

Social and environmental movement and the need for public communication by social actors. the case of Kabylia in Algeria.

SADOUNI Tewfik

Faculty of Human and Social Sciences, Social Sciences Department, University of Bejaia, Bejaia 06000, Algeria.

Corresponding authors : sadounitewfik@hotmail.fr

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Abstract: Algeria has been committed to protecting the environment since 1974. But, with the advent, new laws and the creation of new environmental protection organizations have tried to minimize the risks by giving the population a margin of choice in their socio-environmental life. To this end, the Kabyle region, an inseparable unit of Algeria, has observed civic and associative engagement in order to eradicate the alarming situation. For this, the institutional actor was faced with a situation of communicating the environment and projects related to the environment. However, the institutional actor is confronted with the social and media actor by changing the communication strategies for each occasion, something which has allowed the appearance of new social policies of governance and a reconfiguration of existing management policies.

1. Introduction

The question of the environment has become a global concern since the Meadows report (the limit of growth) drawn up by the club of Rome then communicated and made famous in 1972 in the United Nations conference on the environment held in Stockholm in Sweden. For this, the communication of environmental phenomenon by the Meadows report responded mainly to the arithmetic development of natural resources and in part a geometric development of the population. Indeed, from Brundtland 1987 to the 2015 environment summit held in New York, several protocols, commitments, laws and conventions that have been implemented and adopted by the countries of the world.

Algeria is one of the countries that have ratified conventions and laws on environmental protection and sustainable development. Beginning with the creation of a national environment committee 1974 with the creation of law 83-03 and the creation of the National Environmental Protection Agency (ANPE) then with the creation of the ministry of the environment in 2000

Algeria's commitment to protecting the environment and maintaining the pillars of sustainable development is maintained in the country's public policies, as has developed in the country's public space.

Certainly, aside from public policy, the idea of protecting the environment has made itself public thanks to the awareness and orientation communication made by on-board means existing according to times and which develops from an era. to another. In the dimension of its development in the public space it is thanks to the citizens who contribute to acts of volunteering and associative movements as well as the eco-citizenship which is observed in the daily gestures of Algerians at a certain time we cite as example : the coffee cup, the coffin, the tissue, the glass bottles... etc. add to that, the share of national education on environmental protection with some activities done in primary establishments called " manual work " which insist on decorative recycling. *If the environment is a vital resource, it is not without risks or constraints, multiplied by its plasticity to the impacts of human actions capable of massively altering its characteristics and functionality.* (Helga-Jane Scarwell, 2013)

Despite the acquisition of a legal arsenal in the field of the environment, the maintenance of an environmental tradition and voluntary commitment, the situation of the environment in Algeria is alarming it requires the intervention of all the social actors. However, the public authorities cannot carry out the missions assigned to it because of the proliferation and increase of factors linked to environmental degradation and the lack of a popular will to participate in the environmental management operation. . The commitment of social actors in protecting the environment will be guided by an organization of common actions and will be broadened by a policy of participative democracy. Would this action be supervised by institutional actors ? How and with what administrative and formal procedures can we organize it ? How did the idea of public consultation spread ? How to integrate the other social actors in the collective governance approach ? All these questions will be an orientation of our sociological reflection on the question of environmental public consultation.

1. The institutional actor and the reconfiguration of social policies for environmental management in Algeria

The institutional actor in Algeria is represented at the local level by the local collectivises or intercommunality and their services or direction (depends on the size of the population), the territorial collectivises and their directions. Local and territorial actors are the main actors of environmental management in Algeria. Indeed, *local actors are the dynamic elements of a territorial development approach, since the development of the particular and distinct strengths of a locality ensures the development of the potential of the actors it brings together. Hence the importance of the contribution and the involvement of the local authority as an actor of its own development.* (Arabi, 2014). This management is a kind of governance that should be between the different stakeholders that activate in the environment. In order to achieve a fair governance approach, *the territorial actors... seek to associate all of the "stakeholder" stakeholders in the definition of development actions.* (NAIT CHABANE, 2015). In fact, in response to the requirements of the environment, several organizations were created which were intended to accomplish several missions. Among the missions that have been recommended in the environment sector : orientation and awareness with the National Observatory for the Environment and Sustainable Development (ONEDD) and the National Conservatory of Environmental Training (CNFE) and the mission of waste management with National Waste Management Office. Add to this the subdivisions and directions of the environment. All these actors work under the supervision of the Ministry of the Environment. Their commitments in the field of the environment are

