

**SMART Social Marketing strategies to promote  
sustainable development in Egypt**

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### **Abstract:**

The last ten years confirm the clear interest in the marketing results resulting from social responsibility programs in actual reality, and the belief of the state that its sustainable development agenda requires the participation of all stakeholders from development partners to keep pace with the changes that occurred in the local, regional and global context. The great role of all institutions and organizations in society has emerged, which has become an important role in developing and supporting development, through participation in the preparation of development programs and plans and their implementation. Thus, the importance of research stems from the importance of social marketing, which is employed by all sectors and institutions in society, depending on smart marketing methods and strategies to achieve the maximum possible benefit to achieve the goals of sustainable development for society.

The research aims to develop a smart marketing strategy using effective persuasive approaches to social marketing methods that society institutions must adopt to achieve sustainability, by presenting the most important and strongest contributions of profitable companies in the Egyptian, American, and Australian society based on their social responsibilities and achieving environmental sustainability.

The research found a smart marketing strategy for the social responsibility activities of profitable companies that help spread social awareness among the audience of these companies, and contribute to achieving a competitive advantage among other companies; Which ultimately helps to achieve sustainable development. And that is through clear societal activities that are compatible with the dimensions of sustainable development adopted by the countries of the world, relying on strategies that enable them to measure the

societal goal and its feasibility to achieve, keeping away from exaggerated goals, and making each set of goals commensurate with the logical period to achieve them, that the activities and initiatives pour into The supreme interest of the state, community service, earning the vision of sustainable development, and finally having a clear period for the goals, as one of the most important reasons for its success.

**Keywords:** smart social marketing, social responsibility, sustainable development, civil society.

### **Introduction:**

Social marketing is an approach that seeks to change the daily behaviors of individuals in a way that benefits them as individuals and leads to large-scale positive changes throughout society or population. Profitable sectors and institutions.

The last ten years confirm the clear trend of attention to the marketing results from social responsibility programs in reality. The third annual conference on corporate social responsibility launched the first working paper for cooperation between development parties in Egypt under the name "Cairo Declaration on Corporate Social Responsibility"<sup>1</sup>. In March 2008, the Egyptian government launched the National Initiative for Corporate Social Responsibility in cooperation with the United Nations Development Program, which aims to establish an economic and social network committed to the United Nations Global Compact, making Egypt the first Arab country to respond to this initiative<sup>2</sup>.

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<sup>1</sup> <http://www.almasryalyoum.com/news>, available in 20-8-2017.

<sup>2</sup> <http://www.capmas.gov.eg/pages/internationalindicators.aspx>, available in 20-8-2017.

And given the state's developmental vision that seeks to involve all state institutions in the development and serve the public interest by providing benefits to society as a whole, or to some groups that need those services, spreading the values of citizenship in the community and belonging to the country, emphasizing national identity, and combating ignorance and illiteracy It also seeks to contribute to the development of villages and rural areas, fight poverty. It encourages creativity in various areas of life, and through these and other activities, it works on the development and advancement of man and society. It also contributes to highlighting abuses that may affect human rights. All of these are things that Egypt desires in its vision to achieve sustainable development in 2030.

Egypt's Vision 2030 is a national agenda launched in February 2016 that reflects the country's long-term strategic plan to achieve the principles and goals of sustainable development in all fields and resettle them in the various Egyptian state agencies. It is based on the principles of comprehensive sustainable growth and balanced regional development. It reflects the three dimensions of sustainable development: the economic dimension, the social dimension, and the environmental dimension.

Egypt's Vision 2030 gives importance to facing climate change's effects through an integrated and sustainable ecosystem that enhances resilience and the ability to face natural hazards. It focuses on improving the quality of life of the Egyptian citizen and improving his standard of living in various aspects of life by emphasizing the consolidation of the principles of justice and social integration and the participation of all citizens in political and social life. This comes hand in hand with achieving high, inclusive, and sustainable economic growth and enhancing investment in people, and building their creative capabilities by stimulating an increase in knowledge,

innovation, and scientific research in all fields. The vision also focuses on the governance of the state and community institutions through administrative reform, consolidating transparency, supporting follow-up and evaluation systems, and empowering local administrations. These desired goals come within the framework of ensuring Egyptian peace and security and strengthening Egyptian leadership regionally and internationally.

This paper showcases smart social marketing strategies that can be employed not only to spread a culture of sustainable development among members of society carried out by civil society institutions; Rather, it instills the desire and enthusiasm in the hearts of citizens to take part in bearing the responsibility towards their homeland and motivate them and participate as effective and essential elements to achieve development.

In this case SMART is an acronym: S stands for Specific, M for Measurable, A for Achievable or Actionable, R for Realistic or Relevant, and T for Timely.



### **Research Problem:**

There is no doubt that social marketing campaigns are more effective when they focus on strengthening trends rather than creating new attitudes and behaviors. Behavior change is one of the most problematic issues in humanitarian fields, and to achieve sustainable development. Hence the problem of research in the endeavor of all organizations and companies to achieve sustainable development goals in all areas. Often the social marketing program is limited in

duration and funding, which impedes the implementation of the long-term self-policy. Therefore, it isn't easy to achieve a long-term impact. To achieve this goal, **the research seeks to explore and analyze smart social marketing strategies used by profit organizations in (Egypt-united states of America-Australia) that helps to bring about the desired impact and change in society in order to discover the best marketing strategies that can help in achieving Egypt's vision of sustainable development.**

#### **Research Importance:**

The country believes that its sustainable development agenda requires the participation of all stakeholders from development partners to keep pace with the changes that have occurred in the local, regional and global context. The significant role of all institutions and organizations in society has emerged, which has become an essential role in social and economic development, and in developing and supporting growth, through participation in the preparation of development programs and plans and their implementation. Thus, the importance of research stems from the importance of social marketing, which is employed by all sectors and institutions in society by relying on smart marketing methods and strategies to achieve the maximum possible benefit to achieve the goals of sustainable development for society.

#### **Research Objectives:**

The research aims to analyze smart marketing strategies used by the most important and strongest contributions of profitable companies in Egyptian, American, and Australian society based on their social responsibilities and achieving environmental sustainability. Thus, the

research aims to verify the availability of the following essential elements in their community activities and marketing methods:

1- S (specific): Clear community activities that are compatible with the dimensions of sustainable development adopted by the world's countries.

2- M-measurable: Adopt strategies that enable them to measure the societal goal and its feasibility. If you cannot set measurable goals, they will remain just dreams.

3- A-achievable: Stay away from exaggerated goals, and make each set of goals commensurate with the logical time to achieve them.

4- R-relevant: Activities and initiatives are in the higher interest of the state, serving the community, and achieving the vision of sustainable development.

5- T- timely: Having a clear time frame for the goals is one of the most important reasons for its success.

### **Literature Review:**

We can divide the Literature Review in sustainability marketing into two main aspects :

- The first is **studies that aimed at analyzing sustainability marketing strategies**
- The second is **the effect of applying sustainable marketing strategies on firm performance.**

NO	Author and year	Theory	sample	method	Relevant results
<b>studies that aimed at analyzing sustainability marketing strategies</b>					
1	(Groening, Sarkis,& Zhu., 2018)	- Values and Knowledge - Beliefs Attitudes Intention	20 theory for the green marketing	Content analysis.	This study analyses 20 theory each theory, has been presented its definition, application in green marketing, and suggestions for future areas of research.
2	(Wang, Chen & Li, 2018)	Porter's Diamond Model	a SWOT analysis of the industry's features and a holistic marketing strategy	a SWOT analysis of the industry's features and a holistic marketing strategy	The results and recommendations provided a useful reference for organizations for promoting green conferences and exhibition.  Green marketing considers not only the profits of individual firms but also the needs of consumers and the relationships among competitors.

