

Sustainable advertising between creative industries and sustainable development

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Abstract:

Creative industries are an important element in the development of advanced economies and are witnessing an increasing growth in the creative economy, increasing income and creating new job opportunities. Creative industries include knowledge-based activities that are related to culture and creativity, for example publishing, music, cinema, crafts and design. Creativity depends on the interaction between cultures, disciplines, and heritage, and the integration of creativity and innovation with modern technology, with the increase in research and studies on environment-related topics, which has led to an increase in the awareness of generations in rationalizing energy use, preserving the environment, managing natural resources, economic and social development and preserving cultural heritage. Sustainable development is a process that takes care of meeting current and future human needs without damaging or disturbing the environment.

Sustainable design plays a role through a set of creative solutions that have an effective role in reducing the use of resources and the philosophy of sustainable design sets environmental features as design goals in accordance with the principles of social, economic and environmental sustainability and creating a culture of innovation from knowing the use and utilization of the elements and generating ideas and knowledge and marketing them locally and Internationally.

There is a link between sustainable design and advertising, which is one of the indispensable economic activities in industry, trade, and advertising, a tool and a means of social influence, and an essential component of the media and cultural content, directly or indirectly. Sustainable advertising is the application of sustainability principles in design through more sustainable materials and techniques, and the reduction of negative environmental impacts associated with the advertising message or advertising materials.

Key words: creative industries - sustainable development - sustainable advertising

an introduction:

We notice that consumption has reached its limits in the environment that may lead to its destruction, and it has become a burden on the environment to get rid of it, with the increase in research and studies on environment-related issues that has led to an increase in the awareness of generations in rationalizing energy use and preserving the environment, managing natural resources, economic and social development and preserving cultural heritage for that. It requires the application of the concept of sustainability in the design.

The creative industries work on the link between economy, culture and technology. They include knowledge-based activities that are related to culture and creativity, for example publishing, music, cinema, crafts and design, and creativity depends on the interaction between cultures, disciplines, heritage, and the integration of creativity and innovation with modern technology. Sustainable development is a process that takes care of meeting current and future human needs without damaging or disturbing the environment. On the other hand, art had its own role in preserving resources and a response to the industrial movement of different raw materials and materials and shaping them, and showing the importance of their use. The design movement for sustainable advertising was affected in terms of promoting the advertising message or using environmentally friendly materials. Art is the mirror of society, so advertising companies have accelerated to achieve efficiency. The use of resources, on the one hand, because of its awareness of the importance of the resource-rich environment and limiting the harm caused by the outputs of the consumption process, and on the other hand to reduce the expenditures used in advertising, so many types and forms of creative industries appeared that used resources of all kinds so that they could be employed in advertising, and thus promote advertising forms. In terms of the communication process, economical and environmental as well.

Research problem

In light of the lack of awareness of the resources that we possess and the progress that current societies are experiencing, the role of advertising has become greater than just promoting a product, so it is necessary to take advantage of the resources that characterize our country of all kinds in creating a kind of artistic creativity that is done through the application of the concept of sustainability in Advertising design that performs its aesthetic and applied function on the one hand, as one of the forms of creative industries and spreads environmental and aesthetic awareness on the other hand. Hence the research problem is summarized in a group of research questions

Which:

How can new opportunities and horizons be created from the creative industries as an economic stimulus?

How can sustainability be applied in design to enhance advertising?

Can advertising be a method of spreading awareness of the importance of the environment through its use in design?

research importance:

Modern design trends that work to exploit the available resources at the lowest expenses in light of many economic problems, and to develop technical and environmental awareness, and to shed light on it.

Research objective:

The research aims to:

Studying the creative industries and their importance, studying sustainable design and applying it in advertising, expanding design horizons and helping it reduce the environmental burden in proportion to the available capabilities and resources.

Research hypotheses :

The research assumes that:

- Creative industries contribute to advancing the development of the creative economy and their impact on the domestic and international product, whether in developing or developed countries.
- The application of the concept of sustainability in design contributes to the ability to enhance the advertising message and its teachings as one of the forms of creative industries. The role of advertising is not limited to the communication aspect, but aims to expand the recipient's horizon towards the importance of the environment.

search limits:

The limits of research are represented in various forms of sustainable advertising, whether in the advertising idea or on the means used to enhance the advertising message, such as one of the activities of the creative industries.

Research Methodology:

- Inductive approach to exposure to research information.
- The analytical descriptive approach for a set of design models through which the concept of sustainability is applied in advertising as one of the forms of creative industries.

Search terms:

Green economy

According to the United Nations Environment Program, "It is an economy in which an improvement in human well-being and social equality results in a significant reduction in environmental risks and ecological scarcity of resources. We can look at the green economy in its simplest form, which is an economy that reduces carbon emissions and increases efficiency in it. Resource use and accommodates all age groups.

Sustainability according to the Cambridge Dictionary "the ability to persist over a period of time" The environmental aspect "causes little or no harm to the environment and is therefore able to last for a long time."

What is sustainability?

Sustainability is defined as the study of how natural systems function, diversity and production of everything the natural environment needs in order to remain balanced.

We live in a modern, civilized world where we consume a lot of natural resources every day. And in city centers, we consume a lot of energy

More than we consume in the countryside, as the lights remain on in cities, and equipment, electrical appliances, heaters and other equipment that needs electrical energy are used. This is not intended to say that sustainable living should focus only on people who live in cities, but rather that improvements should be made everywhere (it is estimated that we consume about 40% of resources annually more than we can possibly) and that this needs to make changes to maintain the sustainability of these. Resources.