particularly through the coordination of actions to be carried out by pursuing a centralized decision-making process and bottom-up (hierarchical) communication. This governance approach brings some obstacles for institutional actors because of the lack of improvisation, creativity and fluidity in the management of the sector or the sub-sectors. *Strict respect for upward and downward hierarchical communication considerably lengthens the flow of information. The transit of information by this route thus involves risks of retention and deformation which are a function of the lengthening of transmission times, and of the centralization of the decision process. In addition, the hierarchy's capacity to deal with problems is quickly saturated.* (BEDJAOUI, 2016) .

However, a local power centralized on environmental communication thus information on the environment to the rubbish of some actors; the decision therefore will be automatically in the form of instructions. This unilateral governance does not give efficiency in the management of the environmental sector in Algeria. The flow of information between institutional actors in local and regional authorities remains an alarming question mark that requires support and implementation. Several questions are open in the case of meeting the requirements of current environmental governance and among them that which are linked to the environmental communication of institutional actors. Because of this reflection, the appearance of some conflicts in a given region in Algeria has become a daily occurrence for local actors. The lack of information and the lack of reliable communication leads to citizen repression to the detriment of the institutional actor.

Nevertheless, the commitment of Algerian society in recent years known under the new environmental social movements and which have marked their presence with informal communication in the use of digital social networks in order to share information on the damage to the environment. " a systematic and up to date. We cite as an example the question of shale gas in southern Algeria, the issue of marine pollution in northern Algeria. These social movements participated in the change of governance system. As a result, rethinking the environmental governance system has become a major necessity for institutional actors. We will launch our sociological reflection on the commitment of Algeria as a social actor which has put in several recognized efforts in the field of environmental protection and participative governance. This commitment, *that of the "actor" playing a role on a "social scene" and that of the "agent" supposed to be the interchangeable carrier of the requirements of a "system" ...* (PASSERON, 2001) Indeed , from 2014, a commitment from all social actors was delivered to free choice and free social commitment. Public space has become open to the question of the environment and the actions of social actors have been multiplied. The commitment of the social actor has led to several actions by governments at local, regional and national levels.

Indeed, this was generalized by the fact of applying article 10 of declaration of Rio 1992 which insists on the participation of all the social actors in the policy of environmental protection, Algeria took part in this law and the government has taken this initiative into consideration by communicating several projects with the idea of developing democratic and collective participation, we cite for example 'the blue plan' for the Mediterranean and 'green plan' for the forests. The response to this project was triumphed by the commitment of the associative and institutional actor followed by media coverage by its communication. Indeed, several programs have been created to communicate this participatory practice such as the program under the supervision of the Ministry of Water Resources (MWR), and representatives of other ministries, mainly the Ministry of Agriculture, Tourism, environment and industry. The DIVECO2 Program, the Directorate General of Fisheries and Aquaculture funded by the European Union, The CAPDEL program for the reinforcement of the capacities of local development actors; it aims to set up concerted municipal governance.

2.1. The institutional actor facing the structural contingency of society

Each organization or public institution takes the risk of confronting itself with its external environment, this environment which designates both the adaptation strategy and the integration functionalities. For this, each action of institutional actors on a project or an environmental policy includes hundreds of actions and reactions which will either be motivating benefits or a twist on the actors carrying communication. Indeed, structural contingency plays an important role in the designation of public policies to be followed or adapted by environmental actors in their internal policies in Algeria. *It is necessary to retain in the idea of the contingency, the notion of chance, occasions and circumstance* (SAUSSOIN, 2012).

