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ORIGINAL RESEARCH PAPER

GREEN MARKETING IS A LOGICAL ANSWER TO THE CONSUMER SOCIETY

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ABSTRACT

In a very short time, green marketing has become a new trend in the orientation of companies in the world, where it represents a new face of modern marketing theory and is the answer to the current consumer society. The aim of this paper is to study the consumer society, its characteristics and consequences on the community as a whole. The consumer today is no longer just a passive observer, but an active participant in the events – Such a role of the consumer in the modern market necessarily leads to a different marketing approach of companies. The conducted research aims to identify the green marketing concept and clarify the boundaries and elements associated with the new marketing concept. The research concluded that green marketing is the application of traditional marketing practices, putting environmental protection first as a priority when determining the elements of the marketing mix from product design, pricing, distribution and promotion. Also, it has been proven that green marketing is not limited to just one sector, but to world-leading experiences in almost all industrial branches.

Keywords: consumer society, green marketing, consumer rights, consumerism

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1. Introduction

In the conditions of numerous ecological problems of modern society, the concern and awareness of a part of consumers about the impact that they can have, through their consumption, on the environment and society as a whole is growing. These are environmentally responsible consumers who make up a market segment with characteristic and desirable features. The growth of such a market segment and the increasingly critical attitude towards the irresponsible behavior of companies have led to a change in business models. New business models are characterized by the increasingly intensive adoption of the principles of social responsibility and their implementation in business activities. Such efforts by companies have led to the alignment of marketing with the requirements of sustainable development and the development of the concept of green marketing (Ottman, 2011).

Green marketing implies the transformation of marketing strategies, which is focused on market segments that give preference to products with ecological components and in an environmentally acceptable way. That is why the majority of authors consider ecological marketing synonymous with green marketing, which is also the subject of this work. The effects of applying new marketing strategies are conditioned by market segmentation and consumer differentiation according to wishes and preferences in terms of required values. The goal of such activities is to identify and understand the profile of the so-called green consumers. Such consumers are characterized by the purchase and consumption of products that have a minimal harmful impact on the environment. There are opinions that the values, trust and ethics of the individual are the main determinants of human behavior regarding environmental protection (Crumpei, Boncu & Crumpei, 2014). However, concern for environmental protection does not always mean making a decision to purchase the so-called green products, although this was shown by the results of some research (Braga Junior & Silva, 2013); (Braga Junior et al., 2015). For actual shopping, in addition to the individual's concern for the environment, the consumer's intention is necessary, which will transform it into an actual purchase (Bagozzi, 1981). The strength of intention, on the other hand, is conditioned by positive consumer attitudes towards green products. Starting from the fact that the actual purchase of a product requires an intention that is formed on the basis of positive consumer attitudes, the research focus of this paper is to

identify consumer attitudes and motives towards green products, and in particular to analyze the influence that attitudes and motives have on intended and actual behavior, i.e. shopping.

2. Historical development of green marketing

General welfare marketing and social marketing are mostly one-off initiatives aimed at a chosen social goal with a dual purpose. Parallel to them, a version of socially responsible marketing was developed in the history of marketing, which is focused on environmental problems and, unlike the first two versions, represents a strategic marketing approach. In the last few decades, there has been an increasing destruction of the environment due to excessive consumption and unsustainable business patterns, and marketing is almost always the first in line of "culprits" for such undesirable trends. Despite the obvious, partial responsibility of marketing in that area, within its function it has developed a mechanism that also represents a mechanism for solving environmental problems. With the development of green marketing, different definitions of the same term were also developed. At the same time, until the publication of (Peattie's 2001) elaboration of the development of green marketing, there was a visible inconsistency in the definitions of what has become established today as green (**eng.** «green») marketing, and environmental (**eng.** «environmental») are used as synonyms for the same term. i.e. environmental marketing and ecological marketing (Polonsky, 1994).

(Stanton and Futrell, 1987), cited in (Polonsky, 1995) were among the first to define green or environmental marketing as a set of activities aimed at achieving exchanges with the purpose of satisfying human wants and needs, while at the same time satisfying those needs and wants is achieved with a minimal negative effect on natural environment. (Bennett, 1995), on the other hand, defines green marketing as a set of activities of a certain organization in the production, promotion, packaging and sale of products with minimal negative effects on the environment and in a way that expresses concern for the protection and preservation of the environment. The term green marketing is used to describe marketing activities that are aimed at reducing the negative social and environmental impacts of existing production systems (Peattie, 2001). According to (Tomašević Lišanin and Palić, 2004), "green marketing represents a niche for a wide range of newly developed, ecological products,

which also represents one of the fastest growing market segments with increasing profitability". Taking into account all the above definitions, the term "green" signals care for the environment, and green marketing is considered a type of socially responsible marketing that takes into account all issues related to reducing the negative impact of business operations on the environment.

(Polonsky and Rosenberg, 2001) state that green marketing most often occurs due to internal and external pressures. The most common external pressures are satisfying consumer demand, responding to competitors' green initiatives, and demands and pressures from partners in the distribution channel to align their procedures with their standards. Internal pressures include cost reduction and the philosophy and corporate culture of the company. Cost reduction is a very interesting motive for the implementation of green marketing, which was even called "the greatest business opportunity of the 90s" (Groove and Fisk, 1996). According to (Peattie, 2001), in the historical development of the concept of green marketing so far, it is possible to single out two completed phases, «ecological» and «environmental» green marketing, while the third one, which strives for sustainable marketing, is still emerging.

The first phase of the development of green marketing, which developed in the 60s and 70s of the last century, is called "ecological" green marketing, and it was created as a response to the growing awareness of the limits of business growth and the use of natural resources. Ecological green marketing is narrowly focused on certain environmental problems such as air pollution, oil pollution, industrial waste water and the like, and companies that are the biggest polluters (mining industry, oil industry, automobile industry, pesticide industry, etc.) were called out. have reduced their negative impact on the environment, and very few of them have actually initiated green marketing programs. The activities of that era, which had the greatest impact on marketing, were the increase in mandatory regulations related to environmental protection, however, this resulted in only cosmetic changes where companies met the new legal requirements, approaching such concessions as an exclusive expense in order to avoid legal violations. At the same time, there was a very small group of consumers who loudly advocated such an approach to business, so very few companies really changed their behavior in that era. There were also those who, even then, strategically approached the adoption

of an ecological marketing approach, such as The Body Shop and Ben and Berry's, and because of this, they later became icons of the green approach in business. The first phase of green marketing represents a kind of shaping of that area, with extremely little or almost no practical application of the green marketing strategy; it developed only in the second phase.

The author (Peattie, 2001) called the next phase "environmental" green marketing, and it started in the 80s prompted by a series of scientific discoveries and environmental incidents. The first ozone hole was found over Antarctica and a catastrophic nuclear power plant explosion took place in Chernobyl. Thanks to great public attention and significant media coverage, this left the ecological consequences of human activity in the foreground. The author cites three important ideas that at that time created a positive connection between business activity and care for the environment:

- *Sustainability* – defined by the United Nations Brundtland Report
- *Clean technology* – development of products and systems that reduce environmental pollution and waste generation
- Green consumers – the idea that increased concern about environmental pollution problems could change consumer behavior
- *Comparative advantage* – contrary to previous attitudes, excellence in the preservation and improvement of the environment leads to innovation and the development of more efficient technologies for the use of resources as the basis of comparative market advantage.
- *Eco-impact* – companies should be evaluated in terms of the overall impact that the company has on society and the environment, and not only on the basis of a one-dimensional approach of improving the environmental acceptability of a certain "eco-product" or program that they implement
- *Eco-quality* – Development of new, uniform, international ISO 14000 quality standards.

All of the above largely defined the further, more theoretical, development of green marketing, which took on a much broader "win-win" dimension,

from one focused on the ecological consequences of the business system to a way that takes into account the entire natural system in which it operates as a part own system of value delivery, with the aim of achieving results that are significantly higher than legally determined. Such an approach, although complete, proved to be very demanding to implement in practice – it was still an approach that represented an alternative business practice and was mainly used for the purpose of building an image, and at the moment of choosing between radical solutions and profitable corporate goals, the “green” option always lost. At the same time, despite clear indications of consumers’ increasing concern for environmental problems, this was not proportionally reflected in their behavior, i.e. in the growth of the market share of green products (Vandermerwe and Oliff, 1990). Among other things, this generated increasing consumer cynicism and their mistrust towards the offered “green” products and services, mainly due to the unevenness of promotional messages and claims in relation to the real intentions of the company and overall business activity (Kangun et al., 1991). All of the above actually led to a kind of degradation of the application of green marketing, and at the end of the 90s it experienced a decline in its reputation. (Peattie and Crane, 2005) asked the question why marketing with a “green” approach failed to eliminate the negative practices resulting from its operation and formulated five negative manifestations of green marketing that led to this:

- *Green turn* – Companies that operate in “dirty” industries insist the most on developing a green image through “spin” public relations initiatives when they find themselves on the receiving end of criticism (lobbying, media announcements, expensive brochures, etc.). Such a reactive approach puts green marketing in the function of the public relations department.
- *Green sales* – based on the results of research on increasing consumer interest, companies used the element of “green” as an opportunistic, one-time strategy to increase sales, while selling the same products, adding the element of green only in communication with consumers. In that case, green marketing was exclusively part of the company’s sales and promotional strategy.

- *Green harvesting* – when it was shown that organic production can be cost-effective, many companies implemented such an approach, but the savings were not visible in the reduced price of the product, but quite the opposite. Manufacturers, in accordance with the trends of “green” products, set relatively higher prices for them than the standard versions, thus making additional profits.
- *Marketing of green entrepreneurship* – such marketing by definition (Menon and Menon, 1997) represents an individual, department or company that markets ecological solutions with its innovative approach to the market. The mistakes of such companies lie in insufficient knowledge of the wishes and needs of consumers, and “rushing” into the pretentious development of green alternatives, which ultimately cannot find their consumers.
- *Compliance marketing* – many companies use the compliance of their own procedures and activities with the law as an opportunity to demonstrate environmental excellence.

It is not true that all green marketing initiatives have failed, because there are examples of companies that are still known as the “greenest” today, such as the already mentioned The Body Shop, and they were pioneers. I can mainly attribute my success to the complete adaptation of the marketing strategy to the concept of sustainability. The defeat of green marketing in the 90s is explained by the fact that concern for the environment increased significantly, but at the same time everyone had the same desire to keep their “western” lifestyle, which resulted in green marketing getting the label of another marketing scam (Peattie and Crane, 2005).

(Jacquelyn Ottman, 2011), one of the leading theorists of green marketing, gave solid arguments for the claim that today “green” is becoming a standard in business. There is clear evidence that humanity’s concerns are growing and this is clearly delineating in changing behaviour. Green shopping in America was started by the “Baby Boom” generation, which is now between 30 and 50 years old. Generation X represents an extremely informed generation with a high level of commitment to planetary problems, and Generation Y has the entire world almost in the palm of its hand due to the use of new technologies. Their environ-

mental awareness is part of their education from an early age, while for Generation Z "green" is the standard. In addition to the obvious increasing reliance on foreign demand and other elements of the environment, the author cites positive changes such as the fact that the media is increasingly following current affairs, and governments are setting an increasingly high standard of what is mandatory behavior with legal regulations and guidelines. It is now the turn of companies that will respond to the demands of the environment in an innovative and radical way with their activities.

After the completion of the second phase of the development of green marketing, "sustainable marketing" enters the scene, both in marketing activities and in the minds of consumers. Such an approach requires radical changes and challenges in science, practice and research, but without it there is no possibility for a qualitative shift in marketing activity to the benefit of all, in accordance with what is defined as "sustainability" in the Burtland report. The development of such green marketing began at the beginning of the 21st century and represents the return of the image of marketing responsibility in practice (Ottman et al., 2006).

3. Green product

To develop a marketing strategy, it is necessary to differentiate the company's green products. "In order to achieve a competitive advantage, green products should have certain distinguishing features that make them better than competitors. Therefore, the product should be special, that is, noticeably different from the offer of other companies. It is crucial that the feature of a green product offered to consumers should provide utility as a reason for purchase, i.e. represent an improvement compared to other products." (Nefat, 2015) Green products have a weaker negative effect on the environment or their consumption is less harmful to health. people who consume them. These are also products that are completely or partially made from recycled components.

"Examples of green product categories are hybrid vehicles, organic food, health and personal care products, energy-saving light bulbs, energy-saving appliances, green cleaning products, green fashion products, houses with solar collectors, ecotourism and green retailing." (Nefat, 2015)

Every product currently on the market can have its own green version, it is only necessary to

invest funds, time, skills and knowledge in developing them. "If it is perceived that a green product does not essentially offer any of the green benefits, then the product can be made desirable by stating the benefits that the product has and which are significant for the market segment to which the product is intended, even though these benefits are not primarily green. Therefore, when positioning, important common values of the product such as price, quality, suitability or availability can be highlighted, while the ecological value can be in the background." (Nefat, 2015) Every product has certain benefits for customers and fulfills needs and desires. customers. When developing green products, it is important that they fulfill the needs and desires that are important to green consumers.

- *Green design* – includes product, system, process and organization design that develops an important framework for the application of relevant analysis and synthesis methods and management strategies that effectively create technologies for ideas to avoid environmental pollution issues before they arise. The design of new products or the redesign of existing ones is critical because the product's impact on the environment in terms of the use of natural resources, energy and the pollution it creates during its life cycle is defined precisely by determining the characteristics of the product. Life cycle assessment is useful, but also very complex, in designing a greener product. The assessment is less applicable for completely new products since it requires a lot of information that is not available in the development stages of these new products. Life cycle assessment is a "methodological tool for qualitative and systematic evaluation of the impact of production systems on the environment through all phases of that life cycle". It includes questions about the purchase and processing of raw materials, production and distribution, the use of products and packaging, and the procedure after the end of the product's useful life.

- *Green products* – are those products that have a lower impact on the environment or are less harmful to human health than ordinary products. Green products can be partially or completely produced from recycled elements, and they can be produced in a way that conserves more energy or delivered to the market with less additional packaging. These products are friendly to the environment both during their use and during production and subsequent disposal. Green products are characterized by certain properties that distinguish them from ordinary products. Ideally, with a posi-

tive effect on the environment, they should have improved properties and quality and provide consumers with greater satisfaction compared to ordinary products.

- *Green brand* – can represent a product that is not harmful to the environment, but it can also be an ecological product and one that does not contain artificial elements. Green stamps have functional, symbolic and experiential benefits. Functional benefits refer to the performance of a green product. Symbolic benefit is related to the customer's idea of a green product and has the function of expressiveness or social acceptance, while experiential benefits represent feelings when using the product related to the product itself.

- *Green price* – The cost of buying green products can be more expensive than usual, and the purchase itself can have the characteristics of a belief in the quality of the product being purchased, for example, the belief that certified organic food is really organically grown or that a certain device really consumes less energy. The price of the product as the financial cost of its acquisition is important in the process of product evaluation and selection. Usage costs are often overlooked when purchasing, but they refer to all the costs of switching from another product, as well as the costs of sustainability, wear and tear, and energy and power consumption required to use the product. Product usage costs for green products are usually lower than the costs of purchasing conventional products. However, green products do not always have to be more expensive than conventional products during their lifetime. The costs of switching from one product to another may not always be easy for the consumer, especially starting to use a green product. The adoption of a green product may initially be related to a high risk perception, i.e. psychological uncertainty that the product will not perform its function as well as a normal product.

- *Green distribution* – stands for efficient performance of all set distribution tasks, but without excessive and absolutely unnecessary pollution of the environment. It insists on the reduction of energy consumption that has a negative impact on the environment (for example, the construction of fossil fuels) and the complete elimination of materials that are environmentally unacceptable.

- *Green promotion* – has an essential function in creating demand for green products through the functions of informing, convincing and remind-

ing consumers about such products. It can be defined as "advertising that claims that the advertised products are environmentally friendly or that the process of their production conserves resources or energy" (Nefat, 2015).

4. Research methodology

Green product consumer research is focused on understanding and explaining motivational frameworks, factors that influence the decision to purchase a green product, as well as consumer needs that influence the choice and purchase of a certain green product. The better one understands the process of perception and the process of making a decision to buy a green product, the more certain the factors influencing the decision to buy a green product can be recognized, considering the 4P (product, price, promotion, distribution). Depending on the perception on the market of green products, the dynamics of demand for green products will also depend. Also, the research provides information on the structure of the market segment, users of green products and their demographic characteristics, lifestyle, habits, expectations, preferences, attitudes, etc., which influence the decision to buy a green product. The first step in the research methodology was a clear definition of the research objectives. The main goal of this work is:

- understanding consumer attitudes and behavior towards green products,
- identification of factors that influence the selection of green products, or evaluation of the effectiveness of existing green marketing strategies.

Data were collected using a survey, and analysis of secondary data sources such as research articles or statistical data that served to define the questions in the survey. After collecting the data, the results were analyzed in the SPSS program. The aim of the research is to look at and understand the behavior of consumers of green products from three perspectives: the first studies consumers of green products through socio-economic characteristics, the second takes into account the amount of information and knowledge consumers have about green products, and the third perspective includes values, lifestyles, characteristics personalities and attitudes.

A structured survey questionnaire was used as a research instrument. Based on the study of relevant literature in the subject area, a survey questionnaire was created. In the creation of the survey questionnaire, closed questions with an offered answer, open questions, and closed questions with offered modalities were used, measured by a five-point Likert scale.

In accordance with the defined research questions, the following research hypotheses were defined:

Hypothesis H1: Concern for an individual's health affects the decision to buy green products.

Hypothesis H2: An individual's ecological concern affects the decision to buy green products.

Hypothesis H3: Limited supply affects the decision to buy green products.

Hypothesis H4: Price affects the decision to buy green products.

5. Results and discussion of research results

The sample consisted of consumers (men and women) of younger age (18-35 years) and more mature age (36-55 years), selected by convenience sampling in the area of the city of Zagreb, who are users of green products. In the future, the same research should be conducted throughout Croatia in order to obtain a complete picture of consumers of green products. This sample and research was conducted in the Zagreb area and is suitable for obtaining indicative results and making general conclusions about the factors influencing the behavior of consumers of green products and can in the future serve as a basis for further research on consumers, their motives and attitudes and preferences when choosing green products. The sample consisted of 250 persons over the age of 18 who reside in the area of the city of Zagreb. The description of the sample is presented in Table 1. To collect information, a questionnaire was used in which the claims were defined based on the claims formulated by Sergio Silva and others (View 1).

Table 1.
Socio-demographic structure of respondents (N=250)

SEX	n	%
Male	55	26 %
Female	185	74 %
AGE		
18-24	40	16 %
25-34	45	18 %
35-44	50	20 %
45-54	50	20 %
55+	65	26 %
COMPLETED EDUCATION		
Elementary School	20	8 %
High school	140	56 %
College and more	90	36 %
MARRIAGE STATUS		
Single/Unmarried	80	32 %
Married	145	58 %
Dismantled	25	10 %
NUMBER OF HOUSEHOLDS		
1	90	36 %
2-3	100	46.65 %
4-5	56	17.35 %
6+	0	0 %
HOUSEHOLD INCOME		
To 265 EUR	21	8.46 %
266 – 530 EUR	33	13.30 %
531 – 797 EUR	44	17.74 %
798 – 1.060 EUR	52	20.96 %
1.061 – 1.327 EUR	55	22.17 %
1.328 EUR +	43	17.37 %

The claims related to health and environmental care as the primary motivations for buying all categories of green products, to test the purchase considering the elements of product, price, promotion and distribution. All questions in the questionnaire are closed-ended, and respondents expressed their degree of agreement with the stated statements using a 5-point Likert scale, where 1 means "completely disagree" and 5 means "completely agree".

Table 2 shows the reasons for choosing a green product for purchase. In order to be able to interpret the results of the research, it was necessary to perform the reliability of the measuring instrument, and the Cronbach Alpha coefficient for the following particles: Concern for health, Environmental concern, Not including the use and testing on animals, diversity and the desire to help preserve the environment, and improvement of health is =,907. Based on the Cronbach Alpha coefficients shown in the previous table, it can be concluded that the applied measurement scales have an excellent level of reliability, that is, they are confirmed as valid instruments for measuring the attitudes and opinions of respondents.

The primary motive for choosing a green product is concern for health, and the respondents gave the lowest score of 2 and the highest score of 5, (arithmetic mean=4.80; SD=1.2). Improving health is also recognized as an important motive for choosing green products, where the lowest score is 1 and the highest score is 5 (arithmetic mean=4.43; SD=1.2).

Table 2.
Motives for choosing a green product

	N	Arithmetic middle	SD	Minimum – maximum	Cronbach Alpha
Care for health	250	4,89	1,2	2 – 5	0,907
Ecological concern	250	4,03	1,3	1 – 5	
It does not include the use and testing on animals	250	3,89	1,3	1 – 5	
Curiosity and desire to help preserve the environment	250	4,13	1,2	1 – 5	
Improving health	250	4,43	1,2	1 – 5	

Note: ratings are given on a Likert scale from 1 – 5 (1 – very bad, 5 – excellent)

SD – standard deviation

Limited offer of green products. The insufficient supply of green products on the market of the Republic of Croatia is an expected limiting factor considering that their production is not intended for the mass market. Such production generates significantly higher costs than conventional ones, which results in a higher price, which has been identified as the second limiting factor when buying green products. Insufficient information and promotion, as a third limiting factor, points to the fact that modern consumers expect complete information about the product or product packaging, because they are motivated by the desire to protect their health and that of their family.

The ratings shown in Table 3 support the fact that for all particles, the mean values are higher for those respondents who estimate that a green product has the potential for the development and application of green marketing strategies in order to protect nature and the environment, according to the results: "Green marketing must ensure the synergy of economic profit and care for the environment" (difference -0.658, 95% confidence interval of the difference from -1.1 to -0.4, Student's t-test, $p < 0.001$); "Green marketing ensures community involvement" (difference -0.632, 95% confidence interval of the difference from -0.9 to -0.4, Student's t-test, $p < 0.001$); "The price of green products is a key selection factor" (difference -0.553, 95% confidence interval of the difference from -0.8 to -0.3, Student's t-test, $p < 0.001$); "The price of green products should be the same as that of traditional products" (difference -0.587, 95% confidence interval of the difference from -0.8 to -0.3). The costs of switching from one product to another may not always be easy for the consumer, especially starting to use a green product. The adoption of a green product may initially be related to a high risk perception, i.e. psychological uncertainty that the product will not perform its function as well as a normal product.

6. Conclusion

Every year there are new unexpected activities that need to be adapted to as easily and efficiently as possible. There are many situations happening in the world that cannot be managed, but what can be done in order to minimize the consequences in the future, because of course they can no longer be prevented, only reduced and not allowed to collapse even more, it is necessary to raise awareness in society and business.

Table 3.
T test for hypothesis testing

	Assessment of the role and significance of green marketing in the concept of sustainability						P*
	Arithmetic mean (standard deviation)		Difference	95% range reliability		t (df)	
	There is none	There is potential		From	To		
Green marketing synergy of economic profit, care for the environment	3,16 (1,1)	3,82 (1,1)	-0,658	-1,0	-0,4	-4,2 (251)	<0,001
Green marketing – involvement in the community	3,64 (1,0)	4,27 (0,9)	-0,632	-0,9	-0,4	-4,8 (251)	<0,001
The price of green products is a key selection factor	3,79 (1,0)	4,34 (0,9)	-0,553	-0,8	-0,3	-4,3 (251)	<0,001
The price of green products should be the same as that of traditional products	3,69 (1,0)	4,21 (0,9)	-0,523	-0,8	-0,3	-3,9 (251)	<0,001
When I buy a product, I always check if the manufacturer cares about the environment	3,49 (1,1)	4,13 (1,0)	-0,642	-0,9	-0,4	-4,6 (251)	<0,001
I buy products with ecological labels because they are ecologically correct	3,54 (1,1)	4,18 (1,0)	-0,640	-0,9	-0,4	-4,5 (251)	<0,001
I always buy foods that have less toxins because they are more environmentally friendly	3,42 (1,1)	4,12 (0,9)	-0,706	-1,0	-0,4	-5 (251)	<0,001
I pay more for green products that promote the environment	3,51 (1,1)	4,25 (0,9)	-0,740	-1,0	-0,5	-5,2 (251)	<0,001
I buy organic products because they are healthier	3,51 (1,1)	4,10 (1,0)	-0,783	-1,1	-0,5	-5,4 (251)	<0,001
Between two products, I always choose the product that is healthier	3,67 (1,0)	4,29 (0,9)	-0,619	-0,9	-0,4	-4,6 (251)	<0,001

For this reason, it is necessary to turn as many companies as possible to green marketing and pay attention to consumers, meet their needs, and also think about preserving the environment and make consumers aware that they should think about their healthy habits, about caring for the environment and the future. Above all, it is important to connect companies with consumers, because this way they themselves will more consciously achieve the importance of environmental awareness. Practicing green marketing in companies strengthens the brand and image, because it shows how much a company cares about its customers, that is, their health, as well as its contribution to the preservation of the environment and nature. Today, more and more companies are using green marketing in their business because they want to contribute to the health of the entire community and encourage new habits among consumers. From the discussion of the research results, it can be concluded that the

majority of respondents are familiar with the concept of green marketing and are aware of what is happening in the world, that environmental awareness is very important in business in order to revive environmental protection and awaken society to do something healthy for themselves and future generations, and that their main motive for choosing a green product is concern for their own health. The price of the green product, which is currently too high for some households and their budget, plays a big role in all of this. This research has several limitations. The first limitation is the size of the sample, and for this reason the research results cannot be generalized. Furthermore, the research methodology itself can be considered as a limitation of the research, i.e. the fact that the survey did not provide an insight into the in-depth understanding of the problem. Understanding the limitations of the research is essential for interpreting the results and drawing relevant conclusions, as well as for recom-

mending further research on the same or similar topics. Future research should focus on how consumers perceive green marketing and how it affects their brand perception. Also, future research should include studying the effects of different marketing strategies on consumer perception. This would provide an in-depth insight into the problem and analysis of green marketing practices and strategies in different industries and regions, which will enable a better understanding of the best practices and challenges faced by companies in the application of green marketing.

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ORIGINAL RESEARCH PAPER

COULD THE ACCESSION OF BOSNIA AND HERZEGOVINA CONTRIBUTE TO THE DEVELOPMENT OF THE EU LANGUAGE POLICY

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ABSTRACT

This research paper explores the public opinion of Bosnia and Herzegovina adopting the European Union (EU) Language Policy, the country's relations, and how the policy would impact the future of the country and its relations with the EU. The EU Language Policy encourages multilingualism and promotes the learning of two additional languages, in addition to the official language of the country. Adoption and adequate implementation of this policy are important for both aspiring members and EU member states, as it aims at advancing the functionality and competitiveness of the EU. The paper examines relevant aspects of the EU's history, the importance of the policy, and how adopting it would impact the education system in B&H if economic and social growth could be expected. The research part of the paper was conducted via a self-responded survey gauging the public opinions on certain aspects relevant to the topic. Overall, the research finds that adapting the EU Language Policy is a significant step towards integration of B&H into the EU; and that adapting it would be logistically challenging but a welcome and necessary step for immeasurable benefits that come with becoming a member state of the EU. The opinions of the participants were mostly unanimous regarding positive attitudes towards learning languages, retaining culture, positive long-term effects on the country, and dissatisfaction with B&H's behavior in relation to their relationship with the EU.

Keywords: Language Policy, EU language Policy, Member state, EU candidacy, B&H Education system, B&H-EU relations



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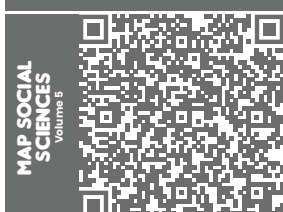
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INTRODUCTION

Bosnia and Herzegovina (B&H), a country in the Balkan Peninsula established in the Yugoslavia wars of the 1990s, is a young country that strives for a brighter future and to "have a seat at the table" with other countries on the global platform (Gromes, 2009). One way to ensure this happens at an accelerated rate, many believe that joining the European Union (EU) is the way forward. Political unrest and economic instabilities plague the area, with political leaders regularly misleading the media about military threats to cover up certain competencies and money laundering schemes that might have otherwise made it into the news (Weber & Bassuener, 2014). The mass panic such news reports cause leads many citizens of B&H to believe that there is no future in the country and that the safest option for the individuals is to leave the country for an EU member state. Since leaving one's place of birth, one's homeland is frowned upon by society, citizens are forced to decide between leaving the country for another or staying and enduring the progressively more imperfect living situation with repetitious threats of war breaking out. With both options being equally difficult, a third possibility came forth: becoming a member state of the EU, or NATO. Many find comfort in thinking that the political and economic instability will work itself out, and Bosnia's civilian future will become brighter if the country successfully joins the EU. However, as will be mentioned in detail in this paper, one does not simply apply for EU membership and automatically get accepted into the "club" without deliberation and effort. The procedure (Baun & Marek, 2013) is long, laborious, and riddled with details that keep applicant countries waiting for decades for their chance to join. This paper goes into the details about joining the EU, focuses on how B&H adopting the EU Language Policy could advance the country's chances to move forward and survey the public opinion in the region on the situation and relevant topics.

The European Union language policy plays a crucial role in the integration process of its member states (Phillipson, 2004). This policy promotes multilingualism, language diversity, and communication among member states to break down language barriers and encourage positive international relations. Bosnia and Herzegovina has been seeking membership in the EU for over a decade and, though this is not among the primary issues holding it back from joining (Domm, 2011), it is still a factor worth mentioning. Language policies play a significant role in the EU accession process, and

implementing the EU language policy could have a positive influence on B&H's progress towards joining.

Among other things, this research paper aims to explore how implementing the EU language policy can help accelerate B&H's accession to the EU. The literature review is followed by results from a survey sent to participants to gauge their opinions on the topic. The survey will seek to determine their thoughts on the relevance and effectiveness of the EU language policy's implementation in B&H's education system and the benefits of the integration process.

The paper will start with an overview of the EU language policy and its relevance to EU accession. It will then delve into the current language situation in B&H and the challenges it poses for the country's accession process. The paper will then explore how implementing the EU language policy in B&H can help overcome these challenges and improve the country's chances of joining the EU.

This research paper will provide valuable insights into the role of language policies in the EU accession process and its impact on Bosnia and Herzegovina's integration into the EU. The findings of this research will be of great significance to policymakers, language planners, and researchers who are interested in the role of language policies in the EU accession process.

One of the research questions can be: Does Bosnia and Herzegovina have the capacity to implement the EU Language Policy? With the help of that question, we could clearly see indications that would show us the opinion of the population about what they think, and what capacities B&H has. Another question that would help research on living standards is: Why B&H should join the European Union? This kind of question leads to the economic aspect that is mentioned every now and then in B&H. The European Union has its own benefits, but this question could also open up a third one, such as: What benefits would B&H receive from membership in the European Union? The benefits themselves indicate a social aspect, but also an economic one because benefits are needed by every society.

LITERATURE REVIEW

The main literature for this research is related to the European Union language policy and the evolution of the European Union. Similar research

has been done many times, by researchers in the field of International Relations and European Studies. According to research done by Gazzola (2006), he explains importance of the multilingualism and connectivity with the institutions of the European Union, like the European Parliament. On the other hand, there are authors like Phillipson (2004), who think that the English language has become a threat to the European Community and its linguistic diversity. Since the United Kingdom left the European Union in 2020, this is maybe not relevant anymore. Author Gubbins (2002) explained, in his first chapter, how nations have developed a sense of nationalism colliding with the globalism that is also making its way in. The work of Leanerts (2002) describes how the EU Language Policy was created within the Euratom Treaty in 1957 which is reflected in Article 217. According to a study by Darquennes (2013), it is precisely written that there are old and new languages, new are actually migrant languages, while old languages are old European languages. The European Union (EU) is a one-of-a-kind supranational entity that marks a watershed point in the course of European integration.

The EU was founded towards the close of World War II when European countries had been decimated by the conflict and faced tremendous political, societal, and economic issues. The EU was formed in response to these issues, with the goal of promoting stability, peace, and development in Europe. The purpose of this literature study is to investigate the formation of the EU and the reasons that contributed to its formation. The establishment of the Union was a slow process that took a few decades. The beginnings of the EU may be dated to the establishment of the European Coal and Steel Community (ECSC) in 1951 (Haas, 1958). The ECSC was established to ensure that no single nation dominated the production of coal and steel in Europe, preventing any nation from acquiring an economic edge over the rest. The ECSC's achievement prepared the ground for deeper European integration, culminating in the establishment of the European Economic Community (EEC) in 1957. Many factors influenced the formation of the EU, spanning financial, legal, and social issues. The economic aspect was a critical motivator of European integration (Rosamond, 2000).

After World War II, European countries sought a new economic system that would give stability and development. The EEC was established with the goal of establishing a single market that would stimulate commerce and encourage eco-

nomie prosperity throughout Europe. Social issues were also important in the formation of the EU. The formation of the EU was intended to foster socio-economic development and solidarity in Europe (Shaw, 2014). The EU was built on the ideas of social fairness, tolerance, and basic rights safeguarding. The creation of the EU was intended to create a structure that fosters social interaction and integration, as well as promoting community stability and inclusivity.

Creation of a united Europe

Creating a united Europe was a very difficult path. Europe, as a geographical and political term, soon became a term for development and a better life. The end of the Second World War devastated Germany, divided into four Allied occupation zones, the French, British, and American zone and the former East Germany under the Soviet zone. One of the main European powers found itself in a challenging and awkward position, in a context of a divided country, a firm denazification process and the need for a post-war recovery. One of the leading things was the decision of the US administration to enable the Marshall Plan, the economic recovery of the infrastructure and the return to normal life in Europe. According to the idea of the French foreign minister Robert Schuman, Germany (West) and France, as two enemies which had repetitive conflicts throughout history, signed a historic declaration, better known as the Schuman Declaration, which allowed for partnership and peace and also joint forces for the production of coal and steel. This declaration is a framework, which later through the years will become the European Union as we know it today.

After the declaration, the six founding countries, including Belgium, Luxembourg, the Netherlands, West Germany (later Germany), France, and Italy, agreed to establish an organization called the European Coal and Steel Community by signing the Treaty of Paris in 1951. The European Coal and Steel Community was the guarantor of peace on European soil so that bloody conflicts from history would not happen again. Shortly after Paris, in 1957, the same members signed the Treaty of Rome, which created Euratom and the European Economic Community. Then it was decided that it would function according to the system of the common market, where decisions would be made by joint forces in terms of economy and politics.

One of the main policies created by this agreement is the Common Agricultural Policy, which will protect products and farmers, in order to avoid competition from countries that are not members of the European Economic Community, adjusting prices and prohibiting monopolies. What is very important to emphasize is that the Treaty of Rome created the institutions and bodies of the European Economic Community, such as the Economic and Social Committee (advisory body), the European Parliament (later the European Parliament), the European Commission and the European Court of Justice. Over time, the European Economic Community began to expand to more countries, which will be shown later in this paper through the list. In 1985, the Schengen Agreement was signed with the goal of maximizing of mobility of people and goods within the European Community.

Finally, the European Union was created in 1993 with the signing of the Maastricht Treaty. In 2009, the Lisbon Treaty confirmed greater democracy and decision-making with the legislature. Currently, the European Union has 27 members, while nine others¹ waiting in line for the EU enlargement:

- 1951 – Belgium, France, Italy, Luxembourg, Netherlands and West Germany
- 1973 – Denmark, Ireland and the United Kingdom
- 1981 – Greece
- 1986 – Portugal and Spain
- 1995 – Austria, Finland and Sweden
- 2004 – Cyprus, Czech Republic, Estonia, Hungary, Latvia, Lithuania, Malta, Poland, Slovakia and Slovenia
- 2007 – Bulgaria and Romania
- 2013 – Croatia

The European Union's language policy prioritizes respect for linguistic diversity across all Member States and fosters intercultural dialogue throughout the EU. To implement mutual respect, the EU supports the teaching and learning of foreign languages and enhances citizen mobility through specialized educational and vocational training programs (Bećirović et al., 2019). Proficiency in foreign languages is considered a fundamental skill

that all EU citizens should develop to enhance their educational and career prospects. During the Social Summit for Fair Jobs and Growth, held on 17 November 2017 in Gothenburg, Sweden, the Commission proposed the concept of a 'European Education Area.' By 2025, it envisions that speaking two foreign languages in addition to one's mother tongue will become standard practice (European Parliament, 2023).

Criteria for joining the European Union

In order for a European country to accede to the European Union, there are criteria for accession. The Copenhagen Criteria were adopted by the European Council in 1993, and they encompass the political, economic, and legal criteria. Two years later, these were supplemented with the Madrid Criterion which focuses on the functioning of public administrations. The legal criterion from Copenhagen is related, among others, to the imperative of the rule of law and transposition and compliance with legal legacy, i.e. EU acquis. Politically, it refers to democracy, respect for human rights, and protection of minorities in the state, while economically it looks at the proper market. In addition to these criteria, there is something translated as the legal legacy of the European Union, better known as the EU acquis. The EU acquis are rules and regulations mandated by the EU and included within the legal system of the member states. The EU acquis consists of 33 chapters and 2 additional ones, where the 34th chapter talks about institutions and the last other issues. Bosnia and Herzegovina, a country with aspirations to join the EU, also faces these criteria and conditions for entry. The domestic political scene has proven to be insufficiently effective in terms of EU-led reforms and requirements.

Over the past twenty years, the European Union's policies concerning foreign relations and enlargement toward the Western Balkans Six (WB6) have increasingly intertwined. Senior EU leadership has endeavored to harmonize and contextualize this relationship within the region by advocating a range of norms. These norms are intended to mirror strategically directed policies designed to dismantle the existing ethnically dominated and managed polycentrism in the Western Balkans (Hasić et al., 2020.).

¹ Western Balkans countries (Albania, Montenegro, Serbia, Bosnia & Herzegovina, North Macedonia and Kosovo*) and Ukraine, Moldova and Georgia.

Briefly about EU Language Policy

This part of the literature review will be related to European Union language policy. Articles will help us to understand the membership following this language policy. This research has been done before, by the researchers in the field of International Relations and European Studies. According to his research, Gazzola (2006) explains the importance of multilingualism and connectivity with the institutions of the European Union, like the European Parliament. On the other hand, another researcher, Phillipson (2004), thinks that the English language has become a threat to the European Community. Since the United Kingdom left the European Union in 2020, it is maybe not relevant anymore. In his book Gubbins (2002), it is explained in the first chapter how nations have developed a sense of nationalism and globalism. The work of Gilberte Lenaerts (2001) describes how the EU Language Policy was created within the Euratom Treaty in 1957 which is reflected in Article 217. According to another study, it is precisely written that there are old and new languages, new are actually migrant languages, while old languages are old European languages (Darquennes, 2013).

Dignity for the linguistic variety in each Member State and the development of a multicultural discourse within the EU are the cornerstones of EU language policy. Via specialized programs for vocational and educational training, the EU encourages the study of other languages as well as the travel of every person in order to turn good relations into reality. All EU nationals are considered to be required to learn at least one language, besides maternal, in order to increase their possibilities for higher education and work. The European Parliament passed a resolution on the endangerment of European languages and multilingualism in the European Union in 2013, urging national governments to pay closer attention to threatened European languages as well as to dedicate themselves to the preservation and advancement of the Union's multilingualism. This decision was an adoption of a Parliamentary decision on local and fewer European languages, together with a relevant Council clarification on the publicity of multilingualism and L2 proficiency, which was accompanied by many implementation plans and structure guidance systems by the Commission to promote literacy development and multilingualism.

Language part

Language policies have become an important aspect of national education systems as they help promote multilingualism and cultural diversity (Bećirović, 2023; Polz & Bećirović, 2022), while also facilitating communication between countries. B&H has recently shown interest in adapting to the EU Language Policy in order to facilitate its integration into the European Union. This section of the literature review aims to discuss the current language learning system in B&H and how the country is capable of adapting to the EU Language Policy.

Bosnia and Herzegovina has three official languages: Bosnian, Serbian, and Croatian, commonly grouped as one named BHS/BCS (Dubravac, et al., 2018). However, the country has been struggling with language education (Kovačević, et al., 2018) reform since the end of the Yugoslav Wars in the 1990s. As a result, the language learning system in Bosnia and Herzegovina is fragmented and lacks consistency, leading to a lack of language proficiency among the population (Hutchinson, 2014). Many geographical regions have their own standards of teaching and accepted knowledge which may occasionally contradict that which is taught in a different part of the same country (Bozic, 2006).

Overcoming these challenges, and adapting the rest of the Language Policy, are a required step in B&H's progress through to the EU. In 2015, the country introduced the "Language Learning in Bosnia and Herzegovina 2020" program, which aims to improve language learning outcomes by focusing on early education and promoting multilingualism (European Commission, 2021). The program also aims to increase the number of language teachers, improve language curriculums, and promote student exchanges and mobility (European Commission, 2021).

While there are still challenges to be addressed (Laličić, et al., 2020), Bosnia and Herzegovina has shown potential for adapting to the EU Language Policy. Studies have shown that the country has a relatively high level of language proficiency compared to other countries in the region (Oberhofer & Stepanov, 2018) with BCS, English, and German being mandatory from Primary Schools through Highschool. Additionally, research has shown that implementing language policies can have a positive impact on the economic and social development of countries, including increasing employability and fostering social cohesion (Eu-

ropean Parliament, 2017). Language teachers and language teaching academies would benefit as the demand for language learning would increase, and a more linguistically versatile employee base would improve overall quality and value contributed to a variety of workplaces (Sinanović & Bećirović, 2016).

However, there are also challenges to be addressed, such as the lack of qualified language teachers and the need for a more coordinated approach to language education (Hutchinson, 2014). In addition, the political situation in Bosnia and Herzegovina can also pose challenges (Bećirović & Brdarević-Čeljo, 2018) to the implementation of language policies, as language is often politicized and linked to identity (Zielonka, 2015). Both of these issues could be combated through good marketing and development in the field of education. For example, increasing salaries for teachers will increase the desire to follow such a career path, and improved marketing and acceptance to higher education institutions would increase the supply of teachers.

To conclude, the current language learning system in Bosnia and Herzegovina faces challenges (Mašić & Bećirović, 2021), but the country has shown potential for adapting to the EU Language Policy. By introducing language policies and promoting multilingualism, Bosnia and Herzegovina can improve language learning outcomes and increase its chances of integration into the European Union. However, further efforts are needed to address the challenges and ensure a coordinated approach to language education in the country.

