



Evaluation Of Social Media Campaigns In Implementation Of Environmental Sustainability Policies

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ABSTRACT

In terms of the development and implementation of environmental policies, the media, in particular, provides the opportunity to convey ideas and thoughts by ensuring the participation of actors at each stage, as well as raising awareness of new generation communication tools. As a matter of fact, the political power and public officials, who are in the position of deciding on environmental policies, form their policies by taking into account the proposals and suggestions they get from traditional or new generation mass media. Social media, which has become widespread especially recently, provides an unhindered flow of information between the individual and society, and , those who hold political power and those who make political decisions. In a similar situation, with the increase of communication opportunities among other actors who are effective in the formation, development and implementation of environmental policies, it becomes faster and easier to realize policies in line with their own goals and objectives.

Especially in Political Science and Communication discipline studies, it is frequently emphasized that the media has turned into a tool that ensures the continuation of the existing social structure and functioning, since the developments in the field of science and technology do not receive sufficient response in the social and individual fields. Similarly, in the face of these developments, the media has a direct and indirect effect on the determination of environmental problems and the creation and implementation of necessary policies. In some studies, it is emphasized that the media is used as a tool in terms of maintaining the ideological structure and continuity of political power due to its effects on social regulation and public policies, which are accepted as one of its concrete outputs. On the other hand, media has been used as an effective tool to criticize the environmental pollution, excessive consumption of natural resources, and the disagreement, injustice and inequality between countries in this regard in terms of duties and responsibilities in recent years. In addition, studies claiming that the media and mass media help decision makers and the society to be more sensitive and conscious about environmental problems and lay the groundwork for not questioning the modern social structure legitimized by science and technology are not to be underestimated.

Keywords: Environmental policies, Sustainability, Social Media, Campaign, Analysis

INTRODUCTION

While the environment is a necessary element for the survival of humanity and all other living things; environmental problems prevent the environment from renewing itself and its continuity. Environmental problems have ceased to be local and have grown too large to be solved by nations alone; It has reached a level that will destroy not only humanity, but all living species and world life. Environmental problems have moved from the micro dimension to the macro dimension and have become global disasters that threaten the future of the world. Loss of life and property, material and moral damages began to be expressed in billions. At this point, not only a peaceful world is enough, but also a safe, livable and sustainable world is desired. In order to ensure the sustainability of the environment and to solve the existing problems, it has become necessary to take steps to establish an international dialogue (Taytak and Meçik, 2009: 252).

It has been a positive development that people, who aim to maintain their existence in the world, started to produce policies for today and the future. The developments in science and technology in the modern age have revealed the causal relationship of existing lifestyles on human health, and have caused an important value to be attributed to the environment, which has physical and social dimensions. After the 1970s, these values became more permanent with the integration of other economic, social and cultural values.

The attention of the environmental issue in our country has shown international cyclical parallels. The emergence of social sensitivities about the environment in Turkey emerged especially after the United Nations Environment Conference held in 1972 (Ulucak and Erdem, 2012: 82). It was only in the late 1980s that the issue entered the political agenda. The reflection of global environmental protection trends was discussed for the first time in Turkey in the 3rd Five-Year Development Plan (Egeli, 1996). The 9th Development Plan is the most up-to-date development policy in our country that directs environmental studies in terms of the European Union (EU) adaptation process. The most important factor determining the framework of the environmental movement in Turkey is the cooperation with international platforms, which is a result of the geography it is in. In addition to globally operating platforms such as the United Nations (UN), World Trade

Organization (WTO), Organization for Economic Cooperation and Development (OECD); Regional formations such as the EU, the UN Economic Commission for Europe 'Environment for Europe' Process, the UN Mediterranean Action Plan, and the UN Black Sea Environment Program are the most important of these collaborations (Kacar, 2014: 26).

As the interest in the environment increased, it was thought that there should be policies regarding the environment in order to make the problems harmless before they occur and to manage them somehow. Environmental problems, which are getting more and more complex and waiting for solution, have brought the environmental policy approach forward and given importance (Sencar, 2007: 53). Before any intervention can be made regarding the environment, it is necessary to make an arrangement that will make this intervention possible. Making regulations is related to political and legal processes. As important as it is to make environmental policies, the types of politicians who will implement them are also important. In addition to the holistic intellectual contribution that the media and mass media have created on the society regarding environmental problems, it is necessary to understand what differences they cause in terms of the causes, effect levels and results of the problems at the individual level. In other words, in addition to the social structure on a micro scale, the media also enables individuals to become conscious and more sensitive about social problems and their environment. Because the media is an effective tool for individuals to comprehend and interpret social problems faster thanks to advanced technological opportunities. At the same time, the media also causes the social opinion to be shaped in a certain direction by blending the information and comments about social events with the existing technology opportunities and transferring them to the society. As a result of these developments, individuals have the opportunity to participate in environmental policies and to play an active role in the development of public opinion in a certain direction. (Yalçın, 2009:298).

