Sustainable Development Concept:

Sustainable development is a comprehensive process of change within a developmental model that achieves economic, social, cultural, environmental, and political sustainability. It ensures optimal use of natural resources and the ability to meet current and future needs . (بوشارب, 2014, p. 52)

II .A comparative analytical study between the German company Weleda and the local company Saidal

The growing interest in environmental sustainability has led companies worldwide to integrate sustainable practices into their operations and strategies. Among these companies, Weleda stands out as a global pioneer in green marketing and sustainability. Since its establishment, Weleda has embedded sustainability principles into its business practices, making it one of the oldest companies to maintain its name and reputation in the industry. On

the other hand, Sidal, a leading Algerian pharmaceutical company, represents a key player in the local market with emerging efforts towards sustainability. This study conducts a comparative analytical examination of the two companies, highlighting how Weleda's long-standing commitment to sustainability contrasts with Sidal's approach. By analyzing their strategies, this research seeks to uncover the impact of sustainability-focused initiatives on their operations and contributions to environmental and social development.

II.1 Weleda Company

The concept of "organic" emerged after World War I, when the widespread use of chemicals in agriculture began. One of the pioneers who advocated for this new concept was the German scientist Rudolf Steiner, who introduced the idea of biodynamic farming. In 1924, Weleda was established as the first sustainable brand in history, setting a path followed by many environmental pioneers afterward. The name of the company is derived from the German healing goddess, "weleda" with Steiner intending to express the connection to anthroposophical healing art through this name. He also designed the logo featuring a staff and snake, which mythologically symbolizes healing and is still used to this day . (Grimm & Astin, 2021, p. 22)

Initially, Weleda focused on producing anthroposophic medicines, emphasizing natural production, where medicinal plants were grown according to the principles of organic farming. This approach made the company a leader in quality.

Weleda expanded internationally at a rapid pace, and global demand for its medicines and cosmetics grew. Branches were established in France, the Netherlands, the UK, and Austria. In the 1960s and 1970s, the company expanded further by setting up subsidiaries in New Zealand, Sweden, Brazil, and Argentina, maintaining a focus on quality.

In 2008, Weleda used advertising campaigns on billboards for the first time, a move that was unusual for environmental brands at the time. In 2013, Weleda strengthened its relationship with loyal customers by launching a quarterly magazine, available by subscription, called "The Art of Green Living," which around 20,500 people subscribed to.

After facing a financial crisis, Weleda shifted its focus more towards natural cosmetics. In 2019, the company launched a global marketing campaign titled "One from Nature," which was active for several months on social media. In the UK in 2018, Weleda organized a light and music show with street artists through an exploratory jeep tour that traveled across the country, offering free treatments during the event . (Grimm & Astin, 2021, pp. 27-28)

From our analysis of this company, we have identified the following green strategies that Weleda follows to achieve environmental sustainability:

- The company adheres to the principles of biodynamic farming, which promotes the use of natural resources and the maintenance of ecological balance.
- Focus on natural production: Weleda produces natural medicines and medical cosmetics, ensuring the quality of its products.
- Global expansion while maintaining quality: The company expanded internationally while ensuring the quality of its green products.
- Innovative environmental marketing: Weleda used unconventional marketing campaigns to promote its products, such as environmental billboard advertising in 2008, which was rare at the time.
- Strong relationship with loyal customers: Weleda strengthened its bond with customers by publishing magazines with the "Art of Green Living" slogan, encouraging them to adopt sustainable lifestyles.

- Promotion through environmental events: The promotional events held in 2018 in the streets helped spread environmental messages and attracted the audience by offering free treatments.

Figure 02: WELEDA Company Logo



Source: Prepared by the researcher based on (ويكيبيديا الموسوعة الحرة, 2024)

II.2 saidal groupe

Saidal Group is a public economic company specialized in pharmaceutical manufacturing, with a capital of 2.5 billion Algerian Dinars. The state owns 80% of the company's shares, while the remaining 20% was offered on the stock market in 1999 for investors. The group's headquarters is located in Algiers, with its main activity being the production and marketing of pharmaceutical products for human use. It is one of the largest pharmaceutical producers in Africa and the largest in Algeria, leading in the production of generic medicines. Saidal covers 40% of the Algerian market with 230 pharmaceutical products, and aims to further strengthen its market position by expanding its range of essential therapeutic medicines.