3	(Santos, Veiga,Águas, & Santos., 2019)	None	a sample of 209 units with complete records from -112 landing pages were submitted to content analysis.	content analysis.	Less than 10% of hotels located in a tourist destination strongly dependent on air transportation and peripheral to the main outbound markets actually communicate about sustainable practices on their websites. Communication practices are dependent on hotels' star rating, location, size and age.
4	(Laurell, Sandström & Suseno., 2019)	None	-based on an empirical material of 141,754 user-generated content.	-Media Analytics (SMA) was employed.	findings pointed towards the fact that the interplay between crowdfunding and sustainability is currently limited (0.21 percent) and that primarily professional actors address crowdfunding and sustainability.
5	(Low, Ullah,Shirowzhan Sepasgozar,, & Lin Lee., 2020)	-Smart Digital Marketing Technology Acceptance Model (MTAM)	Using the random sampling technique by 279 Malaysian property development sector	an online questionnaire survey.	The results showed that sample of property development companies are driven by the benefit of easily obtaining real-time customer information for creating and communicating value to customers more effectively

			representatives.		through the company brand & the strategies, such as creating real-time interactions, creating key performance indicators to measure digital marketing, personalization, and encouraging innovation in digital marketing are most preferred by local professionals.
6	(Sivarajah, Irani, Gupta, & Mahroof., 2020)	sustainability models.	nine interviews with sustainability and technology management managers from large companies.	big data and social media analytics within a participatory web environment.	Its exploratory nature supports the building of a theoretical foundation that can be used by other researchers for developing indicators of the relationship between these two domains; web-based systems and sustainability.

7	(Patma, Wardana, Wibowo, Narmaditya,& Akbarina., 2021)	- technology acceptance model (TAM) by applying (PEU), (PEOU) (COS), (IEBT) ,(SMM) and SMEs' sustainability.	The research was incorporated with small and businesses in in Malang, East of Java Provincial in Indonesia through 130 questionnaires	- an online questionnaire survey.	The findings showed that the adoption of internet/e-business technology can be explained by perceived usefulness, perceived ease of use, and cost. Furthermore, it has a link between internet/e-business technology, social media marketing, and SMEs' sustainability.
8	(Khan, Wang, Ehsan, Nurunnabi, & Hashmi., 2021)	-Atmospheric cues on social media.	The selected audience for the questionnaire is taken from a sample population that uses social media widely for different purposes.	-survey using questionnaires	itis concluded that SMEs could foster their online businesses by adopting effective sustainable marketing strategies aligned according to specific web atmospheric cues.

9	(Yamagishi, Ocampo, Abellana, Tanaid, Tiu, Medalla, & Tantoo., 2021)	none	A case study in Kalanggaman Island (Philippines),	Case study. By FCM method.	The result provides a framework for analyzing possible policies with social media to disseminate the sustainable tourism agenda. Three policy scenarios with interrelated social media marketing strategies are examined: minimal effort, moving visuals, and collaborative strategies. The minimal effort scenario increases counting metrics, comments, and Web traffic, while the moving visuals scenario yields increases in reach, counting metrics, comments, and Web traffic. Finally, the collaborative strategies scenario enhances indicators on awareness, the share of voice, counting metrics, comments, and lead.
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10	(Nanyangwe, & Phiri., 2021)	the conceptual framework model.	42 respondents by using random sampling.	A quantitative survey. -Case study.	The result showed that the cost strategy and differentiation strategy had greater priorities and potential to achieving profitable and sustainable growth in the market.
11	(Tiago,Gil, Stemberger, Borges-Tiago., 2021)	a five- & construct model.	759 accommodation firms located in the Azores (São Miguel Island),	Case study	The results indicate that international accreditations are less commonly adopted than local accreditations and that smaller firms tend to value eco-labeling when promoting their offers online. It is also noticed that sustainable achievements are highlighted on more sophisticated websites.

12	(GURĂU, 2021)	None	semi-directional interview	80	it is observed that social media plays a strong role in daily life and is an important factor in everyday decision making. Content Creators have the power to influence the sustainable behavior of followers, but also play an educational role through the tutorials
13	(Ferrero,Lozano&vi vas, 2021)	none	702	survey	The diversity in board member culture had an influence on practicing sustainability combined with the commitment of csr as a mediating factor

14	(sabry, 2021)	none		survey	The institution abides by the various national and international laws and legislations concerned with the environment,” as well as “the higher management cares about the environment and works to convey this concern to employees.” In addition to “the institution adopts, in its internal system, organizational provisions that guide its environmental behavior.”
15	(Ullah et al. , 2022)	marketing technology acceptance model (MTAM)	online questionnaire	300	The study established the extent to which smart and sustainable digital marketing has been accepted by property development companies, to explore the impediments to acceptance of smart digital marketing by property development companies

effect of applying sustainable marketing strategies on firm performance					
16	(salah, 2017)	Environmental marketing model	186 non random	Survey /questionnaire	<p>There is a gap between the idea of a green strategy and practice in adopting programs green; This is due to the high cost of implementation, lack of interest, lack of knowledge, resistance</p> <p>Employment for change, lack of cooperation between different hotels and protection bodies</p> <p>The environment, in addition to the lack of environmental government legislation for the hotel industry in</p> <p>Egypt</p>

17	(Taoketao et al., 2018)	Signaling	364	survey	Customer loyalty moderates the relation ship between sustainability marketing strategy and firm performance .competitive intensity positively moderates the relation ship between sustainable marketing strategy and consumer loyalty.
18	(abbas et al , 2019)	none	Survey	548	Applying social media marketing in firms practicing csr helps in enhancing sustainable performance
19	(fatoki, 2019)	Sustainability framework Stakeholder theory	survey	192	There is a significant positive relation ship between green marketing orientation and environmental performance and increasing consumer awareness and demand for eco friendly products and there is a positive relation ship between green marketing orientation and social performance

20	(ahmed et al., 2020)	none	300 simple random	Survey /questionnaire	The most effective strategies in green marketing that have influence on marketing performance in small business enterprises are lean green and shaded green strategies .
21	(Coric et .al, 2020)	none	148 directors	Survey /questionnaire	Perceived social pressure contributes greatly to the implementation of sustainable marketing orientation with in the start up.
22	(kambaj, 2020)	none	850	Survey /questionnaire	Perceived product effectiveness has great value on their willingness to pay premium price for sustainable products .
23	(Khanlarov et al. , 2020)	None	Questionnaire And in-depth interviews	110 companies	The obtained results showed the level of integration mix marketing tools for supporting the green competitive advantages. The highest level of integration is in the food industry, the lowest level - in the production of building materials

24	(kong et al., 2021)	none	429 simple random	Experimental	Sustainable advertising influences brand evaluations with brand trust as a bounding condition.  Sustainability advertising had only a marginal impact on intentions to provide ewom about brands on social media and it also have limit effect on purchase intentions
25	(Clark, 2021)	none	306	Survey /questionnaire	Using sustainability communication on social media positively influences young consumers intention to stay in this hotels and to practice ewom about it.

26	(Peterson et al., 2021)	none	304	survey	Three important results suggest 1) consumers' nature-based values have the most positive influence on consumers' support for sustainable businesses, 2) followed by attitude toward firm benevolence, and 3) concern about the ethicality of firms. Valuing social justice and recognizing business' contribution to one's own quality of life did not register as being influential on consumers' support for sustainable businesses
27	(Nayal et al., 2021)	conceptual framework	questionnaire survey	700	The study provides empirical evidence to policymakers and practitioners for the synergy between SCC, SDS, DIT, and COA to achieve sustainable performance in the SC's manufacturing firm.