The response of the institutional actor presented by his ministry on the external environment was observed by the actions and the distress calls launched by the waves of the national radio as well as the use of social networks as the most consulted means in Algeria. This distress call is put to the test during a cholera epidemic alert in 2018. We can see that the pressure of citizen and association actors on the alarming situation in this period developed the response of institutional actors decision makers on the external environment. Another observation that was made was the frequency of emissions to the environment and the launch of several projects on the national territory.

Indeed, several projects have been launched in order to concretize common action and the collective and democratic participation of all social actors. We can cite as an example the operation "clean your neighbourhood" and operation "zero plastic" and the operation "it's not my waste but I clean it, it's my country". However, the situation of environmental management remains essential. *The main causes of the severe ecological crisis in Algeria are fundamentally institutional and are closely linked to the lack of past development policies and programs.* (Chenntouf, 2008). But, in reality, the question of environmental management cannot be linked only to the institutional actor. The latter was unable to assume the behavioural management of citizens and their socio-cultural representations on the environment. In reality, *there is no single organizational form ensuring performance ... but that the optimal structure varies in accordance with certain factors* (Milano, 2017).

The commitment of the institutional actor alone has not produced these fruits because of a culture of priority over state projects. Causes that leave committed institutional actors to recommend other stakeholders, either private or public, to carry out their missions. This procedure is the result of a clear answer on the requirements of the external environment. *Very often, ... the environment has remained a second priority concern that ranges from 6th to 10th.* (Lascoumes, 2018). This confirms that the question of environmental management among institutional actors is linked to the ethics of the actor himself, when he classifies the environment as an *accessory power* (CHALOUX, 2017). But, accused the institutional actor alone in the degradation of the environment will be scientific selfishness. Indeed, several social actors are included in the issue of environmental degradation.

Because however the management of public policies in Algeria has become a collaborative and participative management. Even if this participation of social actors is generally informal because of the way in which the citizen is engaged with the institutional, but there are also participations that are engaged between actors by administrative means. *For this it is necessary to articulate, relationships between heterogeneous elements that must be coordinated, adjustments between multiple actions that must be done* (Thoenig, 1998) in order to manage to contribute to the participative actions that will be in a professional way planned, oriented, shared between the different actors.

2.2. The local institutional actor and the environmental communication strategy in Kabylia

Despite the fact that the communication method is traditional for the institutional actor, but the internal and external conditions have pushed the environmental actor in Algeria to engage in an efficient and strategic manner.

The development of environmental public communication in Algeria is distinguished in the way in which the institutional actor is engaged in order to disseminate environmental information or to communicate an environmental crisis. Indeed, the institutional commitment to public communication is made after long years of waiting. Indeed, because of the environmental situation and the pressure made by the citizens contributed to the development of communication service in this sector. Indeed, the institutional communication strategies on the environment in Algeria have been developed thanks to the advantage taken by the managers of sectors on their communication systems.

2.2.1. Appropriate means for institutional communication in Kabylia

Institutional communication in the Kabyle region is known by some means used to convey a message to citizens on the environmental issue in its locality or region. Indeed, the means used for institutional communication are legal and codified according to the law which governs this operation. We were able to analyze some of the means used and their effectiveness according to the respondents we interviewed.

A. Communication by the official journal

The official journal is the main element in the communication of institutional actors. The management of official journals is responsible for editing and distributing legislative and regulatory texts, organizing databases, editing parliamentary debates and legal notices on paper and digital media. For this, an orientation and planning established in a respected hierarchical system. For this, freedom of choice in this means of communication is linked to the nature of application within an organization. Each organization, when it receives a communication, is implemented but according to financial, human and material capacities.

The perception of this communication differs from one actor to another. Each decision-making actor must consider the context of the communication and then transfer it to the other subordinate actors. Indeed, we before three attitudes towards this communication coming from the words of the actors. The first attitude and that of **pressure**. Some respondents confirmed that sometimes institutional communication via the official journal creates some pressure. Certainly, there are some times that communication via the official journal does not take into consideration the social context of the region, especially with regard to the Kabyle region which is known by a feeling of difficult acceptability on some projects related to the environment. The second attitude is linked to **the possibility of application**. The application of an institutional communication is framed by laws which should be applied, controlled and monitored. On this scale, the local institutional actor is able to take necessities to obtain the goal assigned in the communication.