Sustainability and sustainable development focus on the balance between calculating needs, our need to use technology economically, and the need to protect the environments in which we live. Sustainability is not only related to the environment, but rather it is about the health of societies and ensuring that people are not subjected to suffering due to environmental legislation. The long-term effects of human actions must be examined, and questions about: How can the situation be improved.

Sustainability history:

From the beginning of creation, to the agricultural revolution and perhaps before that, humankind has been a consumer rather than a producer of environmental resources. Starting with primitive societies that used to move from one place to another in search of sources of subsistence in the seasons, and before the establishment of the camps, they used to return to the same place every year, and the development has led to an increase in settlement and stability, as agriculture replaced agriculture instead of grazing, and this developed into Building villages, towns and cities that exert more pressure on the environment.

Although some philosophers of civilization and the Enlightenment expressed concern about resources and population growth and whether this could be sustainable in the long run, these researchers and philosophers did not receive a serious acceptance at that time and this did not exceed more than hypotheses. And it happened in the twentieth century before we realized our impact on the environment and the damage we cause, pollution, soil erosion and logging, gas emissions and other environmental issues that led to an increase in concern for the environment and the damage that may occur to the nature system. The United Nations was established after the Second World War (year 5401), and UNESCO was established with the aim of promoting the importance of human culture and science. And at the present time, the commitment (to contribute to building peace, poverty eradication, sustainable development, and all that includes dialogues through education Education, science, culture, communication and information (.

And in the late twentieth century, the science of climate change was established. We realize that in the eighties of the last century, there were problems with the effects of agricultural greenhouses

and the destruction of the ozone layer, and this led to awareness of the concept of resources - especially natural fuels - which requires unremitting efforts to use renewable energy methods. After that, we witnessed an evolution in the social, economic, scientific and environmental sciences.

What are the main goals of sustainability?

Sustainable Development Goals:

The Sustainable Development Network thinks and acts at the global level. In the year 2452, the United Nations held conferences for sustainable development to discuss and develop a set of goals that must be pursued; It is consistent with the goals of the third millennium development, and claims success in reducing poverty at the global level, while at the same time it believes that there is more to be done. Nations have reached

United to a list of 51 articles, including:

- Ending suffering from poverty and hunger.

Better standards for education, health, water quality and sanitation.

Achieving gender equality (gender).

Sustainable economic development while providing job opportunities and creating strong economies

- Overcoming the effects of climate change, pollution and other environmental factors that harm people's health, livelihood and lives.

Sustainability that includes the health of the earth, air and sea.

Heads of state and government, senior officials of the United Nations and representatives of civil society met in New York in September 2015, within the framework of the seventieth session of the United Nations General Assembly, with the aim of adopting the new goals of sustainable development. These goals constitute an ambitious global program for sustainable development. UNESCO participated in envisioning this program to be "among the peoples and for their benefit."

In this context, UNESCO emphasizes the following priorities:

- Inclusive and quality education for all in order to ensure sustainable development.

- Protecting cultural heritage and combating illicit trafficking in cultural objects.

Solving the education crisis in the fields of science, technology, engineering and mathematics that our world is facing today.

Investing in youth to obtain quality education to block the path to violent extremism.

Emphasizing the role of freedom of expression and access to knowledge in the fields of sustainable development.

- Gender equality and women's independence for sustainable development and peace.

Sustainable development and green economy:

Creative industries also contribute to sustainable development. It is becoming increasingly recognized that the concept of “sustainability” has a broader scope beyond its application to the environment. The tangible and intangible cultural capital of a community, nation or region in the world must be preserved for future generations just as natural resources and ecosystems must be preserved to ensure the continuation of human life on this planet.

Cultural sustainability means a process of development that preserves all kinds of cultural assets, from minority languages and traditional rituals to works of art, artifacts, buildings and heritage sites. The contributions that make artistic and cultural production, publishing and economic participation, empowerment, cultural enrichment and social cohesion in society, in order to promote the main social progress, are the two main reasons for supporting the principles of sustainable cultural development. Creative industries built on cultural capital and heritage often have deep roots in the natural environment. The traditional knowledge that makes creative industries unique has evolved over the centuries through observation and use of the natural environment. From the study and use of plants we have the first systems of medicine and the basis of the health and natural cosmetics industry.

Results:

1. Creative industries also contribute to sustainable development.
2. Creative industries have become one of the basic industries that contribute to the development of the countries' economy in general.
3. The creative economy today has a prominent and important role in the development of the global economy and is one of the most important engines that contribute to the development of the economy of developing countries.
4. Sustainable design sets environmental features as design goals in accordance with the principles of social, economic and environmental sustainability. Creating a culture of innovation based on knowledge of the use and utilization of elements and the generation of ideas and knowledge and marketing them locally and internationally.
5. The application of the concept of sustainability in design contributes to the ability to enhance the advertising message and its teachings as one of the forms of creative industries. Sustainable design and the role of advertising is not limited to the communicative aspect, but aims to expand the recipient's horizon towards the importance of the environment.

Recommendations:

1. The research recommends the necessity of conducting studies and research on the creative industries that have become basic industries that contribute to the development of the economy in general.
2. Establishing rules and legislations to protect the rights of creative production and supporting the creative industries are among the priorities of cultural policies.
3. The designer is aware of the principles of sustainability.
4. Developing cultural, environmental and economic awareness among the segments of society.

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