### **Commentary on literature review:**

1. The common method used in studying sustainability marketing strategies is descriptive methods specially surveys 80% of the studies that were reviewed used questionnaire and interviews .few studies used dig data analysis like (Laurell, Sandström & Suseno., 2019)

(Sivarajah, Irani, Gupta, & Mahroof., 2020) .two other studies used content analysis (Santos, Veiga,Águas, & Santos., 2019)& (Groening, Sarkis,& Zhu., 2018). The only study that used experimental method was (kong et al., 2021)

2. It was noticed that most of the demonstrated studies did not employ any theoretical models , and each of hem developed its own conceptual frame works which is extracted from technology acceptance models and sustainability models like (Low, Ullah,Shirowzhan Sepasgozar,, & Lin Lee., 2020) (Patma, Wardana, Wibowo, Narmaditya,& Akbarina., 2021)

3. According to (Low, Ullah,Shirowzhan Sepasgozar,, & Lin Lee., 2020) (Patma, Wardana, Wibowo, Narmaditya,& Akbarina., 2021) (Khan, Wang, Ehsan, Nurunnabi, & Hashmi., 2021) (Yamagishi, Ocampo, Abellana, Tanaid, Tiu, Medalla, & Tantoo., 2021) (kong et al., 2021) (abbas et al , 2019) using social media is the most effective communication strategy for promoting sustainable performance in profit organizations .

- (Nanyangwe, & Phiri., 2021) revealed in their study that cost strategy and differentiation strategy helps to achieve profitable and sustainable growth in the market.

- (wang,chen&li, 2018) (ahmed et al., 2020) agreed in their studies on the effective role of green marketing strategies in promoting SME business performance specially lean green and shaded green strategies .
- There is a wide agreement between researches on the influence of employing sustainability marketing strategies in improving brand evaluations and brand trust and it have limited effect on purchase intentions (kong et al., 2021) the only contradicting result was the one (kambaj, 2020) revealed that perceived product sustainability have an impact on consumer willingness to pay

### **Theoretical Framework:**

#### **The Triple Bottom line Theory**

The Triple Bottom Line theory (TBL) was found by John Elkington in his book “Cannibals with Forks: The Triple Bottom Line of 21st Century Business” (Brin& Nehme, 2019)

TBL is CSR framework that incorporates three dimensions of performance: economic, social and environmental. As elaborated by John Elkington, the three dimension of TBL must obtain sustainable results. Sustainability is the main aim of the TBL concept. Companies must apply TBL in order to achieve continuous profits and long-term social and environmental projects.

Theory dimensions :

. Economic dimension. According to TBL theory the most important for a company is not to make high profits but to achieve continuous profit for the long term. So Business corporations start to enroll in the TBL CSR framework as well as they draw a strategic plan through calculating

expenditures and taxes, forecasting business climate factors, evaluate market benchmark and avoid maximum risk threats. Real study for all these components will lead to achieve sustainable profits.

-Social Dimension. Business must pay attention to its social affairs as well as paying attention to its financial affairs. Achieving social sustainability by a corporation is a must in the TBL CSR framework. But since societies differ from region to another, every corporation has to collect data from national authorities concerning social affairs, as unemployment rates, human rights, female labor force participation, health services, educational services provided by government, etc. After determining the community priorities, shareholders must take decisions to satisfy as much as possible the social needs. So for a business to be stable over the long term social activities of a business corporation must satisfy surrounding society needs as much as possible. (Uddin, Hassan, Tarique, 2008)

-Environmental Dimension. Environmental sustainability is one of the main concepts in the TBL framework. If business companies will not respect the environmental dimension, our children will not be able to enjoy the same quality of life we are enjoying now. Corporations must pay attention to environmental changes and obey the new environmental laws with being careful to the consumption of natural resources. Corporations have to use the alternative energy sources in order to minimize the consumption of traditional sources of energy (for example oil, gas, coal, etc.), and it has to safe air and water sources, with disposing of toxic and solid waste in an environmental manner. All these factors maintain environmental sustainability. (Księżak& Fischbach, 2018)

-Triple bottom line strategies focus on sustainable marketing as well as business practices. This is becoming critical as consumers are becoming increasingly more concerned with the sustainability and social responsibility of businesses. This has become a big part of today's consumer's mindsets, to the point that they will avoid a specific business simply due to its lack of sustainability and social responsibility .We have already seen this happening, for example, when it comes to beauty products. Many people have begun boycotting products that test on animals and rather opt for cruelty-free products



### **The importance of theory to the research**

The Triple Bottom Line concept developed by John Elkington has changed the way businesses, nonprofits and governments measure sustainability and the performance of projects or policies.

It's clear that the flexibility of the TBL concept allows companies to implement social and environmental strategies in a sustainable manner.

Companies have admitted that they do play a role in how people view issues such as climate change, inequality, and other social and environmental issues. Because of this, businesses worldwide have an obligation to their customers to act and market responsibly. Therefore, marketers need to be strategic in their marketing to show that this triple bottom line approach is ingrained within the company.

By using this approach, it can help determining the strategic marketing tools used by the sample of the study in promoting sustainable development aspects.

### **Research Questions:**

- 1- What are the societal activities carried out by profit-making companies (Egyptian, American, Australian) to localize the sustainable development goals to improve the quality of life?
- 2- What marketing methods are used by for-profit companies (Egyptian, American, Australian) to spread social awareness and market social responsibility activities?
- 3- What smart marketing strategy should institutions adopt to spread awareness and create a developmental impact that ensures environmental sustainability?

### **Research type and method:**

The research belongs to descriptive research. It seeks to describe and analyze the social responsibility activities of profitable companies in different societies worldwide, monitor their marketing activities for those activities, and the extent of their contribution to community service and sustainable development. The research is based on the media qualitative content analysis method to analyze the social responsibility activities carried out by for-profit companies in different societies worldwide and identify their marketing activities to spread social awareness among members of society and other for-profit companies operating in those countries.

### **Research community and sample:**

The research community is represented in the profitable companies that contribute to achieving development in Egyptian, American, and Australian society and achieve sustainability. The research sample is represented by profitable companies with different activities operating in the private sector. Companies from the largest companies in each country were selected to determine the extent of their contribution to social responsibility and the extent of their keenness to involve their audience in sustainable development processes. Thus, the criteria for selecting the research sample depend on the large size of those companies in the country and their main activities in sustainable development processes:

#### **Egyptian society companies:**

1. Juhayna: one of the largest companies that produce dairy and juices.

2. Elaraby Group of Companies: An Egyptian joint stock company, working in the field of manufacturing and marketing household and electronic appliances in Egypt and neighboring countries.
3. Oriental Weavers: specializes in the production, sale, and export of carpets, fibers, and related raw materials.

#### **American Society Corporations:**

1. Microsoft: a multinational computer technology company, the largest software manufacturer globally, and ranked No. 15 of the Fortune 500.
2. AlphaBet, which owns Google: An American company that owns the largest browser in the world, and holds software and cloud tools, ranked globally among the most important companies serving the web sector, and ranked No. 9 of the Fortune 500.
3. Amazon: The largest e-commerce and cloud computing site in the United States and the world, and ranked No. 2 of the Fortune 500.

#### **Australian community companies:**

1. Wesfarmers: develops homes, clothing, and general merchandise; Office Supplies; an industrials division with businesses in chemicals, energy, fertilizers, industrial products, and safety, ranked No. 195 of the Fortune 500., and one of the largest Australian companies.
2. Woolworths Group: It operates in the field of food and agricultural products, ranked No. 233 of the Fortune 500., and is one of the largest Australian companies.
3. BHP: It manufactures and supplies infrastructure supplies to companies, such as copper, iron ore, nickel, metallic coal, and petroleum,

ranked 246th of the Fortune 500, and is one of the largest Australian companies.