Saidal Group was established in 1984 as part of Algeria's public economic sector restructuring policy, which led to the creation of Saidal as a public economic institution in 1998. The group includes 10 production factories with an annual capacity of 200 million units, including 8 fully national factories operating in an open market economy, and two joint-venture factories with 60% and 59% capital ownership respectively. Saidal is also equipped with research and development centers like Somedial and Somedial Ibral, and three commercial units located in the central (Algiers), eastern (Batna), and western (Oran) regions of Algeria.

Due to the investment law in Algeria, which offers various benefits and facilitation for establishing partnerships, Saidal has entered into numerous agreements with major global laboratories, such as Pfizer (USA) and Sanofi-Aventis (France). Additionally, Saidal holds shares in several companies (Tafco, Juras, Ibral). It has managed to achieve significant production growth. (www.groupe saidal.dz, 2024)

✓ The tasks of the Saidal Group in pharmaceutical manufacturing can be outlined as follows: (www.groupe saidal.dz, 2024)

- Research and Development: Conducting research and developing pharmaceutical products for human use, as well as packaging products.
- Import and Export: Importing, exporting, and marketing all pharmaceutical products and chemicals in the form of raw materials, semi-finished products, and finished products for human use.
- Strategic Goal Achievement: Focusing on enhancing Saidal's leading position in the production of generic medicines, contributing to the national pharmaceutical policy implemented by the government.
- Quality Focus: Making quality a central axis to ensure the development of high-quality products, as pharmaceutical products depend more on quality and efficacy rather than taste.
- Core Values: Strengthening Saidal's core values of social responsibility, transparency, credibility, accountability, and national solidarity.

- Promotion of Generic Medicine: Encouraging the consumption of generic medicines, providing additional media efforts to promote them as they are sold at lower prices but with the same effectiveness as original medicines.
- National Market Coverage: Ensuring the coverage of domestic market needs, reducing imports, and providing good healthcare for citizens.
- Production Techniques Development: Developing techniques used in production to ensure quality and increase production capacity.
- Drug Quality Control: Monitoring, analyzing, and ensuring the quality and formulation of medicines, while strengthening the principles of Total Quality Management (TQM), especially as Sidal has obtained ISO certification.

II .2.1/ Environmental Sustainability at Sidal

In a Statement of Dr. Abdelwahid Krimis, Deputy General Manager of Sidal Group, on Biotechnological Products and Biological Alternatives: (Channel, 2024)

"The world is evolving rapidly, and biotechnology is playing an increasingly crucial role in the development of alternative medicines and therapeutic solutions. Sidal Group is focusing on biotechnology to diversify its product range and ensure access to innovative, high-quality medicines. We are striving to develop biotechnological products and biological alternatives that meet the national demand, particularly in the field of chronic diseases, as well as expanding our product offerings in the field of biosimilars to reduce the reliance on foreign pharmaceutical products."

✓ What we deduce from the statement:

1. Sidal Group is working on expanding its range of "biotechnological products" and biological alternatives, aimed at offering innovative and high-quality medicines, with a special focus on "chronic diseases".
2. By advancing in biotechnology, the group aims to "reduce dependence on foreign pharmaceutical products", contributing to the "self-sufficiency" of the national pharmaceutical industry.
3. The production of "biotech medicines" at Sidal can potentially enhance "public health" by providing more affordable and locally produced solutions for patients, thus improving healthcare sustainability in Algeria.
4. The focus on "biological alternatives" also aligns with sustainability efforts by reducing the environmental impact associated with traditional chemical drug production processes

II .2.2 // Environmental Protection Measures Taken by Sidal

Every organization has an impact on the environment due to its activities, location, and structure. In the framework of its environmental responsibility, the organization has implemented several key measures, including the application of an activity plan that keeps up with major developments in waste management. These measures include the following processes: (nabila, 2020)

- Monthly analysis of liquid waste discharge.
- Recovery of used oils and lubricants (recycling).
- Monitoring the implementation of waste management procedures in all its forms in cooperation with the Ministry of Regional and Environmental Affairs.
- Monitoring the processes related to establishing an Environmental Management System (EMS).