METHODOLOGY

Aim and research questions

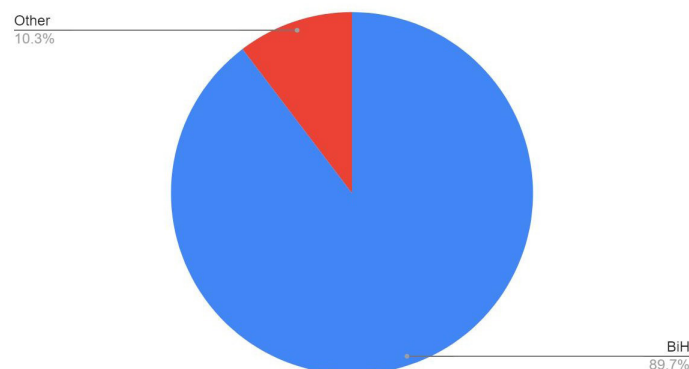
The investigation was carried out in conformity with the ethical standards established by the AAAL Ethics Standards (De Costa et al., 2019). All participants provided their informed consent, and all data was gathered and managed privately. The majority of the data consisted of answers to Likert scale questions that showed how strongly the majority's view leaned one way or the other or how contentious it may be. Due to an expected range of variable replies, certain questions on nationality and age were left open-ended. The bulk of participants were citizens of Bosnia and Herzegovina from different universities, departments, generations, and levels of study, and walks of life. The purpose of the survey was to gather information on the par-

ticipant's background and opinions on the topics of B&H's relations with the EU, the likelihood of joining, possible outcomes, and how the EU Language Policy plays into the process and how the implementation of it would be possible in the current state of the country. 21 questions were deemed enough because it was determined that most voluntary participants would not finish surveys if there were too many questions. Further questions that were thought to be pertinent were included.

Participants

Convenience sampling was used for participant recruitment in the research. The sample was made up of 116 individuals from 15 different countries with Bosnian being the majority at 105 individuals and ranged in age from 16 to 72. Student groups, colleagues from the same research generation, and acquaintances of the study's authors who also happen to be enrolled in academic institutions or whose opinions might be relevant served as sources for recruiting participants.

Chart 1.
Nationality of participants.
Nationality

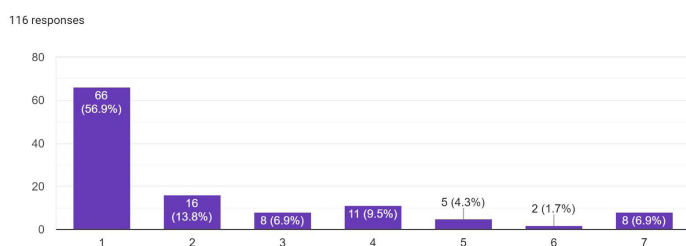


This study gave the opportunity for respondents to express their nationality, though 17 confused this for Ethnic Identity. From a total number of 116, there were 105 respondents which marked some variation of Bosnia and Herzegovina. Included in the number of 105, were the controversial responses of 13 Bosniaks, 2 Croats, 1 Serb, and 1 Yugoslav as well as 4 responses of dual citizenship with Austria, Croatia, Netherlands and Germany. When it comes to the 4 groups of Bosniaks, Croats, Serbs and Yugoslavs, they are controversial because of the ethnic sense of expression with which people choose to identify but is invalid to the question asked of them. Since all four of these groups actively live in Bosnia and Herzegovina, they were grouped into the "B&H" group.

In general, Bosniaks live in Federation of Bosnia and Herzegovina, Croats live in Herzegovina, and Serbs live in the Republika Srpska autonomous region, which are geographical regions rather than independent countries; and the individuals that chose Yugoslav is from Sarajevo which, to this day, has large numbers of individuals that associate with the mentality of "brotherhood" and "togetherness" from that time period. Responses with dual citizenship identified as citizens of B&H with dual citizenship and it can clearly be seen that those individuals are not interested in ethnicity. Nevertheless, this is not the topic of this research, the ethnic sense of identity could be investigated in a future study. Finally, 11 participants responded with nationalities from three states, the United States of America, Azerbaijan and Egypt, and live in Bosnia and Herzegovina.

Chart 2.

Bosnia and Herzegovina should join the European Union.



Instruments

The question that most contributed to the development of the hypothesis and the research itself is: Does Bosnia and Herzegovina have the capacity to implement the EU Language Policy? Using this question, questions were created that were included in the survey, and then later the results were obtained. A research question that helped develop economic aspect sounds: Why Bosnia and Herzegovina should join the European Union? This issue was shown through the questions in the survey that were related to the entry into the EU and the departure of people in case BiH does not join the EU. What benefits would BiH receive from membership in the European Union? The third research question related to the benefits that Bosnia and Herzegovina would have by joining the European Union. The third research question relates to politics itself: Would Bosnia and Herzegovina be more stable on the geopolitical scene by joining the European Union? This is the question that most interests scientists because BiH is geographically located in the very middle, as a junction of east and west.

The data was gathered using a self-administered survey using Google Forms. The questionnaire, which included 21 questions containing the six conventional inquiries about age, sex, study field, etc., was created to gauge thoughts on the public opinions on the paper's topic which is B&H's aspirations of joining the EU and a role the EU Language Policy might have in the process. Invalid or similar results to open-ended questions were sorted (e.g., "BiH," "Bosna i Hercegovina," and "Bosnia and Herzegovina" were grouped as "BiH") after the survey data were exported to Excel Sheets. The Excel tools were then used to graph the findings for better understanding.

Before completing the survey, participants were made aware of the study's objectives and provided their informed permission. As is customary, they were also notified that their answers would be kept confidential and that no personal information would be disclosed. Self-administered, the survey was only completed online using a URL link that was shared in group chats on Viber, WhatsApp, Facebook Messenger, and Instagram. No translation alternatives were provided since it was assumed that everyone who took the survey could comprehend the questions because the survey was only in English. Data collection lasted for 11 days, after which time all prospective participants had been reached.

Basic graphs and charts were used to examine the data in order to more clearly communicate the concepts and findings. Due to the study's lack of need for reliability, t-tests, or ANOVA testing, no SPSS or extra statistical procedures were performed.

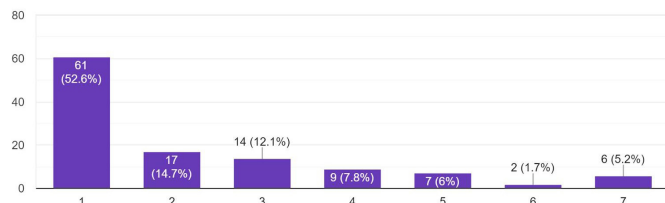
RESULTS

The first Likert scale question of the research was based on the political and social question about whether or not Bosnia and Herzegovina should join the European Union. From the total sum of 116 responses in Chart 2, it is clearly seen that the majority, 66 respondents (56.9%), are supportive of Bosnia and Herzegovina joining the EU. The individuals who are against joining the EU add up to 12.9%. From this data, it can clearly be seen that many people in Bosnia think that the country should be part of the union.

Chart 3.

Joining EU will benefit B&H.

116 responses

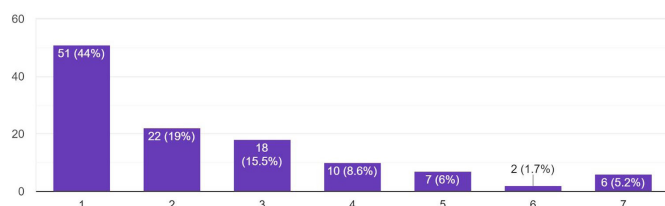


In Chart 3, a little difference in regard to responses where a majority 61 (52.6%) people think that Bosnia and Herzegovina would benefit from joining the EU in every sense, can be seen. When it comes to those opposed to the idea of B&H benefiting from joining the EU, the responses are identical to Chart 2 with 12.9% of participants voting on this side of the scale.

Chart 4.

B&H will become more politically stable if it joins the EU.

116 responses



When it comes to the Chart 4, there is a slight increase in responses where people think it would be more politically stable. Based on the first 3 options of the scale, we can see that 91 respondents think that B&H will become more politically stable. This is one of the important questions, because the media and politicians in B&H are always speaking about starting a possible war and the secession of the Republika Srpska autonomous region before major elections. Joining the Union will improve stability between entities in Bosnia and Herzegovina.

The question regarding the hypothetical stability brought to the economy by accession is presented in Chart 5. In this chart, it can again be seen on the scale that options 1 to 3 have 91 respondents' votes, supporting the idea that the economy's stability will be improved. In this sense, a more stable economy implies higher salaries, lower effects of recessions, and better quality of life.

Chart 5.

B&H will become more economically stable if it joins EU.

116 responses

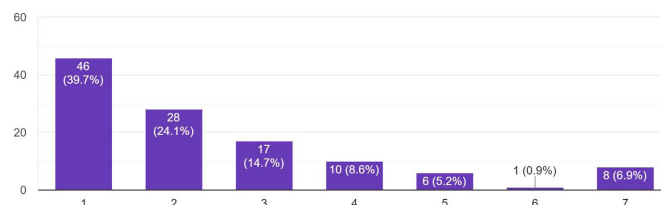


Chart 6.

If B&H doesn't join the EU, I will leave the country for a better life.

116 responses

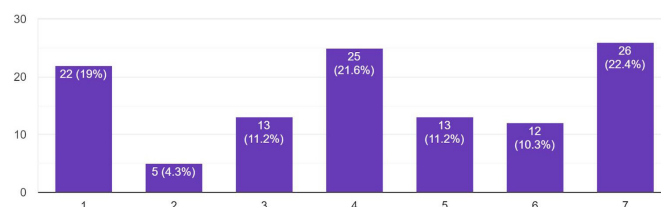


Chart 6 offers one of the most interesting results. Many respondents from the age group of 41-50 years, 26 in total, voted that they would not leave the country. It is understandable because those people lived in Yugoslavia and they didn't want to leave the country, not even in wartime. However, the opposite can be said for the younger population, 22 respondents who expressed the desire to leave the country because they think that the situation will get progressively worse in Bosnia and Herzegovina. In the middle, 25 respondents who didn't have a clear view, voted neutral.

Chart 7.

Joining EU will result in B&H becoming more globalized due to foreign investments.

116 responses

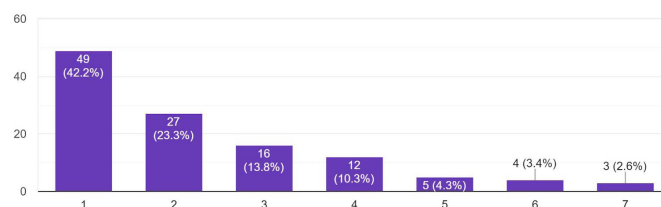


Chart 7 is really important for the population of B&H. Many people think that foreign investments are crucial for developing of economy. Joining the EU would result in the investments of many interna-

tional corporations, possibly employing hundreds of B&H citizens. Foreign investments would likely result in the opening of new workplaces for the population. On the other hand, the older population which lost hope in the economy of B&H are of the opinion that foreign investments will not affect the economy of B&H.

Chart 8.

Learning new languages is welcome in B&H

116 responses

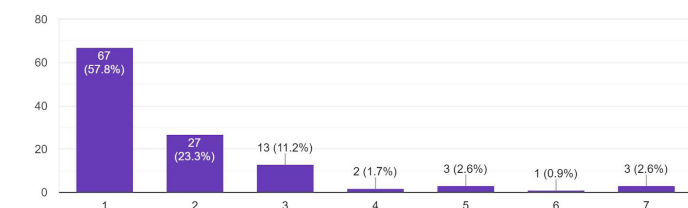
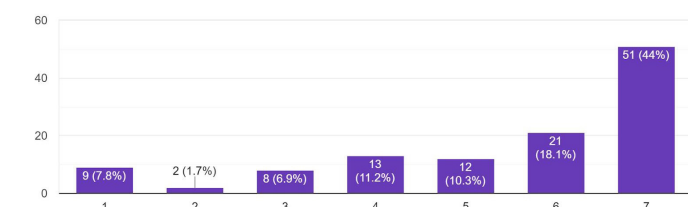


Chart 8 shows that people in B&H are ready to learn new languages. Most of the young population in Bosnia and Herzegovina already speak English and German so, it could be safe to assume that another language would not impact the status quo too much.

Chart 9.

Joining EU will result in B&H losing its cultural and language identity.

116 responses

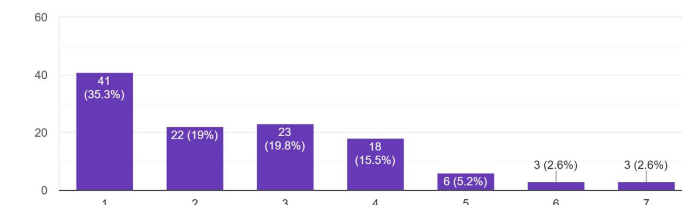


The Chart 9 is one of the most sensitive questions for the population of Bosnia and Herzegovina. Most of the respondents that voted the 5 to 7 points on the scale expressed the opinion that Bosnia and Herzegovina will not lose its cultural and language identity. This can be understood through the scope of the mindset of the population. Bosnia and Herzegovina gained independence in 1992 for the first time, but before that, it was a country under the rule of other states (Ottoman Empire, Austro-Hungarian Empire, Yugoslavia). The participants think that Bosnia and Herzegovina will not lose its own culture and language to be replaced by the values of the European Union. The mentality seems to be something to the sentiment of "if we could spend 600 years being ruled by outside powers and retain most of our personality and culture, the EU will not change us too much either."

Chart 10.

B&H can adapt to the EU Language Policy.

116 responses

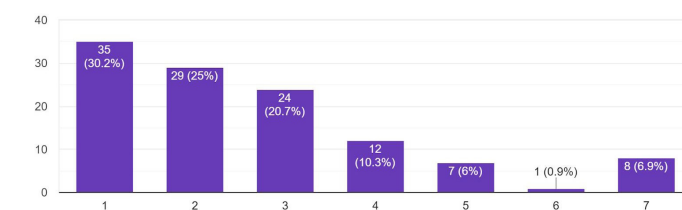


Most of the population expressed the opinion that Bosnia and Herzegovina is capable of adapting to the EU Language Policy, albeit with the improvement of the educational system.

Chart 11.

Following the Language Policy will help B&H get accepted to EU faster.

116 responses



Adopting the EU Language Policy is important for the population in Bosnia and Herzegovina. In Chart 11, it can be seen that the population has a positive view of this policy. Only 8 respondents (6.9%) expressed the opinion that it would not speed up the accession to the EU.

Chart 12.

Adopting the EU Language Policy would cause Language loss in B&H.

116 responses

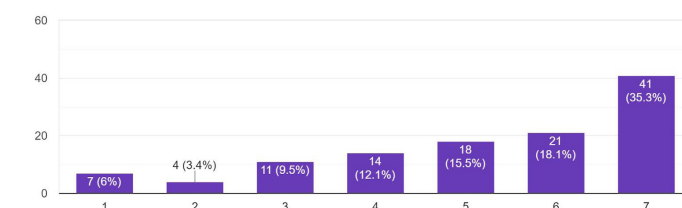


Chart 12 is again a little bit sensitive. It is similar to Chart 9 in that both questions propose the idea that a part of B&H's sociocultural and linguistic identity is at stake. Interestingly, respondents in both cases expressed the opinion that EU Language Policy will not cause any alienation of the Bosnian language and it will not be replaced by other languages from the European Union.

Chart 13.

The education system in B&H is capable of adapting to the EU Language Policy.

116 responses

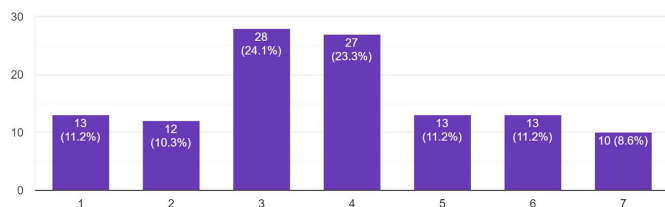


Chart 13 is one of the charts with the least definitive responses. In that sense, points 1 to 3 on the scale, on the 3, 28 respondents (24.1%) think that the education system can adapt to the EU Language policy, but on the 4th point on the scale, 27 respondents (23.3%) can select the neutral option. On a scale from 5 to 7, it can be seen that people think that the educational system is not capable of adopting. According to the population, this can be understood through the view of the education system of B&H which is currently not so capable of adopting any reforms.

Chart 14.

The people in B&H are easily going to adapt to the policy.

116 responses

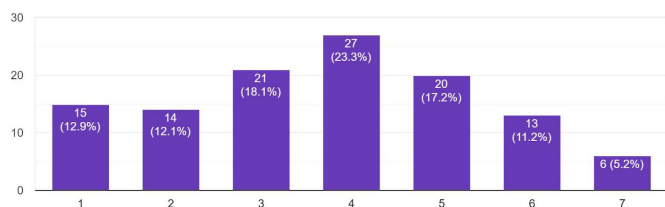


Chart 14 is another example of the neutral-centered results. On the fourth point of the scale, 27 respondents (23.3%) are neutral to the question of the citizens of B&H being able to adapt to the policy. It is understandable, because of the economic and social situation in Bosnia and Herzegovina. People are not willing to accept any new thing related to the politics. On the scale from 1 to 3, we have 50 (43.1%) respondents who think that B&H will be capable do adapt to language policy. The scale from 5 to 7, 39 respondents (33.6) think that B&H is not capable. It is optimistic to see that people of 43.1% think that Bosnia and Herzegovina will be capable to adapt to the EU Language Policy.

Chart 15.

Minority languages in B&H would be more accepted and respected if B&H adopts the policy.

116 responses

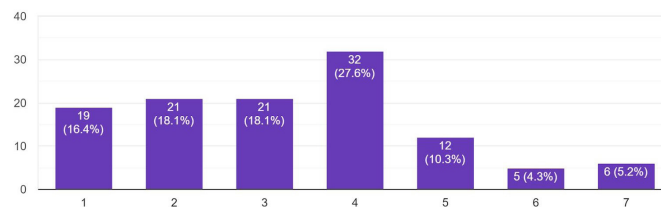


Chart 15 is important for the minority languages in Bosnia and Herzegovina, such as the Roma and Jewish populations. This chart can be also connected to the case of the Sejdić-Finci case, because of the recognition of minorities to participate in the elections in a sense to be political candidates. On the fourth scale, 32 respondents (27.6%) can be seen and it can be deduced that people are not 100% sure that minority languages will be more respected. On a scale from 1 to 3, 62 respondents think that minority languages will be more respected. On a scale from 5 to 7, 23 respondents think that minority languages will not be respected. This chart can be understood through the Sejdić-Finci case (Wakelin, 2012).

Chart 16.

There is a real possibility that Bosnian/Croatian/Serbian (BHS) will become less relevant or disappear, to be replaced with bigger EU languages.

116 responses

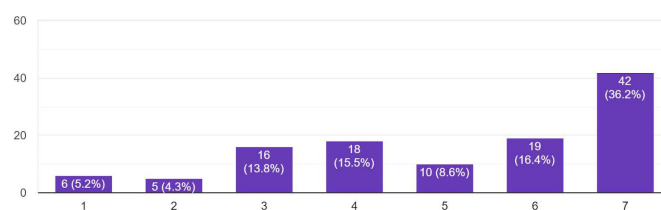
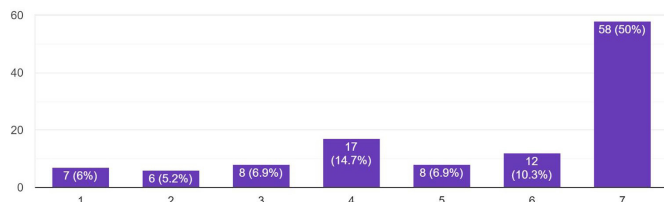


Chart 16 is similar to Chart 9 and Chart 12 in that they are charts questioning sensitive topics. According to the respondents on a scale from 5 to 7, people thinking that BCS will disappear can be seen. On a scale from 1 to 3, the people thinking that BCS will continue to exist can be seen. This chart can be considered as a political and social question because BCS is divided among ethnic groups, Bosniaks, Croats, and Serbs in the entities.

Chart 17.

I am concerned about BHS disappearing.



This Chart 17 is also connected to the political and social question like Chart 16. 58 respondents think that BHS will not disappear. This means that the majority think BCS will not disappear as three languages in one or that BCS will become one Bosnian language. Also, there is a hypothesis that BCS will be replaced by another language from the European Union, presented in Chart 16, though this is debunked by the majority.

Chart 18.

BCS is too complicated as a language.

116 responses

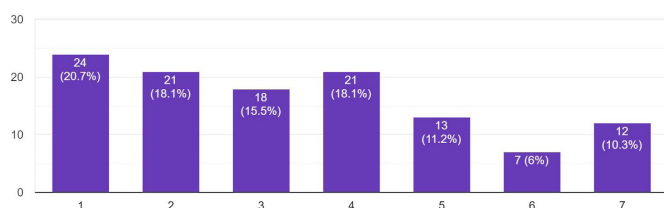


Chart 18 is similar to Chart 16 and Chart 17 in that it connects the political and societal aspects of language and identity. A total of 33 respondents (28.4%) expressed the opinion that BCS is complicated for the children and youth learning one language in three groups because Bosnian, Croatian and Serbian are almost the same languages.

Chart 19.

BCS is too inefficient in international communication/political influence.

116 responses

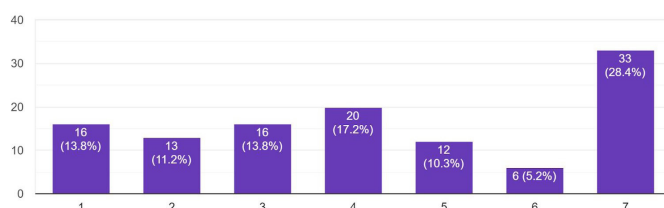


Chart 19 is also similar to Chart 16, Chart 17 and Chart 18. On the scale, the points from 1 to 3, 63 respondents think that BCS is not efficient in political communication, more precisely in diplomacy. On the other hand, a total of 32 respondents think that BCS is efficient enough in international diplomacy. This chart is complex because it is oriented toward B&H diplomacy, which is not efficient, because of the political system of Bosnia and Herzegovina.

DISCUSSION

The participants of this study are, predictably, female dominant with 57.8% being female though this is by surprisingly smaller margins than in previous studies which tend to have a 2:1 ratio, or 67%/33% split (Odak & Sijercic, 2021). In general, female individuals are more likely to fill out free surveys than males, even though each of the sexes had an equal opportunity to access the survey. One possible reason for this shift in the degree of responses is that the topic of the survey was quite political, which tends to be masculine or male-dominated topic and, therefore, would be off-putting for the females that would have otherwise filled it out. Another possible reason for this is that, in the data collection phase, many contacts in niche political positions, or driven with political views, were reached out to and asked to fill out the survey, all of whom happened to be males and they brought up the numbers by a bit.

The age of participants is quite broad, the largest age group is 20-24 with 37.93% of the total group; the second and third largest are 41-50 and 51-60 with 19.83% each. Consequently, there are groups that pull the average (mean) up to 34.8 years of age, meaning that, although the largest group is of young people whose opinions are less relevant, enough of the older generations are represented in the study to bring the average up and improve the validity of the opinionated responses.

For education, all participants have a high school diploma as a minimum with 29.3% having a Bachelor's degree, 25% a Master's degree, and 1.7% a PhD from a total of 30 different fields of study. This means that all participants are, at the very least, educated and from a variety of different specializations.

When it comes to nationality, 105 individual responses where some variation that translated to Bosnian and Herzegovinian, 4 were dual citizenship including an EU country, and the remainders were

Yugoslav, Serb, Croat, and Bosniak which was ethnic identity rather than nationality. A total of 11 participants selected a nation completely unrelated, such as American, Azerbaijani, Egyptian, etc. and these were grouped as "other." The conclusion here is that nearly all participants have relevant opinions on the political situation in B&H as they are either from the country or have lived there for an extended period of time.

One final question, which was ultimately omitted from the Results section is in regards to City of Residence to which 82.8% wrote Sarajevo and the remainder was 20 unique votes, each worth 0.9%, including at least 2 misspelled votes for "Sarajevo" and many cities in B&H. This question was deemed irrelevant in retrospect but at least demonstrates that the majority of participants are located in B&H. Variables that may have contributed to biased or skewed responses are mentioned above, and additional ones include the reach of the two respective researchers conducting this study, geographical reach, academic circles, and political biases of the individuals.

On questions 5, 6, 7, and 8 (Charts 5, 6, 7, & 8), it is quite clear that the public believes that B&H should join EU and it will benefit the country in an economic, a political, and a general sense. On the question "I will leave B&H for a better life in the country doesn't join the EU" (Chart 6), there is a 3-way split with 34.5% voting on the positive side, 43.9% voting on the negative side, and the remaining 21.6% voting neutral. It is worth mentioning that the majority of responses to this question were "Strongly agree/disagree" which suggests that, even though the individuals' opinions varied dramatically on the matter, they generally felt strongly about their opinions which, ultimately, did not offer a conclusive final decision as to the matter, which should be of mild concern for the state of the current economic and political situation. Finally, the following questions (Charts 10 & 11) suggested that joining the EU will increase foreign investment but will not affect the cultural and linguistic identity of the region.

The following 3 questions (Charts 12, 13, & 14) regarding B&H's attitude towards learning new languages, willingness to adapt to the EU Language Policy, and the perceived benefits in the process of accession through adapting the Policy, all questions present results that resemble a logarithmic curve in favor of "Strongly agree" with the response to Chart 12, adapting to the policy would cause lan-

guage loss in B&H, being inverted, favoring "Strongly disagree." This suggests that the attitudes of the public towards new languages is absolutely not a problem, and there is no concern about language loss. The opinions on language loss are continued through Charts 19 & 20, where both "there is a possibility that BCS will be replaced with a bigger EU language" and "I am concerned about BCS disappearing" had overwhelmingly positive results of "Strongly disagree."

Process of implementation of EU Language Policy

The questions regarding the process of adapting to the Language Policy from the perspective of the education system and individual citizens (Chart 13 & 17) were exemplified in a chart as an inverse parabola, with a high concentration in or around the "Neutral" option. However, there are at least 10 votes per option, on all the extremes, the concentration towards the middle suggesting a degree of skepticism towards the idea. The participants of the study seem to doubt the capability of the educational system and the people of B&H to adapt to the policy. Similar results were shown on the question about Minority languages being more respected in B&H if it joins the EU (Chart 15) with the majority of the group clustering around "Neutral" though the "Disagree" side is more populous than the "Agree" side which exemplifies lack of certainty and/or doubt that adopting the EU Language Policy would positively impact the acceptability of the minority languages in B&H.

BCS language

The final 2 Likert questions, BCS is too complicated as a language, and BCS is too inefficient in international communication/political influence (Charts 21 & 22), results were spread widely across each of the options with the most populous vote on Chart 18 being "Strongly agree" with 28.4%; the "Disagree" side had 45 individual votes, "Agree" side had 51, and the remaining 20 votes went to "Neutral." This is a close split but the "Agree" side leaned significantly more towards "Strongly agree" than the "Disagree" side leaned to "Strongly disagree" which suggests that those who perceive BCS as complex felt more passionately about their perspective than those of the opposing opinion. For the question of BCS being too inefficient in an international setting/political influence (Chart 19), there was another widespread of responses but, surprisingly, the majority (54.2%) voted on the "Disagree"

side of the spectrum. This is surprising due to BCS being geographically restricted to the Balkans and not being a globally spoken language like English, German, or French. The researchers expected different responses to this particular question, in the sense that BCS is only relevant to B&H and its immediate neighbors but irrelevant or ineffective in a broader European context.

Multilingualism

Following the Likert scale questions, a total of 3 open-ended questions were in the survey but due to the variety of answers, all 226 answers would be impossible to effectively chart or convey in the Results section. Consequently, they were excluded but are worth briefly mentioning in this section. The first question was about how adopting the policy will impact the education system in B&H to which a variety of responses were received. The range was from variations of "Positive" and "Confusion" over to "I don't have an opinion/knowledge on the topic" and expressing genuine concern for the educators/institutions that would be scrambling to keep up with the changes. Generally, the responses to this question were "positive," mentioning that improved diversity and multilingualism can only be a good thing once the chinks are worked out.

Opinion on the relationship between BiH and EU

The next question, "What do you think about the relationship between B&H and the EU?" had a total of 77 responses. The overwhelming majority expressed dissatisfaction with how the relationship stands at the moment in comparison to where they believe it should be. Over 2 dozen mentioned that the politicians and civilians in B&H are not expressing enough interest or putting in the necessary effort to work towards joining, or even improving the relationship. Another couple dozen mentioned that the relationship is some sort of "protectorate" or a one-way relationship whereby B&H expects the EU to resolve all of its problems, with one going as far as saying they prefer NATO as a better protector and another expressing that "BiH should stay militarily and politically neutral." In general, it is agreed that the situation is complicated, needs some work on B&H's side, and that joining the EU is a positive step forward.

Minority languages

The final relevant question, "What would happen to minority languages in B&H if the EU Language Policy is adapted?" had nearly unanimous results expressing confidence in the survivability of languages. A few individuals said they lack the knowledge to definitively say, and a few expressed mild concern but they are a marginal 6 in the 76 total responses. A few interesting answers included "Pala muha na mededa," EU will protect minority languages, and that BCS will actually increase in relevance due to the EU ensuring that other countries learn it in their educational systems.

Public opinion on research

The last question (Chart 23) was irrelevant to the study as a whole but was included for 2 reasons: 1. it provides insight into the attitudes of participants towards the study itself, to see how well the topic landed in this particular demographic and 2. it is always entertaining to include this question. A total of 81.9% of participants selected "Good luck with your research!" which is the most supportive, friendly possible response and suggests the topics of the study landed well with this audience. The remaining 18.1% selected one of the other responses for the sake of entertainment or left their own affectionate response directed to one of the researchers, with the only one relevant to the study being "You should send this papers to the University and to the Government" which suggests the group find this study particularly meaningful in the grand scheme of the political landscape of B&H. It may be partially due to the system in B&H appearing to be similar to a dictatorship in which the political leaders seem to not take the opinions and well-being of the general public too seriously, only pursuing their own personal interests with complete disregard for those around them, as exemplified in the previous open-ended questions where multiple individuals mentioned the corruption that runs rampant in amongst the politicians of the country.

Factors of results

Factors that could have influenced the results of this study are mentioned at the beginning of this section but the results are quite consistent and frequently nearly unanimous so the factors didn't seem to have much effect at all. There were only a few questions on which the responses were divided or clustered around neutral and it is likely that the aforementioned variable could be contributing

factors to the split in responses on those individual questions but performing the tasks would add unnecessary work and extra data to an already extended paper.

CONCLUSION

In conclusion, the study regarding the public opinion on how B&H adopting the EU Language Policy will improve its chances of joining has overwhelmingly positive results. The majority of participants firmly believe that B&H joining the EU is a good idea for political and economic stability in the region and that adopting the policy is a necessary and beneficial step towards accomplishing that goal. Additionally, they believe that the BCS language and minority languages will not suffer too much from adding new languages to the curricula, but the education system will have difficulty adapting. Inversely, the students will easily adapt to the new languages and the experience will be beneficial for them, without the fearful weight of their native BCS or minority languages fading from use. Interestingly, many believe that BCS is not inefficient in international communication or political influence, and one individual even expressed the possibility of BCS becoming more relevant under the EU. Finally, many feel that the relationship is one-sided, with B&H being reliant on the EU as a protectorate, and economic donor, all participants that expressed an opinion were dissatisfied with the actions of the B&H politicians and civilians towards building and improving their relations with the EU. If progress is to be made, B&H should make an effort to reach the EU standards and reciprocate friendly gestures, resolve corruption in the government, and adapt to the mentality needed to make progress. The participants of this study support the topics covered here and insist that the final paper should be shared with relevant individuals.

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REVIEW PAPER

REVITALISING EU ENLARGEMENT? A NEW DAWN IN EU ACCESSION POST-UKRAINE INVASION

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ABSTRACT

In this article, we compare the developments of the enlargement policy after Russia invaded Ukraine to the policy prior to the invasion covering the period after the Big Bang enlargement. The widening policy before the invasion was rather inefficient because the member states governments assessed the importance of institutional binding of new members disparately, which affected the aspiring countries, as the EU appeared to be indecisive regarding the accession of new states. The perception of an increased security threat, because of the Russian invasion of Ukraine, is likely to lead to a shift in the European Union's enlargement policy, including the demands for an institutional adjustment in the EU to increase its integration capacity and simplify the decision-making procedures. It is, however, questionable whether eventual institutional adjustments will produce desirable outcomes for the European Union because of the existence of different interests among the member states.

Keywords: EU Enlargement, Western Balkans, Ukraine, Moldova, Reform of the EU



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Introduction

The enlargement of the European Union is considered being the most successful foreign policy achievement of the European foreign policy, because of its transformative power that was able to bring states to adjust to European rules and norms. However, the dynamics of enlargement policy has been weakened after the latest enlargement rounds in the 2000s because of the need to adjust the political system of the EU to an increased number of states and the crises the EU was exposed to. Hence, the importance of the enlargement was not emphasised in the EU policy agenda and the question was moved aside.

After the Russian invasion of Ukraine, however, some changes in foreign policy have occurred, as EU member states have adopted stricter sanctions against Russia in a relatively short period, compared to previous sanctions after the illegal annexation of Crimea. In over two years, the Council of the EU has adopted fourteen packages of sanctions against Russia (The Council of the EU, 2024).

Besides the sanctions the EU imposed on Russia, the war in Ukraine has led to a change in the European Union's foreign policy toward the Western Balkans, which resulted in a more active approach. While there was a rhetorical shift by officials from the EU member states and the EU starting in 2017 regarding the countries that the EU perceives as competitors in the region by pointing out the possibility of losing impact on the region if the EU remains inactive (Euractiv, 2017; Juncker, 2017; Roth, 2018; Balkan: "Es Reicht Ein Streichholz," 2017) the Union's approach did not change substantially. The rhetorical shift was followed by the 2018 European Council summit in Sofia, in which the heads of the member states and governments reaffirmed their commitment to widening by emphasizing the geopolitical implications if the European Union does not act (European Council, 2018).

However, in the pre-invasion period, the political crisis in Bosnia and Herzegovina has deepened, and the relations between Serbia and Kosovo are on the constant verge of conflict, while Montenegro, the last decade's regional frontrunner in the integration process, has experienced a backsliding in the integration process due to the political crisis that has been caused by the change of the executive government in 2020 that led to a

deep societal polarization. The only success was the solving of the long-lasting dispute between Greece and North Macedonia regarding the name of the country, after which Greece gave its consent to start the accession negotiations. After solving the dispute, however, Bulgaria imposed additional conditions on North Macedonia before giving consent for the start of the negotiations talks.

At first, in the post-invasion period, the more active approach to the Kosovo and Serbia conflict have produced some visible results after the representatives of Kosovo and Serbia signaled, yet unwillingly, their readiness to agree on a long-term solution. Yet after the terrorist attack in Banjska, the relations between Kosovo and Serbia are backsliding. In addition, the EU granted candidate status to Moldova, Ukraine and Bosnia and Herzegovina.

Building on the aforementioned, this text examines the specific changes that have occurred in the EU's Enlargement policy as a result of the Russian invasion of Ukraine and discusses the challenges associated with the new enlargement policy. In particular, the text examines whether the European Union is becoming a major power. The term "major power" is used to describe a political entity that possesses the necessary resources and capabilities to shape its foreign policy and exert significant influence on other nations. Furthermore, it is willing to employ its power to advance its agenda in other countries.

The perception of an increased security threat, due to the Russian invasion of Ukraine, is likely to lead to a shift in the European Union's enlargement policy, including the demands for an institutional adjustment in the EU to increase its integration capacity and simplify the decision-making procedures regarding widening and other policy fields. It is, however, questionable whether eventual institutional adjustments will produce desirable outcomes for the European Union to increase its efficiency in the enlargement policy. The success of the European Union's foreign policy, and enlargement in particular, depends on policy convergence of the member states, even with simplified procedures. Some authors argue that reforming the decision-making procedures does not necessarily lead to an efficient enlargement policy, because the member states prioritize their self-interest (Börzel, 2023, p. 54). The European Union has yet to address the root causes of its

political transformation to become a major political power. However, the foreign policy, especially the enlargement policy, suggests a growing convergence of policies and points at a potential path towards a more effective foreign policy.

There has been a policy change that includes granting candidate status to Ukraine, Moldova in June 2022, Bosnia and Herzegovina in December 2022, and the Agreement between Serbia and Kosovo. The perception of an increased security threat leads to a change in the enlargement policy. The geographic proximity of Ukraine to the European Union increases the perception of the threat. However, there were concrete outcomes in the relations between Serbia and Kosovo prior to the terrorist attack in Banjska village, despite the short time frame. Furthermore, the EU's decision to commence accession negotiations with Ukraine, Moldova, and Bosnia and Herzegovina can also be interpreted as tangible outcomes.

The European Union is likely to adjust its position depending on perceived threats to its security or interests, assuming all the member states reach a high level of policy convergence regarding enlargement. The higher the perceived threat, the more likely the possibility of a long-term policy change. Consequently, the longer the war in Ukraine lasts, the greater the possibility of a long-term policy change. The invasion of Ukraine is also used as an argument for advocating the amendment of the treaties to simplify the decision-making procedure in foreign policy matters to increase the Union's ability to act (e.g. Baerbock, 2023) which includes enlargement as well.

In general, a stronger role for the European Union in international politics would be in line with the self-proclaimed goal to increase its impact on the global stage as was announced in the 2016 Global Strategy for the European Union's Foreign and Security Policy, and the 2022 Strategic Compass.

In this article, we compare the developments of the enlargement policy in the post-invasion period to the enlargement policy prior to the invasion covering the period after the Big Bang enlargement in 2004. The widening policy before the invasion was rather inefficient because the member states governments assessed the importance of institutional binding of new members disparately, which affected the aspiring countries, as the EU appeared to be indecisive regarding the accession of new states. Because the widening process has stalled in the post-2004 period, the shift in 2017

came as a result of a perceived threat of external actors, which the Union perceives as a threat. A similar pattern, that is marked by an increased interest of the EU stakeholders in enlarging the Union, has occurred after the Russian invasion as well. Hence, due to the lack of a credible enlargement perspective, the potential member states were less motivated to continue a reform path.

By perceiving the Russian invasion of Ukraine as a critical juncture, the article analyses how a significant event, such as war, has an impact on subsequent political and institutional developments in the EU.

We will analyse official documents and reports of the European Union, such as Strategic Compass and the 2016 Global Strategy, enlargement strategies, and the Standard Eurobarometer, which we will use for the analysis. Furthermore, statements of EU and EU member state officials, official EU websites, and news websites are important sources of information that support some of the arguments made in the text. Academic texts regarding the EU enlargement policy are used as secondary sources in the text.

In the first section, we will analyse the shortcomings of the enlargement policy in the post-2004 period. The second part analyses the post-invasion enlargement policy. Its focus is on the new candidate states, Ukraine, Moldova, Bosnia and Herzegovina, and the Kosovo and Serbia relations. The reasons to focus only on part of the states are based on policy changes regarding these states as a consequence of the invasion, as most changes have been observable here, such as mediation in the negotiations between Serbia and Kosovo and granting candidate status to three new states. The space devotion is in favor of Serbia-Kosovo relations and Bosnia and Herzegovina, as these cases can provide more insights about the EU enlargement policy. Granting candidate status to Moldova and Ukraine in June 2022 provides little time to observe the efficiency of a new approach, yet it reveals a direction in which the EU intends to move. The fourth part will discuss the challenges within the EU in the post-invasion enlargement policy that is likely to have a constraining effect on the enlargement policy because of the diverging positions regarding institutional adjustments to increase the integration capacity of the EU. It analyses the conditions under which the EU enlargement policy is likely to provide more tangible results and enhance its ability to act and points out the challenges in the process.

The EU Enlargement Policy

The idea of a common European foreign and security policy was part of the integration project since its beginnings, but different initiatives failed due to rejections from individual member states (Bindi, 2009). The original six member states eventually agreed on the establishment of the European Political Cooperation (EPC) in 1970 as a platform for consultations in foreign policy matters. The EPC was the first step towards the creation of a common foreign policy, yet, without the obligation of the states to follow the agreed position. When the Single European Act came into force in 1986, the EPC was introduced in a treaty for the first time. However, the same logic of creating non-binding decisions was preserved. At later stages, during all treaty revisions, the common foreign and security policy was gradually developed into a more institutionalized matter, leading to the possibility of the creation of binding decisions. However, even with the creation of the CFSP, the decision-making process retained its strong intergovernmental character because of the obligation of a unanimous decision-making procedure, including during enlargement.

The enlargement policy is considered the most important foreign policy achievement of the European Union (Borrell, 2023, p. 201; Keil & Arkan, 2015, p. 4). This argument is based on the ability of the Union to exert its influence on other states, resulting in adjusted political systems to EU norms. The political transformations from a single party to multi-party political systems, achieved through a membership perspective, are used as examples of the most important European foreign policy achievement. However, the success of the EU in exerting its impact on potential member states depends strongly on a credible membership perspective (Börzel, Dimitrova, and Schimmelfennig, 2017).

Yet, the last more than a decade was marked by a hesitant position of the EU regarding enlargement. Such a position reflects the internal divisions among the EU member states with varying positions towards the Union expansion (e.g. Ker-Lindsay, 2017; Toegelhofer & Adebahr, 2017; Wunsch, 2017). The crises the EU coped with, such as the financial, economic, and political, have contributed to an increased Euroscepticism, which has affected the growing reluctance towards the acceptance of new member states, along with the already existing enlargement fatigue. In general, the conditions

for the acceptance of new member states have increased due to a more integrated Union (Vachudova, 2019, p. 66), and internal issues, both in the EU and the Western Balkans (Zhelyazkova et al., 2019). This development contradicts the previously assumed position, that was claimed in a speech by the former High Representative in Bosnia and Herzegovina, Paddy Ashdown, who said, "...when you join depends not so much on the EU, but on your own efforts and the pace at which you reform" (Ashdown, 2003). Consequently, the European position vis-à-vis enlargement has become weaker due to emerging difficulties within the Union. The success of the accession process has become more reliant on internal dynamics within the Union, while the performances of candidate states have remained the other crucial factor.

The last accession of a state in the European Union was in 2013 when Croatia became a member state. After the Croatian accession, the then-candidate for the Head of the Commission, Jean Claude Juncker, announced during the presentation of his program to the European Parliament in 2014 that the accession process would stall during his mandate.

The EU needs to take a break from enlargement so that we can consolidate what has been achieved among the 28. This is why, under my Presidency of the Commission, ongoing negotiations will continue, and notably the Western Balkans will need to keep a European perspective, but no further enlargement will take place over the next five years. With countries in our Eastern neighbourhood such as Moldova or Ukraine, we need to step up close cooperation, association and partnership to further strengthen our economic and political ties (Juncker, 2014, p. 11).