### **Research Results:**

#### **The most important companies that contribute to social responsibility in Egypt**

The most important profit-making companies and institutions in the special sector, which contributed to achieving sustainable development in Egypt, and the digital marketing activities and methods that they relied on, to fulfill their development goals in community service:

Through observation, it was found that there are many profit-making companies and institutions that have been keen to contribute to achieving sustainable development, and have taken some activities and marketing methods that serve their objectives, the most important of which are:

##### **1. Juhayna:**

Juhayna Food Industries won the "Tanmia" initiative award, launched by the Ministry of State for Information, in cooperation with three ministries, the Ministry of Planning and Economic Development, the Ministry of Environment, and the Ministry of Youth and Sports; intending to raise awareness of the importance of sustainable development, this honor came confirming Juhayna's leading role in development projects.

Juhayna's developmental role also extends in times of crisis, as the company is keen to implement the idea of responsible investment by maintaining the health and safety of employees primarily, and ensuring business continuity, in addition to implementing its role towards social

responsibility, through purposeful initiatives focused on supporting the community during the pandemic. The company's initiatives included the "Kemama" campaign, which works to fill the societal need due to the lack of masks, and to offer them at competitive prices.

In addition to the company's support for about 6000 families, which comes within the initiative to support the daily employment of the Egyptian Food Bank and the Resala Association.

In addition to its participation in the campaign of the coalition of the private sector and business people, which the American Chamber implements in cooperation with the Ministry of Health and UNICEF, to support the medical system in Egypt, to provide doctors with the necessary medical equipment.

Juhayna is also working on consolidating means of communication and partnership with Tetra Pak and its continuous keenness to discover new ways to reduce the environmental impact, which was done by introducing biodegradable containers recently<sup>(1)</sup>.

It is worth noting that Juhayna has played an active role since joining the United Nations Global Compact (UNGC) initiative and is keen on aligning its main activities with the ten principles of the industry, which are based on human rights, employment, environment and anti-corruption. It also contributes to achieving the 17 United Nations Sustainable Development Goals. From this standpoint, the company reinforces its commitment to implementing the guidelines for sustainable development and aspires to improve practices, compared to international best practices that lead the wheel of environmental and social change<sup>(2)</sup>.

**Among the digital marketing activities and means that Juhayna has used for marketing its development ideas are:**

As for the website, Juhayna has been very interested in highlighting its development contributions, as it has dedicated a tab entitled “Juhayna and Society”, in which all its development goals and interests in people and the environment are presented. Another tab entitled “Sustainability”, in which it offers its annual reports on the achievements it is keen to implement in achieving sustainable development.

On the side of social networking sites, Juhayna used its Facebook page, whose followers reach 900k followers<sup>(3)</sup>, to display development advertisements about its contributions and role in serving the community and achieving sustainable development. It was keen to involve the public and motivate them to interact and participate in those development efforts, so the public becomes an active member in the development process.

Juhayna conducts advertising campaigns paid on Facebook, which are of the type of engagement campaigns, which are a type of advertisements that target the audience that loves to participate and interact with the advertisement. Its goal was to target this audience to motivate them to join in the community, and also launch video ads campaigns in which video clips are shown. From its developmental posts, the advertiser was keen to retarget and expand an audience similar to the audience that interacts with the ad and is eager to watch the video, thus achieving its goal. Juhayna also uses a type of advertising campaign called Collection ads, which contain many images in one ad. The purpose of this was to display many pictures of the company's achievements in contributing to sustainable development.

On YouTube, we find that Juhayna has many paid marketing campaigns to consolidate the contribution to community service and urge the masses to participate positively. We see the advertising campaign entitled “We Complete Us”, in which it explained that it contributes 8% of its profits to complement the construction of Baheya Hospital Zayed, which recommended to the public the slogan "Your hand is in our hands, we will complete Baheya Zayed", and this advertising campaign targeted many groups of the audience. The advertiser was keen to repeat the advertisement in a big way to the public, to urge him to solidarity and positive participation with the advertising campaign.

And also, the advertising campaign, which was entitled “You must reach the last 10%”, and this campaign was to urge young people to make a lot of effort and perseverance to achieve dreams, and reach the best scientific and practical levels available. The advertiser succeeded in targeting appropriate age groups for that advertising campaign, so his focus was on the youth category. Juhayna also worked on an advertising campaign entitled “Juhayna is in your back, Bahia.” This ad campaign informed the public that Juhayna’s logo has been on the Al-Ahly club’s players’ clothes for 19 years. They agreed to replace Baheya’s logo in place of their logo for a period of 90 minutes if donations were collected. With a value of 19 million pounds for Baheya Hospital, this advertising campaign brought large positive participation from the audience, and donations were collected. The audience became an active member in the success of this advertising campaign from Juhayna.

## **2. Elaraby Group:**

Elaraby Group is one of the largest private companies keen to adopt many activities out of social responsibility. The societal participation of

the Elaraby Group has varied since its inception in 1964 until now, and these participations have diversified in various fields to include the environment, special needs, humanitarian aid, and sustainable development.

It has established 40 systems in four stages to purify healthy water with chlorine, serving 40 villages throughout Sohag Governorate, cooperating with the governorate and the Water and Sanitation Company.

It has developed technical education in the governorates, where technical school students are trained in Elaraby factories, and a team of human resources is allocated in the group to run the training process and follow up students inside the factories, providing all means for the success of this experiment and graduating generations capable of advancing the Egyptian industry.

On the other hand, the Elaraby Group pays special attention to educating young people and protecting them from the danger of drugs. It has adopted a project to raise awareness of the harms of drugs in partnership with the Guardians of the Future Association and the United Nations Organization.

Elaraby Group contributes to participating in the wedding of those who cannot do so. It holds several mass weddings in cooperation with NGOs in the governorates every year.

Elaraby Group adopts a specialized medical convoy service that relies on the transfer of high-level medical assistance to patients who are unable. The medical service for the patient is completed, including treatment, examinations, and operations at the Elaraby Medical Center Hospital or the contracting parties with it. Educational seminars are also held for

citizens to spread health awareness, through Convoys and participants in medical convoys.

Also, among the developmental contributions of Elaraby Group and green spaces on highways, it sponsored and implemented the project of planting a thousand trees on the Cairo-Alexandria Agricultural Road in Qalyubia Governorate.

Under the patronage of the League of Arab States and in the presence of Ambassador Ahmed Aboul Gheit, Secretary-General of the League, the Arab Council for Social Responsibility honored Mrs. Maryam Ibrahim Elaraby, Director of Social Responsibility Activity in Elaraby Group and Director of Projects at Elaraby Foundation for Community Development, among several women in the Arab world and bodies supporting community work. This came during the second edition of the Arab Women's Day, which the Arab Council organized to Support Arab Women's Issues and Support Pioneers<sup>(4)</sup>.

**Among the digital marketing activities and means that the Elaraby Group used to market its development ideas:**

As for the Elaraby Group website did not pay any attention to highlighting its development activities and did not specify any tab to show these practices. The website is nothing but a store for displaying electronic products that it promotes for sale<sup>(5)</sup>.

Regarding marketing campaigns paid on social networking sites, the Elaraby Group owns a Facebook page with 3 million followers<sup>(6)</sup>. It has exploited this page very well in marketing their development ideas and contributing to the sustainable development of society, and their keenness to involve the public in these activities and motivate them on cooperation,

and the audience on that page was very cooperative and participated with material posts and very positive comments, for the role that Elaraby group plays in community development.