- Conducting environmental inspections and audits.

In addition, there is a dedicated environmental division under the name "Central Directorate for Security and Environment," which is responsible for preparing, guiding, and implementing the environmental policies related to industrial security and health. This division also conducts regular monitoring of security procedures to ensure the application of safety and health regulations, as well as certifying maintenance work and new activities.

III /Analysis of Weleda and Saidal's Green Strategies for Environmental Protection:

III .1/Weleda's Strategies for Environmental Protection and Sustainability:

The green marketing strategies that can be extracted from the paragraph above are:

1. Commitment to Biodynamic Farming Principles:
Utilizing natural resources and maintaining ecological balance in raw material production.
2. Focus on Natural Production:
Producing medicines and medical cosmetics using natural ingredients to ensure product quality.
3. Global Expansion While Maintaining Quality:
Expanding internationally while ensuring that products remain of high quality and environmentally friendly.
4. Innovative Environmental Marketing:
Employing unconventional marketing methods, such as environmental billboard advertisements in 2008, which was rare at the time.
5. Strengthening the Relationship with Loyal Customers:
Publishing a quarterly magazine under the slogan "The Art of Green Living" to encourage customers to adopt sustainable lifestyles and enhance communication with them.
6. Promotion Through Environmental Events:
Organizing environmental events, such as light and music shows in the streets in 2018, which helped spread environmental messages and attract audiences by offering free treatments.

III .2/Saidal's Strategies for Environmental Protection and Sustainability:

The sustainability and green marketing strategies extracted from the above paragraph are:

1. Expansion of Biotechnological Products and Biological Alternatives:
Saidal Group is working on expanding its range of biotechnological products and biological alternatives to offer innovative and high-quality medicines, with a focus on chronic diseases, contributing to improving healthcare sustainability in Algeria.
2. Reducing Dependence on Foreign Pharmaceutical Products:
By advancing in biotechnology, Saidal aims to reduce reliance on imported medicines, thus enhancing the "self-sufficiency" of the national pharmaceutical industry.
3. Improving Public Health Through Locally Produced Medicines:

Producing biotechnological medicines locally can improve public health by providing more affordable and accessible solutions for patients, thus enhancing healthcare sustainability in Algeria.

4. Focus on Biological Alternatives:

The focus on biological alternatives also aligns with sustainability efforts by reducing the environmental impact associated with traditional chemical drug production processes.

5. Environmental Protection Measures:

Saidal adopts several environmental protection measures, including monthly analysis of liquid waste discharge, recovery of used oils and lubricants (recycling), and monitoring waste management procedures in cooperation with the Ministry of Regional and Environmental Affairs.

6. Environmental Management System (EMS):

Saidal also monitors processes related to establishing an Environmental Management System (EMS), conducting environmental inspections, and audits to ensure compliance with environmental standards.

7. Industrial Security and Environmental Health Management:

Saidal has a dedicated environmental division, the "Central Directorate for Security and Environment," responsible for preparing, guiding, and implementing environmental policies related to industrial security and health.

III .3/ Comparison of Saidal and Weleda's Strategies in Environmental Sustainability and Green Marketing:

- **Commitment to Sustainable Practices**

- **Weleda:**

Weleda has been committed to environmental sustainability since its inception in 1921, embedding biodynamic farming principles into its business model. This approach not only focuses on natural production methods but also ensures long-term ecological balance. Weleda's sustainability efforts are deeply rooted in its entire supply chain, from sourcing raw materials to packaging and product distribution.

- **Saidal:**

Saidal, as a leading Algerian pharmaceutical company, has made significant strides in sustainability, especially in recent years. The company is working on expanding its biotechnological product range, particularly in the field of chronic diseases, and aims to reduce dependence on foreign pharmaceutical products. Additionally, Saidal focuses on environmentally friendly manufacturing processes, waste management, and recycling.

- **Green Marketing Initiatives:**

- **Weleda:**

Weleda stands out for its innovative marketing approaches in promoting sustainability. It was one of the first companies to use environmental billboard advertising in 2008 and has maintained its focus on green living with campaigns like "The Art of Green Living" magazine. These efforts help raise awareness among consumers about sustainable lifestyles and environmentally conscious choices.