The Juncker announcement was based on the previous three enlargement rounds, starting with 2004, followed by 2007, and then 2013. Consequently, the 13 new member states increased the existing complexities in the decision-making process. In addition, the hesitant position of the Union regarding enlargement can also be explained by its assumption of the sufficiency of the formal membership perspective for the Western Balkan states. This is well illustrated by the fact that between 2014 and 2017, the enlargement of the European Union was not present on the agenda of the European Council (Elena, 2019). Furthermore, after the first Western Balkans Thessaloniki summit in 2003, the next summit devoted to the

enlargement of the Balkans states was organized 15 years later, in 2018, in Sofia. This indicates a more active approach of the EU because of the subsequent European Council meetings either dedicated to the enlargement (European Council, 2020) or by including enlargement on the agenda (e.g. European Council, 2022).

The EU Enlargement Policy after the Invasion

On 24 February 2022, Russia launched an invasion of Ukraine. The invasion, labeled as a "special military operation" by the Russian government, was the most recent attack on a sovereign state on European soil. It was a continuation of the military actions against Ukraine after the 2014 illegal annexation of Crimea and taking control over parts of the Donbas region. The response of the European Union, along with other Western countries, was to impose sanctions on Russia. These are targeted toward the Russian government, industry, and individuals with close ties to the political leadership (The Council of the EU, 2024). Imposing sanctions seeks to put pressure on the government and weaken Russia's economic and military strength by disconnecting them from the global economy.

The significance of the European Union Enlargement Policy has become more salient after the invasion as a direct consequence of the war. Closer institutional cooperation with potential and candidate states will provide new impetus to the countries to fulfill the criteria for full membership in the Union and make them more resilient to Russian and other external impacts. One of the consequences of the invasion is an increase in the number of states that are accepted as potential member states of the Union.

First, contrary to Juncker's announcement about the intentions to strengthen the cooperation with Eastern Partnership countries, Moldova and Ukraine, (Juncker, 2014, p. 11), the Council granted candidate status to these two countries in June 2022, along with Bosnia and Herzegovina in December 2022, while Georgia is considered as a potential candidate country. Granting the candidate status to two countries that were not previously considered possible members of the EU indicates the changed approach to enlargement and underlines the importance of institutional binding to the Union. In this sense, the emphasis is put on security in the widening policy. However, the

focus on the "geopolitical stability" (Vachudova, 2019, p. 65) of the Western Balkans was also more pronounced before the invasion, compared to previous rounds in which the economic factors played a more important role.

Such a development represents a unique case in which two countries do not have control over the entire territory, and, yet, have become candidate countries, while Bosnia and Herzegovina did not fulfill the 14 criteria (European Commission, 2019) required to get the candidate status granted. However, in 2023, the members of the ruling parties started the negotiations to align with the priorities that the EU has defined as crucial, even though the results are largely modest, while in some areas there is backsliding, such as criminalizing defamation in the entity Republika Srpska which is likely to affect the work of civil society organizations and media (Delegation of the European Union in Bosnia and Herzegovina, 2023). The decision to grant the candidate status indicates the adjusted policy of the Union to new challenges. The fear of losing impact in the Balkans, and the incentive to reform have prompted the EU to act.

A serious limitation for Ukraine to adjust to accession criteria is posed by the war and the occupation of significant parts of the country by Russia. The focus of the government is to reclaim its territory and take over control over the entire country, which puts the accession policy lower on a priority list. Furthermore, Russian control over Transnistria limits the Moldovan attempts to reform. In addition, the political dispute between the pro-Russian and pro-European forces deepened the existing crisis in the small country. This issue will likely be present in the following years. The two examples of countries that are not controlling their entire territory represent a novelty in the EU enlargement policy, which will force the Union to develop a new approach. Despite these issues, the European Commission recommended starting the accession negotiations with Ukraine and Moldova (European Commission, 2023a, pp. 21–22).

In Bosnia and Herzegovina, the candidate status did not help to solve the political disputes that had existed for years, even though the government has made some progress (European Commission, 2023a, p. 7) and recommended starting the accession negotiations in March 2024, but they did not start although Bosnia and Herzegovina got a conditional green light for the start of the accession negotiations. Such development is partly due to the

appeasement policy of the Western actors in the last more than a decade because the international actors have adjusted their policies to the demands of the political elites rather than exerting pressure on these elites (Freyburg and Richter, 2010). The Stabilisation and Association Agreement between the EU and BiH has given the EU the interpretative authority over the proposed and implemented policies in Bosnia. However, this approach is seldom used to exert more pressure on domestic political elites, even though there have been examples in the past, and a more active approach may produce some negative outcomes (e.g. Keil, 2013, p. 349).

Furthermore, the inability of Western actors to agree on how to support Bosnia and Herzegovina in its efforts to fulfil the accession criteria and help the country enhance its functionality poses an additional issue. The decision regarding the changes of the Election Law of the High Representative in Bosnia and Herzegovina Christian Schmidt was openly supported by the US and UK governments, while the EU Delegation underscored that the decision was "of the High Representative alone" (NI, 2022), which shows diverging policies between these actors. Such development points out the intergovernmental character of the Western approach to Bosnia and Herzegovina and the Balkans in general.

The secessionist policy of Milorad Dodik continued after Bosnia and Herzegovina became a candidate country for EU membership. In January 2023, Dodik honoured Russian President Vladimir Putin with the Order of the Republika Srpska, the highest order of that entity. Hence, there is a strong impact from Russian political elites on some of the political actors in Bosnia, which can be attributed to perceived close ties between ethnic Serbs and Russians. In addition to existing ties, an important factor that contributes to closer cooperation is based upon the fact that Russia is a permanent member of the UN Security Council and offers international protection (Bechev, 2017). Russia successfully blocked the attempts of Kosovo to become a member of the United Nations by supporting the policy of non-recognition and backing the Serbian position in the dispute. In Bosnia and Herzegovina, Russia supports the political leadership in the entity Republika Srpska by aiding the entity leadership and policies that increase existing ethnic polarization, while the country undermines the efforts in Montenegro to reach the EU standards.

The post-invasion period did not witness an increase in the efficiency of the European Union enlargement policy towards Bosnia and Herzegovina. This statement must be read with caution, considering the relatively short duration since the candidate status was granted. The sole responsibility, however, does not rest entirely on external actors, primarily the European Union, but must also be attributed to domestic political elites, who are unwilling to find a common solution on how to fulfil the requirements for EU membership.

Second, the relations between Kosovo and Serbia are on the constant verge of conflict. Yet, the German and French proposal for the normalization of the relations between Serbia and Kosovo, under the EU leadership, has provided some tangible results. The two sides agreed in February 2023 on EU Proposal – Agreement on the path to normalization between Kosovo and Serbia, followed by a meeting in March in which the implementation Annex was agreed upon (EEAS, 2023a). Although the Serbian and Kosovo representatives have declared that the Agreement was not reached yet because they did not sign it, European and US officials underline that the signature of the document is unnecessary, and the agreement is considered valid. The achievements were, however, short-lived as the withdrawal of ethnic Serbs from the Kosovo institutions in the northern part of the country caused an institutional crisis, while at the same time, the central Kosovar government was never legitimized by the Serbs. The terrorist attack on 24 September 2023 of the nationalist Serbs from Northern Kosovo has further hampered the attempts to reach an agreement. As a result, the European Parliament adopted a resolution condemning the attack and calling for sanctions on Serbia (European Parliament, 2023). Both sides have continued the talks under the leadership of Italian, French, the German heads of state and governments, however, without making any significant progress in the matter (EEAS, 2023b).

Both sides in the negotiation process were exposed to a vast amount of pressure from the EU and the US to accept the Agreement. At the same time, the representatives are exposed to internal pressures not to make any concessions to the other side. Protests in the Serbian capital Belgrade were a frequent occurrence, led by extreme nationalist parties claiming that the Agreement is a betrayal because it recognizes Kosovo as an independent state (Reuters, 2023), while the members of the Kosovar opposition party PSD threw a cake and a milkshake at the Kosovar chief negotiator Besnik

Bislimi because of the acceptance to form the Community of Serb Municipalities on Kosovo (NI, 2023). The internal pressures increase the domestic costs for the negotiators, which might weaken their domestic position and increase the risk of instabilities within their respective countries. On the other hand, the deadlock in the Serbian EU integration process does not exert significant pressure on decision-makers to align with the accession criteria. Only 34 percent of Serbian citizens believe that EU membership for the economy would be a positive development (Regional Cooperation Council, 2023). According to the same report, most Western Balkan countries have a favorable view of economic membership. Bosnia and Herzegovina has the second lowest level of support, primarily due to divergent positions in its two entities. Previous polls suggest that support for EU membership in the Federation of Bosnia and Herzegovina is considerably higher compared to the Republika Srpska (Čaršimamović Vukotić et al., 2017, p. 17).

In addition, Western actors have repeatedly urged Serbia to align its foreign policy with the EU by imposing sanctions on Russia (e.g. European Parliament, 2022a). The demands for Serbian alignment with the EU foreign and security policy had been stated also before the invasion, but the underlying pressure was not strong enough to move Serbia to a policy change, although, there have been calls by members of the Serbian executive government to follow the EU policy. Such an outcome is attributed to the appeasement approach of Western actors toward Serbia because of the assumption that not exerting too much political pressure on Serbia would cause the alignment with the dominant Western positions.

The persistence of Serbia to sit on “two chairs”, as the Serbian approach is often described because of balancing between the East and the West, is based on internal pressures due to a large number of Serbian citizens expressing their sympathies with Russia and the Russian support of Serbia in the Kosovo case. European Union’s inability to impose its will on Serbia regarding the foreign policy alignment can be attributed to the institutional architecture of the EU and the existence of the joint decision trap in foreign policy matters (Scharpf, 1988).

Compared to Bosnia and Herzegovina, the pressure the EU has exerted on Serbia and Kosovo has provided some tangible results, as they have

reached an Agreement that was created by France and Germany, and officially presented and mediated by the EU. The Union has exposed some of its potential regarding Kosovo’s and Serbia’s process of normalization. The reached agreement has become part of Chapter 35 in the negotiations and will become a formal part of the accession process. However, the above-mentioned terrorist attack has reduced the potential to reach a long-term agreement.

Future Challenges to EU Enlargement Policy

The success of the enlargement policy of the European Union will depend on two factors. These two factors are closely interrelated, as a stricter EU policy on potential member states is more likely to produce tangible results. The first one relates to the ability of the potential member states to fulfil the accession criteria, while the second one depends on the ability of the European Union to keep the given promises.

For example, Dutch and French rejections in 2018 to give consent to start the accession negotiations with North Macedonia and Albania after North Macedonia changed its name (Politico, 2018) have damaged the credibility of the EU. This is underlined by the fact that French President Emmanuel Macron has previously encouraged North Macedonia to change its name. The second factor involves also the simplification of the decision-making procedure in the European Union by abandoning the requirement of unanimous voting in the Council in foreign policy matters and enlargement, while also achieving high-level policy convergence.

The idea of the amendments of the treaty changes did not emerge after the invasion. During the German election campaign in 2021, the parties proposed the introduction of the majority voting system in the Council regarding foreign and security policy (CDU/CSU, 2021, p. 20; Die Gruene, 2021, p. 213; SPD, 2021, p. 135). The Greens and CDU/CSU are more explicit when linking the need to “deepen before widening”. Linking institutional reforms to the accession of new countries represents a novelty in the German approach to enlargement. Prior to this new approach, the German government emphasized the necessity of fulfilling the accession criteria including conditionality (Toeglhofer & Adebahr, 2017).

The Russian invasion of Ukraine serves as an argument to advocate for treaty changes (e.g. Baerbock, 2023). The broad agreement among German parties suggests that the enlargement policy is dependent on the reform of the EU because they perceive the principle of unanimous voting as the major obstacle to having a more efficient foreign policy. The idea of changing the Treaties to introduce majority voting instead of a unanimous decision-making process is a consequence of learned lessons because any future increase in numbers with the existing procedures would result in a more complex Union. The European Parliament supports the idea of a Treaty change (European Parliament, 2022b), and Head of the Commission Ursula von der Layen, and French President Emmanuel Macron after the Conference on the Future of the EU in May 2022, and the High Commissioner for Foreign and Security Policy Josep Borrell who wrote that:

In June, the European Council decided that the future of Ukraine, Moldova and Georgia lies within the EU. It also reaffirmed the EU's commitment to the Western Balkans. But an enlarged EU must have the capacity to act. In my view, this means reducing the scope of the unanimity rule in foreign and security policy and other areas (Borrell, 2023, p. 201).

Such development, however, bears the risk of increased invisibility of smaller EU member states in foreign policy and, more importantly, it leads to a loss of a tool that is used as a bargaining leverage of smaller states. The sanctions relating to the ban on oil exports were substantially weakened because of the concessions made to Hungary.

The intergovernmental character of the Council would diminish to a large extent, which is a risk worthy of taking for the governments that support the Treaty changes. Yet, the Treaty reform could help overcome the formal limitations in some member states that express their hesitations regarding enlargement, such as France. French constitution contains a provision for holding a referendum regarding the expansion that can be overridden if three-fifths of members of both houses of the parliament vote for the inclusion of the country into the EU (Wunsch, 2017, p. 545). The election results in 2024 of the far right and

Euroscptic Rassemblement National (former National Front), both at the European and national level, reduce the capacities of the pro-European forces to follow a more active enlargement policy, also because the party has declared its opposition to accept any new countries in the EU.

Under the current formal requirements, the threshold for the acceptance of new member states remains high, considering the low support among French citizens for enlargement and the hesitant support for the expansion of French political elites throughout the history of the EU (Krotz & Schild, 2013, p. 152; Lippert, 2007, p. 428; Schimmelfennig, 2005, p. 144).

As a response to von der Layen and Macron's support for treaty amendments, 13 states have submitted an open letter in which they express their disagreement with the idea of treaty changes by pointing out "how much the EU can deliver within the current Treaty framework," by using the examples of COVID and Russian sanctions.¹ Another group of six, of which five are the founding states and Spain, (excluding France), submitted a non-paper in which the representatives underscored that "We remain in principle open to necessary treaty changes that are jointly defined."² However, France should also be included in the second group, as France had a rotating Presidency during the submission, and it wanted to retain a neutral position (Lehne, 2022). The diverging positions among the member states indicate that reaching an agreement will pose a difficult task.

In August 2023, the President of the European Council, Charles Michel, mentioned 2030 as a possible year for enlargement (Politico, 2023) and the High Representative for Foreign and Security Policy Josep Borrell repeated the statement, although the Commission rejected the mentioning of a concrete accession data. The different positions point to a disagreement and reversal between the two institutions. In 2018, the Commission's enlargement strategy envisaged membership by 2025 (European Commission, 2018), with the European Council opposing a precise indication of the year of accession (European Council, 2018). The existing divergence contributes to the EU's lack of credibility during its efforts to present itself

1 Non-paper by Bulgaria, Croatia, the Czech Republic, Denmark, Estonia, Finland, Latvia, Lithuania, Malta, Poland, Romania, Slovenia, and Sweden on the outcome of and follow-up to the Conference on the Future of Europe, available at: https://www.europa-nu.nl/9353000/1/j4nvih7l3kb9lrw_j9vvj9idsj04xr6/vlstnlp5intb/f=/non_paper.pdf

2 Non-paper submitted by Germany, Belgium, Italy, Luxembourg, the Netherlands, and Spain on implementing the proposals of the Plenary of the "Conference on the Future of Europe", available at: <https://www.tweedekamer.nl/kamerstukken/detail?id=2022D20911&did=2022D20911>

as a unified actor and testifies to an inconsistency in enlargement policy. Moreover, in September 2023, the Franco-German working group on the EU Institutional Reform (2023) presented a report that suggests amendments to the Lisbon Treaty to exclude provisions regarding unanimous voting procedures in enlargement matters and proposed a more emphasized differentiated integration, by mentioning the year 2030 as a possible for the accession of new states. Differentiated integration position reflects the position of French President Macron (2017) who presented it in a speech during the first year of his mandate.

Publicly announcing the possible accession date is likely to increase the underlying pressure from the acceding states on the European Union to conform to its promises. The European Union went through a similar scenario regarding the 2004 enlargement (e.g. Schimmelfennig, 2005).

The conditions within the EU for a more active enlargement policy have become more favorable in the more recent period, as data from public opinion polls suggest. The results of the public opinion polls reduce the pressure on decision-makers to follow their goals, considering the increased support among EU citizens for following the expansion policy, compared to previous years. According to the most recent Eurobarometer reports, more than 50% of EU citizens support the enlargement, of which in only three states – Germany, France, and Austria – the opposition to enlargement is greater than the support (European Commission, 2023c, p. 60, 2023d, p. 168). At the same time, the EU's response to the invasion of Ukraine found sound support among its citizens (European Commission, 2023c, p. 98). The most recent report suggests that the support for the accession of new states is 51%, while the 38% oppose such policy. In addition, Belgium currently has a one percent difference between opposition and support, as reported by the European Commission (2024, p. 154), in addition to the three previously mentioned states. Supportive public opinion suggests that political stakeholders have been able to successfully communicate how institutionalization might decrease future threats and make an enlarged European Union more resilient.

However, the volatility of public opinion polls is a double-edged sword as the opinion of the people might change depending on the information

they receive (de Vreese & Boomgaarden, 2006). The findings in the previous report suggested that the support in 2022 was 57% with Austria and France as the only states in which the support for enlargement was lower compared to those who oppose the widening (European Commission, 2022, p. 131). For example, the support for enlargement in 2011 was 36%, while the percentage of those who opposed the further expansion of the Union was 53% (e.g. European Commission, 2011, p. 82) when the crises in the EU reached their peak.

Besides the increased ability to act in the European Union, the success of the EU in foreign and security policy depends on its self-perception as a major player on a global stage. Such self-perception has been included in the EU Security Compass that was adopted in March 2021. The High Commissioner for Foreign and Security Policy, Josep Borrell, underscores the importance of "learning to speak the language of power" (EEAS, 2022, p. 6). However, the EU citizens are not fully convinced of the European international influence either. According to the results of a report, European citizens assign a greater influence in the world to the USA, China, and Russia, than to the European Union (European Commission, 2023b, pp. 6–9).

Although the draft of the Compass had been prepared before the invasion, the Russian attack prompted the EU to include the war in the document and to state its security policy until 2030. Borrell writes in the foreword of the document that the major difference from previous documents is the commitment to regularly review and implement agreed policies (EEAS, 2022, p. 7). It is also noteworthy to look at the following Borrell citation, as it reveals the perception of other foreign policy documents of the EU.

"The history of European integration is full of plans and initiatives to strengthen the EU's security and defence policy. Most have come and gone. Therefore, sometimes people ask me why this time should be any different" (EEAS, 2022, p. 7). This statement summarizes well the perception of external actors of the EU's foreign and security policy, but also the perception from within. The intention to have a greater impact on a global stage has been often expressed (e.g. EEAS, 2016), yet success lagged often behind the ambition.

Conclusion

This text aimed to examine how the European Union enlargement policy changed after the Russian invasion of Ukraine. The argument was made that there was a change in enlargement policy, which is an integral part of the foreign and security policy, whose success depends on achieving high-level policy convergence among the member states, even if the EU member states are able to agree on Treaty adjustments. The security factor, although present before regarding the Western Balkans, has become more pronounced as a direct consequence of the war. These changes, however, have not resulted in a more successful outcome equally applying to all states in the integration process. Despite some hesitant member states regarding enlargement, the EU broadened the list of countries as potential members of the EU to Eastern Partnership countries (Belarus not included) by granting the candidate status to two of them, Ukraine and Moldova, and to Bosnia and Herzegovina, a country that is considered as a future EU member state since the 2003 Thessaloniki European Council Summit. This development could be seen as the starting point for a process that enables the European Union to utilize more of its potential and improve its foreign policy efficiency.

The diverging statements regarding the accession date between the Commission and the European Council representatives have exposed the inconsistencies in the enlargement policies, which might be interpreted as the lack of a plan on how to proceed with the enlargement policy.

Reaching the Agreement between Kosovo and Serbia and the subsequent Annex has proven to be the most important change in the post-invasion period until the terrorist attack. Furthermore, the decision to allow Bosnia and Herzegovina to start the accession negotiations serves as another example of a limited success, as Bosnian political elites have been able to agree on some important legal changes. However, the European Union has lowered its demands towards the accession countries due to the assumption that an institutional binding will serve as an incentive to intensify the reform in the process of adjusting to European rules and norms. The case of Serbia might serve as an exception, as there is an increased pressure from the EU and individual member states to align with EU policies. It was likely to lead to more stable relations at a governmental level, but with the potential for instability within the countries caused

by the opposition. This particular case emphasizes the Union's capacity to enhance its influence in expansion, provided that the underlying initiative encounters no opposition within the Union.

The case of Bosnia and Herzegovina cannot be considered a success story to a full extent because the EU policy patterns that existed before did not change substantially. However, the short period since the granting of the candidate status did not allow for a more efficient policy. An existing pattern is also observable in Bosnia and Herzegovina, as the political elites are unwilling to fulfill the requirements to advance in the accession process, despite the adoption of some laws that have been defined as crucial by the EU, and the present issues have proven to be persistent.

The formalization of the ambition to be a global power in the Strategic Compass represents a continuation of the previous intentions of the European Union to achieve the proclaimed goal. However, the main limitations of the EU in foreign policy are caused by the principle of the unanimous decision-making procedure and the diverging interests of the member states. These factors are the main obstacles for the Union to have a more successful enlargement policy.

Hence, as long as the existing rules are applied, the European Union will face a challenge during the decision-making process, including during enlargement. Furthermore, the data from public opinion polls might seem surprising, considering that the support for enlargement has increased compared to previous years, but the ability of EU and member state officials to provide relevant information to citizens has contributed to the support.

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REVIEW PAPER

SHAPING DE FACTO BRAIN DRAIN A QUALITATIVE ENQUIRY OF PUSH AND PULL FACTORS OF EMIGRATION AMONG ALGERIAN PHYSICIANS WORKING ABROAD

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ABSTRACT

The aim of this research was to understand the different push and pull factors of physicians' emigration from Algeria and how they perceived and experienced these factors. A qualitative analysis was conducted with actual emigrants to different countries. The findings were analyzed using a content analysis. A total of eight generalists medical-surgical and medical agreed to take part in this study. The participants were emigrants to the USA, the UK, France, Germany, Canada and the Middle East. Almost all participants agreed that the main drivers of emigration are: working conditions, personal motives and socio-economic factors for both the source and receiving country. Most participants perceive push factors as a source of fear and consider them as imprisonment that poses increased pressure, while pull factors are perceived as an alternative to emancipating from constraint in home country. The push and pull framework is significant in understanding different factors of emigration. Policy-makers need to make efforts to bridge the lacuna between donor and host countries and to reverse these losses into brain gain through in-depth reforms.

Keywords: Physicians, emigration, push factors, pull factors

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1. Introduction

Maintaining health services hinges on the availability of health workers (HWs). HWs were depicted as the heart of any health sector that determines the nature and quality of services provided (Gill, 2011). The COVID-19 pandemic has also revealed the crucial role of HWs for an effective pandemic response (Li et al., 2020). Additionally, it has forced governments to reassess their health workforce requirements (Joshi et al., 2023). Accordingly, any shortage of this human capital jeopardizes the healthcare system to decline drastically. It is widely recognized in academic literature that medical brain drain has deleterious damage on health services in poorer countries (Eastwood et al., 2005; Stilwell et al., 2004). The reported evidence highlighted that the deficiency of HWs is inexorably linked to emigration abroad (Haakenstad et al., 2022).

Physicians, as a part of HWs, register a high rate of emigration, primarily from Eastern European regions, (Ireland 43.48%, Estonia 32.99%, Malta 28.28%), sub-Saharan African countries, (Liberia 54.81%, Ghana 33.74%, Congo 33.59%) and small island nations, (Grenada 99.93%, Dominica 98.85%, St Lucia 96.95%) (Adovor et al., 2021). Although there is a complex global hierarchy of physician's recruitment, the predominantly recipient regions are the G8 countries to offset the shortfall in their HWs stock (Labonte, 2004). This recruitment process is predominant in the underserved, rural, and remote areas (Joshi et al., 2023). The outcome is a global horrendous defect and disparities in the distribution of physicians. This is evident in Boniol, et al.'s study (2022), which estimates that the global gap was 15 million in 2020 and expected to be 10 million in 2030. It is for this reason the World Health Organization (WHO) (2010) propounded a code of practice to manage this perverse subsidy. Surprisingly, the hemorrhaging of physicians is palpable in countries that train more doctors (Adovor et al., 2021), and occur simultaneously in regions with acute shortages (Portes & Ross, 1976).

In this regard, a burgeoning cohort of literature from distinct countries highlighted that physicians' emigration (PhE) from low-middle income countries (LMICs) to high-income countries (HICs) is a reaction to an extensive variety of accumulative push and pull factors. Studies revealed that this phenomenon is a reaction to an extensive variety of economic factors. For example, unemployment rate, low income, job insecurity,

limited funding for research institutes, excessive taxation, inadequate financing for medical training, poor economic conditions and poor remuneration are the major compelling forces exacerbating the flow of doctors abroad (Apostu & al, 2022; Astor et al., 2005; Awases et al., 2004; Bhargava et al., 2011; Humphries et al., 2021; Ifanti et al., 2014). The same studies illustrated that, under these circumstances, physicians seek financial comfort like recruitment, better remuneration, and higher income that fit with their status in other countries.

Moreover, the inducement occurs when some countries pull physicians by offering attractive public policy measures such as registration rules, licensing facilities, and long visa duration, which increases the likelihood of physicians moving abroad (Nair et al., 2021; Schumann et al., 2019). These policies have led to the attrition of physicians from home countries.

In fact, physicians' mobility is evident, especially in areas where political problems persist. Issues such as political insecurity and instability in home countries push physicians to emigrate in search of a more secure life (Al-Khalisi, 2013; Apostu & al, 2022; Clemens & Pettersson, 2008; Doocy et al., 2010).

Indeed, it is not only pecuniary nor political factors that spur physicians' outflow; but also linguistic, geographic and historic ties between donor and host countries, where developed regions provide awareness of opportunities in their countries for physicians from its erstwhile colonies (Adovor et al., 2021; Belot & Hatton, 2008; Vaughan & Carey, 2002; Vörk et al., 2004).

Notably, previous studies revealed that structural and organizational conditions are decisive factors that have great impact on doctor's exodus which is very alarming. Strenuous working conditions, bureaucracy, daily grind, malfunctioning of educational and health system, the lack using knowledge, inadequate diagnostic facilities and equipment and poor management in health system are the main conditions that prompt physicians to settle in another country for work (Awases et al., 2004; Botezat & Ramos, 2020; Clarke et al., 2017; Séchet & Vasilcu, 2015; Vaughan & Carey, 2002). Okey (2016) and Schneider (2015) found that corruption can generate poorer working and living conditions which rise the expatriation rates of physicians. However, developed countries drag physicians by offering an attractive retirement

system, advanced medical technology along with a better structure of medical education and the right management of the health system by high competencies (Astor et al., 2005; Botezat & Ramos, 2020). These reasons are deemed to be essential in pulling physicians towards developed countries

Hurdles anchored in society prevent physicians from continuing their professional practice in their country. Due to discrimination, rising social insecurity, high rate of crime, violence and social pressures physicians make decision to emigrate to countries where they can ensure a better life for their children, improved prospects for family and enhance the standards of living and success (Asadi et al., 2018; Astor et al., 2005; Oberoi & Lin, 2006; Onah et al., 2022; Rasool et al., 2012; Séchet & Vasilcu, 2015; Vaughan & Carey, 2002).

Not only do the social factors influence physicians to leave their home country; but also this phenomenon is related to the established culture of emigration, the sense of adventure and curiosity (Akl et al., 2007; Humphries et al., 2021; Vaughan & Carey, 2002). These emigrants also took profit when they sought countries with aging populations in need of health care (Botezat & Ramos, 2020).

Other factors appear to have an impact on the emigration of physicians. Competitive advantages in job market, career progression, personal concerns for better opportunities, further training, the desire to gain international occupational experience and the appeal of international recognition are considered to be primary in fueling physicians to forsake their countries (Akl et al., 2007; Ali et al., 2012; Asadi et al., 2018; Awases et al., 2004; Clarke et al., 2017; Vaughan & Carey, 2002).

Botezat and Ramos (2020) addressed this topic quite comprehensively and argued that factors of emigration are asymmetrical and different across regions. For instance, African physicians emigrate to countries that offer higher wages and have a low density of doctors. Whereas physicians from Central and Eastern Europe seek countries with a higher demand for healthcare services and better medical technology, while Asian physicians move towards countries with better school systems. Consistent with Botezat and Ramos assertion, Adovor, et al. (2021) asserted in an empirical investigation that PhE is strongly affected by the economic traits of origin and host countries, linguacultural relationship between countries, combined with policies that attract skilled

professionals, registration rules, licensing facilities and long visa duration, as well as points-based system, tax advantages for migrants.

Toyin-Thomas et al. (2023) in a systematic review, on the other hand, asserted that there are some resemblances in the motives of emigration. At the macro-level, remuneration and security problems were the primary drivers for migration. Whereas, career prospects, good working environment, and job satisfaction were the vital meso-level determinants of migration. This debate reflects that there is no unanimous scientific agreement on whether the factors are the same across countries around the world.

It is worth noting that these scholars seem to agree that the push and pull model theory, developed by Everett S. Lee (1966), contributed to understanding PhE. While push factors are constellations of endogenous reasons anchored in home countries, the pull factors are exogenous incentives from destination countries. These two rubrics are selected due to their general credibility and aggregate effect on the orientations and behaviors of individuals (Portes & Ross, 1976). This model is also labeled as a supply and demand model, which posits that migration as an instrumentally rational process is interpreted by the gap in income and other opportunities between origin and destination countries (de Haas, 2021). Push and pull factors are not discrete in reality but inextricably united.

In the Algerian context, PhE represents a prominent crisis that puts the health system in vulnerability. In 2007, Algeria had 1.2 physicians per 1,000 population (Boslaugh, 2013). With the rapid growth of the population, In 2018, it had 1.7 physicians' density per 1,000 individuals (The World Bank, 2018). The medical brain drain contributes in this relative undersupply of physicians in Algeria (Boslaugh, 2013). The average annual influx of Algerian physicians to France from 2011 to 2019 was estimated at 177 physicians per year (Musette & Musette, 2022). More recently, the emigration proportion of physicians was 23.35%, taking into account the place of birth approach in monitoring emigration. However, if the place of education/training approach was taken into account the emigration rate decreases to 8.63% (Zehnat, 2021). Although the second approach is important from the standpoint of policy, it sparks some methodological impediments and measurement issues (OECD, 2019).

Although some studies in Algeria shared substantial observations in terms of PhE extent and the profile of emigrants (Musette & Musette, 2022; Musette, 2017; Zehnati, 2021), more analysis is vital, particularly regarding the main drivers of emigrating, as there are no qualitative nor quantitative studies on emigration factors. It has been argued that the deficiency of statistical data was the main constraint to addressing this topic (Musette & Musette, 2023) which is problematic. Accordingly, analysis on PhE remained simply theoretical. Besides, if we agree that migration factors are complex and distinct among individuals, and different groups and diverse geographically (Gunn et al., 2021; Wesselbaum & Aburn, 2019), this assumption provides us the opportunity to investigate this phenomenon in the Algerian context.

The current study aims to understand the perceptions and experiences of Algerian physicians regarding push and pull factors which induced them to emigrate abroad which is an often-overlooked area of study. It is crucially important for policy-makers to have more evidence and a more full-fledged picture of factors that influence physicians to emigrate overseas to embrace several mechanisms that alleviate a medical brain drain phenomenon and overcome the challenges it poses on health system (Ferreira et al., 2020). Additionally, the current circumstances require Algerian policy to step out of its stagnation in enacting laws that intensify the preexisting migration tendencies, and set an optimum framework of sustainable and strategic treatment of such influx.

2. Method

2.1 Study design

A qualitative study was carried out to investigate how Algerian physicians perceive and experience factors, which mostly affected them to emigrate and practice their profession abroad. The research utilized an electronic interview with the participants to gather data. This kind of interview is widely used in different disciplines, regarding its advantages in its reliance on direct, usually immediate, interaction between the researcher and participant (Salmons, 2012). Interviews in qualitative research are generally considered semi-structured or unstructured (Holloway & Wheeler, 2010, p. 88). This study used in-depth, unstructured interviews since it is a phenomenological study (Gray, 2004, p. 22), which sought to understand how emigrant

physicians perceive and experience factors of migration in another country. The interview with emigrants was guided by the following two main questions: as a physician, how do you perceive and experience factors that pushed you to emigrate from Algeria? how do you perceive and experience factors that pulled you to become an immigrant in the host country?. Participants were interviewed via google meet and zoom, each interview lasted between 30 and 45 minutes. The language used in the interview was a mixture of Arabic and French. Some participants chose to use a camera while others preferred audio interview only. The use of the camera was helpful in capturing facial expressions and body language.

2.2 Sample and sampling

The main focus of this study was on physicians currently working in the health sector of the host countries and gained their first qualification from Algerian medical institutions and have experience of working within these institutions before emigration. Since physicians are hard to find as samples, non-probability sampling method was used to interview participants. Snow balling sample was employed to recruit participants from host countries where each interviewee gave the researcher the name of at least one more potential interviewee (Kirchherr & Charles, 2018). This kind of sample functions as a virtual snowball sample (Baltar & Brunet, 2012).

Eight physicians agreed to take part in the interview as shown in Table 1. The participants were informed that the data they provide is used purely for scientific purposes to enhance our understanding of the phenomenon of emigration. The anonymity of the respondents was ensured.

2.3 Data analysis

To analyze data, a content analysis was used. The study adhered to Bengtsson (2016): the five analytical procedures, (1) the decontextualisation, (2) the recontextualisation, (3) the categorisation, and (4) the compilation. By following these stages, the researcher familiarized himself with the data through the process of reading and re-reading to extract meaning units inductively. After identifying the meaning units, aspects of the content analysis were checked if they were covered concerning the aim of our study. Only information relevant to the study objectives was retained. Themes and sub-themes rooted in the data were identified. At the

final stage, how the findings correspond to the previous studies was checked.

Table 1.
Participants' socio-demographic data

variable	Demographics	Total
gender	Male	06
	Female	02
age	30-35	02
	36-40	02
	41-45	02
	46-50	01
	>50	01
Specialty	Generalist	01
	Medical-surgical	04
	Medical	03
Destination country	The USA	01
	UK	01
	France	03
	Germany	01
	Canada	01
	Middle East	01

2.4 Establishing trustworthiness

To ensure the trustworthiness of the study, the researcher used mechanical recording rather than notes which allowed data to be scrutinized (Gray, 2018). A contradictory evidence method was applied as Maxwell (2010, p. 284), stated "identifying and analyzing discrepant data and negative cases is a key part of the logic of validity testing in qualitative research". This was done by examining the account for all data which may contradict our conclusions. We also applied member checking by paraphrasing, seeking further clarification on participants' responses where there is ambiguity in their statements, and focusing on their tones while they speak (Gray, 2018). Furthermore, Triangulation and fair dealing were applied where we compared the results obtained from different participants who returned from other countries where they immigrated. Moreover, we made use of experts to analyze and generate their own category system (Brink, 1993).

3. Results

3.1 Perceptions and experiences about pull factors

3.1.1 Working conditions

Participants are more attracted to countries with better working conditions related to well-advanced health system, and resilient and secure environment in which they provide health care. Working conditions are the environment in which an individual performs his work. It includes all physical and psychological factors and circumstances that influence his work (Manyisa & van Aswegen, 2017). These conditions tempt migrants to work in destination countries and settle permanently to provide health services in a country where they have not been educated (Boncea, 2015).

3.1.1.1 Advanced health system

Highly advanced industrialized countries are well known by their developed health system (Ridic et al., 2012). All of our participants confirmed that advanced health system in the destination countries played a crucial role in emigration, for example, one medical-surgical said:

"Working in France for example, offers me the opportunity to work in a well advanced health system... I always believe that working abroad with greater access to enhanced technology is the best option".

For participants, compared to LMIC, health system in destination countries is more advanced and equipped with high technologies which allowed a pertinent diagnostic for patients. Participants personal evaluation in terms of access to technology was still inadequate. Although the Algerian healthcare system is ranked among the best in Africa (Klouche-Djedid et al., 2021).

3.1.1.2 Resilience and restoration

Participants reported that countries of their actual work enjoy less degree of stress and exhaustion where they work in resilience and restoration. Working condition is closely related to health-worker motivation as a determinant of performance (Rowe et al., 2005). Although a participant confessed that he witnessed some workloads in a German hospital, however, it is not as much as in the source country. It is worth noting that some studies indicated that working environment

in German hospitals has seen significant changes over the last few years, thus workloads have continuously increased (Sturm et al., 2019). One medical-surgical cited:

"As a specialist, medical profession is hard even though there exist some pressures at work, but the level of exhaustion still differs in high income country such as Germany, I can feel that difference where I enjoy here some resilience and restoration".

The issue of work pressure at work was a substantial concern for doctors, affecting both their personal welfare and professional productivity. The pressure originated from various sources and might result in significant consequences if left unattended.

3.1.1.3 Security and protection

Moreover, even though violence is a common phenomenon in developed country and alarming phenomenon worldwide (di Martino, 2002; Ferri et al., 2016), the participants reported that they felt more secured in their working environment which is a factor of motivation. As one medical doctor told:

"I prefer to practice my profession oversea in a more stable and secured environment, no fear no anxiety... even when mistakes happen I am protected, this pushes me forward to be a hard worker".

By this way, security appears to be more than just working in a secured environment in terms of external violence, but protection in terms of taking responsibility when errors are committed, the institution provides protection for practitioners.

3.1.2 Personal reasons

The interviewees showed a deep appreciation of their profession and the need to ameliorate oneself by collaboration with researchers from other countries and enhance their capacities.

3.1.2.1 Recognition and research opportunities

Recognition of HCPs mainly doctors in destination countries embraces several policies developed to acknowledge HCPs qualifications and skills. This kind of recognition is vital for incorporating them into the labor market. Most of our participants reported that recognition is a significant factor in

the destination country as a pull factor, as one of our participants said:

"Collaboration with international researchers and experts will rise the chance of international recognition, I want my researches to be valorized and visible to the scientific community". Medical doctor.

Also, opportunities in opening new research perspectives to be visible for all is a key factor contributing to emigration. Establishing a worldwide network of professional connections might provide access to potential future prospects and partnerships.

3.1.2.2 Career advancement prospects

Participants believed that opportunities associated with further specialization and training are perceived as attractors in receiving countries. Developed countries improve their postgraduate education raising the opportunities for potential migrant to develop their professional training and to be recognized in job market as well as scientific community then gaining the status of a Western-trained doctor (Tjadens et al., 2012). This is evident in the following statement of one of the generalist participants:

"I am looking for career advancement which is absolutely possible in advanced countries, the more you advance the more you know that more people are in need to your skills which is satisfying".

Highly advanced health system with a strong research culture provides health professionals with opportunity for further development (Jonker et al., 2020). The absence of education and acquisition of skills opportunities in LMIC has been reported as a 'root cause' of migration of HWs to HIC (Dayton-Johnson et al., 2010). However, participants' point of view is questioned compared to what recent studies highlighted. Many emigrant physicians experienced slow or stagnant career progression (Tyrrell et al., 2016)

3.1.3 Socio-economic Factors

Participants expressed their satisfaction with socio-economic conditions in the host country which played a significant role in their migration decision. Factors related to: high salary, standards of life, life balance and of improving the quality of life of emigrant's family.

3.1.3.1 High salary

All of our participants mentioned high salary in the destination country as one of the most important factors of leaving to work abroad, as one of our participants said:

"High income countries offer better and high salary for its health workers... by this way, in the UK for example, I can ensure my family's future and wealth". Medical-surgical.

High salary is related to every day's commitment mainly related to family.

3.1.3.2 Better standards of life

Most of emigrant physicians frequently pursue chances overseas in order to enhance their quality of life. Various factors contribute to enhanced living conditions for physicians who opt to work in foreign nations, as one of the medical doctors said:

"The standards of life style here are incomparable, it is like two different worlds ... yes it is expensive in terms of food, transportation and housing but when you think in terms of quality of education, social security and health services it's more contenting". Medical doctor.

Emigrant physicians have the potential to greatly improve their quality of life, experience professional development, and find fulfillment and enrichment by living and working in another country.

3.1.3.3 Life balance

Most of the participants referred to life balance as a prerequisite for them in choosing the destination country. Participants enjoy access to top-notch healthcare services, good relationships, productive life and good performance. In this regard, one of the generalist participants told:

"One can achieve life balance in foreign countries in terms of relationships, healthy life, productivity and performance... I admit that one may face some challenges and it is hard to manage however it's much better to live permanently here". Generalist.

Although it is hard to achieve life balance in a new environment, participants showed an inclination to live for a long period of time in the

destination country rather than to continue working and living in the source country.

3.1.3.4. Family's Well-being and Future

Most Interviewees cited factors related socio-economic environment as a major advantage and the most compelling reason for emigration to foreign countries. One of the our participants said:

"Economic stability in other high income countries makes immigrant more comfortable, this raise the possibility of improving the quality of life of my family and children, both here and my country of origin". Medical-surgical.

High salary played a role in both enhancing the overall well-being of emigrants and assisting emigrants' families in their home by sending remittance (Eaton et al., 2023). In this way, emigration become a strategy by which families expand their sources of earnings.

3.2 Perceptions and experiences about push factors

3.2.1 Working conditions

Some participants view working conditions in the home country as a source of fear, workload, stress, instability, marginalization and alienation. These conditions played a pivotal role in feeding the desire to leave the country and work abroad. Many participants recounted that the overall working climate forced them to emigrate which reflects what may be labeled as "involuntary emigration". According to the research participants, they often migrate in search of better living conditions and to escape the unsuitable working environment that lacks the humanistic treatment.

3.2.1.1 Insecurity

The participants experience insecurity due to violence at work, as one medical and medical-surgical of our participants said:

"It was the first time when I was horrified when I saw that men approaching, I really was working and doing my duty ... that day was unforgettable... My hands were shaking, I felt helpless and shocked when the patient's family push me". Medical doctor.

"I experienced two times a case of aggression ... it was frightening, I come into conclusion that emigration is a must". Medical-surgical.

From participants' responses, it is clear that healthcare facilities suffer from a deficiency of sufficient security personnel to effectively respond to violent situations.