Among the development campaigns that Elaraby was organizing, the “Thank you, Dad” campaign, which is an initiative to spread the values of thanks and gratitude and return the favor from all members of society to the Egyptian father, and that the Elaraby group decided to celebrate the father on the occasion of Father’s Day on June 21, and engineer Muhammad Elaraby called All Egyptians should pay attention to the manifestations of this celebration by all available means, so that in the coming years we will see that honoring the father and celebrating his birthday has become a societal celebration. also, the campaign "If it weren't for you, I wouldn't be... if it weren't for you, I wouldn't be here", which is the honoring of the Elaraby Group for the winners of the best stories of struggle and success in the competition that it announced. Also, a campaign under the slogan "I have an activity", which aims to discover the talents of Egyptian children with special needs, and develop their various abilities through a set of educational programs and activities.

It is noticeable that the advertiser in these marketing campaigns targeted all audience segments with their various cultural and economic levels. The advertiser’s goal was to show the effort exerted by the Elaraby Group in serving the community, and the advertisements carried slogans urging the public to participate in community service positively. The public was very cooperative and positive with those campaigns.

Elaraby Group owns an Instagram account with 177k followers<sup>(7)</sup>, and YouTube channel with 252k subscribers<sup>(8)</sup>, and Elaraby Group has been

launching paid marketing campaigns on those marketing channels, similar to those campaigns launched on Facebook.

### **3. Oriental Weavers:**

Oriental Weavers conducts its operations by the best sustainable practices, in terms of energy efficiency in industrial activity, while relying on the latest packaging and packaging technologies to preserve the environment. The company is also keen to launch awareness campaigns among employees, in all its factories, to improve standards and operational practices and rationalize operating expenses, by bringing in the best equipment, developing the structure of business operations, and providing all production lines with the latest technology in the carpet industry.

The company's vision is to allow all employees to improve environmental performance, achieve sustainability, and mutual benefit among all relevant parties.

Oriental Weavers places the environmental safety policies of companies among the main priorities of the business strategy, as it is committed to developing the production process to reduce the effects of harmful emissions on the environment. In indicating the efficiency of these policies, Oriental Weavers obtained several international certificates on environmental compliance standards, including ISO-9001 Quality Systems Certificate and ISO-14001 Environmental Management Certificate.

Oriental Weavers adopts several different societal initiatives to achieve social development. It sponsors the organization and hosting of the annual Orphan's Day celebration on the first Friday of April in Egypt and

the Middle East, with the assistance of Dar Al Orman Charitable House, over ten years, to extend a helping hand to thousands of children orphans.

Oriental Weavers has been committed to providing financial support to the Breast Cancer Foundation for more than eight years, as the Foundation works to raise awareness of the symptoms of breast cancer, conduct scientific research, and help women from all social and economic classes obtain the necessary medical services.

Oriental Weavers has been sponsoring the annual competition held by ENACTUS for more than six years, an international non-profit organization that provides a unique platform for cooperation between the student community, academics, and entrepreneurs to employ pioneering projects to improve the standard of living of citizens and meet their needs.

Oriental Weavers assists many universities and educational institutes by providing scholarships and cash donations to support students who need help, as well as donating free carpets to mosques, newlyweds, and orphans, and donating breakfast meals during the holy month of Ramadan<sup>(9)</sup>.

**Among the digital marketing activities and means that Oriental Weavers used to market their development ideas are:**

Oriental Weavers is interested in promoting its development activities to achieve sustainable development, and seeks to create digital marketing campaigns highlighting the most important efforts it is working on.

It has allocated a tab on its website entitled "Operational Activities", and under this tab, there is a sub-tab entitled "sustainability". Oriental

Weavers include all development activities in this tab, and pay attention to showing their contributions to sustainable development activities.

On the side of marketing campaigns on social networking sites, Oriental Weavers owns a Facebook page with 690k followers<sup>(10)</sup>. Through this page, many advertisements show their contributions to sustainable development, focusing on development activities in their advertisements, and mentioning orphan sponsorship and care Shelters for more than ten consecutive years, donating thousands of meters of the best carpets for different places of worship, providing healthy meals for the needy, especially in the month of Ramadan, and other charitable works.

By analyzing the advertisements of Oriental Weavers, we find that they were advertising their products and participating in the developmental contributions in this advertisement. It was clear to them the extent of their interest in developmental partnerships and their responsibility towards society. They were always clarified in the slogans of marketing campaigns that include development advertisements, the saying “We are all one hand”.

It was found that Oriental Weavers had a large presence in the marketing campaigns paid on Facebook in general. In some advertisements, they led their development activities and their efforts to contribute to community service. Still, it was noted that they did not allocate a particular advertisement or advertising campaign to development contributions. Still, we're launching commercial advertisements showing the brand and confirming the leadership of Oriental Weavers in the carpet industry and their progress in this industry.

In terms of targeting the audience in marketing campaigns, whether profitable promotional campaigns, or advertisements that contain highlighting development activities, they were targeting audience groups that are keen on buying carpets, through their actions and research on the Internet, and they were retargeting audiences similar to those audiences that are buying, and this shows that they were seeking to promote their products in all advertisements. In some advertisements, they show their development participation. By analyzing this, we find that the advertiser wanted profit gains for advertising and showed his developmental involvement in community service. They did not allocate individual marketing campaigns for development activities.

There was a share of free publications calling for community participation on the Facebook page of oriental weavers. Still, they did not fund these publications, as they have publications on their developmental achievements, such as the publication "Raising the Standard of Living in the Egyptian Society" and the publication "Belief by Oriental Weavers for Community Development the Importance of Community Development". Social responsibility was able to achieve many achievements, and they mentioned their most important developmental achievements in these publications.

And in terms of the presence of oriental weavers in the marketing campaigns paid on YouTube, they have many marketing campaigns aimed at profitable gains from selling their products. Still, they found a developmental advertising campaign far from profitable, using an advertisement called "We are all one hand". In this advertisement, all of their purposes were to show that workers and employees take security and safety concerns while performing their job duties. They were

targeting the masses working in the factories. This campaign aims to contribute to community development away from promoting their products and profitability.

## **The most important companies that contribute to social responsibility in USA**

### **1. Microsoft:**

The company, founded by Bill Gates who now devotes his time to philanthropy, began its giving program in 1983 when the fledgling company raised \$17,000 for charity. Microsoft's giving program has not only given time (employees in the U.S. volunteered more than 750,000 hours for nonprofits in 2020 alone), but also cash. In fiscal year 2020, the program raised over \$221 million for nonprofits.

The software giant also created Microsoft Philanthropies, a social good initiative that works with nonprofits, governments, and businesses to create "a future where every person has the skills, knowledge, and opportunity to achieve more." Initiatives cover everything from providing computer education, offering grants to nonprofits, and forming partnerships with organizations around the world<sup>11</sup>.

There is a reports hub provides a single, consolidated view of key reports and resources related to their CSR programs and progress, called 2020 Corporate Social Responsibility report.

### **Based on this report<sup>12</sup>:**

- **Providing donated and discounted technology and services:**

We provided \$1.9 billion in donated or discounted technology and services to 243,000 nonprofits globally—many serving on the front lines

of COVID-19— with modern, secure and scalable cloud technology like Microsoft 365 and Teams, Azure, Dynamics 365 and Power Platform, and the Common Data Model for Nonprofits. As part of Microsoft’s commitment to address racial injustice and inequity, we are offering additional support to help nonprofits that work with Black and African American communities increase the impact of their mission.

- **Digital skills training for nonprofit employees:**

We provide technical training and learning pathways through the Technical Literacy Learning Pathways, the Microsoft Digital Skills Center for Nonprofits, and more learning paths so nonprofit employees can use technology to accelerate their missions—reaching over 50,000 learners to date.