However, the choice and the possibility of being consulted are kept separate from local actors. Except by exception, some invitations to seminars organized by the supervisory authorities (ministries) in order to assimilate the new structural adjustment or spatial planning plans. But apart from these meetings, the institutional actor became an executive actor. Third attitude is that of **negotiation downstream** of a communication. We will not be in a position to negotiate a communication already established and put into service in the official journal”.

B. Press relations

a. *the written press : the newspaper*

A means answered by institutional players. The press in Algeria plays an important role in the coverage of institutional communications related to the environment. Especially with the Algerian written press, articles on the institutions' environmental communication is always observable. As a result, the use of the written press to disseminate information is necessary among the actors surveyed. However, the written press currently does not meet the needs of citizens on environmental information due to the decline in the number of newspaper readers and this is declared by several national newspapers and then the primacy of technology over the means of information dissemination. is remarkable. We find some newspaper articles which are interested in the environmental communication of institutions such as those of El watan, the evening of Algeria, liberty (French-speaking newspapers) and on the Arabic-speaking side we find AL Khabar.

The environmental communication of institutional actors in the Algerian written press has fuzzy representations among citizens, seen several information slippages that have been disseminated as well as the nature and credibility of the information. Because, we spent a period when the appearance of new newspapers in Algeria was Algerian daily and the competition in the sale played a role in the credibility of the information.

Indeed, *the written press* has the task of bringing information as it is pronounced or disseminated. But journalistic greed leaves this field in retreat currently. Except for a few Algerian journalist bloggers who publish important articles on their sites, which leaves us that the use of information and communication technologies has become an inevitable and necessary reality.

b. The audiovisual press (Radio and television)

What concerns the audiovisual press in Algeria in general and in Kabylia in particular is varied. First we have the press and the official radio (RNA) such as (ENTV). A press subject to protocols and state regulations due to its public nature. This press provides a dissemination area for environmental communication by local and regional institutional players. In particular, official invitations sent to a few actors concerned with an environmental issue. The process of organizing and disseminating environmental information is subject to a few rules predefined by the media player in order to avoid conflicts and overtaking of language or personal injury. We have schematized this process with the help of a few words from the actors surveyed.

C. Public relations :

This means of environmental communication has the character of bringing the institutional closer to the citizen. This method tries to be at each necessary displacement of the institutional actor. At each trip, the institutional actor is under media coverage and an official protocol. The only way to make people listen is to establish courtesy outings to neighbourhoods or regions affected by an environmental disaster. Namely contamination of drinking water, explosion of chemicals. This will put the actor under several pressures from other social actors, either associations or citizens. Our respondents declared that this approach is more avoidable, especially in the fields of environmental damage. This public relation is less used by social actors. Indeed, several attacks on the environment were made via radio wave, which leaves a margin of freedom for the actors concerned.

D. Ordinary and extraordinary meetings :

Meetings of institutional actors are another very effective means of communication in order to circulate environmental information and decisions taken with regard to an environmental phenomenon. However, these meetings do not know a great deal about the other social actors

because of their limited characters. These meetings are organized by regulatory means and sometimes by necessity or emergency.

Indeed, resorting to meetings is an effective way to circulate environmental information. The institutional actor finds himself in a margin of freedom to convince the representatives presented at the meetings. However, this does not rule out the possibility of entering into conflict with these actors. The distribution of communication tasks is always intended for a communications manager, but sometimes this manager is far from being in the field, which requires that meetings be canceled several times. The need to resort to professional methods is necessary at this time. Communication in the world is gaining momentum in all fields and institutional communication on the environment is among the fields which are followed by the population. For this, at each public institution, it is recommended to recruit and have a communication officer.