- **Saidal:**

Saidal's green marketing efforts are more focused on promoting its commitment to biotechnology and biological alternatives. While the company has not yet adopted as many high-profile or creative green marketing campaigns as Weleda, it does focus on educating the

local market about the environmental benefits of biotechnological products and their role in reducing the reliance on foreign pharmaceutical imports.

- Environmental Protection and Waste Management :

- Weleda:

Weleda follows a strict ecological approach in all aspects of production, from biodynamic farming to environmentally responsible packaging. The company also has a well-established waste management and recycling system, which is integral to its operations and brand identity.

- Saidal:

Saidal implements effective environmental protection measures, such as monthly liquid waste discharge analysis, recovery of used oils and lubricants, and close cooperation with the Ministry of Regional and Environmental Affairs. They also focus on establishing an Environmental Management System (EMS) to monitor and improve environmental performance.

- Product Focus and Innovation:

- Weleda:

Weleda has integrated sustainability into its product development, with a particular emphasis on organic and natural ingredients. The company has been a pioneer in green product offerings, continuously innovating to align with the increasing consumer demand for eco-friendly products.

- Saidal:

Saidal's focus on biotechnological and biological alternatives is a step toward more sustainable pharmaceutical production. This move aligns with global trends in biotechnology and aims to meet national demand while reducing the environmental footprint of traditional pharmaceutical production.

- Overall Impact

- Weleda:

Weleda has a long-established and comprehensive approach to environmental sustainability and green marketing, from its core farming practices to its innovative green campaigns. The company's consistent and global efforts have made it a leader in sustainability within the cosmetics and wellness industries.

- Saidal:

Saidal's environmental strategies are developing, particularly in biotechnology and waste management. While Saidal is making significant progress, it still has a long way to go to reach the same level of global recognition and established sustainability practices that Weleda has achieved.

- Which Is Better in Environmental Sustainability and Green Marketing?

- Weleda is the leader in environmental sustainability and green marketing, having a much longer history of integrating sustainability into its operations, marketing, and product development. Its commitment to biodynamic farming, innovative marketing campaigns, and consistent focus on eco-friendly practices make it a global pioneer in green business practices.

- Saidal, while making significant progress, especially in biotechnology and waste management, is still in the process of developing a more widespread and globally recognized sustainability model. It is on the right path, but its green marketing and sustainability strategies are not as well-established or innovative as Weleda's at this point.

Weleda excels in both environmental sustainability and green marketing, with a more comprehensive, innovative, and long-standing approach. Saidal is making progress but still

has room for growth in terms of developing a global green marketing strategy and expanding its sustainability practices.

III. Conclusion

In this study, I compared the environmental sustainability strategies and green marketing approaches of the Algerian company Saidal and the global company Weleda, aiming to highlight current trends in the business sector towards achieving sustainability. The results showed the progress made by both companies in several areas such as environmental practices, green marketing, environmental protection, and product innovation. After analyzing these results, I will present several recommendations that can help Algerian companies enhance their sustainability and green marketing strategies, contributing to the achievement of sustainable development goals and boosting their competitiveness in global markets.

➤ Results :

1. Commitment to Sustainable Practices:

- Weleda: Weleda has a long-standing commitment to environmental sustainability since its founding in 1921. The company incorporated biodynamic farming into all its operations, promoting long-term ecological balance, which spans the entire supply chain.
- Saidal: Saidal has made significant progress in recent years in environmental sustainability, with a focus on developing biotechnological products aimed at reducing reliance on imported drugs and enhancing eco-friendly manufacturing processes.

2. Green Marketing Initiatives:

- Weleda: Weleda stands out with its innovative green marketing campaigns, including environmental billboard advertising and awareness-raising initiatives such as "The Art of Green Living" magazine. These efforts help spread awareness about sustainable living.
- Saidal: While Saidal focuses on promoting biotechnological and biological alternatives, it has not yet implemented as many innovative marketing campaigns as Weleda. However, the company does aim to educate the local market about the environmental benefits of biotechnological products.