- **Helping nonprofits digitally transform during COVID-19:**

As nonprofits faced remote work and fundraising challenges, we have helped nonprofits digitally transform for remote work, business continuity, virtual events and fundraising, and service delivery apps, allowing them to scale quickly in response to COVID-19 and other humanitarian crises.

- **Empowering social entrepreneurs:**

This year we launched the Microsoft Global Social Entrepreneurship Program to support social impact startups with technology, connections, and grants. The program offers qualified startups access to technology, education, customers, and grants to help them build and scale their mission-driven companies.

Available in 140 countries, the program seeks to support underrepresented founders with diverse perspectives and backgrounds. We also invested in X4impact, the world's first public interest technology knowledge graph and collaboration hub. This platform aligns social entrepreneurs, grantors, technologists, and citizen developers to develop solutions for the UN Sustainable Development Goals (SDGs).

**Some statistics of Microsoft's contributions to social responsibility<sup>13</sup>:**

- Over 30 million learners reached as of March 2021 as part of our global skills initiative.
- Globally, nonprofits received \$1.9 billion in donated or discounted technology and services.
- 21 million metric tons of carbon dioxide equivalents (CO<sub>2</sub>e) reduced by our top suppliers.

**The digital marketing methods that Microsoft uses to promote social responsibility activities:**

Microsoft cares a lot about social responsibility, which is very clear in its marketing campaigns. Microsoft has a special tab on its website called "Corporate Social Responsibility", and in this tab, it always displays the latest developments in its development activities.

Microsoft conducts large campaigns on Google search engines to show the extent of its interest in development posts, and resorts to search engine ads and Google ads that appear on sites, so Microsoft injects huge amounts of money to market its campaigns in the direction of social responsibility.

We found that Microsoft is doing huge marketing campaigns on YouTube, ads that appear at the beginning of the video, and other ads in the middle of the video. This is one of the most important places to watch ads on YouTube videos. The ads were within 30 seconds, showing their most important achievements in social responsibility, and they encouraged the audience to participate.

Microsoft has a Facebook page with 14 million followers, and we found that the posts that Microsoft displayed on the Facebook page received great attention from its audience, so Microsoft appeared as a good role model that encouraged the audience to participate, and indeed the audience was very active on those posts.

Microsoft conducts funded marketing campaigns on Facebook. It targets the audience according to its age group. It directs a group of different ads with different advertising messages, according to each audience category that suits it.

The platforms that Microsoft was most interested in, under the META umbrella, were "Facebook, Instagram, Audience Network, Messenger".

Microsoft made huge contributions to community development by collecting donations for its institutions that work to involve the public in contributing to community service. Advertisements played a major role in developing this stage and reaching very positive results.

## **2. Google:**

Google worked hard at supporting local communities and poor countries. social issues may have included education, poverty alleviation, disability aid, healthcare, women and children, arts and culture, and community development. Through project evaluation, mentorship and funding. This

appears that for Google the CSR is indeed practical, because Google supports its behavior by decisions that rely on its understanding of what is good and bad. In this case Google is involved in individual interests which are promoted by people but to the degree their realization does not harm other members of the society. Thus, it states that any individual is supposed to take an active part in the life of the society, but not to concentrate on oneself only, for if all people unite and behave in an ethical way and act for the benefit of all society members irrespective of their background, but not act selfishly and on their own account, the society will change for the better. This can understand that why Google applies itself to support local communications and poor countries. Specifically, a decision-making approach followed by Google involves (1) concentration on profitable sales volume; (2) recognition that selling activity begins before products are manufactured; (3) an executive at the highest echelon to assure that customer consideration and customer orientation are in force, (4) designing and producing what the marketplace will want rather than selling what the corporation prefers to create; (5) decentralization of decision-making to bring organizational units into line with marketplace forces. As can be seen with Google, its activities of supporting local communities and poor countries attempted to act CSR<sup>14</sup>.

Google is No. 1 in the Reputation Institute's rankings for the second year in a row, the Reputation Institute added one more achievement to Google's long resume Thursday when it ranked the company No. 1 on its Global Corporate Social Responsibility (CSR) RepTrak rankings<sup>15</sup>.

In 2007, Google became the first major company to reach carbon neutrality. Ten years later, the company also achieved its 100%

renewable energy target, and is now the largest corporate renewable energy purchaser on the planet.

As if that wasn't enough to earn a spot at the top of the corporate social responsibility totem pole, the company is now aiming to operate solely on carbon-free energy by 2030. Their goal is to not only pursue new carbon-free technologies, but to also demonstrate that a fully decarbonized future is possible for everyone.

From facilitating green commuting, to employee gift matching, to paid time off for volunteering, Google inspects nearly every part of their business with a social impact lens<sup>16</sup>.

Among the achievements made by Google towards social responsibility and sustainability<sup>17</sup>:

- In 2020, we purchased enough renewable energy, from sources such as wind and solar, to match 100% of the electricity consumption of our data centers and offices. We were the first company of our size to reach this milestone back in 2017, and we've achieved it for four consecutive years.
- In 2020, we purchased enough renewable energy and high-quality carbon credits to compensate for all our operational GHG emissions. Google has been carbon neutral since 2007—for 14 consecutive years.
- As of September 14, 2020, we had purchased enough high-quality carbon credits to compensate for our entire legacy carbon footprint since our founding, making Google the first major company to be carbon neutral for its entire operating history.
- On average, a Google data center is twice as energy efficient as a typical enterprise data center

- Compared with five years ago, we now deliver around six times as much computing power with the same amount of electrical power.
- In 2020, the average annual PUE<sup>2</sup> for our global fleet of data centers was 1.10, compared with the industry average of 1.593—meaning that Google data centers use about six times less overhead energy.
- Whether someone is using Google at home or as part of an organization running Google Cloud or Google Workspace, all products in our Cloud are carbon neutral—meaning that the operational GHG emissions associated with running workloads on our infrastructure have been reduced through procurement of renewable energy and any residual emissions have been compensated for with high-quality carbon credits.
- In 2020, we diverted 81% of waste from our global data center operations away from landfills.
- In 2020, we wiped clean and resold nearly 8.2 million components into the secondary market for reuse by other organizations.
- In 2020, we matched 100% of the electricity consumption of our operations with renewable energy purchases for the fourth consecutive year.
- In 2020, we were the first major tech company to achieve Alliance for Water Stewardship certification for our campuses in Mountain View and Los Angeles, California, and Dublin, Ireland.
- All Made by Google products launched since 2020 are built with recycled materials.

- From 2011 to 2020, Nest thermostats helped customers cumulatively save more than 65 billion kWh of energy— enough to power all of San Francisco’s electricity consumption for over 11 years.

**The digital marketing methods that Google uses to promote social responsibility activities:**

Google has a particular site to display all development activities, called "sustainability.google/". Google displays all the activities and reports on its work towards society, serving people, and serving the environment.

Google is interested in the SEO of this site, so it always appears in the first results in search engines, without making ads that improve its ranking.

Google's most interest in marketing operations was on the platforms that Google owned as marketing platforms, so it paid much attention to search engine ads, and ads always appeared in the first search results. Advertising campaigns took a long time in the duration of the marketing campaign.

Google was interested in highlighting its development activities on sites that deal with "Google AdSense", so it displayed many advertisements on those websites. It targeted all visitors so that the advertisement appears to all visitors to the website without distinguishing the differences between the audience.

Google cares a lot about application ads on Android. Hence, it places many ads about its social responsibility in the “Google Play” store, and it always puts advertising messages encouraging the public to participate in the community. It gives discounts to the subscriptions of application

owners that encourage application users to participate in community service.

Google is very interested in advertising campaigns via e-mail. It has huge marketing campaigns on Gmail. It shows in these e-mails the importance of community participation, and that every person should participate in building and serving society.