E. The internet and social media

The development of new information and communication technologies to facilitate the task of public communication for institutional actors. Indeed, several websites and blogs have been officially created to communicate the environmental issue in Algeria. The challenges for the institutional actor currently are to update their information. Certainly, we meet several pages on social networks which are linked directly to the work of local authorities in order to share with their citizens (Adhering Member) information relating to the management of their municipalities. This procedure is the most recurrent currently with a rate of 87% of our actors surveyed.

2.2.2. The environmental communication strategies applied by institutional actors in the Kabyle region

Our reflection on the communication strategies of institutional actors is synthetic. *Local authorities, led to question the environmental impacts of each area of their competence.* (Marcangelo-Leos, 2011). Our questioning is centered on the question: have these local authorities ensured the mission of environmental communication? At a time when local actors cannot manage the environment field due to the lack of human and material resources, communication is supposed to be in the last row of local concern. Indeed, so-called institutional communication does not find favourable ground in local communities in the Kabyle region. With some exceptions in the big cities and the communes of chief towns of the three wilaya. Among the obstacles that we were able to analyze, we noticed that:

a. Material and organizational

- The lack and sometimes the non-existence of a communication service in local and regional authorities in the region,
- The existence of an approximate communication, that is to say a traditional communication which tries to disseminate certain global information of the region,
- The lack of means to keep their citizens up to date on the environmental issue,
- The lack of technical means to establish an institutional communication on the environmental question,
- The establishment of a register at the entrance of each environmental department, this register is called the complaint and recommendation register. But our question was focused on `` is the register consulted by the service? "

b. behavioural side and will of the actors

- The lack of a sincere will to establish a communication cell,
- The lack of objectives on the context of communication,

- The planning for communication environment does not fit into the annual service program
- The lack of participation of the actors in the communication programs organized by the various territorial services as well as the university
- The internal communication process style remains traditional.

Despite some obstacles to go into detail on the situation of institutional environmental communication at the local level, but isolated cases in the relevance that environmental communication will find are booming in local communities, even if with a slower pace.

We have tried to analyze some progress in the process of establishing environmental communication by a few institutional players. Indeed, we have established the strategies used by a few municipalities visited during our survey. However, these strategies were developed before the implementation of the project to unify the main code of local government by the first responsible in October 2018. For this, It is necessary to "recognize that institutional communication in our country, stumbles and needs to be organized and relaunched," said the first manager of the communication sector in Algeria in a short opening speech on the work of the national seminar on "institutional communication: inventory and prospects". These remarks confirm that institutional communication is lagging behind in the Kabyle region, which highlights the need for environmental communication by institutional actors in the region.

A review in all public and state sectors on the possibility of having a service or a communication unit. Because we have noticed that the 67% of the services visited are not clear and intended for public communication. Indeed, the task of external communication is assigned to the staffs who work in the organization, whatever their position and their activity. A variation of opinions recorded during our interviews with institutional actors on the three wilaya.

The involvement of local actors in communication does not effectively allow communication of a public nature. For this, It is unpleasant to criticize the marginalization of communication structures at the level of all institutions. For this, the ministry should also consider the expectations and recommendations of local actors who wish to work on communication. Because it is difficult to work in an institution for which there is no desire to establish a communication unit. Because the opening of decentralized local communication in the region is always linked to the strict meaning of the term centralize. Even the method of communication allowed but a margin of freedom was observed among local actors. In a time of environmental deadlock the actor can communicate for these fellow citizens. On some communication cases, we have established the steps for an institutional communication strategy on the environment.

2.2.2.1. Strategies of the local actor in environmental communication:

We have summarized the observed cases of communication in the diagram below:

1. **Diagnostic phase** with the technical service on the environmental issue raised. This step is necessary in the event of an environmental social pathology. This is the most common case in local communities. Establishing a diagnostic report is maintained at 60% by the technical service. This service contains senior inspectors of municipal hygiene and sanitation, as well as biological engineers. In order to establish this assessment, the service or the management must take part in the situation through a restricted working meeting which will also be animated by the opinions of the citizens of the region in question. But, when it is a new environmental project to be set up in the region, the local communities invite the design office which established the project in order to explain its effectiveness for the region, thus

the master of the 'work of the project and some representative who will be on the side of the administration.