ENVIRONMENTAL POLICIES DEVELOPED ON THE BASIS OF ENVIRONMENTAL SUSTAINABILITY

In general, environmental policy is defined as the determination of a country's environmental preferences and goals. Environmental policy, in a broad sense, constitutes the whole of the measures to be taken for the future and the principles adopted for the solution of environmental problems. The first examples of the emergence of the concept of environmental policy, which plays a key role in environmental practices in the cities of developed countries, but which is newly understood in our country, emerged within the framework of public policies in the USA. The basic starting point in the implementation of an environmental policy directed towards the determined targets is undoubtedly to determine the level of environmental quality that is desired to be achieved by the society. Since the 1960s, initiatives for measures related to environmental problems have begun to take place on the agenda of societies and to be effective in determining environmental policies at the international level (Çınar, 2001: 265).

Global environmental policy is defined as the determination of the environmental preferences and targets of the world countries (Budak, 2000; 31). Environmental policies are about how to share the costs of the measures that need to be taken in order to secure the global environment, maintain environmental values, determine and implement the targets that will eliminate the damages caused by production and consumption activities (Mutlu, 2006: 13). The new approaches, caused by the changes that have emerged since the World War II, have created the conditions that prepare the emergence of environmental policy.

While environmental policies tend to achieve different goals in each country, they also have common goals that are agreed upon. These targets are; to ensure that people live in a healthy environment, to protect and sustainably develop social environmental values, and to ensure compliance with the principles of social justice in sharing the burden required by the implementation of environmental policies (Keleş and Hamamcı, 2005: 328). The aim of global environmental policies is to secure an environment where people can live in health and well-being, to protect the air, water and soil, the plant and animal kingdom from the harmful effects of humans, and to eliminate the damages caused by human activities (Budak, 2000: 31).

PRINCIPLES OF ENVIRONMENTAL POLICIES

Environmental policy principles can be considered as four main groups; These are the “polluter pays principle, the principle of care, the principle of prevention and the principle of cooperation”. The polluter pays principle; It means that the responsibility of protecting the environment and the costs of protecting the environment are imposed on the pollutant, that is, on the person or organization that harms the environment. It was first introduced by the OECD in the early 1970s. This principle is the cornerstone of environmental policy, as stated in the European Union Environmental Action Plan, and is economically based (Turgut, 1995: 620). The principle of care includes the aim of predicting and taking action, thus preventing possible environmental damage, and securing both natural resources and ecological structure for a long time through careful use

(Karacan, 2002:5). The principle of prevention is to prevent an activity that is likely to cause environmental pollution or damage at the earliest stage, that is, to take precautions against a danger to the environment. It is important among the practices developed by the EU regarding the environment and requires intervention in environmental problems at the stage of their occurrence (Mutlu, 2006:14-15; Suskin et al., 2002:49). The principle of cooperation, on the other hand, adopts the need for the state and society to act jointly in solving environmental problems, and everyone's contribution and share in finding a solution. Particularly, it highlights the participation of the public in terms of planning and implementation of legislation (Budak, 2000; 32-34).

PROBLEMS IN IMPLEMENTATION OF ENVIRONMENTAL POLICIES

The fact that the environment is a subject that needs to be evaluated at an international level has made it necessary to establish institutions or organizations operating for this purpose. In this context, world countries have established environmental organizations and departments within international organizations such as the United Nations, European Union, Organization for Economic Cooperation and Development (OECD), World Bank in order to reduce and even eliminate the effects of environmental problems. In the 2008 annual report of the United Nations Environment Program, it can be said that sustainability is the most striking concept. In the 2009 Report of the Program, it was emphasized how the new global green order should be created in order to carry out sustainable development and the policies that should be implemented for an environmentally friendly economy (UNEP, 2009).

The Global Environment Facility (GEF), which was established by the World Bank to provide funding support to projects focusing on biodiversity, climate change, international waters, soil degradation, ozone depletion and persistent organic pollution, carries out the important task of providing financial support during the fight against environmental problems. (GEF, 2009). However, leaving an institution that will play a role in the solution of environmental problems under the control of economy-oriented institutions such as the United Nations Development Program and the World Bank is subject to criticism. This situation results in the developed countries having a say in the determination of the policies to be followed by the organization and may lead to the formation of an unfair structure in the prevention of environmental problems (Duru, 2009).

The inadequacy of environmental treaties and agreements is still among the most debated issues. Looking at the applications made; The contributions of each country to national environmental treaties and international cooperation vary greatly. It is envisaged that the countries will resolve the problems by mutual negotiation in the presence of an independent arbitrator board; but the probability of achieving a solution through 'consensus of the parties' is very low. The fact that the activities and agreements created for the solution of basic problems were not effective in fulfilling their duties and responsibilities for the protection and management of the environment, has led to serious concerns and worries for the future (Başol and Gökalp, 2009). The implementation of common environmental policies becomes difficult due to the lack of 'sanction' powers of the United Nations and similar international organizations (Mutlu, 2006). At the stage of ensuring the "sustainability of the environment", the most fundamental criticism directed at the current international cooperation efforts; activities or organizations created are far from applying the necessary sanctions and keeping the countries of the world under full control (Karluk, 2007:26-31).