Google has a Facebook page, with 28 million followers, but it did not use social networking sites much as marketing platforms for social responsibility activities, but the greater interest was in the commercial aspects and its promotion on social networking sites.

### **3. Amazon:**

In 2020, the e-commerce giant created the Amazon Relief Fund, with a USD25 million initial contribution, focused on supporting its independent delivery service partners and other stakeholders to deal with the negative impact of coronavirus developments on the business.

Amazon's Device Donation Program facilitates the donation of electronic devices and gift cards to schools located near Amazon fulfilment centres throughout the US

The company hosts 'Girls Who Code' events occasionally to help get more girls interested in coding.

The e-commerce giant supports local and national nonprofits with cash and product donations.

The e-commerce and cloud computing company is heavily investing in wind and solar to reach 80% renewable energy across all business operations by 2024

The ultimate aim of the company is to be using 100% renewable energy by 2030

Amazon has ranked #1 company in the US for the amount of corporate on-site solar installed in 2018 in Solar Means Business Report.

Three million square feet of Amazon head office in Seattle is planned to be heated by a “district energy” system—recycling the heat from a nearby building to heat the office space.

Many of Amazon’s fulfilment centres have the ability to collect and recycle water. This is achieved via rainwater collection tanks or recharge wells.

Whenever possible, the e-commerce giant uses direct evaporative technology for cooling our data centres, significantly reducing energy and water consumption.

The company has started Packaging-Free program in a number of cities. Customer orders within this program are shipped in their original packaging without secondary or additional packaging.

Amazon celebrated 10-year anniversary of Frustration-Free Packaging in 2017. The company claims to have eliminated more than 665,000 tons of packaging materials – more than 1.18 billion shipping boxes over the last decade.

Amazon is a member of Better Cotton Initiative (BCI), which is the largest cotton sustainability program in the world.

In 2019, the e-commerce giant signed the Responsible Sourcing Network’s public Cotton Pledge to not source cotton from certain

countries until the pervasive use of government-mandated forced labour is stopped<sup>18</sup>.

**The digital marketing methods that Amazon uses to promote social responsibility activities:**

Amazon cares a lot about social responsibility. Amazon has a particular site called "business.amazon.com/en/social-responsibility", and this site always displays the latest developments in its development activities.

Amazon has a Facebook page with about 30 million followers, and we found that the publications that Amazon displayed on the Facebook page received significant attention from its audience.

Amazon runs funded marketing campaigns on Facebook. It targets the audience according to its age group. It directs a different group of ads with different advertising messages, according to each audience category that suits it.

Amazon was able to make huge contributions to community development, by collecting donations for its institutions that work to involve the public in contributing to community service, and advertisements played a major role in the development of this stage and reaching very positive results.

Amazon is more interested in social media platforms as marketing platforms than Google search. It spends a lot of money on social media platforms to show its interest in social responsibility, and that it has a great role in society.

## **Corporate Social Responsibility in Australia**

### **1- Wesfarmers: (www.wesfarmers.com.au)**

Wesfarmers says:

#### **➤ Waste:**

Waste is a key area of focus for all our divisions. Where possible, our businesses strive to divert waste from landfill, recognising this has significant reputational and financial costs. Our retail businesses are signatories to the Australian Packaging Covenant Organisation (APCO) and report in line with its targets annually.

This year, we decreased our waste by almost three per cent to approximately 171,000 tonnes. We decreased waste disposed to landfill by almost two per cent to approximately 54,500 tonnes and decreased waste recovered by more than three per cent to approximately 116,000 tonnes.

Bunnings diverted more than 52 per cent, Kmart Group diverted almost 79 per cent and Officeworks diverted more than 91 per cent of their operational waste from landfill. The results have been achieved through initiatives such as changing the terms of current waste and recycling contracts, increasing diversion rates, monitoring waste and recycling performance, increasing reusable packaging and reducing non-recyclable materials in supply chain. This has resulted in an overall improved recycling performance for the Wesfarmers Group, with significant cost savings expected in the future.

During the year, Bunnings, Kmart Group and Officeworks worked with social enterprises, businesses and not-for-profit organisations to provide

recycling programs for products including batteries, paint and electrical items such as power tools and e-waste.<sup>19</sup>

➤ **Packaging and plastic:**

In 2018, the federal and state governments set targets to reduce environmental impacts from product packaging. To be achieved by 2025, the targets include ensuring all packaging is 100 per cent recyclable or reusable, increasing the amount of recycled content used and phasing out single-use plastics.

All Wesfarmers divisions have plans in place to meet the 2025 packaging targets and while good progress has been made, it remains a significant area of focus.

Bunnings, Kmart Group, Officeworks, Blackwoods and Workwear Group are Australian Packaging Covenant Organisation (APCO) signatories, and report in line with its targets annually.<sup>20</sup>

➤ **Water:**

Water security is critical to CSBP's operations at Kwinana and the business's long-term water strategy aims to ensure sustainable water use, as well as the management of wastewater, including reuse and recycling.

During the year, WesCEF secured additional volumes of industrial quality recycled wastewater from the Water Corporation's Kwinana Water Recycling Plant, offsetting demand for scheme water and other less sustainable resources.

A review of groundwater abstraction bores has also commenced to ensure a reliable and secure supply of groundwater can be maintained. However, the water strategy also recognises groundwater is becoming an

increasingly scarce resource and alternative water supply options are actively being considered.

WesCEF manufactured a similar quantity of its water-intensive products in the 2021 financial year compared to the previous year, and accordingly the volume of water consumed was relatively unchanged; 4,412 megalitres in the 2021 financial year compared to 4,740 megalitres the previous year.

### **Digital Marketing Methods:**

Wesfarmers company has been interested in digital marketing for the activities it is working on in the interest of social responsibility, and among the most important marketing methods are the following:

#### **➤ Website:<sup>21</sup>**

Wesfarmers Company cares about sustainability, and these activities have had great interest on its website, and it always displays all the efforts it seeks to accomplish, and publishes all the news that guides the public to adopt rational behavior towards society, and it has many articles that urge the public to interact and participate In Social Responsibility, Wesfarmers company used its website to market these ideas.

#### **➤ Google Ads.**

Wesfarmers always conducts large advertising campaigns on Google, and allocates a large percentage of profitable marketing budgets to marketing advertising campaigns for social responsibility activities.

One of the most important ads on Google is the ads that appear on sites, especially sites that care about the environment.

➤ **Linkedin = 53k followers<sup>22</sup>**

It is the most important marketing platform on the social networking sites of Wesfarmers company, it always carries out large advertising campaigns on that platform, and its goal appears that most users of the linkedin platform are serious people And these audiences are the most segments of the audience who cooperate with those activities that care about social responsibility, and indeed the company's messages in advertisements urge the public to interact and national participation, for a better future.

➤ **Twitter = 3k Followers<sup>23</sup>**

The interest in Twitter platform was little and the company did not make any sponsored ads on Twitter.

2- Woolworths Group: ([www.woolworthsgroup.com.au/](http://www.woolworthsgroup.com.au/))

Woolworth says:

➤ **Responding to climate change:**

As Australia's largest food retailer, Woolworths Group has a responsibility to be a leader in responding to climate change. As such, we have set ambitious targets for changing the way we operate in order to reduce greenhouse gas emissions, to thoughtfully use our natural resources and to bring circular thinking into everything that we do. We also know that changes must extend beyond our own operations and we are committed to partnering with our suppliers to help effect broader change in our value chain.