3.2.1.2 Stress

Stress is a significant catalyst for physicians to emigrate. Participants encountered overwhelming workloads as a result of insufficient staffing, resulting in extended shifts, insufficient breaks, and physical fatigue. For example, this was reported by our participants where they said:

"I felt overwhelmed by the stress and workload which caused me losing motivation... I lost my ability to focus in work, ... too much work made me find it hard to make decision". Generalist.

"In some cases we lived moments where we felt that are just like machines". Medical doctor.

Our interviewees were overwhelmed by an excessive workload, tight deadlines, and lengthy working hours.

3.2.1.3 Alienation

The interviewees cited that the feeling of alienation and marginalization strips them of confidence in doing their work, and the awareness of the alternative fuels the desire to leave. Another dimension related to the sense of alienation is related to medical error. The participants did not feel that they are legally protected and punishment in this case is unjust. Two of our participants said:

"It is just like living in the edge of society ... alienated from our work and status... I remember once where I was treated unfairly ... it was at that moment where I said no, I have to leave". Medical doctor.

"You know, medical profession is subject to errors, if one committed an error he will confront two options accountability and retribution but not protection which is not faire at all". Medical-surgical.

Alienation, as described in the quoted passages, refers to the state in which participants experienced a sense of disconnection, isolation, or estrangement from their work, colleagues, and occasionally their own identity.

3.2.2 Personal reasons

Some interviewees indicated that emigration is associated with the desire for more educational and career opportunities. This inclination seems to be not supported in the source countries. This was clear when two of our interviewees said:

"Doctors need more educational opportunities, not just more money, we need to enhance our capacities in the field, and our country is limited in this regard comparing it to other advanced countries". Generalist.

"It is supposed that being a doctor means that you are open to more career opportunities, but it is so hard to achieve your goals". Medical doctor.

Some of our interviewees emigrated in order to access higher educational options that are either unavailable or restricted in their countries of origin. This frequently happened when physicians are searching for particular academic programs or research potential that can improve their employment prospects.

3.2.3 Socio-economic Factors

From the perspective of the interviewees, the need for adequate socio-economic environment was one of the main priorities in continuing working in their home countries. Participants cited that they suffer from socio-economic pressures that made them trapped and restricted in a social system from which they can only be liberated through the act of emigration. Thus, it became an act of emancipation through which living in another place can provide better living opportunities.

3.2.3.1 Family needs

The majority of the participants, contemplated emigrating due to a range of issues associated with the welfare of their families. As one of our participants said:

"It is not limited to it, but low salary is one of the major issue, because with that salary I can never meet my nor my family needs, it is like running behind some unreachable dreams". Medical doctor.

The consideration of family requirements is a crucial component in physicians' decisions to emigrate. This aspect involved a complex interaction of economic, social, educational, and personal factors.

3.2.3.2 Low pay

All of our participants alluded to weak salaries as a reason of emigration. Low salary was a common factor that prevented the interviewees from moving forward in their life, as two participants said:

"To struggle every day to get paid at the end of the month what does not ensure your family needs is a matter of dignity". Generalist.

"The fact that money is the backbone of life cannot be overlooked. If I have been doing my job as a doctor for many years and I still suffer from this insufficient salary, then I will face the fact that I am shackled and have to emigrate as a matter of necessity". Medical-surgical.

3.2.3.3 Hard living conditions

The majority of our interviewees experienced some conditions that included a variety of challenges related to the overall living conditions, some participants said:

"living conditions make me stressful, my perspective is to live in a stable community with more respectability and honor which I cannot feel in home country". Generalist.

"Do you know and understand what it means to feel that you are shackled all the time, throughout your presence in the workplace or in the neighborhood in which you live..., but I also have rights... the right to live in reverence". Medical doctor.

"I remember some events that were engraved in my mind... some events related to justice and equality... whether in rights or duties... whether they were related to me or to members of society... the general atmosphere did not encourage moving forward". Medical-surgical.

Many participants found it difficult to adapt to living conditions in their home countries as a source of constraint which create more pressures for participants to thrive in other countries.

4. Discussion

This study investigated how emigrant physicians experienced and perceived factors that pushed them to leave their home country and work abroad. By focusing on push and pull factors,

the research sought to expand and enhance the existing understanding of emigration motives.

As for pull factors, good or improved working conditions primarily pertain to highly developed recipient countries mainly France, Germany, the UK, the USA, Austria, and Sweden (Tjadens et al., 2012). As a result, physicians appear to prefer these countries as a ubiquitous choice among physicians (Shaffer et al., 2022). Economic benefits in considering migration has been documented considerably in the literature (Clemens et al., 2018). Salaries in source and destination countries impacted both the inclination to emigrate and the selection of a destination country (Apostu & al., 2022; Astor et al., 2005; Awases et al., 2004; Bhargava et al., 2011; Humphries et al., 2021; Ifanti et al., 2014). Moreover, physicians emigrated in search for higher quality of life which encompasses social, psychological, economic, environmental political, and health-related dimensions. Furthermore, it has been recognized that family is a major factor contributing to a migration decision-making process. It has been understood "as part of a wider set of group strategies aimed at sustaining and improving socio-economic conditions" (Massey, 1990, p. 4). Personal motives are in the core of factors influencing physicians to work in other country other than their home country, as revealed in many studies (Akl et al., 2007; Ali et al., 2012; Asadi et al., 2018; Awases et al., 2004; Clarke et al., 2017; Vaughan & Carey, 2002).

As for push factors, violence as an act or a threat directed against employees such as verbal abuse, bullying, harassment, and physical assaults to homicide (Lim et al., 2022), was reported in research as a major motive for emigration (Parkins, 2010). Additionally, work and professional context was an important determinant, which is indisputably documented in the migration literature (Botezat & Ramos, 2020; Clarke et al., 2017). Therefore, departing appears to be a completely rational decision under these circumstances. Also, workload is one of the main challenges confronting physicians in the delivery of health care which widely attributes to physicians' shortage (Al-Dabbagh et al., 2022). The workplace was described as contributing to professional identity in several studies. Workplace was described as influencing professional identity through perceived inadequacy of workplace conditions (Cornett et al., 2023). The sense of belonging is a crucial factor in understanding migration dynamics where individuals seek places where they feel to be a constituting part of the

whole. Physicians often emigrate for the sake of career progression and personal concerns for better opportunities, in a society other than the one in which they failed (Asadi et al., 2018; Clarke et al., 2017). Thus, emigration is an operational process through which this failure can be remedied. These convictions that were generated as a result of discouraging circumstances that do not prompt moving forward make physicians contemplate the extent of the possibility of moving from his current situation to a better situation. Algeria as a source country is still lagging behind in comparison with developed nations in terms of career progression, and this is a rooted trait of developing countries which developed nations took advantage of to recruit HWs (Dayton-Johnson et al., 2010). Socio-economic circumstances are at the center of factors leading to emigration that dominate the process of migration. It is for this reason that the mobility of health care professional mostly takes place in LMIC (Eaton et al., 2023) As previous research showed that physicians move abroad in search of more social and economic stability (Adebayo & Akinyemi, 2022; Adovor et al., 2021). The overall inadequate economic conditions in the source country significantly effects PhE (Okeke, 2013). The World Bank reported a national gross income amounted to 3,920 U.S. dollars in 2022 in Algeria which is low in comparison to the national gross income in USA that amounted to 65,423 U.S. dollars (Statista, 2024).

5. Conclusion

This is the first study that addressed the roots of Algerian PhE qualitatively, with a particular emphasis on the experiences and perception of push and pull factors. This study identified main push and pull factors of physicians' migration. Pull factors include advanced health system, resilience and restoration, security and protection recognition and research opportunities, career advancement prospects, high salary, better standards of life, family's well-being and future life balance. Push factors include stress, violence, marginalization, limited educational opportunities, limited career opportunities, low pay, hard living conditions and family needs. Pull factors were identified qualitatively as favorable and promising conditions in host countries where physicians can work and live in a more supportive and propitious environment. Meanwhile push factors were highlighted qualitatively as challenges and obstacles rooted in the home country which are considered stressful for physicians, and which eventually prompt them

to choose emigration as an alternative option and executive solutions through which they can achieve what they aspire for. Both push and pull factors promote migration and aggravate the deficiency in HWs in LMICs (Joshi et al., 2023).

Policy Implication

Understanding factors of emigration goes beyond providing a list of motives. It should be used for future research development and as a valuable reference point for policy measures to prevent or mitigate its impacts, it is for this reason that governments in many LMICs encourage health professionals to stay in their home country. In this regard policy makers need to implement fundamental changes in the overall climate of work and narrowing the gap between home and destination countries. Besides, relying solely on economic measures to avoid brain drain is imprudent, as a national-level climate, appropriate regulations, robust property rights, and research infrastructure can all have significant impacts (Bhardwaj & Sharma, 2023).

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REVIEW PAPER

STRATEGIC PARTNERSHIP BETWEEN THE UNITED STATES AND EGYPT: A HISTORICAL OVERVIEW

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ABSTRACT

This article examines the strategic partnership between the United States and Egypt, highlighting the historical significance and dynamics that have shaped this partnership since the 1970s. Egypt's strategic location and control of the Suez Canal contribute to its significant role in world trade and military strategies. Since the Cold War, U.S.-Egyptian relations have been characterized by military cooperation and significant economic assistance, despite occasional conflicts over human rights and democratization. While promoting democracy and protecting human rights worldwide, the United States has simultaneously supported authoritarian regimes in Egypt and the Middle East. Analyzing U.S. foreign policy towards Egypt, this study reveals a dichotomy between promotion of democratic values and security interests. This study highlights the benefits that the United States receives from this long-standing partnership as well as the implications for regional stability. Focusing on the intersection of U.S. values and security interests, this paper provides a balanced understanding of the long-term alliance and its impact on regional stability and international perceptions. This study uses historical analysis method to understand the nature and dynamics of the strategic relationship of the United States and Egypt.

Keywords: United States, Egypt, partnership, military cooperation, economic assistance

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Introduction

Egypt, located in northeastern Africa and partly in Asia due to the Sinai Peninsula, occupies a crucial geographical position. It shares latitude with the Persian Gulf, through which a significant share of the world's oil supply passes. Over the years, Egypt has facilitated overflights and refueling stops for the U.S. military aircraft, primarily due to their long-standing military relationship, which has persisted for more than three decades. Bordering Libya to the west, Sudan to the south, the Mediterranean Sea to the north, and Israel and Palestine to the east, Egypt holds a strategic position. Particularly dynamic is its eastern border, where Egypt has historically played a key role in mediating disputes between Israelis and Palestinians, including brokering ceasefires to end conflicts (U.S. News, 2014).

Since the 1970s, following President Anwar Sadat's pivotal shift in the Cold War alliances, Egypt has been considered an essential strategic asset for the United States (Aftandilian, 2013). The U.S. was a principal promoter of the peace agreement between Egypt and Israel, which was finalized in 1979, shortly after the Camp David Accords in 1978. These accords, signed by Sadat and Israeli Prime Minister Menachem Begin on 17 September 1978, marked a significant turning point in Middle Eastern history (Quandt, 1986). Although Egypt entered peace negotiations due to its national security concerns, the U.S. aimed to reduce Soviet influence in the region. The peace agreement resulted in Egypt becoming the first Arab state to officially recognize Israel.

Military assistance has been a cornerstone of the bilateral relationship between Egypt and the United States. Generations of Egyptian soldiers have been educated in the U.S., gaining knowledge from prestigious military institutions (Congressional Research Service, 2015). Cooperation between the two armies has been ongoing since the 1950s, with the most significant joint operation occurring during the Gulf War in the 1990s, when the Egyptian and the U.S. forces collaborated to expel Iraqi troops from Kuwait.

The strategic bilateral relationship between Egypt and the United States has yielded substantial benefits for both nations from the 1980s to the present. In 2007, the U.S. Ambassador to Egypt Francis Ricciardone highlighted the importance of financial aid, stating: "The Egyptian strategic partnership played a central role in promoting peace and stability, countering extremism and terrorism,

and creating an environment in which political and economic reforms can prosper. A key pillar of the relationship, the U.S. economic and security assistance both symbolizes and vastly strengthens our nation's historic cooperation and long-term commitment to the partnership." (Axelrod, 2011, p. 2).

The strategic partnership between the United States and Egypt spanning more than four decades has significant implications for regional stability and international relations. The importance of this study lies in the comprehensive examination of the multidimensional nature of this relationship, especially in the context of American foreign policy. By analyzing historical events, political shifts, and the relationship between American values and security interests, this research provides critical insights into the evolution of this partnership and its continued impact on the Middle East. This research highlights Egypt's strategic importance to the United States and the potential repercussions for regional and global stability in the event of shifts in political relations. Therefore, this study seeks to answer the questions: a) How has the strategic partnership between the United States and Egypt evolved since the 1970s, and what are the historical milestones that have shaped this relationship? b) What are the primary components of US foreign policy toward Egypt, and how have these policies balanced the promotion of democracy and human rights and support for authoritarian regimes? Addressing these questions, this study aims to provide a comprehensive analysis of the US-Egypt strategic partnership, exploring the historical context and political dynamics.

Literature Review

In the period of modern human history, behavior of global powers in the Middle East have always presented dynamic and interesting field for the scholars of international relations. Furthermore, because of strategic goals in the region, foreign policy of great powers has been continuously different in theory and practice. Such is the case with the United States and its presence in the Middle East from the 1950s until today.

Tauber in its work discussed the confrontation between American values and American security interests in the Egypt and entire region (Tauber, 2013). This paper analyzed the U.S. foreign policy in Egypt from 1945–2013, with the special accent on recent political activities in the country. According to Tauber, American officials always promoted freedom and protection of human rights, but historical

facts showed that same country indeed favored its security and economic interests rather than the process of democratization. Furthermore, since the end of World War II, the U.S. has supported authoritarian dictators in the Middle East and North Africa to maintain regional stability and, more recently, to contain terrorism, all the while ignoring substantial human rights violations and inhibiting the development of political rights (Tauber, 2013). Tauber carefully studied historical facts using the documents of the U.S. government to discover a nature between American values and significant security interests, putting the main attention on Egypt.

Considering that foreign policy of great powers represents an interesting field for study, many of the scholars are included in these topics. Beside Tauber who mainly discussed the position of American values in the preservation of its security interest's region, Jessica Andreasen, analyzed foreign policy of the United States through financial aid. She started her work with a speech of former state secretary Condoleezza Rice to the State Department: "Foreign assistance is an essential component of our transformational diplomacy to empower developing countries to strengthen security, to consolidate democracy, to increase trade and investment, and to improve the lives of their people, and to prevent future failed states like Afghanistan." (Lancaster, 2008, p. 29).

A main question which author Andreasen touched has been the achievement of foreign policy objectives through financial aid. According to author, financial aid represents the instrument through which the United States and other big powers are trying to achieve its interests. Aid is used as one mechanism of shaping and promoting shared security matters between the U.S. and its allies (Essex, 2013). It is important to stress that the financial aid lasting more than thirty years has been both sided, because beside its humanitarian background, financial support was released mainly to achieve the United States's security interests in the region and economic interests linked with Gulf states. First author, Lilian Tauber, proved that American interests in the Egypt are confronting the American original values.

Modigs also claimed that the United States played a significant role in the Middle East during the second part of twentieth century (Modigs, 2003). His work included a deep analysis of the U.S. political moves during the Cold War. Modigs claimed that the results of the U.S. foreign policy in the Mid-

dle East have varied, and created new friends and foes (Modigs, 2003). This directly confronted the politics of the United States pursued in the Middle East, mainly because it affected national interests of the country in that region. Nevertheless, the main purpose of this work was to examine whether the U.S. foreign policy efforts in the Middle East served positively to the national interests or not (Modigs, 2003).

Axelrod put his attention at the military relationship between the United States and Egypt defining the role of financial aid in political power of Egypt (Axelrod, 2011). His work included a historical analysis of thirty years old strategic partnership between two countries. However, a main part of Axelrod's work were two critiques on military partnership, which are basically contradictory, but lead to the same conclusion - reducing aid. The first critique argued that Egypt does too little to support the U.S. interests in the region. It means that military aid should buy more than it does, and that Egypt might not be such a valuable strategic partner (Axelrod, 2011). On the other side, second critique argued that the United States should reject strategic partnership with Egypt because its regime holds its power through oppression and fear.

Sharp claimed that the U.S.-Egyptian relations are aimed at maintaining regional stability, improving bilateral relations, continuing military cooperation, and sustaining the March 1979 Egyptian Israeli peace treaty (Congressional Research Service, 2015). Also, with analysis of historical background of strategic partnership between the United States and Egypt, Sharp discussed the issues which affected relationship of two countries. Decline in relationship started with American invasion of Iraq in 2003 and Egyptian rejection to support its traditional ally. It continued with abuses of human rights and slow process of democratization under the rule of President Mubarak. However, a main question which author touched was the U.S. long lasting financial assistance which has been crucial for Egyptian economy. From the 1998, Egypt received 28, 969.2 dollars of economic assistance and 32, 735.4 dollars of military assistance (Congressional Research Service, 2015).

Our study provides an analysis that fills a critical gap in the literature by providing a comprehensive examination of the U.S.-Egypt strategic partnership. Focusing on the intersection of the U.S. values and security interests, this paper provides a balanced understanding of the long-term alli-

ance and its impact on regional stability and international perceptions. This study uses historical analysis method to understand the nature and dynamics of the strategic relationship of the United States and Egypt. Historical analysis method seeks to make sense of the past through the disciplined and systematic analysis of the traces it leaves behind. Historical analysis is commonly used in social research as an introductory strategy for establishing a context or background against which a substantive contemporary study may be set (Sage, 2015). Also, this study contains political analysis of the United States foreign policy during the reign of different presidents. It includes their different approaches towards world politics and Middle East as region, considering their different usage of theories of international relations. This study is based on all relevant documents which are directly connected with the topic such are: books, journal articles, government reports, World Bank reports, statements of officials, official websites of the U.S. and Egyptian governments, and analysis of scholars in international relations.

Strategic significance of Suez Canal

Egypt has functioned under two political systems (monarchy and republic) and three types of party systems since the days of Khedive Ismail Pasha (1863-1879). The multiparty system lasted until the 1952 Revolution, the so-called single-party system lasted from 1953 to 1976, and the contrived multiparty system has been in place since 1978 (Arafat, 2009). A main strategy which has been used by Egyptian governments throughout the history to secure the state borders was change in political orientation towards foreign alliances. Therefore, in the modern history foreign alliances of Egypt changed from Great Britain to the Soviet Union, and then to the United States.

After the Second World War, the United States wanted to convince regional leaders in the Middle East that they will not allow former colonial powers like France or Great Britain to regain their previous positions. The United States was in fact ready to offer economic aid and, if carefully managed, military aid to insure the independence and internal security of those countries (Gardner, 2011). Such political activities performed by the United States were to make transition from old power in the Middle East to the new system lead by the United States. Americans also aimed to constrain extreme nationalists and communist groups from the possible negative actions which could ruin a start of American dominance in the entire Middle East.

One of the key questions at the end of Second World war was in which way will the United States replace the dominance of British Empire at their tactical possessions in the Middle East. Egypt was never a formal colony, but the history of Anglo-Egyptian relations resolved around the issue of continued British control of the Suez Canal and the military base and garrison that had protected the canal since the late nineteenth century (Gardner, 2011). Suez Canal has been built by French company operating under monitoring of Sa'id Pasha- the Egyptian ruler at that time.

At the beginning, British government was not interested in Suez Canal and at some moments they even opposed the process of construction. Nevertheless, when channel became significantly important for global trade, and when government of Egypt decided to sell the shares of company, British officials hastened to take it. In 1869 Canal was first time opened for shipping. But, because of Egyptian huge international depth, they had to sell it to stabilize economic situation. Although the Constantinople Convention of 1888 declared the Suez Canal a neutral area, Sa'id's successor invited British troops in to suppress a rebellion against his government (Gardner, 2011). With significant authorities, they stayed in this area until the end of the Second World War.

The strategic importance of Suez Canal dates to the time of Egyptian Pharaohs B.C. Within the politics of all future regimes in Egypt this channel remained as an important strategic point. With the landing of Napoleon in Egypt in July 1798, the history of the Suez Canal entered its modern phase (Obieta, 1970). The arrival of Napoleon and its army served as an exploration of possible opening the channel for trade, but also at the same time it attracted attention of international observers regarding the strategic importance of Suez Canal. From historical perspective, political activities regarding the Suez Canal can be divided into three periods: from the 1869 and opening the Canal for shipping until the arrival of British troops in 1882; a period of British rule of the Canal throughout the years until 1954; and last period dates from removal of British influence on Suez Canal in 1954 until today.

First period has been marked with opened British interest regarding the strategic importance of the Suez Canal. As it is previously mentioned, British officials from the beginning of construction were not interested in any political affairs regarding the Canal. Almost immediately after its opening, the Suez Canal had a significant impact on world

trade as goods were moved around the world in record time, but in 1875, debt forced Egypt to sell its shares in ownership of the Suez Canal to the United Kingdom (About Education, 2015). Because of the Suez Canal ownership, period of nineteenth century has been marked with British dominance at the international stage. Therefore, the authority over the Middle East and Suez Canal is linked with world hegemony. Such is the case with the United States having dominance in this region especially at the second part of twentieth century. What Britain presented to the world in nineteenth century, the same did the United States in the twentieth century.

The revolution in 1952 and successful overthrow of British monarchy in period after that marked significant political changes in Egypt. By signing a treaty in 1954 regarding the full liberation of a country, it was more than logical that new Egyptian government will free and liberalize its economy and Suez Canal. With successful nationalization of Suez Canal, Gamal Abd al-Nasser became national hero and symbol of independence from British suppression.

Gamal Abd al-Nasser's rule

Revolution in the July 1952 resulted in a way that Gamal Abd al-Nasser appeared as the most dominant person in Egypt having enormous support for the leadership of the country. Gamal Abdel Nasser's leadership and charisma were essential to his rise within the Free Officer's Corps and the eventual overthrow of the British backed government in Egypt (Danielson, 2007). At that time, he was at position of Prime Minister until the referendum period in 1956 when new constitution was introduced, and his candidature for presidency. Using his great maneuvers, Nasser was the main person leading 1952 overthrow of the British monarchy. It all resulted in a way that he became a synonym for Egypt pride, symbol of protecting Arab values and a president with readiness to stand against West dominance and its supremacy.

Nasser's heroic image within the first decade of his rule was based on the popular response to his success in ending the British occupation of Egypt, defiance of the western monopoly on arms sales to the Middle East, opposition to the Baghdad Pact, the nationalization of the Suez Canal Company, political victory in the brief Suez War of 1956, the seizure of foreign properties and business enterprises, the rejection of the Eisenhower Doctrine, the union of Egypt and Syria, and the adoption of

doctrinaire socialist policies in 1961 (Podeh, 2015). Nasser's successes showed that he was a symbol for protection of identity, modernization and development of the country.

The U.S. foreign policy perspectives in the Middle East in Egypt in the 1950s were revolving around protecting availability of oil resources to the West countries and particularly the United States (Teaching History, 2010). Americans aimed also to end a British rule in Egypt and to stop propagation of communism in the region. However, a key goal in this period was to decrease Soviet influence in the Middle East and to give support to a newly formed Israeli state, while at the same time being sure of non-intervention of Arab states. In all this, the U.S. State Department regarded Egypt as the natural leader among the Arab States and sought to make it an ally and to encourage pro-Western elements in Egyptian society (Teaching History, 2010).

In the period between 1950s and 1960s and reign of Kenedy administration, Egypt has been considered as a potential strategic partner rather than the U.S. enemy, especially because Nasser appeared as a leader of newly established regime in such important part of the Middle East. However, Gamal Abd-al Nasser was a big enigma for Washington government for the years. Opinions about Nasser's diplomatic moves were two sided at the domestic political stage at that time in the United States. One side believed that Egypt under his rule could be an enemy supporting Soviet Union and communism. On the other side, some of the officials and their administrations thought that Egypt with Nasser could be their potential ally.

After the World War II, the United States following Truman doctrine entered a Cold War with defined goals and approaches (U.S. History, 2015). The U.S. officials established a new policy to achieve its interests in the Middle East. However, they faced some problems mainly because of the complexity in the decision-making processes, particularly about its foreign policy. An interesting problem was that they wanted to make Egypt free from British rule and to allow Egypt to have full self-ruling country with domestic leaders and politicians. Also, the U.S. officials believed that instability of Egypt in 1950s could make some space for Soviet Union influence and spread of communism. Such assumption was based on arguments that Soviet bloc could support growing leftist movements in Egypt whose main agenda was anti-Western politics and anti-Israeli view.

After the 1952, Washington was optimistic regarding the new regime in Egypt because of the big possibility of communists to impact the previous King Faruq's monarchy through internal and external channels. Revolutionary Command Council in Egypt (RCC) mainly consisted of young pragmatic officers, who came to power after the revolution in Egypt in 1952. Even if officially this command council was led by General Muhammad Nagib, still Gamal Abd al-Nasser managed its main duties and was its background. The Free Officers railed against corruption, which had so characterized King Faruq's monarchy and the feudalist-controlled party structure embodied by the Wafd Party (Lesch, 2015). From all beginning of Nasser's regime Americans believed they are in favorable position because of the space for market economy and industrial growth inside the Egyptian borders. Having in mind that it could decrease influence of Soviet Union in the region, the U.S. administration fought for the openness of Egyptian government to the West countries from the beginning of Nasser's regime.

The U.S. government was aware that Egypt from the 1950s was not ready for democracy and complete change of government structure. The idea was that political and economic stability of the country could be a good basis for future cooperation and possible democratic changes. To assist new Egyptian leaders to succeed in having political and economic stability, the U.S. officials helped the new government to move out the British influence and to completely decrease the impact of foreign actors. To help the transitional authoritarian regime in this regard, the Central Intelligence Agency (CIA) assisted in establishing Egyptian intelligence (the GIA) so that the RCC could ward off any oppositional, particularly communist, movements (Lesch, 2015). The United States seemed to be aware of the geographical position of Egypt and its geopolitical significance within the region. From the start of cooperation with new regime the U.S. officials showed level of contentment working together. In November 1954, the U.S. ambassador to Cairo, Jefferson Caffery, concluded that the new regime "had done more for Egypt in two years than all their predecessors put together before them (Beattie, 1995, p. 102).

In making its foreign policy in 1950s, the United States found itself at the crossroads many times. Formation of State of Israel in 1948 has been significant challenge to the U.S. foreign policy in the region. Having in mind anti-Israeli public opinion of some part of Egyptian population, President Truman together with his administration refused to

send military assistance to Egypt during the Nasser's consolidation of power. It is said that such denial was a breaking point for the future diplomatic relations between Nasser's Egypt and the United States.

President Eisenhower and his administration

With the President Eisenhower coming to the power in 1953 Arab population thought the United States will play more favorable role for the Arab countries in the future. On the other side, new set of officials of the U.S. government noticed a need to put more attention on oil reserves and oil transport from the region of Middle East. It particularly meant the security and stability in the region. Having in mind complexity of situation in the Arab world and their conflict with Israeli state, the United States decided to form agreements and pacts among non-Arab countries which had been in the northern part of the Middle East: Iran, Turkey and Pakistan. The Baghdad Pact was created in 1955 by Britain, Iraq, Turkey, Iran and Pakistan with the aim of strengthening regional defense and preventing the infiltration of the Soviet Union into the Middle East (Lesson from History, 1955). Also, the Baghdad Pact was a defensive organization for promoting shared political, military and economic goals founded in 1955 by Turkey, Iraq, Great Britain, Pakistan and Iran. Like the North Atlantic Treaty Organization and the Southeast Asia Treaty Organization, the main purpose of the Baghdad Pact was to prevent communist incursions and foster peace in the Middle East (US State Department Archive, 2015).

Improvement of relations with countries in the Middle East worried Nasser and his government representatives. It seemed that Egypt's importance in the region was decreasing slowly, but it was true for some of the Arab states in the region also. President Nasser succeeded in tendency to establish diplomatic talks with British officials by signing agreement in October 1954 (Barrett, 2010). Anglo-Egyptian treaty over the Canal allowed a British military presence until 1956, and the right of reoccupation if the Canal was threatened (Barrett, 2010).

All the various events in the period 1954-1955 including establishment of agreement regarding rule of Suez Canal between Egypt and Britain, and signing of Baghdad Pact in 1955, brought Israel to the level of uncertainty. After a few days of signing Baghdad Pact Israeli forces decided to attack Egypt

in February 1955 in popular Gaza part (Bassiouni, 2009). Such attack completely embarrassed Nasser and his administration which have been consisted of professional military men and was expected to re-establish its military power and reorganize it in a stable opponent to Israel. Such expectations failed with Israeli attack in 1955.

A popular Gaza raid in 1955 showed the superiority of Israeli military forces in the region and it showed to Nasser that Gaza strip is becoming hot potato in the hands of Egypt. Having in mind political situation in 1955, Egyptian government was aware that military advancement and re-organization was needed. Therefore, Nasser firstly turned to West powers asking for military assistance which was crucial in their conflict with Israel. However, negative answers came from the side of the three big powers: United States, Britain and France. Both the United States and Britain claimed that they need to respect tripartite agreement which underlined that they will not send military weapons to the countries in Middle East. French sent negative answer as well because they believed Egypt was supporting Algerian rebellions in the Algerian War (1954-1962). Getting negative answers from the West, Nasser decided to turn to negotiations with East, particularly Soviet Union. Diplomatic talks resulted in military support from the Soviet Union. The 1955 arms deal delivered to the Egyptians some 200 tanks and other weapons and amounted to about \$325 million (ABC Clio, 2011).

Military support in 1955 marked the beginning of an alliance between Soviet Union and Egypt which lasted until the mid-1970s. It opened the doors for increasing of Soviet Union in the Middle East and spread of their ideologies. Reactions from the West appeared in a way that the United States and Britain to stop their financial support for Egyptian projects inside the country. This forced Nasser to nationalize Suez Canal in 1956 which included Suez Canal Crisis in October and November in 1956.

Period between 1954-1956, including all political activities of Nasser's regime, turned President Nasser from friend of the United States to an enemy. His views of anti-Baghdad Pact, anti-Israeli and turn to Soviets in 1955 were crucial in jeopardizing relations with the United States. The fruition of the transformation from friend to foe was the Eisenhower Doctrine, announced by the president in January 1957 which offered military and economic aid to any state in the Middle East that requested it to fend off the advances of 'international communism' (Lesch, 2015).

President Kennedy and a new foreign policy in the Middle East

With the Syrian secession from the United Arab Emirates in 1961, Nasser was considered as being in weakened position from Washington side (McHugo J., 2013). However, presidential elections in 1960 and triumph of Kennedy brought new foreign policy perspectives in the United States government. His main message was that nationalist leaders in the Middle East should not be feared at all, but it should be tried to improve bilateral relationships again. A main attention has been put on Nasser. Kennedy's tendency to improve relationship with Nasser's regime again was based on facts which show that previous strategic partnership has been diminished and it needs to be recovered to benefit from the Egypt's geopolitical importance in the region.

Even Jewish votes played an important role in his presidential elections in 1960, President Kennedy had various political moves which from the beginning of 1960s have not been likely accepted in Israel. To bring Egypt closer to the diplomatic talks President Kennedy promised support for Palestinian refugee and involvement of UN Commission in the process for the loss Palestinian property, and his administration had put efforts to resolve Palestinian refugees' problem (Hart, 2009). One of the most important factors in recovering damaged relationship between the United States and Egypt was placing former rector of the American Cairo University John Badeau as the U.S. ambassador to Egypt (Badeau, 1969). Nasser replied positively on this signal showing his great political maneuvers. From the period of 1961 Nasser showed that he is a real example of diplomatic acumen, standing between two powers and during one period Egypt was receiving aid from two sides. It resulted with Egypt's significant economic growth in 1961 and a stable position in the region. Overall, Kennedy performed well with placing United States as a power in the middle between Arabs and Israeli state. However, his assassination in 1963 changed a discourse of slightly improved bilateral relationship between Egypt and the United States. After his death, diplomatic talks of two countries were almost completely ruined. Tensions resulted in another Arab Israeli war in 1967 and Israeli acquisition of territory of Gaza part and Sinai Peninsula.

Egypt's relationship with the United States had its own ups and downs during Nasser's regime mainly because of constant changing of dynamics in the political space at that time. As mentioned,

Nasser was a big enigma for Washington. He saw himself in the same position as Tito with Yugoslavia, being able to stand between superpowers and to perform its diplomatic maneuvers depending on political situation. Therefore, it cannot be concluded that Nasser during his reign was friend or enemy for United States. However, a big effort was launched in the U.S. foreign policy in order to maintain a good relation with a leader of Arab world.

Anwar al-Sadat's and the United States

Muhammad Anwar Al-Sadat belonged to the group of Free Officers in 1952 seeking to free Egypt from British rule and to establish republic. Free Officers Movement was secretly orchestrated by Nasser who became President of Egypt after the revolution. President Anwar Al-Sadat was closely tied with Nasser serving the position of Vice President twice until he succeeded the throne in 1970. However, he did not come to power because of revolution. Rather, he continued Nasserist system which was not easy to inherit because of many contradictions within the whole framework of the rule. The Sadat era cannot be analyzed in terms of either continuity or disjuncture, taken separately (Aulas, 1982). Egyptian politics in the beginning of Cold War was a complex process. Therefore, it was not easy for President Nasser to lead a country with such strategic importance in the region, especially because of pressure from both the United States and Soviet Union. Nevertheless, Sadat's Egypt has been more opened for peace treaties with Israel and for improvement of diplomatic discussion with the United States.

As a new president of Egypt, Sadat was influenced by different political ideologies including authoritarianism, Marxism, and liberal democracy. President Sadat opened the political system in 1976 and excluded large parts of the ruling party he had inherited from his predecessor without facing popular demands for political reforms, and it resulted in a transition to an authoritarian regime (Michalik, 2015). Even he came from the low-class family, it has not been problem for him to adopt to the ruling elite and follow their behavior. However, President Sadat did not have enough confidence in military officers who stayed at the positions from the previous regime. Because of that fact he started to make an alliance with the second rank officials putting them at the top positions in the following period.

Beginning of his reign has been marked with Arab-Israeli war in 1973 initiated by President Hafez

al-Assad in Syria and Anwar al-Sadat in Egypt, supported by Arab states coalition (History, 2015b). Syria and Egypt entered a war with different intensions. At one side, President Assad had main intention to regain lost Arab territory in Six-days War in 1967, while on the other side Egypt also aimed to regain lost Suez Canal, but still Sadat with his administration wanted limited war and to come closer to the process of peace policies with Israel. During the war, both the United States and Soviet Union were supporting its allies. The Yom Kippur War lasting from October 6-25 was stopped by the United Nations proclaiming stoppage of fire on the 25 of the same months. Arab states were not humiliated in this war as it was the case with Six-days War in 1967, but still it has been marked with Israelis military achievements in the battlefield. On the other side, Israel noticed that it is going to be hard for them to sustain military supremacy over the countries in the region and so far, they have been more opened for peace negotiations.

From the liberation from British monarchy until 1967, Egypt negotiated and cooperated with the government of the United States. However, at the time of Arab Israeli war in 1967 when Israeli state destroyed Egyptian military, the relationship between the United States and Egypt became ruined and Cairo did not have any diplomatic connections with Washington. Nevertheless, when President Sadat succeeded throne relationship between two countries improved. While Anwar Sadat sought territory and foreign investment, the White House wanted a strategic advantage over the Soviet Union (Brownlee, 2012). With the opened diplomacy from the side of Egypt and the United States, both side goals were clear.

From the period of taking office in 1970, President Sadat through war activities succeeded to attract attention of the United States which was his primary goal. Furthermore, liberalization of the market and more opened party system were also tools he used to form a strategic alliance with the United States. New politics of Egyptian government with the President Sadat at the top brought many positive changes in the region of Middle East. As a result of new cooperation with the United States three main political decisions occurred: Firstly, Egypt got back entire Sinai Peninsula inside its borders. Secondly, the United States urged a long-lasting peace between Israel and Egypt. And thirdly, Egypt became strategic partner of the United States, the same partner it has been before to the Soviet Union.

Hosni's Mobarak foreign policy towards the United States

No one has been more taken with the image of Anwar es-Sadat as 'the master of decision' than Egypt's president himself (Baker, 1981). Starting from the 1971 he launched so-called Corrective Revolution to protect country from injustice, humiliation and terrorism. In 1973, together with Arab coalitions he launched a war against Israel, while at the same time he had huge support of mass in Egypt. During the year of 1974, President proclaimed famous 'open door policy' which gave more freedom for the economy and investments in the country. In 1976 he interrupted Egyptian-Soviet Treaty explaining that it has been proved that Soviet Union wants to take control and to have domination of this country. In this way he started to slowly close the doors for Soviets and to re-open it for the United States. In 1977 he made official visit to Jerusalem, claiming that a main intention is 'to address the Israeli people with frankness' (Baker, 1981).

During the 1978, President Anwar al-Sadat participated at Camp David Accords. Peace negotiations lasted for twelve days including President of Egypt Anwar al-Sadat at one side and Israeli Prime Minister Menachem Begin on the other side. U.S. President Jimmy Carter has been a main observer of negotiations process. It was followed by 1979 signing peace treaty with Israel which had two important implications. First one was that Egypt became a first Arab state officially recognizing state of Israel. Second implication important for Egypt had been the return of Sinani peninsula to Egyptian borders. By forming an agreement, both state representatives received Nobel Prize in 1978. However, during the first framework of peace negotiations regarding Palestinian questions, United Nations condemned such process because of Palestinian representatives not attending the diplomatic talks.

From the year of 1979 Egypt became an important strategic partner of the United States receiving more than \$1 billion of financial assistance annually. Such financial assistance has been mainly expressed in terms of military assistance. It can be concluded that in the last period of Sadat's rule Egypt turned completely to the West and it started to develop bilateral strategic relationship with United States. In 1981, President Anwar al-Sadat was assassinated, and it was an end of eleven years of rule at the position of president of the country.

As a fourth president of Egypt Hosni Mobarak has been on the throne from 1981 to 2011 and his rule presents the most lasting one in the modern history of Egypt. As it was case with previous two presidents, he was a man with military background serving as a chief marshal of air force for some period. Before coming to the presidential office, Anwar al-Sadat was serving as a Vice President of Gamal Abd al-Nasser. It was the same for Hosni Mobarak, who served as a Vice President of Anwar Al-Sadat from 1975 until his assassination when he assumed the throne.

From the beginning of the rule Mobarak wanted to put himself apart from Sadat and his style, being at the distance with Israelis but still he was aware not to ruin diplomatic ties with both the U.S. and Israel. Among Egyptians, Palestinians and other Arabs, he encouraged those who wanted to see in him a leader with the stature and Arab nationalist inclinations of Nasser (Tucker & Stork, 1982). The most significant problem he faced at the start of his reign was Egypt's economic crisis. World Bank warned Egypt at the beginning of 1980s that their foreign debt increased dangerously. Dangerous deficit between exports and imports annually and rise of unemployment especially in urban areas were also important problems to solve. Therefore, it was not surprise that Mobarak put most of attention on domestic politics and recovery from economic crisis, while his predecessor Sadat was mainly dealing with foreign policy.

American foreign aid and its military assistance continued in the period of Mobarak regime. From the improvement of relationship with the United States in 1975, Egypt received a huge amount of foreign aid. In the six years between 1975 and 1981, Egypt received \$6.6 billion, which was more the U.S. financial assistance than the Marshall Plan of assistance to Western European countries after World War II (Jackson, 1982). However, President Mobarak considered domestic issues as the most important to be solved. With Israeli withdrawal from Sinai Peninsula there has been significant space for using natural resources of this region (Kliot, 1995). To recover production and industrial growth of the country, government widen the territory of oil production with the help of international companies.

The United States remained a strategic partner of Egypt under the rule of President Hosni Mubarak. Its financial aid continued, and, in some periods, it grew to more than \$2 billion annually. In return, Egypt was providing overflights for the U.S. military aircrafts and the passages of their naval ships for the years. The most important operation of two strategic partners was military cooperation during Gulf War in 1991, when the United States led coalition including Egypt to stop Iraqi invasion of Kuwait (History, 2015a). When the U.S. was looking for an ally in the region to be included in this coalition, Egypt responded positively without hesitation. In return, they benefited the most, because Europe forgot their 14 billion foreign debt (The New York Times, 2011).

On the morning of October 12, 1992, a major earthquake measuring 5.8 on the Richter Scale racked the city of Cairo (Darraj, 2007). More than hundred people died as result of an earthquake and many others were injured. Considering that infrastructure of Cairo was highly damaged, people from the streets urged from the government to solve the situation and finance complete repairing of destroyed homes. However, government of President Mubarak did not offer proper solutions because of financial constraints, but Muslim Brotherhood movement played a very significant role. Because of their high involvement in social works of everyday life in Egypt, a main intention of movement was to present its real picture to domestic population.

Because movement has been suppressed from different regimes throughout the years, they wanted to distance its activities from other radical groups. Also, to cooperate with existing political regime, a movement used more soft propaganda presenting its power through the establishment of educational institutions, hospitals, etc. (Paison, 2011). From the 1990s, Egypt saw a rise of two different Islamic movements: a radical one and other one (Muslim Brotherhood) cooperating with current Egyptian government; As two distinct Islamic movements were rising, President Mubarak was responding to their politics in two different ways. It has been said that radical parties in Egypt felt many violations of human rights, while on other side President Mubarak in some level supported the work of Muslim Brotherhood and indeed welcomed the up-rising religiosity of Egyptian population.

Hosni Mubarak was a president promoting conservative Islamic agenda. Many Muslim authorities in Egypt supported him and praised the work

of his government, but most probably it was under the pressure of president himself. However, from the 1990s his popularity was decreasing slowly. On June 26, 1995, there was an assassination attempt on his life during a visit to the city of Addis Ababa in Ethiopia (Paison, 2011). While President Mubarak together with accompaniment was driving through the city, a group of militants opened fire on them killing two guards but failing in completing the assassination. Later, President accused both Sudanese and Ethiopian government of being involved in the plan of his assassination. Hosni Mubarak has survived no less than six assassination attempts (Paison, 2011).

His popularity was also shattered because of the Egyptian dependance on the United States financial support. As it was the case with many other leaders in the world, Hosni Mubarak thought that war on Iraq was not good political decision. Many countries in the world were affected with the demonstrations of angry population because of the wrong American politics at that time. Even the demonstrations have not been allowed in Egypt by law, President Mubarak allowed anti-war demonstrations to be held, and many international observers saw it as a message of Egypt to the government of the United States. A clear condemnation of American politics was not possible because of the risk of losing financial support from the United States.