2. **Establishment of meetings (restricted or open) :** local authorities have the will to hold extraordinary meetings between the different social actors. In fact, the representatives of the citizens (the majority of the neighbourhood committees) as well as the heads of TAJMA3TH¹ with the associative actor (associations do not necessarily have to be in environmental status even cultural and social associations are included). The meetings will then be established at the headquarters of the local authorities.

3. **The communication goal (the communication agenda):** the communication goal are varied, it all depends on the cases we have found. To finalize their launch of public communication for local authorities during their working meetings with active players in society, a communication goal will be defined so as not to have some deviations from the subject. By setting the goal of the communication, the institutional actors will be agreed on the objectives of their communications. These vary depending on the environmental project.

4. **The choice of communication context :** communicating on an environmental issue in Kabylia can have several violent social repercussions. For this, the institutional actor in this region is really recommended to choose his speech or his text. In 76% of our respondents found that establishing a communication on a project or an issue in the region requires the opinions of experts in the field. This is why each time requires some towards a specialist of the project even if it is not a specialist of communication.

5. **The choice of means of communication:** there are different means of environmental communication among institutional actors. Among the most used means we will find :

- a. **The display:** a very popular style in the Kabyle region . They post their call for papers in the community headquarters, or in places confronted by locals. Local authorities take into consideration the type of display to be made.
- b. **Leaflets:** The cases we have observed use leaflets as a type of display communication. These leaflets are written in two languages (Arabic and French) in order to be able to transmit the message of the communication. This means of communication is answered by 47% of our respondents.
- c. **The invitation:** the institutional actors send invitations for an event or a meeting. These invitations are generally targeted for someone from the population. Among the people who are invited we will find the representatives of the neighbourhood committee as well as the heads of Tajma3th.
- d. **Radio intervention: answered to 17% among our respondents, the institutional actors try to make their communication via the waves of the radio.** The analysis on this stage proves that their messages are not received by the populations of its area because of limit of the audience of the radio in the current time. And the use of citizens to the most popular internet platforms.
- e. **Social networks:** currently, local authorities have added another form of communication on environmental issues is communication via digital social networks. This digital communication allows institutional actors to better communicate projects and environmental issues. Communication is faster, more lively and less expensive. We found that 83% of municipalities surveyed use this option. However, the dissemination of information or communication via digital

¹ Ancestral social and political organization of the Kabyle region which takes into account the social and political activities of the region. Is a form of power of proximity but which includes updated values, traditional laws and recommendations. The Tajma3th committee will be selected by a village committee who will represent the village in several events.

social networks also involves a segregation of actions in reality. Because we will find that a communication has been posted on the Facebook page on an issue but no action on the part of the institutional actor.

3. The social actor and the question of the environment in Kabylia

Our research was focused by a geographical delimitation in Algeria. Kabylia is an integrated part of Algeria. It covers the center of the country with three wilaya which represents a high density of Kabyle namely Bouira, Tizi Ouzo and Béjaia. This region has represented several environmental anomalies. Beginning with the wild dumps, the pollution of the waters of Soummam rivers as an example, deforestation and fires which ravaged the forests, implantation of the quarries of non conforming aggregates add to this the problem of waste collection and the discharges of the factories established in the region. All of its alarming issues leave the sociology researcher to think about the main causes of this deterioration despite the budgets earmarked for the environment sector. Indeed, the choice of the region was made on the basis of several sociological indicators which allowed us to develop our research thesis. Negative points have been observed which at the same time reflect social functioning and dysfunction. The social actor in this region reacted in the way he sees that his action results in the effectiveness and acceptability of his opinion. *The conscious determination of the reasons for acting leads to action, to choices that are based on logics of exchange or logics of solidarity declined according to several dimensions.* (JACQUES, 2010)

For this, the so-called perverse social action of the sense of the external actors of the action but in reality, the meaning of its actions is always found in the actor realizing the action. These actions began with the growth of new social movements which proclaim the environment as a main demand and demand a better living environment for their citizens. These claims were a reaction of the citizens of this region known pollution of the waters of rivers and its peripheries and which contaminates irrigation water and sometimes drinking water especially in the rainy period (let us quote as an example Oued Soummam and Oued Sahel).