3. Environmental Protection and Waste Management:

- Weleda: Weleda follows a strict environmental approach in all production aspects, including biodynamic farming and environmentally responsible packaging. The company also has a well-established waste management and recycling system that plays a central role in its operations.
- Saidal: Saidal has implemented effective environmental protection measures such as monthly liquid waste discharge analysis, oil and lubricant recovery, and close cooperation with the Ministry of Regional and Environmental Affairs. The company is also working on developing an Environmental Management System (EMS) to monitor and improve environmental performance.

4. Product Focus and Innovation:

- Weleda: Weleda has been a pioneer in integrating sustainability into product development, focusing on organic and natural ingredients. The company consistently innovates to meet growing consumer demand for eco-friendly products.
- Sidal: Sidal focuses on biotechnology and biological alternatives, a step toward more sustainable pharmaceutical production. This approach aligns with global trends in biotechnology and aims to meet domestic demand while reducing the environmental footprint of traditional pharmaceutical production.

➤ Recommendations

Here are some recommendations that could help Algerian companies adopt a sustainability and green marketing approach similar to Weleda:

- Algerian companies, especially in the agricultural and food industries, should adopt organic and biodynamic farming principles to ensure sustainable and eco-friendly production. Sustainable farming techniques that promote biodiversity and preserve soil and natural resources should be used.

- Reducing the environmental impact by limiting the use of chemical fertilizers and pesticides, which promotes environmental and community health.

- Invest in Biotechnological Innovation

Algerian companies, particularly in the pharmaceutical industry, should invest in research and development in biotechnology and biological alternatives. Companies like Sidal could adopt this approach to produce eco-friendly and safe medicines, reducing reliance on imported drugs.

- Developing innovative products that contribute to public health and provide affordable, locally produced solutions, thus enhancing healthcare sustainability.

- Algerian companies should invest in innovative green marketing campaigns to focus on sustainability. Companies can adopt methods similar to Weleda, such as using eco-friendly media, organizing community events promoting green living, and encouraging sustainable lifestyles.

- Raising consumer awareness about the importance of eco-friendly products, which increases customer loyalty and drives demand for sustainable products.

-Implement Environmental Management Systems (EMS)

Algerian companies should develop and implement Environmental Management Systems (EMS) to ensure compliance with environmental standards and improve their environmental performance. This includes waste management, resource efficiency, and minimizing environmental impacts.

- Improving environmental sustainability and operational efficiency by reducing waste and the costs associated with natural resource consumption.

- Focus on Sustainability Across the Supply Chain

Algerian companies, particularly in the food and pharmaceutical industries, should enhance sustainability in their supply chains by choosing suppliers who adhere to sustainable environmental practices, such as using recyclable or renewable materials.

- Contributing to environmental protection on a larger scale and achieving environmental sustainability throughout the production and supply stages.

-Encourage Partnerships with Environmental Organizations

Algerian companies should seek partnerships with local and international environmental organizations to support environmental initiatives and strengthen their role in corporate social responsibility.

- Enhancing the company's reputation in the market as an environmentally responsible institution, building trust with consumers and investors.

-Focus on Recycling and Reuse

Algerian companies should implement programs to recycle materials used in their production processes, such as used oils, lubricants, and plastic materials. Companies could collaborate with government and community bodies to promote these initiatives.

- Reducing pollution and gaining economic benefits by reusing materials and lowering costs.

-Develop Integrated Environmental Policies

It is important for Algerian companies to develop clear internal environmental policies that include long-term planning to achieve sustainability goals. These policies should be part of the organizational culture and aligned with the company's strategic objectives.

- Improving overall environmental performance and achieving long-term sustainability.

-Promote Transparency and Environmental Disclosure**

Algerian companies should be more transparent about their environmental practices by disclosing their environmental impacts through sustainability reports or marketing campaigns.

- Increasing the company's credibility in the eyes of consumers and investors, which enhances trust in the brand and boosts demand for eco-friendly products.

By following these recommendations, Algerian companies can mirror Weleda's approach to environmental sustainability, benefiting the environment, society, and business alike.

In conclusion, it is important to note that many of those who read this article may wonder why I chose the German company Weleda as a reference for comparison. The reason I selected Weleda is due to my admiration for how it integrated sustainability principles from the very beginning. I wanted it to serve as a model for Algerian companies like Saidal, so they can ensure their longevity and establish a name that lasts for years and generations.

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