Without any doubts the invasion of Iraq happened at the beginning of 2003, and coalition led by the United States and Britain displaced Saddam Hussein from the power in the period of few weeks. Such scenario was expected since Iraqi military was still in the process of recovering from the Gulf war in 1991, and its economy was in bad conditions. After the invasion of Iraq, popularity of Hosni Mubarak went down like never before. Angry population was asking why the president did not criticize enough its traditional partner while they were destroying the entire Iraqi state. As a respond to the angry population and to stabilize political situation in Egypt, President Mubarak promised to open political system to some level during the election period. It meant that elections in September 2005 did not consist only President Mubarak political party NDP, but it gave a right to the other parties excluding religious political parties (Paison, 2011).

However, elections were not set up mostly because some sides like Muslim Brotherhood were excluded from the participation. Therefore, followers of Brotherhood movement were advised not to

vote for the President Mubarak, but to criticize his campaign. Mohammed Mahdi Akif, a spokesperson for the Society of Muslim Brothers stated: It is enough that he has been at the head of the authority for twenty-four years, during which he did not achieve political reform to make us support his candidacy (Paison, 2011). Beside Brotherhood side, other groups were also surprised with the process of political campaign which only included Mubarak's images and motto. Because of the great political dominance in the country, he was the only one showing in the radio shows, television, etc. Such constraint of entire process of elections damaged a freedom and fair choice of president and new government.

With the elections in 2005 for the People's Assembly, President Mubarak's NDP political party won most of the seats. Also, president promised that any party winning the five percent of the seats in Egyptian parliament could present its presidential candidate for the year 2011. Muslim Brotherhood movement was still prohibited to join the elections and political life in general, but they were trying to increase their influence through the independent candidates. However, because of more opened political system in 2005, many analysts were asking if Egypt becoming more democratic. But many people refused this possibility because of the two facts. Firstly, Egypt with the rule of Hosni Mubarak did not have a position of the vice president at all. And secondly, president's son Gamal Mubarak started slowly to show up at political scene of Egypt (Billingsley, 2010). It meant that President Mubarak wanted his oldest son to inherit him at the throne. Nevertheless, political events in the future proved opposite to the Mubarak's plans.

Regarding the Egyptian diplomatic relations with United States, it could be said that until 2002, Egypt stood as a mid-power between many disputes and served as a main strategic partner of the United States in the region. However, President Mubarak did not want to support the U.S. invasion of Iraq in 2003, claiming that firstly Israeli-Palestinian question should be solved. Later, when Obama together with his administration stated they will be an umbrella protecting allies from Iran nuclear power, Mubarak responded negatively in a way that Egypt will not be under nuclear umbrella protecting the Gulf countries (Inter Press Service, 2015). A nuclear umbrella is usually used for the security alliances of the United States with non-nuclear states such as Japan, South Korea, much of Europe, Turkey, Canada, and Australia, originating with the Cold War with the then Soviet Union (Inter Press Service, 2015).

Because of its repressive policies and deep economic crisis, rule of President Mubarak started to lose its credibility after the 2000s. In response, Mubarak government added new younger technocrats to the regime who were more enthusiastic about liberalization and permitted other candidates to stand in the presidential election of 2005 (Aknur & Okalan, 2012). However, such political move did not guarantee Mubarak's total supremacy from the 2005 until 2011. Despite widespread fraud in the 2005 parliamentary elections, out of 444 seats, the Muslim Brotherhood managed to win 88 seats (Darwis, 2005). Nevertheless, a periodical democratic opening by President Mubarak were only aimed to preserve the power in Egypt.

Democracy promotion by the U.S. produced some results during Mubarak's rule, such as Mubarak's reformation of his own political party, the National Democratic Party, the introduction of multi-party presidential elections, and allowing the establishment of 5,000 civil society organizations (Aknur & Okalan, 2012). However, democracy policies supported by United States did not produce positive outcomes in the judiciary and government of Egypt. In its attempts to promote democracy in Egypt, the U.S. used a series of mechanisms, including USAID, bilateral agreements, direct grant programs, the Middle East Partnership Initiative, and the Broader Middle East and North Africa Initiative (Aknur & Okalan, 2012).

The United States foreign policy after the Cold War has been marked with a serious confrontation between democracy promotion and the U.S. strategic interests. Therefore, during the last reign of President Mubarak, democracy initiatives were undermined whenever they conflicted with higher level strategic interests such as regional security and US oil supplies (Aknur & Okalan, 2012). It can be pointed that a full process of democratization in Egypt was indeed threat to the American foreign policy interests, because it could bring Islamist parties to the power as it was the case with democratically elected President Morsi in 2012. In the last decade of Mubarak's rule, strategic partnership between the United States and Egypt remained at decent level.

Conclusion

With successful overthrow of British monarchy from Egypt in 1950s, President Nasser together with his officers succeeded to nationalize Suez Canal. Nasser's era was marked with political unity between Egypt and Syria, and adoption of certain

socialist policies in the country. For the years in the power, President Nasser remained a big enigma for Washington, mostly because of his great diplomatic skills, and because of his courage to reject different initiatives coming from the United States. However, at the time when President Nasser rejected the cooperation with the United States, it was not easy for the U.S. officials to move Egypt far from Soviet influence, and to prevent expansion of communist ideologies in the region. Therefore, the U.S. policy of achieving foreign policy interests through financial aid remained as a very successful one.

The beginning of American dominance in the Middle East is directly connected with President Anwar al-Sadat and his attitude towards the United States. President Sadat's policies represented a big shift in Egyptian political life, because he decided to sign a peace agreement with Israeli government, and to openly cooperate with the United States. Since then, the United States became a strategic partner of Egypt in political, economic and military level. Sadat's political turnover in seeking partnership with the United States can be analyzed through Egypt's obvious attempt to solve its deep economic problems. With the succession of throne, President Mubarak continued Sadat's politics towards the United States. Therefore, government officials of the United States had one door to knock when they wanted to discuss the regional problems.

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REVIEW PAPER

THE USE OF POLITICALLY CORRECT SPEECH IN MEDIA

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ABSTRACT

In this paper, the authors analyze the use of politically correct speech in media. The media and society are interconnected and conditioning each other. In this theoretical environment, McLuhan states that the medium is the message while implying speech as a core medium in a symbolic process of shaping reality into a culture. Throughout history, especially after Gutenberg's printing press machine, media shaped cultural change from "biographies of the famous" to "personal biographies". Such a social shift required politically correct speech as a form of self-control in public communication, and awareness that the language can harm, and offend others, especially races, genders, and ethnic groups. Even though politically incorrect speech overlaps with hate speech to some extent, it is not legally sanctioned like hate speech. Politically incorrect speakers are just considered rude. Language codes in American universities in the 1980s began shaping a culture of political correctness that slowly accumulated the power of social pressure and intolerance for politically incorrect speech. Political correctness is interconnected with cultural imperialism and multiculturalism. It raises awareness that the dominant culture in the media promotes its values as universal and neutral, being exclusive and oppressive towards different cultures. While explaining and comparing the media context of establishing politically correct speech as a cultural norm this paper provides examples of incorrect speech in media and its misuse to be recognized and understood in its opposites. The critique of politically correct speech is that it affects the quality of education, social interaction, and freedom of speech.

Keywords: Media, Politically correct speech, Hate speech, Cultural imperialism, Multiculturalism, Freedom of speech



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INTRODUCTION

Beginning with the assumption that the media is not neutral, that our speech is not neutral, that cultural imperialism is a phenomenon that we are not aware of and that freedom of speech is the foundation of democracy, authors start a journey of researching and understanding the use of politically correct speech in the media and the creation of a culture of political correctness in society. On this journey, a broad choice of literature in different fields tickled the author's research interests. In the media analysis, the main direction set McLuhan's (1964) statement that it is impossible to understand social and cultural changes without knowledge of how media works. Therefore, it was reached for the analysis of researchers such as Potter (2021), Perry (1993), Williams (2003), McQuail (1987), Baran and Davis (2012), and many others who in their works describe dynamic relationship between media and society which creates a platform of continuous change and mutually induced development. The medium as the message in McLuhan's (1964) analysis carries within itself awareness of another medium and leads authors to the core, speech as the fundamental medium that mediates between individual and society creating culture as a symbolic process in which reality is produced, maintained, repaired, and transformed. Jara-Figuera et.al. 's (2019) research results introduce a tool for understanding how the media shaped cultural change from "biographies of the famous" after Gutenberg invented the printing press, via audiovisual media to "personal biographies" in digital media and social network personal profiles.

Politically correct speech is an interesting topic to many researchers, such as Mishchenko and Baranova (2023), Al Rawi (2017), Hampton-Garland (2024), Zinaida (2019), Huges (2010), and many others, though in this work the most important is Kurelić's (2017) analysis in which politically correct speech is certain self-control in public communication distinctly leaned on awareness of the person who uses the language that the spoken sentences and words can cause harm, and offend others primarily in the relationship between races, genders, and ethnic groups. Inducing language codes in American universities started creating a culture of political correctness that changed English vocabulary. Since politically incorrect speech is not legally sanctioned as hate speech is, a culture of political correctness can provide a needed form of social pressure that does not tolerate politically incorrect speech. To understand the bond between cultural

imperialism, multiculturalism, and politically correct speech important analysis is given by Westfall (2019), Witt (2021), and Kurelić (2017) among many others. Cultural imperialism refers to the dominant and strong culture in the media promoting their values as universal and neutral. Any exception from that is labeled as deviant, therefore the dominant culture in America acts oppressive towards cultures that are different. In the shift from the "melting pot" to the "salad bowl", the American concept of multiculturalism creates a culture of different identities which are then politicized.

Criticism of politically correct speech by Hamburger (2017), Hartman (2011), and Kurelić (2017) represents complaints about the quality of education and freedom of speech.

MEDIA IN THE FUNCTION OF SOCIETY AND VICE VERSA

Between the individuals and the society media becomes the mediator and catalysts of development. This same development returns to the media, enabling the development of the media themselves at the same time. The specific mediating role of media recognized by McLuhan (1964), is presented as the phrase "Medium is the Message" at first as a chapter in his book *Understanding Media: The Extensions of Man*, but later on he kept using it as the title of a book he published in 1967. Describing his standing points McLuhan (1964) pointed out that the communication medium itself is more important than the information. He also extends the argument for understanding the medium as the message itself, explaining that the content of any medium is always another medium leading us to the conclusion that speech is the content of writing, writing is the content of print, and print itself is the content of the telegraph and so on. Leaning on the mentioned standing points, Paul and Rai (2023) describe the mediating role of media that brought the world into one single unit, so media refers to traditional mass communication systems and content generators as well as other technologies for mediated human speech. McLuhan's (1964) statement that it becomes impossible to understand social and cultural changes without knowledge of how media works influenced the work of future researchers such as Potter (2021), Perry (1993), Williams (2003), McQuail (1987), Baran and Davis (2012), and many others who described in their works how media can influence the public while presenting ideas and ideologies to achieve general social goals and therefore social and cultural change. This is why

the audience and public sometimes consider media as a biased medium focused on presenting via mass communication what their government or companies expect. The high class controls those companies' expectations, whether private or public. Therefore, they decide what will be portrayed in the media. McQuail (1987) states that even when the government does not directly control media it can be supported by it and, consequently biased. This has been a debate of many authors so to Williams (2003) it is pointed to the effects of the media, the way the world is represented, the factors that are shaping media messages, and the specific nature of the audiences consuming these messages. On the other hand, Williams (2003) implies the broader impact of the media on society through the role of the mass media in the process of democracy and globalization. Additionally, McQuail (1987) understood the influence of media as indirect, because the messages transferred by media create specific "media logic".

Taking this into consideration we can state two basic opinions. The first and the most obvious one is that the audience is being controlled by the media and the content presented to the audience affects the audience's behavior. Mass society theory describes this phenomenon as Williams (2003) notes more like speculation about human nature rather than empirical observation based on research. However, it has encouraged a view of the effects of the media on people's lives and behavior as straightforward and unambiguous. This perspective is labeled as the 'hypodermic needle' or 'magic bullet' model, and assumes a direct correlation between what people see, hear, and read and how they behave. The other opinion is that we, as humans, go for the individual approach. We are individually responsible for the influence the media has over our lives and our behavior when we come into contact with said influence. Potter (2021) agrees that humans, consciously as highly intellectual beings blessed with the knowledge gained in our lives, can dissect and disseminate information given to us by mass media and take from it what we consider to be important, and of value to us and our lives and disregard the rest creating a new form of media culture and media literacy, necessary for new (social) media subjects. In this context, McFadden (2010) sees media as an opportunity for entertaining and providing an outlet for the imagination, educating, and informing the public, managing to serve as a public forum for the discussion of important issues, and acting as a watchdog for government, business, and other institutions.

DYNAMIC INTERACTION OF MEDIA AND SOCIETY OR TRANSFORMING THE MESSAGE

The relationship between media and society is a dynamic process in which changes and adjustments occur continuously, where each side is sensitive and reacts to changes in the other.

Accordingly, the media is a part of human society aligned with the level of social development. The role that shamans played, or cave drawings had in primitive societies essentially coincided with the oral and individual tradition of transmitting symbolized social experience or just information spelled out in myths, legends, or verses of prehistoric epics. The idea of media's contribution in inducing society's development and as an indicator of the level of society's development is later seen through the study of rhetoric, ancient theater, and even later the memorization and transmission of messages from holy books to shape public opinion and society as a whole through their institutional interpretation.

The invention of Johannes Gutenberg's printing press transformed media's interpretation of social reality forever. McFadden (2010) understands that it created a social and technological predisposition that made the mass production of print media possible. It was cheaper to produce and easier for texts to reach a wide audience. Perry (1993) explains that this historical moment of accessibility to printed materials made information, knowledge, and art, especially literature and religious books, more available to every literate person. Literacy, as the ability to write and read thoughts and words, becomes a tool to understand the world we live in, to shape it rationally sowing the seeds for the development of science and continuous reinterpretation of society. So, we can freely say that literacy was meant to be the literacy of the media, trying to make information available to understand and interpret it individually. Institutions (at that time religious) lost the exclusivity of being in the middle, between the holy book and the illiterate population. Individuals (literate) got the opportunity to participate in reinterpretation seen as Martin Luther's reformation which according to Perry's (1993) statements shaped Western civilization in a completely new way, creating the foundation for individual freedom and human rights, leading us later on to the specific and correct way of speech in media itself. Printed media such as newspapers, pamphlets, etc. played a great historical role and

later became immensely popular but then declined due to the rise of other media forms such as radio and television. The popularity peak of big news in the 1980s, according to Potter (2021), corresponded with the decline in newspapers.

Following McLuhan's hypothesis that medium is the message, Bosch (2015) noted that every new medium in its turn altered the perceptions and actions of the audience, but also social meanings. The same concept is formulated, understood, and interpreted differently since it appears in different media (in a pamphlet, on television, etc.). One of the important changes that Bryant and Oliver (2009) were writing about was more inclusiveness towards racial differences that was easily seen on TV shows as representing more non-white actors and news hosts on TV screens. A similar situation was in the case of representing other minority cultures. The representation of patriarchal families in the 1980s on TV shifted towards more roles of working wives and divorced parents as Gauntlett (2002) noted. Even though it was not enough and, differences were presented more often passively (as their role in society was expected at that time), they were introduced to the endeavor of creating a completely new communicational culture which McQuel (1987) according to Carey (1975) explains as a symbolic process in which reality is produced, maintained, repaired and transformed. The rise of critical cultural theory in the 1980s has been extended to consider issues of gender and subculture as McQuel (1987) notes. This further development and improvement in the field of mass communications was experienced as accepting the dignity of being different in the minds of the masses. The impact of technology as McQuel (1987) understands it, points to differences in cultural experience, in times before the invention of audiovisual media. The cultural experience before audio-visual media was mediated through personal contact, religious ceremonies, public performances, or printed texts. On the other hand, mediated cultural experience through audio-visual media is accessible to all in many forms that may alter its meaning and significance.

With the appearance of television as a medium, we have encountered the technological advancements necessary for creating a personal computer that would soon give us information at our fingertips and invite us to join the public sphere. At this point, not just media professionals are sharing their work, but the public as an audience and part of the public sphere began to share their experiences and views on the topic. New media cul-

ture started to shape the globalized world. McQuel (1987) in this newly shaping environment understands globalization as a steady increase in the internationalization of cultural production and distribution often referred to as 'Americanization'. So many questions appear about the consequences, of pre-existing cultural content and forms. Can the global community expect homogenization, diversification, or hybridization, McQuel (1987) questions the capacity of minorities to survive, and the possible development of new ones in a globalized world. This inevitable question of how new media which is globally available can affect further societal adjustments in culture, education, science, etc. got the important answer in research results of testing McLuhan's hypothesis by Jara-Figueroa et.al. (2019). They reached the very core of understanding the message that different media produce and provided us the tool to recognize new messages that media is or can become. Publishing biographies of political and religious leaders, after the printing press invention was replaced with biographies of famous scholars and artists. Similar changes appear with the introduction of film, radio, and television. Radio brought the rise of performers, singers, and actors in the public space. The following era of television meant the rise of famous athletes, soccer players, and race car drivers. Additionally, the authors realized that geographical areas closer to the city where the printing press machine was invented were birthplaces of great scholars and scientists. McFadden (2010) wonders how the transitions from one media to another have affected the media industry and society. Are we aware of a new cultural shift? The digital media as the most important tool in today's world as Potter (2021) notices, represents the need for instantaneous information and the opportunity to edit and produce the content they find important with continuous access anytime, anywhere by using their mobile devices. Besides that, we are facing a total absence of secrecy. Personal profiles on social media, and promoting selfie culture create an understanding that the message of digital media is an ordinary person's biography, completely exposing privacy (sometimes even intimacy) and being included in the global media community where posted content can be accessible to everyone or anyone.

The new global culture of mass communication requires a conscious inclusive language code, a culture shaped by those to whom it is addressing and not by those who are speaking. So, the message of social media expresses individuality and different identities which in some communities

and cultures become political reality (e.g. disabled, minorities, genders, etc.) and consequently require politically correct speech as a tool for shaping global media culture and society itself.

POLITICALLY CORRECT SPEECH, RECOGNITION OF EQUALITY

The term politically correct speech is difficult to define because it encompasses the multidimensional aspect of recognizing and appreciating diversity in the experience of equal value, man to man, regardless of their identities, and as Mishchenko and Baranova (2023) suggest, of their political ideologies. In that context for Kurelić (2017) politically correct speech means primarily awareness of the person who uses the language that the spoken sentences and words can cause harm, and offend others. Therefore, it contains a certain self-control in public communication aimed at achieving civilized speech primarily in the relationship between races, genders, and ethnic groups.

To comprehend what politically correct speech means, it is important to understand the social and political context while media (as a message) was transforming and therefore creating a new media culture and social reality shifted from "famous people biographies" to "personal biographies".

Rosa Parks's resolute "no" was in 1955 a turning point in the democratization of America's society. It went further with the movement for the civil rights of African Americans led by the charismatic dream of Martin Luther King broadcasted on TV¹ in 1963 and available to the broad public to consider this wisdom of the "I Have a Dream" speech, in which he said: "... I have a dream that one day this nation will rise and live out the true meaning of its creed: We hold these truths to be self-evident that all men are created equal" (Amanović, 2011, p. 103). Thus, after the 1960s political correctness has been developing in what it is today. It becomes a reliable tool for anti-discrimination and inclusivity. The first discussions about politically correct speech at that time were considered as an option to confront intolerance with intolerance. In that case, both sides in interaction would have approved language code for intolerance in speech which even at the time as Al Rawi (2017) noted, was dismissed as incorrect and illogical, because the intention was to recognize intolerant ideas and to find a form to change them. In real everyday life, intolerance was part of lives

even of those who were intolerant. If anyone did something that went against the norm, which was discrimination, they were considered intolerant. An example of this is the intolerance for the difference in gender and identity in the early ages. When such a concept appeared in political discourses it had elements of ethics. Hampton-Garland (2024) recognized it in the standing points of President Lyndon B. Johnson's speech in 1964 in which he said that he would enact established policies regardless of political correctness, explaining it as right.

After several court judgments, universities had to abolish segregation and allow black students to participate equally in the academic community. This opportunity, over time, created the need for a new culture of speech, and new language codes in the world of academic interaction that would establish a new culture, a culture of politically correct speech. From this perspective, it was primarily an American endeavor in the 1980s to try to prevent any racist speech in American universities. Stanford University established language codes to avoid terms that are offensive to black people. Later on, as Kurelić (2017) notes, these codes expanded to exclude sexist speech and speech that offends minorities. Therefore, the purpose of politically correct speech, according to Zinaida (2024) is to use language that does not unjustly place any group above others.

Efforts to understand political correctness also lead us to a form of unwritten etiquette, consciously polite and considerate speech to everyone around, to address the person in a way that does not offend. This is done by not interfering in one's private life and not making derogatory remarks about one's race, nationality, personal identity, and disabilities as Monashnenko et.al. (2021) note, while also having on mind Huges's (2009) statement that it was not an attempt to change or to suppress language, but the meanings of specific words while trying to establish a new public discourse capable of replacing forms of a prejudicial and demeaning kind that affect the feelings and dignity of individuals. As previously stated, Roper (2024) continues to elaborate that politically correct speech needs to avoid the elimination and exclusion of various identity groups through language evolution. Roper (2024) also points out the social importance of language in shaping our reality, especially how we think about it. The same author explains that language shapes society by revealing and promoting social biases. Having Roper's (2021) standing point

¹ I have a dream speech, On web site: <https://www.youtube.com/watch?v=vP4iYITtS3s>; Accessed: 27. 7. 2024.

in mind, sexist and racist language promotes sexism and racism in social reality. Kurelić (2017) in this context highlights the contribution of feminist theories which criticize the pattern of the social division of labor by gender, explaining that it continues and renews itself through the self-intelligibility of language, striving to suppress the power of language to intervene in these relationships. Therefore, results of previous studies showed a tendency (adults and children) not to be able to think of the occupation being filled by someone of the opposite gender when they are presented with gendered occupations such as firemen, policeman, congressmen, etc. Thanks to the movement for politically correct speech, our everyday English vocabulary is supplemented with words like 'a member of congress' instead of 'congressman' and 'first-year student' instead of 'freshman' etc.. With these clear distinctions in gender nouns, they become gender-neutral and non-discriminatory, and therefore politically correct. Driven by the need for politically correct speech, American and British politicians, as Kurelić (2017) noticed at one point, started using the phrase "Happy Holidays" instead of "Merry Christmas" because Christmas is the national holiday so it should be a holiday for everyone and not only for Christians.

It is important to mention that politically correct speech and hate speech overlap to some extent due to the wide defining area, but they also differ significantly. First of all, hate speech is regulated by law and politically incorrect speech is not, but the politically incorrect speaker is considered rude and arrogant. On the other hand, in the case of hate speech, there is clear and open intolerance towards religious, national, immigrant, gender, etc. groups; open insults by calling for persecution, expulsion, and destruction, putting them in an inferior position. Hence, Kurelić (2017) gives the example of hate speech if someone says that all immigrants should be in camps. Donald Trump is the best example of how rudely ignoring politically correct speech in public speech can be used for one's political gain. However, the media initially considered him as a politically illiterate person who did not know how to speak politically. Kurelić (2017) marks one of his first

public speeches as a politically incorrect attack on Mexicans that bordered on hate speech where he said that Mexicans as illegal immigrants are drug dealers and rapists². Even though the media despised his rhetoric, his politically incorrect speech was a magnet for exclusive news. After a while, he also addressed Karli Fiorina³ regarding her physical appearance offensively. This time again, his politically incorrect speech managed to keep him in the focus of the media attention. Since Trump used politically incorrect speech during the entire first presidential campaign, Kurelić (2017) concludes that it was designed in the direction of destroying political correctness and that he managed to win the mandate with such a campaign. Similarly, Wilders⁴ in one of his campaigns for the Netherlands government, calls Moroccans, "Scum". Since politically incorrect speech is not legally sanctioned as hate speech is, Kurelić (2017) states that creating a culture of political correctness can provide a form of social pressure that does not tolerate politically incorrect speech even in private and informal relationships, especially for public figures. Such an example is the case of Donald Sterling⁵ who, as the owner of the LA Clippers, criticized his girlfriend in a phone conversation about posting pictures with Magic Johnson on Instagram. He asked her to remove the posted picture with black people. The private phone conversation was recorded without consent and went viral creating social backlash and strong public pressure because of the racist statements he made, even though they were in private conversation and recorded without permission. Donald Sterling as an example, according to Kurelić (2017), showed the public that cultural change has an objective political force.

OVERCOMING CULTURAL IMPERIALISM

At American universities in the 80s, led an everyday classroom discussion about how American society assimilated and imposed a certain type of culture. Therefore, the proposition of curriculum reform was expected. This reform was supposed to overcome the cultural one-dimensionality in education and to establish a new educational form. Students in history departments, as Kurelić (2017)

- 2 Donald Trump doubles down on calling Mexicans 'rapists...'; On web site: <https://www.youtube.com/watch?v=JazlJ0s-cL4>; Accessed: 25. 7. 2024.
- 3 GOP DEBATE: FIORINA ON TRUMP" S "FACE" COMMENTS; On web site: <https://www.youtube.com/watch?v=FYrH0wfn0rU>; Accessed: 25. 7. 2024.
- 4 Dutch politician Geert Wilders calls Moroccans "scum"; On web site: <https://www.youtube.com/watch?v=obxQZlZlpks>; Accessed: 22. 7. 2024.
- 5 Clippers Owner Donald Sterling to Girlfriend: Don't Bring Black People to My Games (Audio) | TMZ, On web site: <https://www.youtube.com/watch?v=YhT6d5fMhzl>; Accessed: 22. 7. 2024.

notes, pointed out that complete history is written from a male perspective. American history is written from the perspective of white settlers. Therefore, there isn't any systematized study of black history within the framework of American history that looks like a Western movie. Indians are portrayed as negative historical actors, without analyzing the elements of genocide, culturocide, and horror that happened to Indians. There is not any systematized study of women's history within the study of the history of the world, so it looks like women's contribution to society was only through reproduction in patriarchal families.

Cultural imperialism as an American phenomenon according to Kurelić (2017) means the dominance of a culture that is white, male, Protestant, and straight. Mentioned values of their culture are considered universal and it seems that no one is aware of it. Therefore male, heterosexual, white, and Protestant are portrayed as neutral and any exception from that is labeled as deviant. Cultural imperialism refers to the dominant culture. Facebook is an excellent representative of the dominant culture, in a way that Kurelić (2017) understands it. Locally created at an American university, it is becoming the dominant form of communication just like a Japanese cartoon, which completely redefines the existing value and aesthetic concept in the perception of children who watch these contents. Thus, for Kurelić (2017) cultural imperialism today also means the dominance of strong cultures in the media. The dominant American culture as white, Protestant, heterosexual, and male is oppressive towards cultures that are different. Before the politically correct speech movement, some oppressive words were acceptable and part of everyday language and literature. The most remarkable is using the word "Nigger" in Tom Soyer. The same word today thanks to political correctness has been brought to the point where some people cannot say it like they cannot say a swear word. A similar situation is with the word "Boy", according to Kurelić (2007), which was used for the relationship of submission of blacks and now is unacceptable in public discourse.

The concept of political correctness began to evolve finding its roots in understanding the relationship between cultural imperialism and multiculturalism. The "melting pot" of cultures in America, Westfall (2019) defines, as a society where people of different ethnic origins and cultures all come together

to mix and merge, creating a new culture. It can be a monocultural metaphor for a heterogeneous society becoming homogenous. Opponents of the term would offer "multiculturalism" as an alternative metaphor while using the terms "salad bowl" or "mosaic" to describe the current American culture according to Westfall (2019). The idea is that even while the different cultures mix, they retain many of their cultural and ethnic values/traditions. In such a social environment, multiculturalism is for Westfall (2019), cultural or racial groups in a society having equal rights and opportunities, and none is ignored or regarded as unimportant. Therefore, the American concept of multiculturalism creates a culture of different identities (black culture, disabled culture, gay culture, etc.), and these identities are then politicized.

On the other hand, Canada, for example, in 1971 put great efforts into lowering tensions between French-speaking and English-speaking Canadians encouraging its concept of multiculturalism. The Canadian Multiculturalism Act from 1971 became law in 1988 as Brosseau and Dewing (2018) note. It was the first country in the world to adopt a multiculturalism policy, which acknowledges that all cultures bring intrinsic value and solidified the Canadian government as one committed to promoting a diverse and multicultural society as Whitt (2021) states. Such a Canadian multicultural atmosphere is much closer to the conditions of life in Europe because nations and national minorities are considered as cultures. A notable example is Canadian President Trudeau's visit to American President Trump when he answered questions in both English and French at a press conference⁶, performing a pure form of Canadian multiculturalism and a culture of political correctness. He showed how not to offend any of the language groups he represents when speaking publicly on their behalf, as Kurelić (2017) noticed.

CRITICISM OF THE POLITICAL CORRECTNESS

Conservative criticism is in Hamburger's (2017) work marked by the first major critic Alan Bloom wrote in his book: "The Closing of the American Mind" in 1977. Kurelić (2017) continues noting Bloom's claims that the liberal, left-wing is playing with American culture by destroying the educational canon and introducing different cultures into the American educational process under separate minority identities. Thus, instead of students studying what is most important, they study what is in line

6 Trump, Canadian PM Justin Trudeau Full Press Conference | ABC News, On the web site: <https://www.youtube.com/watch?v=ygcZmDFRnd0>; Accessed: 22. 7. 2024.

with their identities, e.g. homosexuals study gay studies or queer studies, and women study gender studies. Kurelić (2017) notes that Bloom's standing point is relativism and that he thinks it should be resisted, opposing the same time to language codes at American universities which in his opinion stifle normal communication.

Liberal Criticism is trying to explain that by studying curriculum according to identities students are not learning the best, especially when studying literature. Hartman (2011) cites Saul Bellow who stated in the foreword to Bloom's book that students will read Zulu literature when they produce Tolstoj. Considering the circumstances liberal education is supposed to prepare young people to make quality decisions for life which is much more important than education in identity. Explaining it, Kurelić (2017) does not forget to mention the possibility of creating bi-illiteracy among students who are being educated in their identities. This is the case for example with the students in America who study in the language of their country of origin. Kurelić (2017) believes that this kind of adulation of minority cultures takes away the right to quality education in the culture of the country in which they live.

It is also important to mention criticism by media workers such as David Lynch and Miloš Foreman as Kurelić (2017) notes. Lynch's TV show "On Air"⁷ portrayed a blind person as a character who created funny situations hurting actors while doing his job. Due to fear of lawsuits from people who are blind, the series was shut down. Kurelić (2017) observed a circumstance related to political correctness and pointed out that the offended person determines what is offensive and limits the freedom of expression, not the one who speaks. In addition, Kurelić (2017) also mentions criticism of Miloš Foreman's movie *People vs. Larry Flint*, which criticized feminists. He defended himself by sharing the experience of suppressed freedom of artistic expression and freedom of speech in Czechoslovakia. Therefore, when he found himself in a situation of weighing between insulting women by the content of the film and freedom of speech, he still approved freedom of speech.

Restricting freedom of speech is also an important criticism of politically correct speech. Freedom of speech as the foundation of democracy is like Browne (2006) understands, endangered

by political correctness when the marketplace of ideas, rather than offering a wide range of views, offers any view so long as it is politically correct. Political correctness in his opinion could lead to closing down the freedom of open debate. Regarding the importance of the freedom of speech, it is among the most cherished constitutional rights in liberal democracies, entrenched in most contemporary constitutions, and international human rights treaties. Freedom of speech is classified as a "first-generation right", protecting individuals from interference by the state.

CONCLUSION

Analysis of politically correct speech in media brought a wider understanding of the mutual influence of society and media. Therefore, it is not possible to understand social changes without understanding how media works. McLuhan's notion about the "medium is the message" sets the fundamentals of this analysis realizing that the core medium is a speech. Speech mediates between individuals and society and creates a symbolic process that produces, maintains, repairs, and transforms reality into a culture. This change is notable after the invention of the printing press machine. A change in the medium affected the availability of media content that was reshaped from biographies of religious leaders and politicians to biographies of scientists and artists. Audiovisual media brought a new level of availability for media content and celebrities like athletes, actors, soccer players, singers, etc. are presented as famous people's biographies. Digitalization provides instant information and accessibility to publish media content on social networks and personal profiles instantly creating a new form of medium's message – personal biographies.

The social and media shift induced cultural change as the movement for politically correct speech. The requirement of self-control in public communication and always present awareness that the spoken words can cause harm, and offend others, especially races, genders, and ethnic groups. The rudeness of politically incorrect speech isn't sanctioned by the law but resisting it creates a form of social pressure and politically correct culture in which English vocabulary changed and words like "Nigger" for some people are unacceptable as much as swearwords. This paper contains examples from the media of misusing politically incorrect speech to achieve political goals recog-

7 David Lynch's *Forgotten Sitcom – On The Air*; On web site: <https://www.youtube.com/watch?v=YdfTQ29sca8>; Accessed: 25. 7. 2024.

nizing and representing politically correct speech in its opposites. Therefore, politically correct speech dismantled cultural imperialism and contributed to the multicultural concept of the "salad bowl" that creates a culture of different identities. Even cultural reshaping towards political correctness brought a lot of good to society, it was criticized as harmful to education, social interaction, and freedom of speech to some extent.

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ORIGINAL RESEARCH PAPER

THE CURRENT ROLE OF RETRO MARKETING

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ABSTRACT

In uncertain times, people like to think back to the good old days. Different industries are taking advantage of this nostalgia and using old-style packaging or old logos for marketing purposes.

Consumers are addressed on an emotional level and this marketing model is successful with target groups with certain character traits. This article is intended to take a deep insight into character traits that are appealing to retro marketing. The work on retro marketing aims to investigate and analyse how and why retro marketing strategies affect consumers, and what are the main motivations behind buying retro products. The work also seeks to understand which age groups are most responsive to retro marketing campaigns, what role nostalgia plays in attracting consumers, and how retro brands and products are used to create an authentic image and emotional connection with customers. Therefore, research was conducted to determine the lifestyle of consumers of retro products and to understand the key factors that influence their purchasing decisions. The research aimed to identify specific patterns of behaviour, values and preferences of consumers who prefer retro products, as well as to investigate to what extent their lifestyle contributes to their preference for these products.

The research also analysed how consumers perceive retro products – whether they perceive them as symbols of quality, authenticity or perhaps innovation in a contemporary context. The results of the research will provide insight into the demographic characteristics of consumers, their motives for shopping, and the role that retro products play in their everyday life and identity. Based on these insights, developing more precise marketing strategies adapted to target groups is possible.

Keywords: Retro marketing, nostalgia, emotional connection, age**MAP SOCIAL SCIENCES**

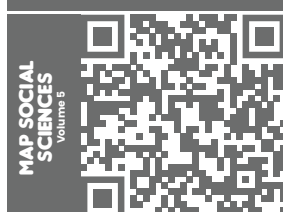
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1. Introduction

Retro marketing uses elements from the past to evoke positive emotions in potential consumers. Neuroscience has established links between human emotions and associated behaviour. This connection also affects consumer behaviour and retro marketing takes advantage of this fact. The retro look of products relates to brand loyalty and triggers trust (Hoffmann, 2018).

Uncertainty about the future also contributes to the feeling of nostalgia and reminiscing. Nostalgia acts as a link between the consumer and the marketer. Retro marketing relies on the brand heritage of products from the past and marketing symbols in the familiar style are used. This allows companies to minimize risks that are taken with new brands and to fall back on existing strategies. Pir (2019a). Retro products and retro marketing are not only a return to the past but are a dynamic part of the modern market that combines nostalgia with modern needs. And while older generations look for connection with their memories in retro products, younger generations are attracted to the style, authenticity and aesthetic value of these products. Retro marketing, on the other hand, uses the power of cultural memory and nostalgic elements to appeal to different age groups, showing that the past can be a powerful tool for creating a long-lasting emotional connection with a brand. Ultimately, retro products and marketing successfully balance tradition and modernity, making the past relevant today.

2. Retro Marketing

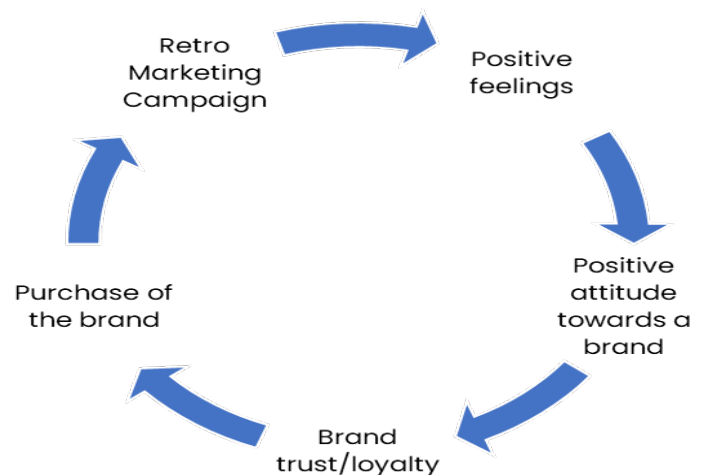
According to Harvard Business Review, 75% of consumer goods fail during their first year. American families on average maintain their routine to buy regularly the same 150 items that cover about 85% of their household needs. This makes it very difficult for companies to launch and establish new products on the market Schneider (2011). For this reason, companies are constantly looking for new and proven ways to introduce new products or further expand their market position. A popular method here is to fall back on brands and products that have already proven themselves and to use the past to pave new paths for the future, which is what the retro marketing method offers.

Brands need to be remembered by consumers through experiences and special memories. By understanding the cognitive processes of consumers and their impact on the purchasing process, companies can generate competitive advantages and for this reason, the area of nostal-

gia is also an important element for marketing research. Retro marketing initiatives trigger nostalgic memories, which can trigger positive feelings and can lead to a positive attitude towards a brand or advertising campaign, thereby rekindling trust and loyalty towards the brand. These positive feelings in turn can increase the likelihood of a purchase of the product or brand (Crespo-Pereira et al., 2022).

Figure 1.

From positive emotions to retro marketing (Crespo-Pereira et al., 2022)



Uncertain times, crises and the disappearance of values are increasingly leading people to cling to nostalgic thoughts. Products and brands that take advantage of this situation can help people relive these feelings through the product or brand. In addition to the advantage of retro marketing in triggering positive feelings from the past in customers, retro marketing can also extend the life cycle of a brand (Oral, 2021).

Mass-produced goods and fast, disposable products have dominated in recent years, but this has led to a longing in society for old values and quality. Old trends such as record players or certain fashion styles are experiencing a revival. However, the nostalgia trend is also linked to other topics such as sustainable consumption and the purchase of long-lasting products. The "retro" trend does not go back that far - products from the 80s and 90s are already being traded as retro products. Companies such as Coca-Cola are taking advantage of the retro trend and allowing their customers to travel back in time by buying retro products. But even in the technology sector, products such as the Nintendo NES or the Polaroid disposable camera have been reissued despite technological progress (von Bronewski, 2019).

An important distinction must also be made in this context between retro and vintage. While vintage products are products that have already been produced in the past, the term retro describes products that are currently manufactured but have been inspired by the style of the past. However, retro products can also have a modern design and only remind us of the past in details (Pötter, 2022). There are many examples of companies that make use of retro marketing, but one success was that of Coca-Cola. In 1994, the company opted for the old design of its bottles from 1923 and even doubled its sales (Nostalgie in der Markenkommunikation: Verbraucherprofile beachten, 2014). As already described, retro marketing gives consumers sentimental feelings. The feeling that is awakened in consumers is also a high degree of social connection. By gaining a social connection, the consumer can also be prompted to make the purchase and be less price sensitive. Through the positive feeling of social connectedness, the focus on controlling money moves more into the background for the consumer, which in turn has a positive effect on the economy (Lasaleta et al., 2014). Further experiments have confirmed that in an interpersonal and intrapersonal context, people spend more money when they are in a nostalgic mood (Wiltermuth et al., 2011).

Marketing generally draws on emotions and experiences. As consumers not only see the product itself, but are also interested in the values conveyed by the purchase, retromarketing has become a marketing strategy. There are hardly any product areas that can escape retromarketing (Membie-la-Pollán et al., 2022). A study from 2017 has examined which products were bought by consumers for nostalgic reasons. The following products were named among the 1000 people surveyed:

- Home items
- Entertainment items
- Fashion
- Technology
- Food

In total, 80% of respondents also stated that they trust brands that have been with them for a long time (Nostalgic Purchases Survey: Consumers Prefer Established Brands, 2017).

Retro marketing has many advantages for companies and consumers, but alongside all the opportunities and benefits, there can also be risks. The retro trend can also be viewed critically, as

companies fall back on the tried and tested due to a lack of advertising expenditure or new ideas. Nostalgia is a change, but a new edition of a product can also fail. Another important aspect is the planning of the advertising campaign. The wrong decisions can damage a product and either present it as too outdated or be perceived as no longer identical due to current adaptations. This can cause irreparable damage to the product and possibly the entire brand (RETRO Special Teil 4: Nostalgie wird zur Marketingstrategie und ist wichtiger Wirtschaftsfaktor, 2023).

A recent study also took a very interesting look at the topic of retro marketing. The following study was carried out in this context. The effects of brand revitalization and retro branding were examined. Brand revitalization is described in this context as the possibility of breathing fresh air into a brand and modernizing products, packaging or marketing strategies. Retro branding as described in this chapter reintroduces a brand from the past, whereby the brand characteristics or the brand itself is associated with a timeline from the past. The study by Chen, (2022) examined the reaction of customers to these two forms of marketing. The study found that both brand revitalization and retro branding have a positive effect on customers' attitudes towards the brand and their purchasing decisions in contrast to the control group. The study also revealed an interesting aspect about consumer attitudes, as retro branding works more effectively than brand revitalization among consumers who are not particularly nostalgic. This contribution can be important for companies when determining their target group and marketing strategy. Another part of the study also dealt with the willingness to pay and, as a continuation of the first part, retro branding and brand revitalization under various aspects such as different designs and advertising appearances. It was again confirmed that the personality of consumers plays an important role. This again confirmed an interesting aspect for science, as self-oriented consumers agree more strongly with the brand and their willingness to pay also increases. In the case of independent-oriented consumers, approval of the brand and willingness to pay increases with retro branding. The more effective method in the same setting for dependent-oriented consumers is the brand revitalization (Chen, 2022).