Woolworths Group is committed to identifying and managing climate change risks in keeping with the recommendations of the global Financial

## Stability Board's Taskforce on Climate-related Financial Disclosures (TCFD).

In recent years we have achieved significant emissions reduction in our operations from our 2015 baseline, and have sought to better understand the impact of climate change to our business through our risk assessment and preliminary scenario analysis work (disclosed in 2019 and 2020 respectively). This year we have focused on combining all aspects of our climate change response into our holistic climate change strategy to guide our efforts over the coming years.<sup>24</sup>

### ➤ **Green electricity:**

As shared in our Sustainability Plan 2025, we're committed to sourcing 100% renewable electricity to power our business by 2025.

As Australia's largest retailer, using around one percent of Australia's national electricity, we have a unique opportunity to lead, and make a real impact, with this shift. We're working to invest tens of millions of dollars into renewable energy partnerships and to prioritise new green energy projects to drive growth and create new jobs in the sector. With 82% of our current operational emissions coming from electricity, the changes we make here will materially reduce our overall carbon footprint.<sup>25</sup>

### ➤ **Food waste:**

As a country, we face unique challenges when it comes to food waste reduction. We rely on road trains, which often need to cover vast distances through a range of diverse climates, to deliver food to our stores.

Our dispersed and variable geography has made it challenging to implement effective recycling infrastructure, with only the major cities having current access to organic wasteprocessing facilities.

During 2021, we conducted an audit within Woolworths Supermarkets, finding that around 45% of bin content was organic waste, indicating further opportunities to rescue more food for those in need, or allocating to other channels such as farmers or organic waste composting, diverting it from landfill.<sup>26</sup>

➤ **Net positive carbon emissions by 2050:**

We will reduce our scope 1 and 2 emissions by 63% from our 2015 baseline by 2030 – this represents our direct operational emissions and our emissions from electricity use. This target has been ratified by the Science Based Targets initiative (SBTi), an independent global body formed by the United Nations Global Compact, CDP, the World Resources Institute and the World Wildlife Fund for Nature.<sup>27</sup>

➤ **Sustainable packaging:**

We are focused on eliminating plastic wherever possible, and working towards closing the loop by encouraging recycling through design, technology and clear communication to our customers and suppliers.

Woolworths Group is working towards transitioning our entire own brand range to recyclable, compostable or reusable packaging by 2023 (by 2025 in NZ). Since F18, we've removed more than 6,000 tonnes of plastic packaging from circulation compared to our baseline year.

(Also reported as 9,000 tonnes based on total avoided since F18).

The packaging has been changed on more than 550 products, which has seen almost 800 tonnes of plastic removed from produce, around 600 tonnes from bakery products and approximately 700 tonnes yearly from milk bottles since 2018. We continue to drive our commitments on our own brand packaging over the coming years through initiatives.

### **Digital Marketing Methods:**

Woolworth company has many responsibility activities as mentioned, but the only interest of Woolworth marketing company about responsibility activities is the website, and it did not market these activities on social media or Google search engines it chose her website to display it activities.

### **3- BHP: (www.bhp.com)**

BHP says:

#### **➤ Water:**

Access to safe, clean water is a basic human right, central to livelihoods and essential to maintaining healthy natural environments. BHP's vision is for a water secure world by 2030. This would be a world where water resources are conserved and resilient so they can continue to support healthy ecosystems, maintain cultural and spiritual values and sustain economic growth; where the human right to safe and accessible water and the traditional rights of Indigenous peoples are realised and upheld; and where water governance is effective and beneficial, ensuring communities and ecosystems thrive for future generations.<sup>28</sup>

#### **➤ Biodiversity and land:**

The nature of our activities means we have a significant responsibility for land and biodiversity management. BHP owns or manages more than 8 million hectares of land and seabed; however, only 2 per cent of it is disturbed for our operational activities.

We are committed to the effective management of land and biodiversity risks, and to contributing to a resilient environment beyond the immediate areas of our operational activities. Supporting conservation efforts beyond our footprint is also a way of creating value for society in line with our purpose and Our Charter value of Sustainability.<sup>29</sup>

➤ **Closure:**

In recognition of the potentially significant financial, social, environmental and climate-related risks associated with future closure of our operations, we are committed to integrating closure into our planning, decision-making and activities through the entire life cycle of our operated assets.

All operated assets are required to develop a closure management plan, including a financial assessment, to balance business and external stakeholder interests and minimise threats and maximise closure-related opportunities over the life of the operated asset.

BHP's closure objective is to deliver optimised closure outcomes for our operated assets in consultation with local communities and other stakeholders. Optimised closure outcomes are those that minimise adverse impacts and maximise post-closure value. We implement our objective by following the closure management process, which is designed to integrate with our short and long-term planning processes for operated assets.

Our closure management process is set out in our mandatory minimum performance standards for closure, which take into consideration our social and environmental values, obligations, safety, costs, risks (both threats and opportunities) and the expectations of external stakeholders to inform optimised closure outcomes.<sup>30</sup>

### **Digital Marketing Methods:**

BHP company has been interested in digital marketing for the activities it is working on in the interest of social responsibility, and among the most important marketing methods are the following:

➤ **Website:**<sup>31</sup>

BHP Company displays many advertising banners on its website about sustainable development, and it has a place on its website where all activities in this field are presented.

➤ **Linkedin = 790 followers:**<sup>32</sup>

Linkedin platform is one of the most important platforms on social networking sites that BHP is interested in commercial marketing and marketing for social responsibility, and on this platform, many advertisements on social responsibility, and a lot of audiences interact with it.

➤ **Facebook = 276k followers:**<sup>33</sup>

BHP company has taken care of Facebook as a marketing platform for its social responsibility activities and always works on advertisements that fund these activities.

➤ **Twitter = 56k followers:**<sup>34</sup>

The interest in Twitter platform was little and the company did not make any sponsored ads on Twitter.

**Discussion and conclusion :**

1. The fields of sustainable development that the companies under study dealt with varied in their online communications. The companies operating in the Egyptian society, such as the Arab and Oriental Weavers, were concerned with health development, the development of the educational environment, and orphan care, while the American Microsoft Corporation was interested in donating to support technology, digital transformation, and Google was concerned with energy conservation in When Amazon focused on recycling. It is noticeable that Australian companies focus on the areas of biodiversity, clean energy and climate change. It can be concluded that companies are interested in the areas that fit the agenda of the societies in which they operate, and the nature of the company's activity affects the topics that are adopted in the activities of corporate social responsibility.

2. The results of analyzing the marketing strategies used in profitable companies, the study sample, to disseminate sustainable development confirmed the findings of previous studies like (Low, Ullah, Shirowzhan Sepasgozar,, & Lin Lee., 2020) (Patma, Wardana, Wibowo, Narmaditya, & Akbarina., 2021) (Khan, Wang, Ehsan, Nurunnabi, & Hashmi., 2021) (Yamagishi, Ocampo, Abellana, Tanaid, Tiu, Medalla, & Tantoo., 2021) (kong et al., 2021) (abbas et al , 2019) in the importance of employing the corporate website and social media as marketing tools that encourage the public to interact in sustainable development topics.

3. The marketing strategies used by the companies under study varied in spreading sustainable development, as American and Australian companies employed websites and social media such as Facebook, YouTube, Twitter, LinkedIn, Google ads, and Google was unique in using its store as a tool for marketing sustainable development through electronic application ads. While the companies operating in the Egyptian society employed the website and Facebook. The electronic marketing strategies of Egyptian companies in the field of sustainable development still need planning and attention to encourage interactive communication between the public and companies and raise the level of Egyptian public awareness of sustainable development and encourage their participation in its fields.

4. All the Egyptian companies under study employed their own websites for publishing information about sustainable development through sub-tab entitled "sustainability".as well as their Facebook pages, which have a large number of followers, in an attempt to engage consumers in sustainable development issues. Juhayna Company excelled in the recruitment of social networking sites over the two companies Al Arabi and Oriental Weavers.

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