Air pollution caused by fumes from factories and industrial zones located in the capital of the wilaya such as that of Bejaia. Marine pollution thus caused by discharges from companies (coastal example of Béjaia and Tizi Ouzou). A proliferation of waste in some cities of the region due to lack of human and material resources intended for the collection and the lack of collective management equipment. Add to that, the deforestation known in this region because of human activities and the phenomenon of forest fires that each year increases (cause of heat waves known in the region).

3.1. Citizen assessment: the reconstruction of local environmental governance

The preliminary information of this region played more in our interests of the study with the knowledge of social system which we qualify of cohesion in what concerns the protection and the preservation of the environment. The region known by its social actions towards the environment and this organization is drawn from some ancestral traditions which proclaim the attachment to the land by the citizens which seems to be an advantage in our thesis project on the question of professionalization of communication consultation.

The social actor in the Kabyle region finds its development in its participation in the decisions taken, but in the case of some regions this democratic participation does not find an ear for listening. For this, the citizen is committed in a way to be listened to. The only way that leaves the social actor finding a breach in order to integrate into the governance process is resistance to decisions. This strategy is the result of rational social action based on the development of a feeling of acceptance of projects linked to the environment following the lack of information and the lack

of sincere institutional communications in the matter, which provides a feeling of surprise taken into consideration by the citizens. Summarizing this situation is due to the lack of common, collective action and the non-involvement of actors in the communication process.

For this, a new fact has integrated territorial management and governance policies, that of citizen reconstruction of environmental problems. This approach calls into question several governance techniques and even changes public policies and their visions. This reconstruction and reconfiguration of the system of citizen actors is represented by a communication policy presented by the associative movement. The latter has become a key player in environmental communication and an initiator of informal but effective consultation for actions carried out with regard to the environment. What to add process logic is the support of the media actor on their initiatives which puts the institutional actor in the conditions of committed to them.

The socio-environmental equation that the associative movement organizes in this region allows them to gain more public opinion and thus the space for debate in this region. The collaborative and voluntary work that the associations guarantee for citizens gives credibility and notoriety for being the representative of their region. Indeed, the opinion of some presidents of the associative movement in this region confirms their participation in the dissemination of information relating to the environment as a kind of pressure on the institutional actor himself. The associative actor has developed its environmental communication strategy to the detriment of the weakness of the institutional actor. And especially with the advent of new information and communication technologies and the opening of the media sector even if in a timid manner but which guarantees the dissemination of associative ideas has allowed the association to take charge of a main coordinator of environmental issues. The association found itself in this region as a key element of communication and environmental information. Currently, the association is considered a relevant actor in the region which allows it to integrate into local governance and to participate in love and downstream in decisions concerning the environmental issue. The participation of the association as well as the ordinary citizen in the meetings and the decisions of their communes gives an opportunity to open a scientific debate on the possibility of developing and professionalizing the communication of concertation in the region. Indeed, the project of professionalization of consultation encounters some difficulties in order to implement it by local actors.

4. Conclusion

Each environmental communication requires an assessment on the part of the decision-making institutional actor. Indeed, in the Kabyle region in particular and Algeria in general, the information held on environmental projects was in the hands of institutional actors but it became clear and communicable and especially with the advent of new technologies of information and communication. Environmental information is a necessity for citizens, but in the Kabyle region the information circulated is always that of environmental anomalies and problems observable by all social actors. But, failing not to communicate the projects linked to the environment, a feeling of rejection and repression citizen reigns over the rational social action of the citizens. The reasoning in our reflection on the issue of conflicts related to the environment leaned towards the professionalization of concerted communication. In other words, the organization of a consultation process by letting and downstream of the projects so that the social actors understand the challenges of the project, as well as their compromises will give a solution for the institutional actors and therefore the minimization of the perverse effects of government actions, which leaves social development compromised with a participative democracy which will give each social actor a place in the process of common action.

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