3. Nostalgia

According to the Oxford English Dictionary, the term nostalgia describes a sentimental longing for or regretful memory of a period of the past (Oxford English Dictionary, 2023). The term nostalgia is

associated with positive benefits in the field of psychology. Nostalgia directs a positive view of the past and the future and creates a psychological sense of well-being. Nostalgia creates a counterbalance to the loss of meaning (Sedikides & Wildschut, 2024). The initial meaning of the term nostalgia is related to the greek word nostos that means "returning to the homeland" and algos which means pain and suffering (Loveland et al, 2010). Nostalgia as a psychological phenomenon that is perceived by a person on both a subjective and objective level and describes a memory with which a person is familiar was described by (Chen et al., 2014) In the marketing context, a study examined that advertising with a nostalgic background is also able to trigger nostalgic thoughts. The nostalgic aspect leads to a more positive view of the advertising and the advertised brand (Muehling et al., 2004)

Nostalgia acts as a bridge builder between consumers and producers, creating a common thread and replacing lost attributes. The nostalgic emotions should be aroused by brand symbols, colours or signs of already-known marketing activities. Familiar marketing strategies also minimize the risks associated with a new brand (Pir, 2019b).

Nostalgia as an emotion is very similar in some respects to shame, guilt and embarrassment. In all of these feelings, the focus is on the person and an action by the person as a consequence. Another similarity is the period, as nostalgia focuses on a specific period in a person's life. The difference between nostalgia and shame/guilt/embarrassment, however, is the nature of the feelings. Nostalgia as an emotion is not associated with painful feelings but with a positive emotion (Sedikides, et al., 2006).

The popularity of retro marketing also has to do with the current situation in the world. Nostalgia leads to positive feelings and moments of happiness. Uncertainty and fear of the future can trigger feelings of happiness in consumers with products from the past. The increasingly fast-moving world and new technology also often trigger a feeling of longing for an even simpler and better past. Retro marketing is a simple process that uses visual aspects such as a logo from the past or packaging that is already familiar from the past to quickly re-establish a connection between the past and potential consumers. Increasing competition is also prompting companies to choose this marketing approach (Pir, 2019c). Nostalgia serves as an effective means of communicating with consumers and, as is generally the case in marketing, must also be aware of the needs and desires of consumers, as each generation has its own needs. One challenge

for companies when advertising with a nostalgia background is to satisfy the needs of the older target group as well as those of the younger target group and to present the product as appealing to everyone (Khanna & Dixit, 2023). The effects of retro marketing can also influence brand loyalty and also depend on the respective generation. Generation X has maintained a stronger commitment to traditional values, in contrast to generations Y and Z. As Generation X is also more aware of retro marketing, this also leads to increased brand loyalty and this generation is also more influenced by retro marketing (Oğuz, 2017). The different generations can also be classified into consumer types based on a study.

Generation Y (1978-1988), also known as "kidults", has a longing for their childhood and advertising in the style of the 80s and 90s works particularly well.

Generation X (1968-1977), also known as Traditional, is attracted by traditions and attaches particular importance to the authenticity of products and brands.

The **Baby Boomer generation** (1948-1967), also known as "Transgenerational ", understands nostalgia as the preservation of their identity and advertising that promotes products with freedom and rebellion works for them.

The **generation born between 1928-1947** can be attracted by advertising that uses black and white images and familiar melodies to create a romantic mood (Nostalgie in der Markenkommunikation: Verbraucherprofile beachten.2014).

A study from 2021 examined adaptation to new products based on the influence of nostalgia. The study has investigated that the effect of nostalgia increases the acceptance of new products but not the acceptance of traditional products. The results conclude that the impact of nostalgia can increase the willingness of consumers to try new products that may involve a higher performance risk. Nostalgia increases people's perception of social support and this has a positive effect on the acceptance of new products (Zhou et al., 2021). An important aspect of the nostalgia factor was also identified in the area of brand expansion. Companies that want to open up further product categories with the brand can also benefit from the effect of nostalgia. Companies extend the scope of their products of the already known brand and especially in the case of extension products that are dissimilar to the original products, a positive evaluation by consumers could occur if they feel nostalgic. The

factor of nostalgia has proven to be a precious tool for companies when they expand the boundaries of their product range (Jun et al., 2022).

4. Research methodology

Retro marketing, as a strategy that uses nostalgic elements of the past, is increasingly attracting the attention of consumers and marketing experts. This form of marketing relies on evoking memories and emotions, often targeting specific generational groups that recognize and appreciate certain cultural symbols and products from a by-gone era. To better understand the impact of retro marketing on consumer behavior, several key research objectives were set. Following the above, the research objectives were set:

- Investigate the success of retro marketing among consumers aged 50 and over;
- To analyze the perception of the quality of retro products among consumers;
- To examine the association of retro products with positive memories among consumers.

These goals enable a detailed investigation of both demographic and psychological factors affecting the success of retro marketing and what are the specific motivations of consumers when purchasing retro products. In addition to the objectives of the research, the hypotheses of the research are listed, which read as follows:

Hypothesis H1: Retro marketing is mainly successful with consumers aged 50 years and over

Hypothesis H2: Customers buy retro products because they associate them with better-quality

Hypothesis H3: Customers associate retro products with positive memories.

The survey is based on data collected for the period from December 2023 to February 2023. The sample of respondents consists of 415 people between the ages of 18 and 75 who, in the specified period, were customers of products that use symbols of retro marketing in their marketing communication, such as design, logos, colour, packaging. Out of the total number of respondents, 259 respondents were female, which makes up 62.41% of the sample. As already stated earlier, the authors of the theory divided the stages of the development of the role and significance of retro marketing as

a style of shopping according to age. Since we do not have data on the purchase of a product that contains one or more elements of retro marketing before the age of 18 in its marketing communication, the sample of respondents in this research is divided into three categories. The first category consists of respondents between the ages of 18 and 29 (called Aesthetic Collectors), the second category consists of respondents between the ages of 30 and 39 (Pragmatic Traditionalists), while the third category includes respondents between the ages of 40 and 75 (Nostalgic enthusiasts). Younger consumers or Aesthetic collectors (20–35 years old) who buy retro products primarily for aesthetics and trends. They are not emotionally attached to the past but appreciate vintage style that they consider authentic and unique. Aesthetic collectors are attracted to the visual elements of retro marketing, such as design, colours and packaging. They often buy these products to express their style or to differentiate themselves from mass trends. Their purchase of retro products often depends on current fashion trends and social networks. Pragmatic traditionalists include middle-aged consumers (30–50 years old) who occasionally buy products with retro elements. Their shopping is not solely driven by nostalgia but by the combination of a sense of quality and reliability that retro products often symbolize. Pragmatic traditionalists value classical values and quality. They believe that products from the past are more durable and better made, so they tend to buy retro products because of their functionality and quality. Nostalgic enthusiasts include consumers who regularly buy products with retro elements. These are mostly older consumers (40+ years old) who grew up in the period when these products or symbols were popular. Their motivation for shopping is based on nostalgia and an emotional connection with past times. For them, retro products evoke memories of youth and represent a sense of security and continuity.

In this sample, 18.4% of respondents are in the first category, 30.6% are in the second category, and 51.00% are in the third category. The average age of the respondents is 31 years (SD=9,056). As for the marital status of the respondents, 53.2% are single, 7.4% are divorced, as well as cohabiting, 0.8% are widowed, and 31.2% are married. In terms of education, the majority of respondents have a university degree (67.2%), followed by respondents who have completed secondary school (27.4%). They are followed by respondents with primary school education (2.6%), respondents without professional qualification (2.3%), and finally respondents with completed doctoral studies (0.5%).

Table 1.
Metric characteristics of the questionnaire

categories	number of variables	min-max results	α	\bar{r}
Nostalgia and emotional connection	5	1-5 (5)	.611	.053
Perception of quality and authenticity	4	1-5 (5)	.509	.155
Aesthetic appeal and unique style	6	1-5 (5)	.617	.174
Search for experience and story	3	1-4 (4)	.778	.426
In total	18	1-19 (19)	.793	.144

The questionnaire that was used in this research was designed by the author of the paper to identify four types of consumer behavior when it comes to buying products that contain elements of retro marketing to a greater or lesser extent. Buyers of retro products are very often customers for whom nostalgia plays a key role in their decision to purchase these products, as it allows them to relive those memories. They buy retro products because they remind them of their childhood, youth or other positive moments from the past. The second type consists of customers who prefer quality and authenticity. They believe that retro products have a longer-lasting value, either because of the materials used or the simplicity of the design. Authenticity and fidelity to the original product concept are the key factors that attract them. The third group consists of consumers who appreciate the aesthetic value of elements: design, color, vintage graphics, and retro design in general. It is these customers who see retro products as a way to express their personal style, emphasizing uniqueness and originality in a world of mass production and uniform trends. Buyers of retro products often look for products that have a story, history or cultural value. They are interested in products that represent a certain period or movement and like to know more about the background of the product. Through the purchase of retro products, these consumers are not only looking for functionality, but also an experience that allows them to connect with the past on a deeper level, and we are talking about customers who are looking for a story and an experience. The reliability of the measurement coefficient is satisfactory, given that it is ($\alpha = 0.778$), but not to the expected extent when measuring particles of quality

and authenticity where it is ($\alpha = 0.509$), so the result is relatively acceptable. The results show that it is still necessary to work on this questionnaire to improve the measurement characteristics, especially on the first three categories of the questionnaire (Table 1).

About the set goals and hypotheses of the research, three discrimination analyses were conducted, where the age of the respondents, the quality of retro products and positive feelings were taken as independent variables, and the sum of the results of the four categories of the questionnaire was used as the dependent variable.

To determine whether there is a difference in the depth of lifestyle involvement when buying retro products about the age of the respondents, a discriminant analysis was conducted, where the age of the respondents was defined as an independent variable, while the sums of the results of the four categories on the questionnaire were defined as dependent variables. Discriminant analysis in the context of the purchase of retro products and consumer lifestyle was conducted with the aim of understanding and distinguishing different groups of consumers based on their purchasing habits and preferences regarding retro products. The discriminant analysis makes it possible to identify different segments of consumers based on their attitudes, values and behaviour. In this case, the analysis can help distinguish between groups of consumers who have different lifestyles and thus different preferences for retro products. For example, consumers who value authenticity and nostalgic values may differ from those who buy retro products for aesthetic reasons or social trends.

By looking at the significance of the discriminative function (table 2), it is evident that the first discriminative function is statistically significant. Therefore, it can be determined that there is a significant difference (at the $p < .001$ level) between the involvement in the lifestyle of those who buy retro products about the age of the respondents. Observing the values of standardized discriminative coefficients and correlations between factors and the canonical discriminative function (table 3) and group centroids (table 4), it can be concluded that higher scores on the LCSF questionnaire describe respondents aged 40+. It can be concluded that the lifestyle is not only oriented towards consumption but reflects deeper values – respect for the past, the search for quality and authenticity, and awareness of cultural and ecological sustainability. For them, retro products are not just goods, but part of their identity and the way they express who they are and what they value in life.

Table 2.
Significance of the discriminative function

Function	Characteristic root	Canonical correlation	% variance	Wilks's lambda	X ²	Df	p
1	.191	.401	98.5	.837	65.431	8	<.001
2	.003	.055	1.5	.997	1.095	3	>.050

Table 3.
Standardized discriminative coefficients (K) and correlations (S) between factors and the discriminative function of consumer behavior of retro products

categories	K	S
Nostalgia and emotional connection	.486	.750
Perception of quality and authenticity	.366	.736
Aesthetic appeal and unique style	.435	.724
Search for experience and story	.126	.401

Table 4.
Centroidi grupa

Age	Function 1
18-29	-.625
30-39	-.327
40-75	.412

Therefore, it is justified to conclude that respondents 50 + are more deeply involved in the lifestyle of consumers of retro products than other respondents. If we compare these results with the basic settings of consumer behavior, it is not surprising that this group is the most involved in the consumer behaviour of those consumers whose lifestyle reflects the consumer who buys retro products, which is often specific and associated with certain values, preferences and ways of thinking. These consumers do not choose retro products only for their functionality, but for emotional, aesthetic and cultural reasons, considering that they are most often consumers of retro products or they remind them of their youth.

About the four behavioural categories of the lifestyle of consumers of retro products measured by the LCSF questionnaire, the results show that the

lifestyle of respondents 40+ is characterised primarily by nostalgic feelings towards the past. They appreciate the values, aesthetics and symbolism of past eras. This lifestyle includes looking at the past as a period when things were "simpler" or "higher quality", so they orient their purchasing decisions according to these values. Retro products attract people who value authenticity and want to stand out from mass trends. They choose products that have a "story" or historical value, and prefer unique or vintage items that reflect their personal style. For them, it is more important to own objects with character than to follow passing fashion trends.

The overall results of the discrimination analysis show that there is a statistically significant difference (at the $p < .001$ level) in the depth of involvement in the lifestyle of consumers of retro products between respondents who are nostalgic

Table 5.
Significance of the discriminative function

Function	Canonical correlation	% variance	Wilksova lambda	X2	Df	p
1	1.162	.733	.463	302.975	4	<.001

Table 6.
Standardized discriminative coefficients (K) and correlations (S) between the factors and the discriminant function

categories	K	S
Nostalgia and emotional connection	1.016	.967
Perception of quality and authenticity	.198	.368
Aesthetic appeal and unique style	-.051	.203
Search for experience and story	-.225	.202

Table 7.
Centroidi grupa

High quality and authentic	Function 1
Yes	1.236
No	-.935

Table 8.
Significance of the discriminative function

Function	Characteristic root	Canonical correlation	Wilksova lambda	X2	Df	p
1	.674	.634	.837	202.380	4	<.001

Table 9.
Standardized discriminative coefficients (K) and correlations (S) between the factors and the discriminant function

categories	K	S
Nostalgia and emotional connection	1.056	.975
Perception of quality and authenticity	-.147	.138
Aesthetic appeal and unique style	-.062	.088
Search for experience and story	-.089	.051

Table 10.
Centroids of groups

Nostalgia and emotional connection	Function 1
Nostalgic and emotional connection	1.534
No nostalgia and no emotional connection	-.437

and emotionally connected to times thirty or more years ago than those who are not. Table 5 shows that the discriminative function is significant. Data on group centroids (table 7) and standardised discriminative coefficients and correlations between factors and canonical discriminative functions (table 6) show that respondents who are more nostalgic and who are more emotionally connected to the time thirty years ago are more deeply involved in the purchase of retro products. According to the data from Table 6, it is evident that retro products are often associated with certain values, emotional associations and cultural symbols. Discriminant analysis helps understand how these values resonate with different consumers depending on their lifestyles. In this way, brands can shape their products and communications to align with the values that are important to the target segment. Although the younger generations did not grow up in the period when these products were popular, they have acquired a romantic view of the past through media, movies, music and pop culture. For them, retro products represent an idealized version of that time, giving them a sense of connection to the cultural heritage and styles of previous decades. Although retro products may at first glance appear to be a phenomenon associated with older generations, younger consumers also show a strong interest in them, but for different motives, which is the subject of new work in the future. For them, retro products are not only a memory of the past, but also a way of expressing style, sustainability, cultural awareness and creativity. Retro trends thus survive, not only as a link with the past, but also as part of the contemporary identity of younger generations.

5. Conclusion

Concerning the defined goal of the research, the results of the research showed that respondents who belong to the third, oldest category, respondents who are nostalgic and have respect for the past and an emotional connection are more deeply involved in the lifestyle of consumers of retro products. The results of this research are in line with the theoretical settings of the lifestyle of consumers of retro products who are inclined to detail. Authenticity and fidelity to the original product concept are the key factors that attract them. Namely, from the obtained data it is not possible to conclude whether the younger generations will also accept retro products with the same enthusiasm as the 50+ generation. Although the younger generations did not grow up in the period when these products were popular, they have acquired a romantic view of the

past through media, movies, music and pop culture. For them, retro products represent an idealized version of that time, giving them a sense of connection to the cultural heritage and styles of previous decades. Therefore, a recommendation for further research would be to improve this questionnaire in terms of improving the measurement characteristics so that further research into the lifestyle of consumers of retro products can be carried out. Carrying out this analysis allows brands and companies to target their campaigns more precisely.

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REVIEW PAPER

THE ROLE OF CIVIL SOCIETY IN ENVIRONMENTAL GOVERNANCE IN BOSNIA AND HERZEGOVINA

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ABSTRACT

This particular article will utilize a constructivist approach, in order to analyze the various dynamics of the involvement of civil society in environmental governance in Bosnia and Herzegovina, specifically focusing on its position inside the European Union. Based on the philosophical principles of constructivism, this study investigates how civil society, as an active and socially produced participant, influences the complex landscape of environmental regulation in the European Union. The study primarily investigates the constructive mechanisms that promote engagement between civil society and government authorities. It specifically tackles the areas of lobbying, grassroots mobilization, and engagement with partners. Moreover, it analyzes the influence of civil society on environmental policies and their enhancement through the analysis of case studies and theoretical methodologies centered in constructivism. This study intends to clarify the ongoing conflict and constructivism in environmental governance and demonstrate how civil society's constructive engagement facilitates democratic decision-making and contributes to the advancement of sustainability objectives.

Keywords: Constructivism, Civil Society, Environmental Governance, European Union, Bosnia and Herzegovina, Grassroots Mobilization



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INTRODUCTION

At this exact moment there is a growing worldwide and national focus when it comes to environmental protection, and Bosnia and Herzegovina is absolutely no exception. International efforts, coordinated by organizations like as Greenpeace and the WWF, together with advocates like Greta Thunberg, have considerably underlined their critical need for action in combatting climate change and environmental deterioration. These changes indicate a broader societal trend towards increased awareness and concern for the environment, with civil society playing a more active role in environmental decision-making at various levels of governance. The importance of civil society in Bosnia and Herzegovina for protecting the environment is steadily increasing, primarily because there is a lack of well-established institutional frameworks for environmental preservation and the implementation of environmental legislation. Civil society in Bosnia and Herzegovina is becoming more engaged in addressing environmental issues such as air pollution, waste management, and forest degradation. This involvement includes the formulation and execution of measures to safeguard the environment (Fagan, 2010). Non-governmental groups, local initiatives, and citizens' movements have a significant impact on shaping political decisions and instigating transformative actions that foster sustainable development.

To further examine how civil society can have an impact on normative frameworks which lead to shaping political decision-making, constructivism is an invaluable approach. Haas (2002) states that constructivist academics primarily examine the institutional, discursive, and intersubjective processes that contribute to the formation of international governance (p. 74). This approach demonstrates that global environmental conferences serve the purpose of informing governments about emerging environmental concerns. Additionally, they play a vital role in developing new norms, certifying consensus doctrines, and setting global standards (Haas, 2002, p. 85). An instance of this is the United Nations Conference on Environment and Development (UNCED) in Rio de Janeiro in 1992, which resulted in the acceptance of various significant international agreements, such as the Framework Convention on Climate Change and the Convention on Biological Diversity (Haas, 2002, p. 79). The conference also highlighted the significance of sustainable development and emphasized the necessity of incorporating environmental, economic, and social aspects into decision-making processes. This has established a new

benchmark for future international environmental policy. The United Nations has effectively expanded the involvement of additional participants, such as non-governmental organizations (NGOs) and scientific communities, in global environmental governance through these conferences. These players exert a pivotal effect on the formulation of policies at both the national and international levels. Haas (2002) states that these conferences have had a substantial impact on enhancing the involvement of new participants in international environmental policy. Consequently, this has resulted in significant societal transformations and the acceptance of novel principles and criteria in safeguarding the environment.

However, when it comes to the actual situation in Bosnia and Herzegovina, the overall organization of institutions is evidently divided and frequently inefficient. If we as a society were to even attempt to tackle this issue, we would have to employ the constructivist method, which we will further analyze throughout this article, in hopes to the strengthening of environmental standards and practices, which could ultimately lead the community in enhanced environmental governance. An exemplary instance of robust civic engagement in Bosnia and Herzegovina is the campaign opposing the development of hydroelectric power stations along the Neretva River. The initiative, coordinated by local and international non-governmental groups, demonstrates the ability of civil society to rally and exert influence on political actions aimed at safeguarding the environment (Armakolas & Maksimović, 2013). This example demonstrates the significance of grassroots mobilization in environmental conservation, wherein local communities and civil society organizations collaborate to safeguard their natural resources and preserve ecosystems.

The Kruščica River protection campaign, initiated by the "Brave Women of Kruščica," is a noteworthy example of civil disobedience in environmental protection in Bosnia and Herzegovina. Since 2017, these women have been engaging in continuous demonstrations by obstructing machinery and obstructing the construction of two small hydropower plants on the river, which provides drinking water to neighboring communities. Their courageous and resolute nature garnered the interest of global media and organizations, resulting in their receipt of esteemed accolades in 2019, including the Euronatur Prize for Nature Conservation. The accolade underscores their dedication to safeguarding the environment and signifies the triumph of local communities in the battle for natural

resources, despite the influence of commercial investors and inadequate backing from the authorities (Radio Free Europe, 2019). Through this example we can attest to the fact that a well-organized, motivated and active community, can surely have great influence in making decisions which directly affect the environment and the lives of others, even if the support from the government is absent. These women are a symbol of determination and the battle against small-scale hydropower facilities in Bosnia and Herzegovina, where local communities and civil society groups are assuming greater accountability for safeguarding natural resources.

Unauthorized or illegal logging has been as another issue that Bosnia and Herzegovina is faced with, mostly driven by the rising worldwide demand for timber and inherent vulnerabilities in the forestry industry. Unauthorized exploitation of forest resources results in forest degradation, endangers biodiversity, and accelerates the emission of carbon dioxide, therefore directly exacerbating climate change (WWF, 2012). In response to this issue, a pilot project for forest certification was initiated in the canton of Tuzla in partnership with organizations including IKEA and WWF. This initiative encompasses the certification of almost 50,000 hectares of forest in compliance with global criteria for sustainable forest management, which includes the adjustment to the recommendations set by the Forest Stewardship Council (FSC). The objective of certifying the woods in Tuzla Canton is to halt all logging activities and avoid the distribution of unlawfully obtained timber in the European Union markets. Simultaneously, increasingly transparent approaches to forest resource management are to be implemented (WWF, 2012). Additionally, this initiative significantly contributed to the preservation of biodiversity and the mitigation of negative environmental consequences that resulted from the inappropriate use of forests. The feasibility of accomplishing significant progress in the areas of forest conservation and the suppression of illicit operations has been demonstrated through collaboration with local people and relevant organizations. In particular, the process of identifying forests with a higher conservation value was enhanced, and the foundation was laid for the long-term ecologically sustainable management of forests.

One further striking example of the influence carried by civil society is the case of the ArcelorMittal giant in Zenica. Acknowledged as the main contributor to pollution in the area, the steelworks have regularly encountered protests along with backing from the local community. In 2008, Eko Forum Zenica in Zenica began adopting strategies to mitigate

air pollution resulting from industrial steel manufacturing. The forum has orchestrated large-scale demonstrations, marches, and several tribunal proceedings to compel the corporation to decrease its emissions and adhere to environmental standards. Additionally, the Eko Forum has lodged a criminal complaint against the corporation for 'extreme pollution', employing legal methods to protect the right to a pristine environment (Arnika, Eko Forum Zenica, & Transition, n.d.). Although the authorities exhibited a slow response and disregarded several suggestions put forward over the years, these endeavors successfully diverted public attention to the alarming air pollution in Zenica and made some advancements in the quest for environmental justice. Notwithstanding ongoing challenges, the endeavors of civil society against a major industrial polluter in Bosnia and Herzegovina exemplify how focused pressure can force transformation.

In the current global context, Bosnia and Herzegovina is under increasing pressure to conform with the United Nations Sustainable Development Goals (SDGs) as well as the European Union environmental policy, particularly in the area of environmental protection under Chapter 27. The participation of civil society in environmental decision-making is crucial for achieving these goals, especially in relation to the sustainable use of resources, the fight against climate change, the protection of ecosystems and the promotion of transparency and accountability in environmental management (Sida, n.d.; Norad, n.d.). In post-conflict countries such as Bosnia and Herzegovina, environmental protection measures confront additional obstacles due to the relics of armed conflict, underscoring the need and urgency of implementing sustainable development goals (CE OBS, n.d.).

Focusing on these aspects further highlights the need of developing and implementing regulations that permit long-term and sustainable development in accordance with Bosnia and Herzegovina's international responsibilities, including the partnerships essential to achieve these goals (Norad, n.d.).

Finally, this article presents a fundamental research question, namely: In the given context of membership to the European Union and sustainable development, what is the role of civil society in influencing environmental policy and management in Bosnia and Herzegovina?

The topic is developed in such a manner, where the complex institutional framework of Bosnia and Herzegovina is kept in mind, as this coun-

try can be seen as a post-conflict nation that faces substantial challenges in various segments to this day, one of which includes the enforcement of environmental norms and laws. The purpose of this investigation is to assess the unique role that non-governmental organizations play in the environment protection and policy reform, as well as to assess their effectiveness in influencing local and national governance structures. Additionally, as previously stated, this paper will implement a constructivist methodology to investigate the interactions between international organizations, state agencies, and civil society. We examine the extent to which Bosnia and Herzegovina's environmental programs are successful in relation to the EU's standards, with a particular emphasis on sustainable development. Our study aims to investigate the interactions between civil society and state authorities and to illustrate how civil society can facilitate democratic decision-making on environmental issues while ensuring transparency, accountability, and sustainability in the policy-making process. In this article a qualitative research approach is used in order to assess pre-existing secondary sources and relevant literature, to be able to analyze the participation of civil society when it comes to environmental policy in Bosnia and Herzegovina. Thanks to this method, we rely on a comprehensive examination and assessment of a diverse range of documents, including laws, strategic frameworks, publications from non-governmental organizations, and scientific research that relate to environmental policy and the involvement of civil society in this area. For us to be able to understand the role of civil society and very specific issues of environmental management in Bosnia and Herzegovina. The initial phase of the research involved analyzing credible and relevant literature to grasp significant concepts and theoretical underpinnings. Scholarly studies on the constructivist approach in foreign policy are closely examined. The literature also includes data and analysis from non-governmental groups and international agencies such as the Stockholm Environmental Institute and UNDP, which provides substantial empirical material for this research. Moving along, another crucial step involved analyzing important documents and strategic concepts that have an impact on environmental policy in Bosnia and Herzegovina. More specifically, a special emphasis is given to a publication such as BiH ESAP 2030+. The documents are analyzed to ascertain the extent to which concerns such as gender equality, social justice, and environmental sustainability influence policymaking, and how civil society contributes to shaping and executing these policies. The third stage of the methodology entailed a comprehensive examination of concrete

illustrations, with a specific emphasis on the participation of non-governmental organizations in the process of making environmental decisions. The analysis focuses on specific instances, such as the opposition from local communities to the building of hydroelectric power plants on the Neretva River. Thanks to this, we aimed to further understand the full extent to which decisions with lasting environmental consequences are influenced by non-governmental groups and the people they represent. The research encompasses both the assessment of existing literature and documents, as well as a thorough analysis of the present challenges and potential for future development of environmental policy in the country.

CRITICAL ROLE OF CIVIL SOCIETY IN BIH IN THE ABSENCE OF STRATEGIC APPROACH

The paper "Civil Society in Global Environmental Governance" written by Thomas Bernauer and Carole Betzold provides valuable insights that are particularly relevant for understanding this topic in the context of Bosnia and Herzegovina. Bernauer and Betzold (2012) contend that non-governmental organizations (NGOs) and other non-state actors are more influential in the development and implementation of environmental policy. The authors highlight the role of civil society in facilitating the execution of environmental policies by offering precise information and legitimacy, particularly in situations when governments have limited resources. However, it is worth noting that states are conventionally regarded as the primary actors in this domain (Bernauer & Betzold, 2012). This phenomenon is especially noticeable in climate negotiations, where over 1,500 non-governmental organizations actively participate as observers or even as members of national delegations. This level of involvement is almost unimaginable in other global policy domains like trade or security, as emphasized by the authors (Bernauer & Betzold, 2012).

Nevertheless, Bernauer and Betzold (2012) highlight certain deficiencies of civil society. Non-governmental organizations (NGOs) typically assert that they represent the interests of the general people. However, their actions and choices are sometimes not grounded on a thorough public discussion or transparent democratic processes. These findings may raise concerns about the credibility and accountability of the individuals or organizations involved, potentially impeding their capacity to wield substantial political influence (Bernauer & Betzold, 2012). The authors emphasize that the slow advancement in addressing various environmental problems is not primarily due to a

lack of information or public participation, but rather results from governmental decisions that impede the execution of efficient community efforts (Bernauer & Betzold, 2012). And if we have a look at Bosnia and Herzegovina, these findings certainly hold significant importance. The intricate political framework of the state and the challenges in implementing environmental safeguards, as already mentioned, make the involvement of civil society of paramount importance. It can help fill gaps in existing structures and exert greater pressure on government agencies to adopt and enforce efficient environmental protection measures. Nevertheless, in the worldwide setting, it is crucial to carefully assess the capacity of civil society to actively enhance the democratization and efficacy of environmental governance.

Another good read would be the article titled "Pathways to Implementation: Evidence on How Participation in Environmental Governance Impacts on Environmental Outcomes" written by Nicolas W. Jäger et al. For this particular article, it serves as credible and relevant resource for understanding the effects of engagement in environmental regulations on environmental outcomes. The study examines the impact of different types of participation, specifically in the realm of environmental management, on the advancement and successful execution of more efficient policies. The outcomes are especially critical for Bosnia and Herzegovina, as the active participation of multiple stakeholders in environmental decision-making is essential to tackle various environmental concerns. Jäger et al. (2020) examine how different types of participation, including the level of communication, the variety of participants, and the transfer of power, impact the quality of environmental decision-making and its execution. The research findings indicate that involvement in environmental standards can be positively influenced, especially when participants actively participate in decision-making processes and engage in extensive communication with one other (Jäger et al., 2020). In Bosnia and Herzegovina, where there are ongoing environmental problems including deforestation and water pollution, these types of engagement can play a vital role in improving and successfully carrying out environmental policy.

For example, the authors mention "the strongest effect on the environmental standard of governance outputs was observed for the degree of power delegated to participants to shape the output" (Jäger et al., 2020). This part is especially important for BiH, due to the fact that the participation of local communities in the environmen-

tal decision-making process is lacking more often than not. In the case of the Neretva River we can most certainly see the possibility of achieving more ecologically sustainable results, and it is through hydropower development and local communities and non-governmental organizations. As already observed, these have an active role in the decision-making process.

An article from Radio Slobodna Evropa reports that the local community and non-governmental organizations (NGOs) have expressed substantial worries about the possible environmental repercussions of the hydroelectric power station on the Neretva River. The project is being carried out by Chinese investors in collaboration with their local partner, Vuk Hamović. Consequently, this led to environmental impacts, including a clear threat to biodiversity. The river is currently experiencing significant strain due to a variety of human activities. Moreover, regional non-governmental organizations have voiced their discontent with the absence of transparency and public involvement in the deliberation of this project. Despite this criticism, investors argue that the hydroelectric power project will yield substantial economic advantages and bolster the nation's energy security. This particular case highlights the importance of participation of local stakeholders in decision-making procedures, since the absence of such involvement might result in discontent and conflicts between local populations and investors, and the most important being the overall destruction of the environment.

In a research article titled "Analysis of international public funding flows for the environment, climate change, and sustainability: the case of Bosnia and Herzegovina" by Amar Čausević, Sanjin Avdić, Bernardas Padegimas and Biljana Macura, we can have a clearer picture of the pressing issue and see more clearly how everything affected environmental issues in Bosnia and Herzegovina. The authors mention that Bosnia and Herzegovina had received a sum of US\$545.6 million in international funding for achieving environmental goals over a defined time frame. A substantial portion of these money is designated for water supply and waste management, with limited emphasis on biodiversity conservation and safeguarding natural resources (Čausević et al., 2022). As they note, "Since the end of the Cold War, the Western Balkans region, which borders the EU, has seen a significant inflow of bilateral and multilateral development aid (including environmental finance). Bosnia and Herzegovina (BiH) is one of the biggest recipients of foreign financial assistance in the region" (Čausević et al., 2022, p.2).

Moreover, the authors state how the government in Bosnia and Herzegovina lacks a legal framework to effectively be able to manage the interconnection between the environment, climate, and sustainability. Meaning there is an evident lack of strategy, with the exception of a few state- and entity-level strategic papers that address water, waste, and the environment in general. Without a coordinating structure, it is difficult to implement a principle that allows different governments to effectively grasp how the agendas of different DPIs (Developmental Policy Instruments) connect with national and international policies, plans, and demands. By addressing and providing support for these concerns, we may enhance the necessary institutional and legislative environmental frameworks and enhance the implementation and enforcement of diverse environmental policies (Ćaušević et al., 2022, p.3).

In this article, the authors have mentioned the Environmental Strategy and Action Plan for 2030. For this specific topic, an article titled "Mainstreaming Equity Considerations into Environmental Policymaking: The Case of the Bosnia and Herzegovina Environmental Strategy and Action Plan" gives a much clearer picture when it comes to gender equality, social justice, and poverty reduction (GESEP). It provides us with a straightforward formulation for environmental policy in Bosnia and Herzegovina. Many will agree that such difficulties are at times disregarded, especially in rather standard approaches in environmental policy. The Swedish International Development Cooperation Agency (Sida) fully funds the project and has established explicit and ambitious goals to involve various social groups through a participatory method, with a particular focus on individuals who have traditionally been excluded from the decision-making process (Strambo & Solujić, 2023).

With the help of this analysis and or guideline, there are to be specific measures that would ultimately lead to achieving environmental sustainability, whilst simultaneously improving the overall health of citizens. Additionally, the idea is to promote cooperation among the Federation of Bosnia and Herzegovina, Republika Srpska, and Brčko District when it comes to environmental conservation. Moreover, when BiH's journey to the EU is also at stake and of importance when speaking about this, which is why this particular article is of great importance for that as well. The reason behind, it is actually in accordance with the goals of the Green Agenda meant for the Western Balkans. Ultimately, this would significantly contribute to Bosnia and Herzegovina becoming more determined to

achieve the goals of the 2030 Agenda and to fulfil the commitments of the Paris Agreement. Despite the lack of an official candidacy for EU membership, the implementation of the Green Deal in Bosnia and Herzegovina is expected to have a significant impact on future environmental finance flows. The Green Agenda for the Western Balkans represents the European Union's most recent economic development plan for this region, based on the Green Deal project.

As mentioned in the article, according to a poll carried out in December 2022, 28% of the respondents reported that the program has clearly improved their overall understanding of the connection between GESEP and the environment. Additionally, the project was able to raise awareness among the members of the implementation team. According to the authors, 80% of the participants stated that they plan to use the knowledge they obtained from this project in their future activities related to GESEP and environmental issues (Strambo & Solujić, 2023). On the other hand, the article reveals how the legislation for development planning in Bosnia and Herzegovina has recently included gender equality as a fundamental element. Currently, the legislative frameworks mandate the inclusion of vulnerable groups and the evaluation of the effects of proposed development plans on men, women, and vulnerable groups as prerequisites in the regulations for planning development interventions. This represents a significant advancement in the process of creating policies, as it requires the explicit integration of GESEP into all development initiatives. The extent to which this framework facilitates more inclusive strategic development planning will depend on the practical implementation of these recommendations (Strambo & Solujić, 2023).

If we take a look at the existing literature, and overall awareness when it comes to the environment and/or climate change, specifically in Bosnia and Herzegovina, there is still more to be explored and surely said. This article is a contribution to this corpus of knowledge, regarding the importance of civil society in Bosnia and Herzegovina in this matter, as there is a scarcity of such studies. Especially, due to the fact that BiH is sadly confronted with numerous environmental challenges, such as the depletion of natural resources, severe and likely never-ending air pollution, as well as insufficient enforcement of environmental legislation, despite the fact that leaders around the globe are trying to prioritize the achievement of sustainable development goals and the mitigation of climate change. Despite the international obligations and the pressure to adhere to European Union regula-

tions, the level of comprehension among citizens and decision-makers regarding the importance of sustainable development remains somewhat low. In this article, the civil society is seen and portrayed as a critical stakeholder in the mitigation of institutional deficiencies and the enhancement of environmental awareness. This study is particularly relevant within the context of the current literature due to the distinctive circumstances in Bosnia and Herzegovina, which are characterized by political instability and institutions that impede the implementation of environmental protection measures. The research investigates the effectiveness of these measures in the context of adaptation to European regulations and underscores the importance of civil society as a critical member of the team responsible for developing long-term environmental protection strategies.

FROM APOCALYPTIC IDEOLOGIES TO PRUDENT ENVIRONMENTAL MANAGEMENT IDEAS

Establishing a robust theoretical framework is crucial for evaluating the importance of civil society in environmental management in Bosnia and Herzegovina. This can be achieved by the application of a constructivist methodology, taking into account pertinent ideas and empirical data. Firstly, constructivism is a comprehensive term that encompasses several theoretical concepts. These theories hold the assumption that we are unable to comprehend reality directly. Nevertheless, the social sphere that we may engage with is shaped by our personal relationships. Essentially, we can form the 'social reality' by molding it based on our own perceptions and understanding of the world, which are influenced by our personal experiences and viewpoints. This viewpoint asserts that social reality and our thoughts have a mutually influential relationship in shaping our views. Constructivism in the subject of International Relations asserts that international relations are the result of social construction. States, alliances, and international institutions are the products of human interaction within the social sphere. These constructs are the result of human acts that are shaped by social values, identity, assumptions, rules, language, and various other elements (Varghese, 2023). However, regarding environmental matters, this approach recognizes that policy-making is influenced not only by legal frameworks and regulations, but also by the societal perspectives, norms, and collective values of persons in civil society (Wendt, 1999).

Another crucial aspect the article recognizes, is the importance of role of the civil society, a vital part of the environment and its management. It consists of non-governmental organizations, local initiatives, citizen movements, and other informal actors. As such, they hold a very important role by directly influencing the environmental policies, by actively engaging in the decision-making processes, advocating, and organizing or engaging the community (Betsill & Corell, 2008). Particularly in BiH, the institutions are often rather fragmented, which is why the duty of the civil society is important, and they serve as a mediator between locals and the government. There are studies that support this further, such as a research conducted by Berkes (2007), which definitely underlines how effective a community can be indeed, especially in cases where the government's efforts are constrained. He highlighted the importance of local's knowledge and how beneficial the overall engagement of a community can be for the environmental governance. There is clear evidence that support this, where community-based approaches serve as good examples for positive outcomes and this is mainly thanks to their great integration within the social and cultural aspect. These tactics cultivate a sense of possession and responsibility among the local community, which is essential for the long-term prosperity of environmental endeavors. Studies suggest that the enforcement of environmental regulations is generally more effective when there is active engagement from the general public. This is because these groups have a deep connection to the specific conditions of the local area and have the ability to gather support for initiatives aimed at protecting the local environment (Berkes, 2007).

There is however yet another crucial factor when talking about this topic in particular and it has to do with environmental management which encompasses policy formulation, execution, and assessment. This particular management is faced with plenty of challenges or obstacles in Bosnia and Herzegovina, some of which include the lack of poor existing rule enforcement, and low resources for encouraging sustainable practices (Čausevic et al., 2022). The significance of civil society in environmental management is intricately connected to the wider framework of global environmental management. Ulrich Beck's notion of the "risk society," as outlined in his 1992 work, highlights the growing recognition in modern countries of global dangers, such as climate change. Beck's thesis posits that civil society may mitigate these risks by establishing and enforcing novel social norms and lobbying for responsible policies. In addition, John Dryzek (2002) emphasized the significance of de-

liberative democracy in the field of environmental management. O'Flynn (2002) outlines four normative principles that form the basis of deliberative democracy: reciprocity (the organization of public matters should be inclusive and not mutually exclusive), publicity (transparency and absence of secrecy), accountability (politicians are obligated to justify their decisions to others), and inclusion (the interests of all community members must be considered in deliberation) (Bianchi, 2008). It cannot be denied that when a vast majority of people or various groups actively engage in decision-making processes, the chances of it ultimately resulting in legitimacy strengthening. If more people were to participate, such a method would be extremely beneficial for Bosnia and Herzegovina, even if it were tough as it is, given the complex formation of the institutions and government. This doesn't not however mean, that there is no potential for improving the democracy and its procedures to be able to successfully execute long-term sustainable environmental protection measures.

With this article, we examine variables such as the performance of civil society, institutional frameworks, social norms, and the efficacy of environmental management. Thanks to a constructivist point of view, these variables are in fact interconnected, and thus form a very specific and special relationship through social interactions and the exchange of values. As beforementioned, the people, i.e. civil society has the capability to exert a substantial impact on societal norms and attitudes, no matter the topic in question. Then there is the importance of non-governmental organizations combined with citizen initiatives in the decision-making process. If we were to think about this more in depth, we can determine that there are both positive and negative effects to this. On one hand, it increases public awareness, while on the other hand, it can foster institutional structures to improve their transparency and accountability. Enhanced community engagement in decision-making processes can enhance environmental management performance by promoting more effective implementation and compliance with environmental legislation. There simply must be a sort of synergy between the people and the government and/or institutions. Only this way, can they create mutually beneficial cycle of positive reinforcement.

Take for example, how in just one year, a sixteen-year-old had successfully established a reputation that extends well beyond the borders of Sweden. Greta Thunberg is rallying a vast number of youngsters and young individuals from various

European countries such as Sweden, Germany, and Austria, as well as from continents like Australia, Asia, Africa, and America. These individuals are choosing to abstain from attending school on Fridays to advocate for stronger measures in climate protection during the rallies organized by the "FridaysForFuture" movement. Although receiving widespread international acceptance, her work is consistently subjected to heavy criticism, despite her age. Her critics argue that her dedication to climate preservation is disseminating apocalyptic ideologies. While visiting France in July, Thunberg (2019) sarcastically told her detractors, "There is no need to listen to us, we are just children after all". A prime example how society and even if it is under the leadership of an individual, can indeed exert influence, especially over environmental policy.

Various approaches to implementing change (e.g. transition management) as well as models for change at the level of the participants (e.g. models of change) promote a successful transformation towards a sustainable culture. It is important how to successfully combine social and technological innovations and approaches to change and how to recognize and disseminate systemic innovations. The structure of institutions including their organizational forms, as well as the importance of time and its effect on the success of changes are also analyzed. In order to achieve a societal change towards sustainability, there must be a recognition of the ecological limits. It is necessary to optimize the conditions for sustainable production and consumption patterns. Finally, there is a necessity to promote the development and dissemination of models for sustainable lifestyles and cultural sustainability as well as the promotion of lifelong learning and education for sustainability.

Civil society as a driver of change

An existing article by Jens Newig "Does public participation in environmental decisions lead to improved environmental quality?" helps further support this paper. His article carefully analyzes if the involvement of the public truly can make specific changes when it comes to environmental decision-making. One of the important standpoints he makes is that participation had over the years become a pivotal aspect across many European legal systems, however he does state that its effectiveness is still questionable. He goes on to say: "It can reasonably be expected that the 'success' of a participatory process not only depends on the actors involved and the design and mediation of the process, but likewise on a multitude of influencing factors including the political and economic con-

text of the decision" (Newig, 2007, p. 53). This particular statement can be considered important when it comes to Bosnia and Herzegovina, as we have mentioned prior to this, its political and institutional factors are often times fragmented and complex. It is therefore vital to conduct the study of participatory processes within a broader socio-political framework in order to discover the conditions under which participation can genuinely contribute to improved environmental outcomes. With this approach, we will not only be able to help identify the current constraints but also to design ideas that can help make the implementation of environmental protection regulations in Bosnia and Herzegovina more effective.

The Role of Education in the Development of Environmental Awareness

Another key factor would be the role of education in such matters, thanks to which spreading awareness and better understanding would eventually lead to concrete results. Not just in schools, but well-thought-out campaigns with an explicit focus on educating about the necessity of sustainable development and environmental preservation. There is a good example of such initiatives in Bosnia and Herzegovina, namely "Eko-škole" sponsored by the Center for Civil Society Development (CPCD), while partnering with some local schools and foreign partners.

The aim of the project is to simply educate the future decision-making generations on the power of sustainable development and environmental protection. Through this program, children would build environmental consciousness through practical activities and projects and gain skills to become responsible citizens who care about safeguarding natural resources. This project has shown great progress and is considered a big step in cementing social norms that favor ecologically friendly behaviors in Bosnia and Herzegovina. This can be supported with a study by Cincera and Krajhancz (2021), where they claim that such initiatives end up stimulating and encouraging citizens' role in environmental awareness and just overall engagement in relating activities. This would imply that campaigns of this nature could potentially be significant when it comes to affecting cultural norms, this being specifically relevant for Bosnia and Herzegovina, as these methods could assist and comply with environmental regulations more effectively.

The perception of environmental problems as frightening tends to potentially deter individ-

uals from actively participating in learning more about them. Coupled with the prevailing skepticism about the feasibility of resolving environmental and sustainability challenges, it is comprehensible that young individuals exhibit less excitement for environmental matters. Therefore, it is logical to use environmental education programs to provide specific and inspiring solutions. Education and training crucially contribute to facilitating the transition from basic environmental consciousness to both individual and collective action. Increasingly, education and training programs around Europe are incorporating initiatives and activities focused on climate change, biodiversity, and sustainability. Notwithstanding advancements and increasing public attention, the incorporation of environmental sustainability into education policy and practice in the EU is not yet a widespread and integrated aspect. For example, the European Commission initiated a project to tackle climate change and environmental concerns, namely "The Education for Climate Coalition" a collective of students and educators who do their very best to address environmental concerns.

Exploration of participatory environmental governance models

We stressed the necessity of the cooperation between the people and state institutions. This can be surely realized through collaborative efforts and partnerships. The formation of permanent collaboration institutions such as joint environmental committees or working groups could assist overcome institutional fragmentation and enable more effective environmental management in Bosnia and Herzegovina. Combining the constructivist approach with specific tactics and strategies has the potential to greatly strengthen the role of civil society in Bosnia and Herzegovina for long-term environmental sustainability. Norway serves as a good example in environmental practices, and this is no exception. There was a successful cooperation between citizens and their government which was implemented through joint environmental committees under the name "Environmental forums" or "Miljøutvalg". These committees gathered members from their local governments, civil society, NGOs and even the business community, all who are there to collectively solve environmental challenges. Norway uses forums to stimulate discourse, transparency and community decision-making on environmental concerns, based on its long tradition of participatory democracy. Research panels have revealed that combining a participatory approach with codified cooperation mechanisms can contribute substantially to making environmental

management more effective (Hovik, Sandström & Zachrisson, 2010). This could be vital for Bosnia and Herzegovina as the country attempts to overcome institutional disparities and establish sustainability in environmental protection.

One NGO formed in Bosnia and Herzegovina, namely Eko akcija, is doing a good job at educating and raising awareness on the pressing issues the country faces when it comes to the environment.

After exploring their webpage, one can easily locate an article headlined "The climate crisis is here now – what do you do?" The article warns about the continuously increasing threat of climate change and its many impacts. It puts emphasis on all of society to take immediate action. Much like this paper already highlighted, the author of the article also stresses one key aspect, which is in-depth engagement with the authorities, to educate and keep them informed. He goes on to mention that the first step should be safeguarding rivers against tiny hydropower plants, as these can damage water bodies and aggravate the consequences of floods. The article claims how it is crucial that policies are applied fast and uniformly, as we must immediately translate them into actual policies that are effectively and consistently implemented. It proposes other initial steps and solutions for the government and the citizens, such as implementing the Forest Law in the Federation of Bosnia and Herzegovina. It is important that the responsible authorities in both regions stop deforestation. When it comes to water in Bosnia and Herzegovina, they propose that in order to conserve drinking water supplies, authorities at all levels should continually protect the water protection zones of drinking water sources. In doing so, they should not shy away from employing existing or stricter legal procedures and heavier fines, which would result in preventing health risks.

Integrating International and Local Efforts for Effective Environmental Management in Bosnia and Herzegovina

OSCE is another organization that outlines the efforts to improve environmental protection through various initiatives and projects. The OSCE works together with government agencies and civil society organizations to improve environmental governance. In one of their documents "Zaštita okoliša" the conducted research focuses on severe air and water pollution and poor waste management as important environmental concerns in Bosnia and Herzegovina, which negatively affect the health and safety of citizens and limit the country's sustainable development. A main objective of

the study is to increase the capacity of the Aarhus Centres in Bosnia and Herzegovina. These centers act as a link between citizens, authorities and the commercial sector in the environmental sphere. In addition, the OSCE Mission is training a new set of lawyers through the Environmental Law Clinic initiative, which aims to promote legal protection of the environment in Bosnia and Herzegovina. In addition to other initiatives, the Mission arranges public campaigns and practical acts like as cleaning up public spaces and replanting, which directly contribute to promoting environmental consciousness and citizen engagement. This paper could be a major supplement to your research by showcasing how global organizations can promote environmental projects and cooperate with civil society in Bosnia and Herzegovina. By relating this source to your thesis on the need of cooperation between state institutions and civil society, the argument for forming such partnerships as vital for enhancing environmental management in Bosnia and Herzegovina can be strengthened. This document and the organization's work is a great example of the constructivist approach and how it can be applied in praxis.

The Regional Environment Centre (REC) website contributed an article entitled "AIRO: Jačanje uloge organizacija civilnog društva u promoviranju demokratskih principa i postupaka vezanih za SEA, EIA i zaštitu okoliša" where they display the many objectives of their project. They clearly outline 4 aims, that include developing a network of civil society organizations that can understand and voice the principles and procedures of EIA and SEA and advocate for their implementation. Secondly initiate activities to improve the regulatory framework for EIA, SEA and issuing environmental permits, strengthen the capacity of CSOs to influence environmental protection policies and actively monitor their implementation, and increase public awareness of the importance of participation in decision-making processes. The project is founded on numerous basic ideas such as participatory democracy, openness and accountability. The principles stress the necessity of incorporating local communities in decision-making processes that effect their environment and quality of life, in order to ensure that residents' perspectives are taken into consideration in environmental choices. The operation of the project comprises training CSO members to equip them to participate in SEA and EIA processes and to effectively convey their interests to local authorities. It also encourages the expansion of cooperation between local administration and civil society, thereby strengthening mutual understanding and trust. This sort of cooperation

helps non-governmental organizations to more effectively collect environmental norms and legislation and disseminate them to the public to create awareness of the need of environmental protection. The major objective of the project is to foster long-term connections between civil society and local administrations, which is of great importance for encouraging sustainable development and improving environmental standards in Bosnia and Herzegovina. This is a rather holistic approach and would increase the ability of institutions and ensure that environmental policies suit the needs and interests of local communities, ultimately safeguarding the environment and increasing the quality of life in the long term.

Local Community Involvement in Sustainable Energy and Climate Action Planning

There is another significant step towards involving local communities in Bosnia and Herzegovina in the processes of sustainable development and the fight against climate change, and it is the call on the Greenworks website to select local self-government units for the preparation of the Sustainable Energy Development and Climate Change Action Plan (SECAP). Their purpose is to pick local communities that are ready to implement strategies that integrate sustainable energy development with climate change adaption measures. This is built on several key ideals, such as participation, accountability and openness. According to this organization, these principles are of considerable relevance since they underline the necessity of involving all stakeholders, notably local communities and civil society organizations (CSOs), in the planning and decision-making processes. Through this method, local communities are not only informed about the difficulties created by climate change, but also actively participate in developing specific solutions that match their individual requirements. A particular focus here is the emphasis on intense cooperation of local authorities and non-governmental groups. Upon reading this invitation attentively, various issues arise. Although the appeal promotes cooperation between local authorities and civil society organizations, it is still not apparent how comprehensive these processes are and to what extent local communities may influence the final decisions. It remains uncertain if these initiatives will be truly participative or whether civil society groups and local communities will only operate as official partners with no real impact in the decision-making process. Although the appeal principally focuses adaptation to climate change, monitoring and assessment of the effects of these

plans, which are vital for long-term success, are not clearly prioritized.

Despite the importance of this appeal as an important step towards sustainable development and the fight against climate change at the local level, it is crucial to ensure that the processes are truly participatory and inclusive and that the results are carefully monitored and evaluated to ensure long-term sustainability. Greater coordination between diverse environmental protection measures can help to boost the success of these initiatives and ensure efficient use of resources.

CONCLUSION

In this article, we have been able to analyze the crucial role of civil society in the creation and implementation of environmental policy in Bosnia and Herzegovina more in depth, and even underlined the necessity of adopting a constructivist perspective into this process. It has proved that civil society is able to solve flaws in institutional environmental management, while the country has a complex political and institutional structure. By implementing participatory mechanisms such as joint environmental committees and working groups, interaction between citizens and state institutions can be increased to enable more efficient and long-term sustainable environmental management.

An essential finding of this study is that there is a need to institutionalize interaction between civil society and state bodies. Norway, with its "Miljøutvalg" model, gives a compelling example of how such cooperation may be successfully implemented in reality and enables local communities and state institutions to confront environmental challenges collaboratively. Implementing a similar model in Bosnia and Herzegovina would have the potential to considerably boost the effectiveness of environmental policy and enable more efficient execution of environmental protection regulations. In addition, we have stressed the need of education and awareness raising to improve the role of civil society. Initiatives such as "Eco-school" have already proven beneficial impacts in Bosnia and Herzegovina, but there is a need to extend such programs to teach a new generation that recognizes the necessity of sustainable development. Combining institutional collaboration, participatory democracy and education gives a strategy to strengthen the role of civil society in Bosnia and Herzegovina. Only with such a comprehensive policy can long-term environmental sustainability be realized and that Bosnia and Herzegovina actively

participates in global efforts to protect our planet. Therefore, this study offers not only theoretical conclusions but also realistic recommendations for practical implementation that might serve as a guide for future environmental protection policies and activities in Bosnia and Herzegovina.

Initiatives such as the project to enhance civil society groups in the sphere of environmental protection and climate change represent a vital step towards strengthening civil society in Bosnia and Herzegovina. The project, published on the Greenworks website, entitled "Initiative to Strengthen Civil Society Organizations in Environmental Protection and Climate Change", aims to strengthen the environmental protection capacity of civil society organizations (CSOs) in Bosnia and Herzegovina and support the fight against climate change. These programs offer civil society with the instruments to play an active part in policy monitoring and implementation, thereby contributing to a more effective solution to the challenges of climate change and environmental degradation. Linking such operations with previously reviewed initiatives, such as those focusing on environmental impact assessment (EIA) and energy sustainable development, ensures a holistic approach to environmental protection. Such synergy between different projects contributes to comprehensive and sustainable development, where CSOs play a crucial role in defining and implementing environmental policies in Bosnia and Herzegovina. We conclude that such projects are of essential relevance for long-term sustainability, because they build the capacities of civil society and improve participation in decision-making regarding environmental protection.

For instance, results of Norad's initiatives in Bosnia and Herzegovina indicate how the international aid may make a big contribution to enhancing the environmental protection capacities of civil society organizations and local government authorities. Norad gave an example of help in the implementation of key projects, by granting financial aid and technical assistance. In the long run, they were able to help promote sustainable development and adapt to climate change in the country. This indicates how there is always going to be a need for cooperation between national initiatives and international support, and this is highly reinforced by such programs, since big progress in environmental preservation can be reached mainly through their joined efforts. Practical examples from Norad suggest that the long-term effectiveness of environmental policy in Bosnia and Herzegovina often depends on sustained cooperation with foreign partners. These instances demonstrate that such cooperation is important to properly establish and

sustain environmental projects. It is a model that can assure the success of future projects in this industry.

Throughout this article the investigations and analysis have, among other, showed that transparency and accountability in the decision-making processes are and will always be crucial to successful implementation environmental protection measures and counteracting the consequences of climate change. We continually underscore the crucial role of civil society in these processes and underlines that their committed participation not only assures the successful implementation of laws, but also permits the adaptation of these laws to the specific requirements and difficulties of Bosnia and Herzegovina. By enhancing the ability of civil society groups, monitoring of law implementation can be increased, generating support for essential reforms and reaching long-term, sustainable advantages. It is equally crucial and we realize the need of uniting the different actions of civil society to promote environmental conservation. By integrating these activities, a holistic and integrated approach to environmental preservation may be ensured, with civil society playing a significant role in devising and executing effective environmental projects.

To conclude, when it comes to the fulfillment of the SDGs in Bosnia and Herzegovina, this would entail a deep understanding and integration of environmental protection policies with those of the European Union, in particular within the framework of Chapter 27 as already mentioned – civil society being the backbone. The future of Bosnia and Herzegovina rests on the ability to overcome past challenges by tackling new global threats – climate change. By modifying the current legislative framework and formulating new ones, one crucial step would already be taken. To ensure that environmental policy does not remain rigid, but is dynamic, responsible and in line with the principles of sustainable development, Bosnia and Herzegovina must understand the need for adaptation and innovation in a fast-changing world. Now more than ever, we must pursue this approach not only to preserve environmental resources, but also to maintain societal stability and long-term prosperity. Bosnia and Herzegovina, a country with such a rich heritage, especially natural heritage, it has an amazing opportunity to take on the leading in the sustainable development. However, this is only attainable if the government constantly takes the route of substantial reforms and efficient execution of sustainable policies. Now is the time to establish the groundwork for a happier, greener and more sustainable future for all its citizens.

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REVIEW PAPER

THE MIGRATION CRISIS IN THE MODERN WORLD AND THE ROLE OF THE IOM IN THE MIGRATION PROCESS

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ABSTRACT

Spatial mobility of the population is at the center of the sphere of global interest, considering that migration is a constant of every society whose causes can be economic, religious, ethnic or political. Migration has become one of the key global problems of the modern world, and the aim of the paper is to explain their complex economic, social, political and cultural problems and to understand the basic causes and consequences of international migration. In many Western countries, the practice is that the policy must be aimed not only at limiting the number of migrants entering the country, but also at implementing certain security measures. The fight against illegal migration requires an effective policy of return and readmission of illegal migrants. However, the concrete activities undertaken on the issue of migration in South Sudan from 2013 to 2015 illustrate the commitment to solving the complex challenges of migration in crisis environments, especially by IOM, which should serve as a good example to all other organizations globally.

Keywords: Migration, Globalization, Crisis, IOM, South Sudan**MAP SOCIAL SCIENCES**

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1. INTRODUCTION AND LITERATURE REVIEW

Migration is a constant in every society, the causes of which can be economic, religious, ethnic or political, and in the crisis that has escalated in Europe in the last few years, all the mentioned causes are evident. This global process of migration is considered the biggest threat to Europe in recent times, which represents a great challenge for all states, as well as state and humanitarian organizations. The crisis is the result of events in the Middle East, where many people emigrated and sought refuge on European soil.

Migration essentially represents the survival instinct of every living being, given that adaptability and mobility have always connected living beings in search of better living conditions or as an escape from danger and insecurity. Migrations, whether of long or short distance or duration, are central to the human experience. They represent a change in the living space, a change in association, society, norms and customs and culture. They can be divided according to several factors such as duration, distance, cause and the like. According to the duration, we distinguish between temporary and permanent migration, but sometimes it is very difficult to determine which type it is, given that the migrants themselves are not sure whether they will return or not, especially because it was not their wish, but they were forced to leave their homes. Sometimes decision is not belonging to migrants, and it is made by leaders of the family or wider community (Manning, 2020).

Countries that accept migrants strive to provide living conditions for basic human needs and life, even though the citizens of those countries feel fear and intolerance towards migrants. On the other hand, migrants are also in an unenviable position considering the uncertainty of their movement and non-acceptance by certain countries. The causes of migration are often cited as push-pull factors (Lee, 1966), i.e. pushing and pulling factors, whereas push factors are cited conditions that can force people to leave their homes and related to the country (poverty, hunger, fear from political persecution, natural disasters, poor health care system, etc.). Opposite of them is pull factors that attract people to a certain location, such as better living conditions, guaranteed political or religious freedom, a better health care system, and the like.

A special challenge during the migrant crisis is represented by different policies and approaches

to the actions of migrants arriving on European soil. The media reported daily that German Chancellor Angela Merkel advocated an "open door" policy for a certain period (Horn, 2015), while on the other hand, German Interior Minister Thomas de Maiziere told transit countries to slow down the flow of migrants to Germany. (Eddy et al., 2015). The most important aspect of migration adopted by the European Union is the focus on preventing migrants from reaching the territory of the Union in the first place (Mitsilegas, 2015).

The European Union did not show the best response to the migrant crisis, as evidenced by the public appearances in the media by the President of the European Council, Donald Tusk, who points out that the migrant crisis is what causes tensions between the member states of the European Union and neighboring countries. He also emphasized the necessity of coordinated action (Mikac, Dragovic, 2017). This is supported by the statements of the Commissioner for Migration, Internal Affairs and Citizenship, Dimitris Avramopoulos, who points out that the European Union was founded to provide its citizens with an area of freedom, security and justice without internal borders (European Commission, 2016). The internal security of one-member state means the internal security of all member states. The analysis of questions about the political economy of migration policy in Europe cannot ignore the questions of politics, religion, ethnic and cultural characteristics and they must be considered when considering the state of migration (Hillman, 1994).

The common European migration policy is an area that requires the development of partnerships with the countries from which migrants come, the achievement of the principle of fair treatment of citizens of third countries and the management of migration flows. It is also necessary to cooperate with transit countries on a comprehensive approach to migration to fight poverty, prevent conflicts and ensure better living conditions. Migration has become one of the key global problems of the modern world, and the aim of the work is to highlight and explain their complex economic, social, political and cultural problems and to look at the basic causes and consequences of international migration.

In many Western countries, the practice is that the policy must be aimed not only at limiting the number of migrants entering the country, but also at implementing certain security measures.

The fight against illegal migration requires an effective policy of return and readmission of illegal migrants. Migration is a macro economically relevant political issue at the global level. Better management of the external borders is necessary to address the current migration challenges, and all measures should be taken to ensure enough legal ways to enter the EU. The member states of the European Union asked Macedonia to stop the influx of migrants, as a large number came from Greece, to protect the European Union. There are four areas of migration management, namely migration and development, enabling migration, regulating migration and addressing forced migration, with the most important issue being labor migration. Current trends indicate that Europe, that is, the entire area of the European Union, will have an influx of many migrants and that managing the mentioned problem will be one of the priorities of the European Union. In this regard, the European Union must develop an efficient and fair migration policy that will be adapted to future challenges, and in addition, the management of external borders must be strengthened, then the networks of human traffickers and people smuggling must be broken, and a strong EU asylum policy and the introduction more legal ways of arrival for asylum seekers and more efficient legal channels for legal migrants (International Organization for Migration, 2024).

Due to the complexity of the problem of migration, and its presence and importance in the study of social movements in the modern world, it is necessary to synthesize previous knowledge and practices and create new ones that will serve as SOP-Standard Operating Procedure- in the future. Migration, like any other complex social process, has its own genesis with causes and consequences, as well as specifics according to the time and place of origin. So far, research on migration has mostly related to individual migration flows, but given that they have proven to be insufficient, it would be necessary to conduct research that will focus on the social changes within the countries that migration has brought, and then investigate the existing reactions of the countries on migrations and based on these studies, plan future mechanisms of the state's response. The purpose of that research would be multiple, considering that it will make a great contribution to science and literature, considering that every state and humanitarian institution that has a role in the migration process will have clearly defined guidelines in acting as a kind of referral pathway.

2. RESEARCH METHODS

The methodology of researching the phenomenon of migration is a challenge, given that in this situation it is very difficult to distinguish which qualitative or quantitative methods are the most effective in researching the migration process. It is considered that quantitative methods do not provide enough descriptive data, and it is best to combine them with qualitative ones, although the situation in the migration process is very unpredictable, so it is difficult to predict anything.

In order to better understand the migration process itself, it is necessary to take into account and examine the different policies and processes of action of individual countries in relation to the migrant crisis that has affected the entire world since 2015. Some international or state actors of the countries most affected by the migration crisis should be analyzed, where the policies and mechanisms that were applied during the migration crisis should be compared. It would also be necessary to review and compare the response plans of the country in the event of an increased influx of migrants, and to define its weaknesses with recommendations for improving the plan.

The concept of this paper explains the concept and types of migration, policies and mechanisms that some states use in response to the migrant crisis. During the research, a combination of several scientific methods will be used, i.e. methods of description and analysis. On this occasion, an international organization whose main task is to respond to the everyday challenges of migration will be presented, and the results of its work in South Sudan in the period 2013-2015 will be presented.

3. INTERNATIONAL ORGANIZATION FOR MIGRATION - IOM

Migrations, both voluntary and forced, have always been a significant aspect of human history. In recent decades, globalization, economic disparity, conflicts and climate change have intensified migration trends, making them a complex global phenomenon. In this context, international organizations play a key role in managing and solving challenges related to migration. Among the most important organizations, IOM stands out as a key actor related to migration.

Migration is an everyday event and process that has an impact on the global labor market and

workforce. They represent a great challenge for all state actors, as well as for international organizations dealing with migration issues. Due to the events in the Middle East, there was a major migration crisis in Europe, which many saw as a refuge and expected the states to take care of them. Although Europe is not to blame for the events that led to migration, it is still expected to respond to this challenge. International migration mainly occurs in three forms: legal or free migration of individuals who want to change their country and place of residence in accordance with the law and regulations; forced migration where individuals are fleeing persecution or due to violation of basic human rights; illegal migration refers to illegal border crossing or illegal stay in a certain country (Rischard, 2005).

Given that the European Union has its ups and downs, expectations are too high for individual member states to cope with the influx of migrants on their own, and for this reason, most member states received very few migrants. The member countries that made an outstanding contribution to migration are Germany, Sweden and Italy. According to the "open door" principle, Germany invited migrants, while Sweden received the largest number of migrants in relation to the number of inhabitants (Albarosa & Elsner, 2022). In Italy, there is a large influx of migrants to its shores almost every day.

Given that there were no clearly defined guidelines, mechanisms and policies, individual countries of the Western Balkans approached this problem in their own way, to facilitate the passage of migrants. Although it was clear that the migrants were "passing" through certain countries, and that they had no intention of staying, certain countries had surprising reactions, such as the barbed wire set up by Hungary towards Serbia and Croatia, Slovenia towards Croatia, Austria towards Slovenia, while certain countries transported migrants across their territory. The member states of the European Union asked Macedonia to stop the influx of migrants, as a large number came from Greece, to protect the European Union (Galpin, 2016).

IOM estimates that in 2000 there were around 150 million migrants in the world, in 2010 around 214 million, and they predict that by 2050 that number will grow to 405 million (International Organization for Migration, 2010). As an international organization for migration, IOM, together with its partners, helps the migration process by responding to the operational challenges of migra-

tion, working to improve the issues and challenges that arise during migration, encouraging social and economic development with the help of migration, protecting human dignity and the well-being of migrants.

The IOM was created in 1951 because of the displacement of Western Europe after the Second World War and was called the Provisional International Committee for the Movement of Migrants from Europe (PICMME). The mandate was to help European countries identify countries of immigration for an estimated 11 million people displaced by the war, and they arranged the transport of nearly a million migrants during the 1950s. In 1952, it changed its name to the International Committee for European Migration (ICEM), and in 1980 to the International Committee for Migration (ICM), and only in 1989 it received the name International Organization for Migration (IOM). It had its roots as an operational logistics agency, and has expanded its reach to become a leading international organization working with governments and civil society to advance understanding of migration issues, foster social and economic development through migration, and support the human dignity and well-being of migrants. There are currently 173 member states and another 8 states that have observer status (IOM, 2024).

Given that there is no universally accepted definition of a migrant at the international level, the IOM has developed a definition for its own purposes that *reflects the common understanding of a person who moves away from his or her habitual residence, either within a country or across an international border, temporarily or permanently, and for various reasons* (IOM, 2024).

This term includes numerous well-defined legal categories of people, such as migrant workers, persons whose specific types of movement are legally defined, such as smuggled migrants, as well as those whose status or mode of movement is not specifically defined by international law, such as international students.

IOM has many active projects whose activities relate to all areas related to the promotion of migrants' rights and their protection, migrants' health, and the gender dimension of migration.

IOM's purpose in labor migration is to facilitate the development of policies and programs that individually and mutually benefit governments,

migrants and the societies to which they relate: provide effective protection and support services to migrant workers and their families; promote economic and social development and promote legal forms of labor mobility as an alternative to illegal migration. IOM's labor migration programs include strengthening the capacity of authorities; guiding migrants before departure, raising awareness and providing information; facilitation of bilateral labor agreements and implementation of labor migration programs; improving the impact of labor migration on development; assistance in international dialogue and cooperation (IOM Handbook, 2015).

IOM helps strengthen the capacity of countries that seek to adopt policies and laws for the employment of migrants, while establishing protections for migrants. Given that many migrants are unprepared before leaving, IOM helps them overcome certain difficulties, and thus organizes certain courses for migrants that will help them to integrate as easily as possible in the countries of destination. They also actively work to raise migrants' awareness of risks and realities and improve access to information. They also help countries in need of labor to conclude bilateral agreements with partner countries or to develop related programs.

In partnership with other international and regional organizations, IOM promotes dialogue on migration issues with the aim of exchanging information and experiences and finding best practices to be applied in the future.

Therefore, it can be concluded that the primary role of the IOM is to enable orderly and humane migration. This is achieved through a multifaceted approach that includes policy development, capacity building, direct assistance, research and advocacy. The IOM works closely with all international organizations, civil societies, but also with the migrants themselves to solve the various challenges posed by migration.

One of the key activities of the IOM is aiding migrants, including refugees and internally displaced persons (IDPs), and this assistance ranges from emergency assistance to long-term resettlement and reintegration programs. Also, IOM plays a key role in managing migration flows, promoting legal migration routes and fighting human trafficking and migrant smuggling. This organization is also involved in political dialogue with the aim of advocating that migration remain a priority on the global agenda and to ensure that the rights of migrants are protected.

3.1 The Role and Significance of IOM in South Sudan (2013.-2015.)

South Sudan, as one of the youngest countries in the world, has been struggling with significant migration challenges since gaining independence in 2011. The period from 2013-2015 was particularly turbulent, marked by internal conflicts, political instability and humanitarian crises, where IOM played a key role in responding to the dynamics of migration in South Sudan.

In December 2013, conflict, violence and food insecurity erupted in South Sudan, displacing more than 2.2 million people within the country and into neighboring countries, leaving millions more in need of humanitarian assistance. The International Organization for Migration (IOM), which was already active in South Sudan before the crisis, has responded quickly to the rapidly growing humanitarian needs and continues to implement an integrated, multidisciplinary approach to resettle displaced and conflict-affected populations across the country.

One of the primary focuses of IOM in South Sudan was aiding internally displaced persons and refugees. The outbreak of conflict in December 2013 led to the displacement of hundreds of thousands of people who left their homelands in search of safety. IOM, in cooperation with other UN and humanitarian agencies, reacted quickly to ensure shelter, food, water and health care for the affected population.

IOM responds to humanitarian needs throughout South Sudan through the following program areas: camp coordination and camp management, migration management, health protection program, migration management, psychosocial support, logistics, rapid response fund, shelter/non-food items, as well as the WASH program.

Camp coordination represents the coordination of activities in UN camps, where civilians have sought refuge, and represents the provision of life-saving services to internally displaced persons, shelters in displaced places throughout South Sudan. IOM serves as the main point of contact in the most vulnerable areas of South Sudan and collects data on displacement.

IOM is also in charge of logistics for IDPs, which is a major challenge as conflicts and seasonal hazards in South Sudan make logistics a complicated undertaking. During the rainy season, more than 60 percent of the country is cut off from

passenger travel, and access organization often disrupts logistical activities due to violence.

Years of war and armed conflict in South Sudan have led to the complete collapse of the country's healthcare system, with more than 4.6 million people in need of healthcare in 2015 alone. The goal of the IOM health initiative is to improve the well-being of migrants, mobile populations and communities affected by migration. The programs cover a range of issues including new and emerging infectious diseases, malaria and sexually transmitted infections, including HIV. To reach remote populations or respond to sudden disease outbreaks, IOM has rapid response teams in health.

When it comes to psychosocial impact, experiences of violence, displacement and imprisonment among IDPs have contributed to emotional instability in the entire community. IOM administers a program of providing psychosocial assistance to internally displaced persons, with a focus on youth and adults, at the location of the UN camps, where internally displaced persons sought refuge.

IOM, in collaboration with other partners, has the capacity to quickly implement specific emergency interventions that respond to the immediate needs of the affected population. Since the crisis erupted in December 2013, IOM has deployed more than 50 mobile teams to distribute shelter and relief materials, conduct assessments and register households for assistance. To reach populations cut off from humanitarian aid due to conflict and restricted access, IOM works with other partners to provide life-saving survival kits. Lightweight, easily portable kits can include mosquito nets, seeds, fishing tackle, water containers, water purification tablets, dehydration salts, nutritional biscuits and kitchen sets.

Organization also implements the WASH program, which establishes, rehabilitates and uses water systems in UN camps to ensure that internally displaced persons have access to safe drinking water. They also establish and maintain toilets and other sanitation facilities to ensure access to safe and hygienic living environments.

IOM is committed to promoting the humane and orderly movement of people across borders by regulating migration and protecting migrants within state borders. In South Sudan, IOM works closely with the government, humanitarian and development partners and migrants to improve migration

management. Organization offers policy guidance, supports institutional capacity building and works to improve immigration and border management. In addition, IOM supports voluntary assisted return and provides support to vulnerable and crisis-affected migrants. IOM South Sudan receives technical guidance and support from IOM headquarters in Geneva and the regional office in Nairobi, as well as from the IOM Africa Center for Capacity Building in Tanzania.

South Sudan inherited one of the weakest border and migration management regimes in Africa after its independence in 2011. From 2010 to 2014, IOM conducted a general assessment of the country's migration management regime and carried out 16 border assessments, which showed that South Sudan suffers from a chronic lack of infrastructure, equipment, training, policies, processes and coordination. These challenges significantly affect the country's ability to promote humane and orderly migration and pose a threat to the achievement of regional security goals.

In this regard, IOM has developed a strong partnership with the Ministry of Interior of the Government of South Sudan – in particular the Directorate of Citizenship, Passports and Immigration (DNPI) – to improve immigration and border management practices and policies. IOM's capacity-building approach seeks to develop South Sudan's immigration policy and operational capacity in line with international standards.

Some of the achievements include the construction of land border crossings, the construction of an immigration training academy, training of police on migration management, installation of a border management information system at Juba International Airport and the development of South Sudan's immigration policy and procedures into a handbook, as well as immigration training in South Sudan.

Since the signing of the Comprehensive Peace Agreement (CPA) in 2005, South Sudan has become a transit and destination country for migrants from the East and the Horn of Africa. The different economic opportunities in South Sudan and the demand for skilled and unskilled labor are the main drivers of migrants traveling to South Sudan. In the process, some were sold or smuggled into South Sudan, leading to irregular status in the country and contributing to migrants' vulnerability and exploitation. Most of these migrants mainly

contribute to the local economy and at the same time send part of their savings to their families back home.

When the crisis erupted on December 15, 2013, millions of people in South Sudan were displaced within South Sudan and beyond its borders. Since 2011, IOM has worked closely with the Government of South Sudan and UN and NGO partners to address illegal migration through capacity building and training and assistance to victims of trafficking and other vulnerable migrants, including those affected by the current crisis. Cooperation was achieved with international partners, including the UN Refugee Agency (UNHCR) and the World Food Program (WFP), to coordinate humanitarian aid and ensure a coherent response to the crisis. These agencies made joint assessments, exchanged information and coordinated interventions, to facilitate the life of internally displaced persons in the given conditions, which at that time were extremely inhumane.

IOM has also established a Transition and Recovery Unit that develops programs that address the root causes of instability and conflict in South Sudan through a community peacebuilding and conflict mitigation strategy.

Existing transition and recovery programs promote dialogue, strengthen local economies by facilitating trade and income-generating projects, build or rehabilitate key infrastructure, and support the dissemination of messages of peace and impartial reporting through the mass media.

A rehabilitation initiative is also active in South Sudan, which aims to mitigate the risks of conflict and promote recovery. The initiative was launched in January 2013 in response to the illicit needs arising from the armed conflict surrounding South Sudan's independence referendum in 2011 and the long-term tensions between the Nuer and Dinka tribes.

After the security situation in certain parts of South Sudan stabilized and improved, IOM played a key role in enabling the return and reintegration of displaced persons, as they expressed their desire to return to their homes and rebuild their lives. IOM provided logistical support, transportation assistance and reintegration services to facilitate their return and ensure a sustainable life.

In addition to its humanitarian efforts, IOM also supported the government of South Sudan in strengthening its capacity for migration management, which included the provision of technical assistance, training and capacity-building support to relevant government agencies responsible for border management, migration policy development and protection.

4. DISCUSSION AND CONCLUSION

The common European migration policy is an area that requires the development of partnerships with the countries from which migrants come, the achievement of the principle of fair treatment of citizens of third countries and the management of migration flows. It is also necessary to cooperate with transit countries on a comprehensive approach to migration in order to fight poverty, prevent conflicts and ensure better living conditions.

Individual and smaller group migrations are a historical constant and a human need and are responsible for numerous achievements, but also negative phenomena that have occurred throughout history. Migration has an impact on the global labor market and workforce. The mass migration crisis that the European Union has been facing since 2015 is the result of decades of policies that partly caused the situation that caused people to flee, and the development of gray events indicated the absence of a common mechanism for the mass influx of migrants and underdeveloped capacities for their reception. Previous experiences have shown that it is necessary to eliminate unknowns and provide a better approach in responding to the next mass migrations, based on previous experience. It is also necessary to look at certain migration crises in the modern world, compare the conditions and messages they send, the presentation of policies in the field of migration and, based on the above, make recommendations for the improvement of certain processes in the field of migration in the future.

The question is how to effectively protect countries globally during such crises, and how to deal with migrants, to ensure and protect their human dignity, and to adequately respond to the migrant crisis. Based on the above, it would be necessary to conduct research that should provide an answer to the current situation in relation to the policy regarding the migration crisis that is shaking the whole world, to perform an analysis of the responses or reactions undertaken by the states

so far. After the analysis and comparison, based on the observed weaknesses, plan new policies and mechanisms that will provide an adequate response to the migrant crisis, and plan the coordinated action of the countries, which is necessary to approach the current migrant crisis.

However, IOM's concrete activities in South Sudan from 2013 to 2015 illustrate the organization's commitment to solving the complex challenges of migration in crisis environments, which should serve as a good example for IOM and all other organizations globally. By providing emergency aid, promoting peace and reconciliation, enabling return and reintegration, and supporting capacity building efforts, IOM has made a significant contribution to alleviating the suffering of displaced persons and promoting stability in South Sudan. However, the constant instability and fragility of the situation emphasizes the need for permanent international support and cooperation to solve the root causes of migration and build resilient communities.

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REVIEW PAPER

OVERVIEW ON THE ROLE OF INTELLIGENT URBAN FURNITURE IN IMPROVING THE ENERGY AND ENVIRONMENTAL QUALITY OF PUBLIC SPACES

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ABSTRACT

The increasing prevalence of smart street furniture is a testament to the growing number of initiatives and companies that are creating objects connected to photovoltaic technology. They have emerged in a variety of forms, tailored to specific functions and modes of use, within the context of energy transition and technology. These innovations, in a variety of forms and functions, are designed to promote sustainability and address energy and environmental challenges, with the objective of reducing everyday power consumption and improving the planet's ecological state. This article presents a literature review of the field of street furniture, identifying key advances that have shaped its evolution and integration of innovative and smart technologies. It outlines the diverse types, modes of use, and contributions of street furniture to urban energy and ecological improvement, based on data from previous research. The results demonstrate that this type of furniture is still in development and that its benefits are sometimes of regional or even national importance, due to its contribution to solar energy production and environmental improvement. The range of innovative services offered by this type of furniture varies according to the specific product. These include smart lighting, WiFi connectivity, smartphone charging, illuminated advertising panels and so on. There is a strong focus on ensuring that this furniture is in keeping with the natural environment, with healthy materials, textures and shapes inspired by nature. This is important as the furniture can also act as a symbol of the city.

Keywords: public urban space, intelligent street furniture, energy efficiency, environmental quality, sustainability



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Introduction

In the current era, the issues pertaining to energy conservation, global warming, and the comfort of users in both indoor and public spaces have compelled the market to rethink its strategies, with the aim of providing solutions that simultaneously ensure the wellbeing of users and energy efficiency across all areas, while always considering the concept of sustainability in favour of nature as a control and preventive strategy (Khelfa et al., 2024), seeing that the IPCC (Intergovernmental Panel on Climate Change) has determined that there was a 0.74°C temperature increase between 1906 and 2005 (Solomon et al., 2007). This is corroborated by global and continental models along with observations. While the extent of their contribution is unclear, urban areas have played a notable role in this trend (Trenberth et al., 2007; Khelfa et al., 2024).

Such urban public spaces are regarded as being of significant importance, facilitating integration of citizens into society and the formation of a collective culture and identity. They constitute the primary setting for social interaction and communication. Urban open spaces are referred to as 'third spaces' due to their function as gathering points for individuals outside of their domestic and occupational environments (Tereci & Atmaca, 2020). It is therefore important to consider the users of public spaces who lack the necessary protection and comfort to engage in a range of activities, including relaxation, recreation and even work (Khelifa, 2024).

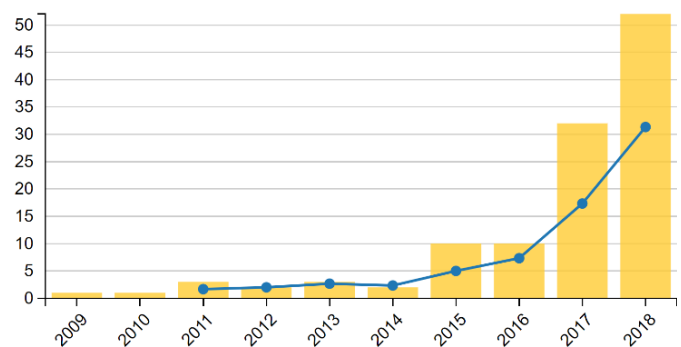
In urban areas where the processes of pedestrianisation and densification have been ongoing for an extended period, the design of street furniture is intended to facilitate the activities of residents and the utilisation of public spaces. The concept of the open city emerged in the late 18th century as a result of significant urban developments. During the nineteenth century, these flourishing districts underwent a transformation, becoming showcases for a diverse array of Haussmann furniture from France and beyond. The style, functionality, and utilisation of this furniture were profoundly shaped by the era. These seats, bollards, litter bins, and candelabras have become emblematic of the distinctive character and urban landscape of cities (A'urba, Bordeaux Aquitaine urban planning agency, 2020).

Street furniture fulfils a variety of functions, thereby offering a degree of comfort to those who be present in urban areas. The process of global urbanisation, coupled with the rapid expansion of the population in most cities, has resulted in a

shift in the demands and expectations placed on public spaces. The term "street furniture" encompasses then a range of newer urban infrastructure, including benches, lampposts, bus stops, bicycle parking, litter bins, and children's play areas. The advent of new design trends can be attributed to a confluence of factors, including urbanisation, rapid advances in technology and the growing demand for a diverse range of goods in street furniture. The quality of life of the urban population is enhanced by the integration of renewable energy technology into furniture design, which incorporates cutting-edge technological features (Başar, 2021).

Figure 1.

The upward trajectory of patent applications for intelligent furniture, as identified in the ESPACENET database comprising 114 published patent applications across the globe
Source: (Krejcar et al., 2019).



In consideration of the full range of needs and expectations, street furniture powered by renewable energy sources is becoming increasingly prevalent. The latest generation of street furniture, which incorporates both technology and renewable energy, is regarded as intelligent, sustainable and environmentally friendly. The use of renewable energy as a power source in street furniture is becoming increasingly common in major cities around the world (Attmann, 2010). Examples of such products include interactive bus stops, solar-powered charging stations, sports equipment in public spaces, giant billboards, kiosks, public benches, and bicycle racks. Additionally, various types of renewable energy sources, including solar energy, wind power, geothermal energy, biomass energy, hydropower, fuel cells, and hybrid systems, are being employed to power this new generation of street furniture (Alotaibi et al., 2023). In recent years, there has been a notable increase in patent activity worldwide pertaining to intelligent furniture, with a particular focus on the generation of clean and renewable energy. This is illustrated in (Fig-

ure 1), which serves to demonstrate the relevance and importance of this topic on a global scale. So, the objective of this present study is to provide an overview of intelligent street furniture, including an examination of its various types, modes of use, and contribution to energy efficiency and transition, as well as its role in reducing the ecological footprint.

This article represents a comprehensive review and synthesis of extant literature on the subject matter. A range of references were collected, read, selected and analysed according to established criteria. The sources consulted included books, scientific journals' articles, theses, proceedings and websites. Subsequently, the field of street furniture was identified, along with the advances that have affected this field up to its integration by smart technologies. Furthermore, an investigation was conducted into the various types, modes of utilisation and contribution of street furniture to the enhancement of urban spaces in terms of energy efficiency and ecological sustainability.

The research was not conducted within a particular context; rather, it was based on the findings of prior research conducted in various locations around the globe by a diverse range of multinational authors. The majority of the scientific documents under review are written in English, although there are a few exceptions, including some documents written in French.

Documents and research published before 2005 have been excluded, as well as those relating to street furniture, but which did not deal with energy or environmental aspects, like those relating to aesthetic, social and economic aspects, as example.

A synthesis of the findings from the disparate research studies situated within this context has yielded the following results.

Chapter 1: The identification of 'intelligent urban furniture'

The function of furniture is to provide comfort, information and services to those visiting or being in urban environments. The term encompasses a diverse array of objects, including public lighting, street cleaning equipment, grilles at the base of trees, planters, litter bins and toilets, rest and shelter furniture for travellers, traffic equipment such as traffic lights, mirrors, road signs and pavement equipment, and information spaces in urban centres (Morsi et al., 2016; Grabiec et al., 2022).

In the contemporary era, street furniture constitutes an indispensable component of urban design. Its approach, which draws on a number of disciplines, naturally takes account of development issues and helps to redefine spaces through the quality of the landscape, the harmonisation of colours, the treatment of surfaces and coverings, signage and support for travel, while meeting the objectives of ergonomics and user comfort (A'urba, Bordeaux Aquitaine urban planning agency, 2020).

The concept of street furniture has undergone significant evolution since the introduction of the first bus shelter in 1964. Technological advances, including intelligent road signs, interactive displays, dynamic public lighting and other innovations, are transforming the architectural landscape of our cities, fostering greater connectivity on a daily basis. Furthermore, intelligent street furniture incorporates clean energy, thereby becoming an integral component of contemporary sustainable development strategies. Solar energy, a free, inexhaustible, and environmentally benign source of energy, is becoming increasingly accessible due to its ease of use, thereby opening up new possibilities. Furniture is becoming more autonomous and continuously evolving to offer an expanding range of services without the necessity for earthworks or trenches (Silicontile, 2018).

Chapter 2: Types of 'intelligent urban furniture'

A comprehensive literature review was conducted, with the objective of collating projects and built examples of solar and smart street furniture. The examples identified resulted in a preliminary classification of the various types of street furniture that can be designed and integrated with solar and smart technologies. The solar street furniture identified is presented and classified with the examples presented below. The diverse case studies demonstrate that street furniture, encompassing its various categories, can facilitate solar energy generation and diminish the ecological footprint through two principal avenues: firstly, by reducing the reliance on fossil fuels for energy, and secondly, by manufacturing these products using environmentally benign and sustainable materials.

1. Canopies

The Bay Area Rapid Transit (BART) system in California, USA, comprises five lines and 43 stops distributed across four counties. The system carries approximately 320,000 passengers per day, making it the fifth most popular system in the United States.

Given the considerable volume of traffic and the resulting energy consumption, it was evident that the installation of an energy-saving device would be beneficial in reducing both energy costs and the environmental burden. This high-speed station in San Francisco, Union City, elected to utilise Onyx Solar's glass photovoltaic modules in the form of an aesthetically pleasing photovoltaic canopy (Belnor Engineering, 2017).

2. Pergolas

A solar pergola is a structure comprising solar panels that are used to shelter a designated space for relaxation in a park. In addition to providing a means of generating renewable energy, it offers a novel approach to harnessing solar electricity. It provides a transparent and distinctive option for utilising solar energy while individuals repose beneath it.

Figure 2.

Lateral view of the pergola of Barcelona.
Source: (Lucera website, 2024).



The generation of solar energy by means of pergolas has the dual benefit of creating a pleasant and useful outdoor living space while simultaneously powering part or all of the park and reducing additional utility costs (Hemalatha et al., 2014). The integration of solar panels into structures is being pursued as a means of both harnessing solar energy and encouraging sustainable development.

The open structure and aesthetic appeal of pergolas make them a suitable location for the installation of solar panels, which can capture sunlight and convert it into clean, renewable electricity, thereby reducing reliance on non-renewable energy resources.

As an import example, the pergola in Barcelona, which is illustrated in (Figure 2), is considered as the largest urban solar power plant in Europe, it comprised a panel surface area of 3,410 m² and was constructed on the expansive pergola beneath which the Barcelona Forum was held in 2004. This specimen is arguably the most widely recognized. The innovative design of this pergola has imbued the solar power plant to which it is attached with a grandeur that has rendered it a prominent symbol of the city. It can also be regarded as an exemplar of the manner in which urban photovoltaic energy is currently being utilised in Spain. This energy is frequently deployed in new buildings, often with a symbolic message, while extensive installation in our cities remains a distant prospect (Frolova et al., 2015).

3. Carports

In collaboration with the Scottish Government, Aviva which is a UK's leading diversified insurer across Insurance, Wealth and Retirement, in the UK, Ireland and Canada, has inaugurated one of the United Kingdom's most expansive solar carports and energy storage facilities at its Perth office.

Figure 3.

Aerial view of the AVIVA project of 342 parking spaces sheltered by solar panels.
Source: (AVIVA, 2020).



The facility which is demonstrated in (Figure 3) encompasses 342 parking spaces and encompasses 50 charging stations for electric vehicles. Aviva's facility will be powered by cutting-edge Tesla Power pack technology, with an anticipated combined annual reduction in carbon emissions of almost 400 tonnes. This is equivalent to the annual

carbon footprint of more than 500 homes or that of a small town. Consequently, the Aviva office in Perth is able to disconnect from the grid for a period of five hours each day, when the national grid is under the greatest strain. Any surplus energy will be stored in the battery for subsequent use or exported to the grid (AVIVA, 2020).

4. Solar trees

The Centre for Grants and International Projects at An-Najah National University has announced the commencement of the inaugural phase of the 'off-grid solar tree' project, which has a capacity of 3.18 kilowatts. It is noteworthy that this solar tree initiative is the inaugural project of its kind in Palestine. In addition to providing shade, the 3.5-metre-high tree also employs solar energy to generate electricity, which can be used to power 20 LED lights and 100 electronic devices, including wheelchairs, mobile phones and laptops. Furthermore, the electricity generated can be used to regulate the timing of night-time lighting. As a result of this pilot project and others already implemented, the institution will be able to reduce its annual CO₂ emissions by 550 tonnes. In addition, the project will lead to a reduction in diesel fuel consumption, which will in turn improve the service provided to students and employees during periods of prolonged power cuts (ENI CBC Med, 2022).

A salient feature of urban settlements is the elevated temperature they typically exhibit in comparison to the adjacent suburbs. The underlying cause of this phenomenon can be attributed to a range of contributing factors. One such factor is the considerable increase in heat gain observed in pavements and building walls. The rate of warming in cities across the globe is approximately twice that of the global average. This phenomenon can be attributed to two key factors: rapid urbanisation and the urban heat island effect. By 2100, it is projected that many cities around the world could experience a temperature increase of 4°C if greenhouse gas emissions continue at current levels (U.N.E.P, 2023). In response to this necessity, a consortium of Japanese designers has created a concept for street furniture that provides cooling spaces in publicly accessible areas. This design, which takes the form of a wooden structure, has been developed with consideration of the contextual value of the surrounding area, and offers people a place to rest and a refreshment service. The structure may be described as a 'cool point'. The dimensions of the basement are 4.8 m by 4.8 m, while the roof measures 4 m by 4 m. The photovoltaic panels, situated at the top of the structure, provide energy directly to

the cooling units that are suspended beneath the roof. The cooling units emit water vapour directly onto the users who are seated underneath, thereby cooling them. As a result of the roof's solar protection, the users are not directly affected by the sun's rays (Nikken Sekkei Co, 2020).

5. Bus stops

Solar-powered bus stops, such as the one shown in (Figure 4), have the potential to disseminate a variety of information, including advertising, public transport updates, tourist information, weather warnings and even access to email. A similar structure has been developed by researchers at the Massachusetts Institute of Technology's SENSE-able City Laboratory (Tuvie Design website, 2009).

The EyeStop project is an interactive bus stop initiative developed for the city of Florence, Italy. It is powered by solar energy and is equipped with sensors that monitor air pollution and weather changes. The installation incorporates smart maps and touch screens, enabling users to access route information simply by touching the station they wish to visit (Willemijn, 2014).

The functionality of modern passenger information systems and journey planners is contingent upon the availability of a comprehensive digital representation of the stops and transportation hubs in question, without which the aforementioned systems and planners are unable to function correctly. The CEN Trans-model data archetypal and the associated IFOPT data interchange standard provide a framework for the description of transport systems, including bus stops, for use in computer models. In the Trans-model data model, a single bus stop is represented as a 'Stop Point', whereas a grouping of nearby bus stops is represented as a Stop Area or Stop Place.

Figure 4.

*An example of solar-powered bus stops.
Source: (Cognimetrika website, 2024).*



In addition, OpenStreetMap has developed a model for representing bus stops in a consistent manner. Furthermore, in the United Kingdom, the NaPTAN database, which is accessible as open data from (data.gov.uk), contains comprehensive information on public transport access points, including details of 350,000 bus stops. Also, Google developed the General Transit Feed Specification (GTFS) standard, which established a simple, widely used data interchange standard for public transport schedules. The GTFS standard provides a table containing a list of stop points, along with the relevant name and location data for each bus stop (David & Chalon, 2010).

6. Benches

The advent of wireless technology, coupled with the proliferation of unlimited access to information on the Internet and data collection and dissemination applications, has enabled individuals to construct communication networks that were previously unimaginable. EnGoPlanet is a consequence of this technological revolution, which is improving public services through the Internet of Things (IoT), waste management, transport and energy management (EnGoPlanet, 2018).

The EnGoPlanet intelligent sunbed has been designed with the contemporary, connected customer in mind. The solar panels integrated into this product provide a source of electricity for portable electronic devices. The energy is transmitted by the Smart Solar Bench via USB or hotspots. It responds to customer demand for WiFi and low-voltage charging in a way that is both functional and innovative.

Figure 5.
The Fluid Cube and City Snake intelligent street furniture in Hungary.
Source: (McNulty-Kowal, 2021).



The bench's classic design conceals a multitude of functions, including the ability to power white, blue, green, or red LED lighting via the integrated solar panels. The bench's sustainable design utilizes renewable energy sources that are affordable, safe, and environmentally friendly, minimizing its environmental impact (EnGoPlanet, 2018).

The Fluid Cube and City Snake, shown in the (Figure 5), are intelligent street furniture in Hungary designed by an architectural office, featuring two interconnectable components. This gives the furniture a modular advantage, designed for both public and educational use. It is a bench with integrated technical services, featuring a primary cube that is 9 meters long. In bad weather, the structure offers a convenient refuge for passersby. Two parallel benches are placed next to the main cube.

The City Snake is a 7-foot outdoor bench. 5 metres long, its curved shape offers diverse seating and positioning options. The Fluid Cube and City Snake use photovoltaic panels for energy. The main cube has solar cells, while the City Snake features conventional solar panels on its seats (Grillo, 2019; Artform urban furniture website, 2020).

7. Street lighting

Solar street lighting is defined as a form of outdoor illumination utilising the energy provided by the sun. The popularity of solar lighting has increased markedly in recent years, reflecting a growing demand for environmentally friendly and energy-efficient lighting solutions.

In addition to the economic benefits, the street solar lighting provides considerable environmental advantages. The utilisation of this sustainable and inexhaustible resource can assist in the reduction of the carbon footprint associated, and also in energy savings and productions (Sengupta et al., 2021). Furthermore, the installation of solar lighting does not necessitate any significant physical disruption, as there is no requirement to connect it to the electricity grid. This makes it an optimal solution for ecologically sensitive areas, parks, and holy sites (United nations, 2021).

In the summer of 2006, five prototypes of photovoltaic lighting based on the Stapelia design were created and installed in the garden of the ENEA (Italian National Agency for New Technologies, Energy and the Environment) research centre in Portici. The Stapelia, whose shape and nomenclature are inspired by the structure of the eponymous tropical flower, can be integrated into locations of considerable aesthetic value.

Figure 6.
photovoltaic lighting based on the Stapelia design.
Source: (Scognamiglio et al., 2007).



The fundamental concept underlying the geometry, which is based on a pentagon, is that one or more elements, such as flowers, can be strategically positioned where a power supply or site enhancement is required. The most crucial aspect of this photovoltaic component (Figure 6) is an appropriate design, which must ensure both good integration into the surrounding environment and a pleasing balance between the component's various roles. An optimisation process is currently underway at various Enea units, focusing on the individual elements incorporated into the design of Stapelia. This process monitors the component's actual performance, including lighting and photovoltaic energy production (Scognamiglio et al., 2007).

8. Solar Rubbish Bins

Photovoltaic (PV) panels facilitate the conversion of solar radiation into energy, which is subsequently stored in batteries to power the solar bins. The internal compactor of the bin is then powered by the previously conserved energy. The waste is compressed within the bin, thereby reducing its volume and allowing it to accommodate a greater quantity of waste. The utilisation of solar energy in refuse bins offers a number of advantages. Firstly, the elimination of waste transportation reduces the carbon impact of waste collection, which is typically achieved through the use of diesel-powered lorries. Secondly, the reduction in the frequency of refuse collections, enabled by the compaction of waste, allows for the containment of a greater volume of waste within a given area. Consequently,

the number of lorries required for waste collection is reduced, which in turn leads to a reduction in the associated transportation costs. The compaction of debris also prevents its dispersion by wind, which can contribute to a reduction in littering (Orwak-Compactors, 2023).

The all-mentioned examples demonstrate that street furniture projects can assume regional or countrywide importance, or provide sufficient energy for a facility or an administrative or university centre, or even make a significant contribution to the national energy economy. Furthermore, intelligent solar street furniture has the potential to become a monumental symbol and work of art, thereby enhancing the aesthetic value and charm of public spaces, as exemplified by the Barcelona pergola. The addition of street furniture can enhance the visual appeal of public spaces, fostering a more attractive and welcoming environment. Furthermore, the incorporation of street furniture can serve to establish a focal point within an area, directing the gaze and contributing to the definition of the character of a space, thereby conferring upon it a distinctive identity. Additionally, there is a notable interest in the development of street furniture that is in harmony with the natural environment and the surrounding context. This approach aims to leverage the benefits of such designs while avoiding any detrimental impact upon the quality of the landscape or the introduction of visual pollution. This is achieved through the utilisation of natural, floral and faunal forms, as well as their associated geometries, colours and textures, in the creation of new designs.

Chapter 4: Modes of use of smart solar street furniture

Following the examination of previous literature and examples, and also based on a comprehensive and effective interview conducted by Avila et al. (2018) to ascertain the needs and specifications of prospective users, the diagrammatic representation in (Figure 7), which offered a summary of the theoretical functional division of solar furniture, enabled the identification of the final sub-function of the innovative furniture design, thus affording the opportunity to gain a comprehensive understanding of the constituent parts and their functional interrelationships, thereby informing the design decision-making process.

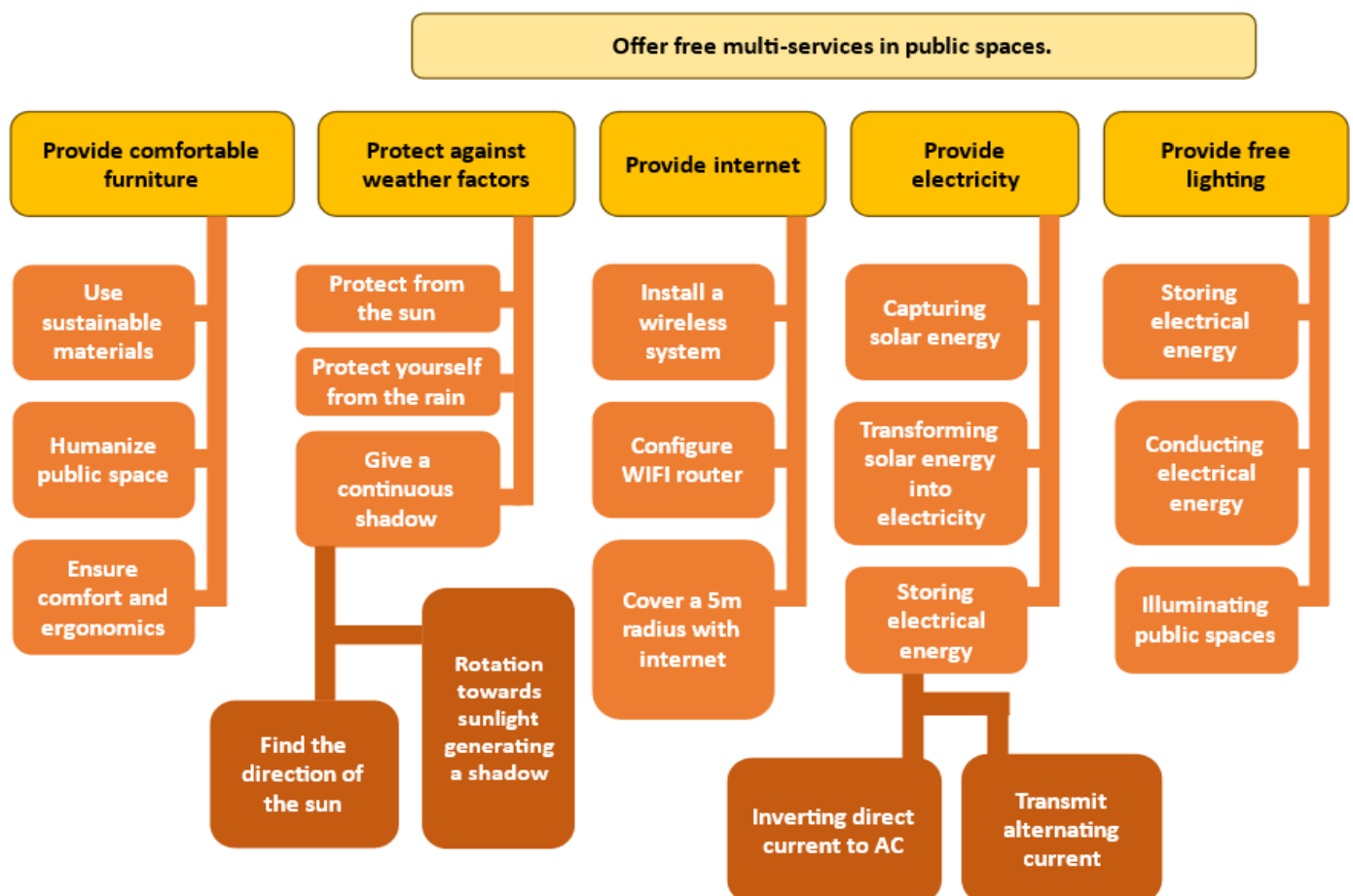
Over the past century, the two principal drivers of innovation have been sustainability and technology. The concept of smart solar furniture represents a convergence of these two distinct

movements, offering a range of potential benefits to individuals, organisations and communities. The term “smart solar furniture” is used to describe any type of furniture that is equipped with solar panels and other intelligent elements. Such items may take the form of benches, street lamps, charging stations or litter bins. Such furniture is powered by renewable energy sources, thereby offering a greener alternative to conventional furniture. The utilisation of smart furniture can facilitate the realisation of a more sustainable future, through the harnessing of solar power in order to reduce the carbon impact. Furthermore, the utilisation of smart furniture can result in long-term financial savings, as it does not require the input of electricity from the grid. Instead, it draws its energy from solar sources, thereby reducing the associated utility costs. Furthermore, some smart solar street furniture has the potential to generate revenue through advertising or other services, which could assist in covering installation costs (Urban Elements, 2023).

The practical services and ease of use offered by smart solar furniture are two of its most notable features. Solar-powered charging stations, for instance, provide a convenient means of re-charging mobile phones and other electronic devices while on the move, eliminating the need for a conventional electrical socket.

Smart benches with Wi-Fi connectivity and USB charging sockets offer a comfortable and convenient place to work or rest while remaining connected to the internet and charging electronic devices (Dean, 2023). Furthermore, smart solar furniture has the potential to facilitate community engagement and social interaction. The installation of smart benches and other forms of outdoor seating encourages people to spend time in public spaces, facilitating social interaction and engagement. These furnishings provide a comfortable and practical space for individuals or groups to sit or work, offering protection from inclement weather such as sunlight and rain.

Figure 7.
Modes of use of smart solar street furniture.
Source: Author, 2024.



Additionally, they offer comfortable and ergonomic seating, enhancing the overall experience of the public realm. This can contribute to the development of a more vibrant and connected community. Sensors installed on smart street furniture can collect vital data on issues such as air quality, noise levels and pedestrian traffic. This data can then be used by cities and businesses to gain insights into the wishes and behaviour of their consumers. In turn, this allows cities and businesses to make informed decisions about how to improve the user experience and promote sustainability by collecting data on how people use intelligent furniture.

Conclusion

Public spaces are of significant importance as locations utilized by the majority of people for social interaction, relaxation and enjoyment. It is imperative that these areas be safeguarded from all forms of pollution, as they are regarded as being environmentally pristine. The implementation of renewable energy technologies in these locations will, therefore, serve to encourage public engagement and maintain the parks as pollution-free environments. Moreover, the technology has the potential to disseminate through the adaptation of its applications to public spaces. This study focuses on the concept of 'intelligent' solar street furniture, which can be defined as street furniture that incorporates solar technology. A number of initiatives and concrete applications, in addition to a growing number of patents, provide evidence of the growing interest in this field. The role of street furniture has evolved beyond its traditional applications, which included street lighting, street cleaning equipment, tree grates, planters, litter bins and sanitary facilities, rest and shelter furniture for travellers. It is now being employed in innovative ways, where street furniture is used as a producer and generator of renewable solar energy, is autonomous, and provides intelligent services, such as the ability to recharge devices using USB or wireless charging ports on benches in bus stops or in public spaces. In addition to the aforementioned charging ports, these benches are equipped with Wi-Fi connectivity, built-in environmental sensors, advertising panels, and displays that provide information or directions regarding the location being visited or traversed. Intelligent solar street furniture is available in a multitude of forms and designs, tailored to specific functions and requirements. It can assume significance at the local, regional, or national levels. It can even serve as a symbol of the city. Its evolution is ongoing, with an increasing alignment with the surrounding urban fabric, offering users enhanced comfort, energy efficiency, and the highest environmental quality.

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REVIEW PAPER

THE ROLE OF ECONOMIC DETERMINANTS IN THE ORGANIZATION OF LAND USE AND THEIR IMPACT ON THE INTERCONNECTEDNESS OF URBAN SECTORS

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ABSTRACT

The present paper investigates sustainable urban development, as mandated by the state's land-use regulations. It explores the interrelationship among various city sectors based on a guiding plan. Moreover, it delves into the integration of services and facilities across the city and its outskirts. The research analyzes the interactions among these components—whether through attraction, clustering, disintegration, or separation—under the economic determinants that affected the regulation of contemporary land uses.

This study underscores the importance of strategically positioning services and installations to enhance connectivity, minimize costs and adhere to deadlines. Yet, due to a past disregard for economic regulatory principles, urban planners have failed to fully grasp the significance of integrating economic strategies into urban planning. This oversight has resulted in the misconception that economic planning takes precedence over urban planning.

Urban planning is crucial for the effective execution of development projects, and economic regulations go beyond simple cost assessment, as they are a scientific field focused on maximizing resource allocation for guiding planning choices. This subject was chosen to highlight the importance of both urban planning and economic regulations. The complementarity between these two domains will enable the harmonization of numerous urban development decisions pertaining with the demands of social well-being, thereby facilitating effective planning in response to the continuous evolution of urban growth.

Keywords: Economic determinants, land-use organization, connectivity, urban interconnectedness, urban sectors



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Introduction

Recognizing land as a dynamic asset in urban regions is essential for the effective organization of diverse land uses that shape a city. Land values, driven by costs and closeness to city center, play a pivotal role in the seamless integration and connection of various sectors that make up the city's landscape. Additionally, it is vital to acknowledge that economic determinants have had a major impact on the governance of land-use. This stems from the former urbanists' disinterest in this perspective and their unawareness of economic system principles, wherein urban planning was not viewed as a key element of financial planning. These plans, arising from development program interpretations, are not merely minor applications of mathematical science employed in cost-analysis techniques; they represent a discipline of resource allocation and management to facilitate planning choices. Besides, economic controls represent not just a simplified version of mathematical sciences used in cost analysis methods, but rather a scientific approach to distributing and directing resources for informed planning decisions. Considering this, economists and urban planners have begun to recognize that both economy and land use serve as significant functions. They understand that the synergy and balance between these components will enable the formulation of numerous decisions regarding the city and its

In the present paper, the city is examined through the lens of analysis and decision-making to systematically arrange goods and services for its inhabitants, functioning as an economic and social hub where economy and social nature intersect and merge. The city, with all its components, can be viewed as a beneficial site that symbolizes the conventional marketplace for products and services, embodying the essential production elements that both individuals and economic entities rely on when making their urban and economic planning choices. The clustering of economic activities and events enhances their efficiency due to their proximity, integration, and concentration in these areas, creating a dynamic environment that fosters growth and innovation.

This has led to problems that have defined the city's economic management process. Studies have shown that urban growth and expansion increase the complexity between land value and land uses. This complicates accessibility and

connectivity between the core and the periphery of a city. Economic competition might disrupt the planned allocation of land use for housing, commercial, industrial, and recreational, often causing a lack of coherence in policies and regulatory frameworks governing land use (Hiba, 2014). This situation is exacerbated by the absence of a clear policy for monitoring and regulating framework laws that preserve the value and function of land uses through systematic distribution within the city. This makes it challenging to achieve optimal connectivity and increases transportation costs, which in turn affect urban land values and competitiveness among various uses (Hiba, 2014).

The present study raises the question of the correlation between economic determinants and the regulatory process of urban land uses. It aims to analyze whether changes and imbalances in land use affect the functional composition of cities. The distribution of urban land uses and their organization within a city's internal structure are significantly influenced by economic determinants, shaping the spatial dynamics and functionality of urban environments. This research aims to develop a comprehensive theoretical framework that elucidates the relationship between economic determinants and the spatial organization of urban land-use within the city.

I. Economic determinants of urban land-use

Economic determinants play a crucial role in regulating land-use within urban areas and shaping their structure. The allocation of land-uses primarily depends on the prices and returns generated by these uses, driven by competitive dynamics in the urban land market that favor optimal land utilization. Land is viewed as an investment commodity by investors, with its value varying according to financial resources and influenced by several factors. Among these, economic considerations are particularly significant, as they markedly affect urban land uses (Kamel, 2008).

In addition, it is essential to recognize that land-uses are influenced by a variety of other determinants, including natural factors such as topography, climate, geological characteristics and social factors. The most important indicators of these determinants include:

1. Competition for location

Location is a critical element. The functional performance of a city—reflected in population distribution and land use patterns—represents the cumulative competitive relationships among various demographic groups, types of land use, functions, and institutions. Commercial and industrial uses are often prioritized due to their economic viability. In contrast, residential uses tend to rank lower because of their reduced competitive capacity. Nonetheless, there is no clear separation among the various land uses within the city; rather, there exists a continuous overlap among these uses as cities expand (Kamel, 2008).

2. Market value of urban land

The economic value of urban land, just like other factors of production or commodities, is influenced by the interaction of demand and supply, necessitating an equilibrium between them. Various factors affect the assessment of urban land value, including residential density, location, land features, land use preferences, investment competition, views on taxation, and the main purpose of the city center. Moreover, the topography and cost of living in the area are crucial elements. The value of land in urban planning can also be affected by the proximity of amenities such as services, streets, intersections, and other urban elements (Hiba, 2014).

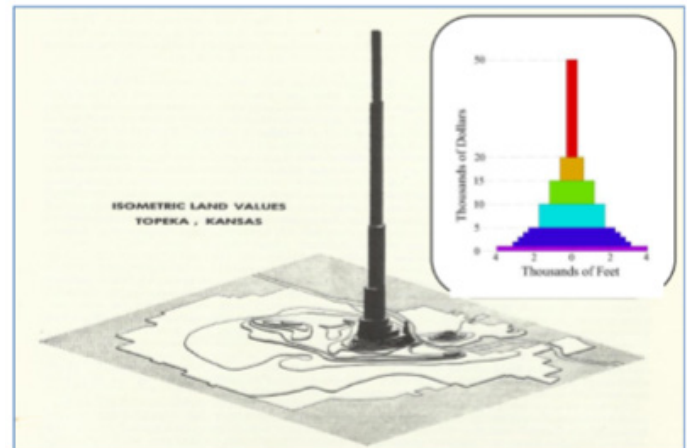
Recent studies indicate that land prices are highest in city centers. Land value near the city center has continuously varied, with fluctuations in both upward and downward directions, demonstrating a high level of land-use intensity. Furthermore, properties located along main roadways are more valuable compared to other properties due to their strategic positioning near the city center.

II. Urban land market

The urban land market is considered a dependable mechanism for preparing urban plots to fulfill urban growth objectives. Land prices can considerably vary depending on the balance between supply and demand, as studies have demonstrated. In numerous nations and areas, the availability of land in cities does not match the increasing demand due to urban land's distinct economic qualities and location, which dictate its price and purpose (Heritage, 2022).

Figure 1.

Chapin, F. (1972). Land values according to its location in the city [Graph]. urban land Use planning (p. 12). Universities of Illionois Press.



Note. "Represents the distribution of land based on those who abandon or relinquish it."

Developing transportation infrastructure and organizing roads in a city is a key factor in controlling land use. Roads and streets require specific urban land uses with beneficial features and requirements as the majority of land allotments are situated near transportation routes and communication systems. As you get farther from the city center towards the outskirts, the value of land usually goes down, resulting in cheaper rental rates. On the other hand, closeness to city center usually corresponds to increased land prices.

Urban land use studies focus on exploring how people utilize the land in a particular area within a specific timeframe. The goal is to determine the compatibility between environmental resources and the level of land exploitation in terms of size and type (David, 1980).

The idea of land use:

- (1)"Entails how different functions such as residential, commercial, industrial, service, and recreational are distributed within a city and its surrounding areas"(Al-Hiti & Saleh, 1986, p.83).
- (2)And (2) represents all the actions carried out on the land and indicates the ongoing evolution of the connection between people and their surroundings, in a constant effort to establish a balance between them (Jaber, 2006).

Effective land management is essential for sustainable development, and land use regulation plays a pivotal role in achieving this balance, "Land use regulation is a structured evaluation of the capacity of land and water, different potential land uses, and economic and social factors in order to determine and implement the most suitable land use choices. The goal is to choose land uses that effectively fulfill human needs and preserve resources for the future" (FAO, 1993, p. 06).

Based on Ghoneim's findings : "Land use planning involves a set of interrelated steps designed to identify the best way to utilize land by examining economic, social, and environmental factors" (Anim,2001,P.157). The regulation of urban land-use is a crucial aspect of thorough planning, based on future-oriented goals for the city's layout. This vision is expressed through a detailed strategy called the "master plan," which details political goals, governance levels, tools, and organizational structures required to reach the intended objectives.

III. The role of economic determinants in regulating the distribution of urban land use types

Identifying four primary types within the city's internal structure significantly influences land use and aids in understanding how economic factors organize urban landscapes. This study focuses on key aspects such as accessibility and its impact on land use patterns, as well as the influence of both external and internal savings. Furthermore, it considers the relationships between essential supporting activities, including those that are both attractive and repulsive.

1.Commercial land-use (mercantile and retail)

This land-use type includes recreational and practical elements, with an emphasis on the practical aspect. Various factors influence the growth or reduction of this land utilization model. The growth of population density results in a higher demand for commercial services, while increased real income levels lead to greater purchasing power, boosting demand for business services and expanding their reach. Additionally, heightened cultural awareness, combined with growing individual needs, contributes to an increased demand for business services (Mostafa, 2004).

Consequently, this type generates more revenue due to the amenities it provides to residents. Since commercial services are closely linked to accessibility, it becomes crucial to select locations near population hubs within the city.

We can distinguish three main distribution types for commercial land uses within the city:

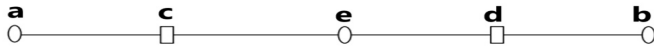
- **Directed toward major streets type:** This type relies on facilitating movement and traffic flow.
- **Based on accessibility type:** This involves clustering commercial uses hierarchically within strategic locations.
- **Based on lower land prices type:** This is represented by markets that serve residential neighborhoods (local shops).

Commercial services typically select their locations strategically by considering a specific set of characteristics and features in order to drive profits and remain competitive. However, other commercial services are attempting to rival them with a similar offering. If the boundaries of a specific area are defined by points (A) and (B), there are initially two shopping centers, (C) and (D), positioned at a distance $1/4$ away from either end or the middle. Therefore, residents living between points (A) and (E) are the ones purchasing necessities from center (C), whereas residents between points (B) and (E) are the customers of commercial center (D), under the assumption that it is closer than any other commercial center.

In this scenario, the competition's persistence compels one of the commercial centers to either provide alluring offers or relocate to a more profitable area and setting. For instance, the attractions and offerings of center (C) shift towards center (D) and move further to boost revenue. In this scenario, the demand for (C) grows leading to a profit increase from $1/4$ to $3/4$. In response, center (D) aims to reclaim its popularity and boost profits by offering better benefits to its customers. This prompts both parties to set up shops and business centers in the middle of (E). The competition and the push and pull dynamics happening in areas cause institutions and businesses to relocate to central city hubs, willing to pay premium prices solely for increased profits (Mostafa, 2004).

Figure 2.

Author. (2024). Illustration of the commercial use type [Graph].



Note. "The figure represents the location of commercial services at specific points."

2. The Residential use type (inhabitants and social services)

The requirement for housing makes up the majority of urban land usage in a city's internal layout. Individuals are compelled to dedicate a large portion of their income towards obtaining housing due to this essential need. As a result, personal earnings and their sufficiency, along with the laws of supply and demand in the city's real estate market, always impact deciding where to live. The need for housing is determined by an individual's capacity to afford a suitable price for housing, depending on their financial situation and assistance from entities like banks. This engagement triggers economic forces in the city, with the foremost factor influencing housing demand being the plot's size and location across various city sectors. Potential home purchasers take into account different factors when choosing a plot of land within a particular area of the city's layout. Factors such as the quality of housing, resident homogeneity, safety features, and surrounding building characteristics are all taken into account. This factor frequently results in homebuyers paying increased prices for sought-after properties.

The primary factor that influences the price of land is its location. Closeness to the city center or main roads greatly affects the value of land. For example, as shown in Figure 06, there is a distinct correlation between land prices and proximity to the center. Point (A) signifies the downtown area, point (B) represents the distance from this downtown area, and point (C) denotes another plot of land. The line connecting points (C) and (B) reflect the potential price that can be paid for any given plot.

3. Functional land-use type (work and labor)

Accessibility, especially in relation to government institutions and public sector entities, is a critical determinant of functional land use in urban areas. The majority of these public institutions, along with a few private ones, are situated in the

downtown area, offering services to the community. Hence, the placement of these establishments is intended to guarantee closeness to both residents and public transportation. Because these establishments are usually gathered in city centers and specialized areas, they create functional clusters that support urban economies through efficient information sharing between different entities. In this situation, the expense of traveling to and from work is a key element in planning city development. This is because of the connection between where people work and where they live, emphasizing the placement of these essential facilities in urban transportation centers.

4. Industrial land-use type (including industry and input for production)

There are two primary aspects to industrial land uses in a city. The initial factor is depicted by major industries situated mainly on the peripheries of urban areas. These sectors are crucial for fulfilling urban daily requirements and can efficiently deliver their services from the outskirts to the inner parts of the city, including food production and other critical services. The second factor relates to light industries, which have a closer connection with people's everyday routines. Most of these industries do not transport their services over long distances; they are mainly focused on providing services and are usually located in central areas of cities, away from government buildings to prevent traffic congestion and uphold proper urban planning. The key patterns of industrial land use in the city include small areas located near city centers, large areas situated near transportation hubs, and large areas found in isolated zones.

Typically, industrial use sites need to be close to roads, streets, and transportation hubs. The aim of this is to make it easier for job seekers and employees (workforce) to reach their destination. The key to the success of these industrial clusters lies in combining their services with their unique focus simultaneously. Hence, by selecting the placement of these businesses within the sectors at either the city's core or its periphery, they will have access to workforce from the local residents. However, the service user will not face any obstacles that prevent them from reaching the services. As a result, we can mitigate other influences on the signing process, like supplying energy, raw materials, and infrastructure, since advancements in technology and technical factors have lessened the impact of obstacles. In urban savings, there is no hindrance

due to the presence of technical factors, fast innovation, and technological growth linked to quick information sharing, which leads to an expansion of the market area and increased profits.

IV. Urban Interconnection and Its Impact on the Structure of Urban Land Uses

To identify the underlying elements, which define the general structure of urban land uses that determine the dynamics of changes in land uses, it would be imperative to examine the changes in land uses in conjunction with the changes in organizational factors over times. This needs to break down land uses into their basic building blocks to allow empirical analysis as (Mostafa, 2004) points out.

Communication channels represent pathways for movement and flow that express the character and identity of a place, as they are elements with dense features of stable periodic life, such as transportation networks and commodity flows.

Boundaries are intangible yet perceptible elements that are recognized through transformation lines between adjacent sectors, such as large commercial centres.

Sectors refer to a specific part of the city's fabric that has a defined identity and character due to the interaction of social, cultural, and economic factors that contribute to its uniqueness.

Nodes represent places with a high concentration of activities, often located at intersections between two or more sectors, and most nodes have a distinct identity and independence that does not belong to any sector; many of the reasons for the emergence of these nodes are historical or religious.

Thus, urban land uses can be distinguished materially by the city's urban form and conceptually by their structural evolution, as growth, development, and organic change leave their imprint on the urban form of land uses, reflecting their transformations over time in response to the forces shaping them.

1. The Connection Between Lands Uses

The relationship between different patterns of land use can be understood through the crystallization of social, economic, and political forms in the city, which directly influences the nature of functional interaction among various land use patterns

via location centrality, ease of access, competition for land use sites, interaction among activities and functions in the city, and general urban policies.

By recognizing the relationship between different land uses and pinpointing their whereabouts, we can grasp the organization of urban land use types in a city. Three categories of connections can be identified among land uses (Mostafa, 2004):

- **Competitive relationship:** This arises between land uses that cluster together and compete to serve a single market, such as commercial functions, or among various competing functions based on their ability to exploit land, such as trade and industry. The interaction with these relationships is often indirect, managed by controlling variables that directly influence them in order to weaken or strengthen their competitive nature.
- **Mutually beneficial relationship:** In this scenario, a relationship forms between various land uses that do not oppose each other and offer a range of services to a common market, like housing and amenities or commerce and housing. This kind of relationship is controlled by maintaining a good equilibrium between the sizes of these utilizations to avoid it turning into a competitive one, making sure that only those utilizations capable of competing continue to be feasible.
- **Solidarity relationship:** The relationship of solidarity is less frequent but meaningful, happening when a small cluster of land uses back a specific primary use, like having commercial, service, and industrial areas along with residential zones.

2. Mechanisms for regulating urban land use

The evidence indicates that controlling urban land use is essential, as it plays a vital role in overseeing and directing land use operations. In addition, transportation plays a crucial role in identifying the level of connectivity or separation among various areas of the city. Enhancements in transportation quality and decreases in transportation expenses make it easier to travel within and outside the city.

Given that a city functions as a system comprising interconnected components, effective regulation of urban land use can only be achieved

through well-defined mechanisms and strategies. These include:

- **Comprehensive urban land use planning:** Comprehensive planning entails creating tactics starting from a higher-level perspective, considering a detailed examination of current situations, set goals, and recognizing potential challenges that could hinder the planning process for urban land utilization. This method enables the identification of problems and then creating solutions by choosing appropriate options that fit the present circumstances. Moreover, these measures must be evaluated to determine their economic, social, and environmental viability. Following this, the implementation takes place while still emphasizing the importance of monitoring in three phases: before implementation, continuous assessment, and after implementation. This guarantees that the planning procedure stays on track with its goals, enabling proper management of sectors and determining their usage in line with established principles, as follows:
- **Optimal use of land-use:** The effective use of urban land is contingent upon several factors, including the functional preferences associated with land types, their geographical location—specifically, their proximity to the city center—and their economic value, which encompasses land pricing and potential returns. These criteria significantly influence the distribution of land uses. Urban planners and decision-makers must implement regulatory mechanisms that mitigate the monopolization of land by a minority of capital owners. Such monopolization often leads to an uneven concentration of land uses across various sectors, resulting in disparities that adversely affect accessibility both within the city and among its different sectors.
- **Multiple uses in one area:** This approach, employed by urban planners, promotes the integration of various land uses to serve multiple functions. It relies on strategies such as density, clustering, and the provision of a wide range of services within a single area. This method minimizes transportation needs and ensures equitable access both within the area and to adjacent sectors. Economically, it reduces transportation costs, while socially; it enhances con-

venience and reduces the effort required by residents. Additionally, it offers environmental benefits by improving air quality through decreased transportation reliance, which in turn lowers emissions and helps protect the environment from pollution. This concept aligns with the vision of the integrated city, which has emerged as a contemporary strategy for achieving sustainable development.

- **Zoning of urban land uses:** Zoning aims to maintain the value of city land using the principles of the land market. It aims to make the economic profit from land while maintaining its value to prevent it from being converted for other purposes. Maintaining the assigned functions of the land relies heavily on this stability.

Conclusion

Urban land use planning is in a state of constant change, driven by urban dynamism and community needs within the city, making it a response initiated by residents. It is essential to implement a series of connected actions by stakeholders and planners to achieve efficient urban land use by analyzing all factors affecting land organization.

However, the initial physical foundation for designating activities and services as intended land uses relies on the principle of selecting the placement of land uses in different city sectors. It should be noted that the latter fits into the concept of zoning, which is suggested in various theories for designating urban land uses in a specific region while allowing for future city growth and development to be determined later. This is known as adaptable planning of urban land usage.

On this basis, this study suggests:

- (1) the development of a coherent and successful strategy for organizing urban land use, which involves managing the urban land market, regulating urban expansion, and ensuring compatibility among different land uses within city zones.
- (2) The conduction of in-depth studies on the degree of functional interaction between the city's sectors by adopting a variety of indicators related to urban land uses, enabling planners to modify or develop these uses in the future.
- (3) The balancing of the distribution of ur-

ban land uses within and between sectors, determining their impact and effectiveness in promoting interaction between sectors as a key step towards integrating land uses and ensuring harmonious functional interaction.

(4) The adoption of an integrated city planning through multiple uses of urban land in the form of intensive activities that will increase connectivity efficiency and reduce pressure on the road and transportation network while saving land by preserving urban land and reducing excessive consumption in land uses.

(5) the implementation of control mechanisms in line with the different phases of land use planning to ensure the successful implementation of goals and guide decision-makers using mandatory standards in legal regulations.

(6) the engagement of all parties in the process. And (7) the emphasis on community involvement through regular meetings to establish effective land use planning by assessing both physical and ethical resources and challenges, ultimately meeting genuine physical and ethical requirements while utilizing precise and swift data analysis techniques.

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