In this context, it would not be wrong to say that there is a need for a global environmental authority that will operate on all countries of the world, depending on objective criteria, for the sustainability of the environment and the solution of its problems. In order to avoid a major disaster such as global climate change that the world is facing, it is aimed to create a new global authority that is desired to play a role in international decision-making processes and to be in a position to impose sanctions on the states that are in the position of the greatest power in this regard. One of the main shortcomings in today's world is to have an international environmental organization that will represent the states of the countries of the world, which can continue its activities in order to protect the environment and ensure its continuity, by addressing the environment at an international level. To date, there has been no organization established as an international authority, apart from existing agreements and programs on the environment. This situation leads to a weakness in the international struggle against environmental problems.

At this stage, which has been reached with developments, there is a need for the global environmental organization to 'be ethical, not commercial' and rule-making for everyone, whether it is a developed or a developing country, while determining environmental policy. Since environmental problems have become a global problem, the cooperation institution to be established will not only stay within the borders of a nation, but also the coordination and execution of the works by many participating nations will contribute to the success of the principle of cooperation. In order for the global environmental authority to transform international differences into cooperation and coordination in the solution of borderless environmental

problems; It is necessary to create an environment of mutual cooperation and trust, intensive exchange of information and transparent environmental programs, and provide economic support for necessary research and development studies when opportunities are scarce.

THE CONCEPT OF SUSTAINABILITY AND THE FUNDAMENTAL ELEMENTS CONSTITUTING SUSTAINABILITY

Socially, sustainability can be expressed as meeting the needs of today's human generation without harming the possibilities of future generations. When the concept is evaluated in terms of economy, it can be considered together with the concept of sustainable development, and it can be defined as turning to renewable resources in the production process and being responsible for the negative effects of production activity on the environment. (V. Alpagut Yavuz, "The Concept of Sustainability and Sustainable Production Strategies for Businesses", Journal of Mustafa Kemal University Social Sciences Institute, Vol:7, No:14, (2010): 64.).

While the classical development approach is based on a perspective that can meet the unlimited and increasing human needs, the concept of sustainability and other common, social and economic based needs have also been taken into account. The definition of the concept of sustainability in the economic, social or political field is continuity without disturbing the balance.

Sustainability can be called the ability to be permanent. According to the definition of the United Nations Commission on Environment and Development in 1987: Humanity has the ability to make development sustainable by meeting their daily needs without compromising the ability of future generations to meet their needs. (Sustainability, 22.06.2012, <http://tr.wikipedia.org/wiki/pida.sustainability>).

Although the understanding of sustainability, which includes the efforts to maintain the continuity of the existing values in the world we live in, dates back a few centuries, the multi-faceted efforts towards the concept have been more conscious in recent years.

While the concept of sustainability took place in the literature in 1712, with the definition of a German forester, Carl Von Carlowitz, regarding how forests will maintain their long-term existence; As of 1980, it catches its contemporary equivalent (Scoones, 2007: 590). In 1972, the first environmental issues and environmental policies were discussed at the Stockholm United Nations Conference. The steps taken to find solutions to environmental problems were integrated with environmental movements and development problems over time, bringing the concept of sustainability to the global arena with the Brundtland report titled "Our Common Future" in 1987.

In general, three components of sustainable development are mentioned: environmental, economic and social. In the future, balanced environmental, societal/social and economic considerations are gaining importance for development and an improved quality of life. In other words, there is a binding relationship that passes into each other. (McKeown et al., 2002: 8).

Environmental sustainability; healthy environment for the individual, rational use of renewable natural resources, protection of non-renewable natural resources, ecosystem integration, carrying capacity. economic sustainability; growth, development/progress, productivity and stability. Social sustainability; cultural identity, empowerment, accessibility, stability, justice, full employment and equality.

SUSTAINABILITY APPROACH IN ENVIRONMENTAL POLICIES

In the Brundtland Report, sustainability is defined as development efforts that meet the needs of the present without compromising the ability of future generations to meet their own needs (Bendor, 2019: 165; UNWCED, 1987: ch.2). While the Brundtland Report of the World Commission on Environment and Development (WCED, 1987) presented to the United Nations and the meeting at the Earth Summit held in Rio de Janeiro in 1992 formed the basis of sustainable development discussions and talks, the principles that will guide countries on sustainable development. The "Agenda 21" decisions, covering the issue, are among the results of this meeting (Portney, 2015: 32).

Centers in the world that take the environmental issue and sustainable development as their mission play a pioneering role in helping governments, institutions, communities and individuals implement sustainability. They contribute to the planning processes of the institutions, the creation of analysis frameworks, measurement indicators, audit mechanisms and evaluation protocols (Scones, 2007: 591).

These decisions; the development of sustainable housing and living spaces of individuals at the Habitat II Summit in 1996, the creation of their own National Agenda 21 and the preparation of development action plans with the Rio +5 Summit in 1997, the Johannesburg Summit (Rio +10) in 2002. as a whole with the emphasis on social participation in, contributes to how it will be handled (Özmehmet, 2008: 1858). Decisions

taken on behalf of sustainable development include the integrity of action plans and reporting system processes to be prepared on sustainable development.

With the participation of 179 countries that are members of the United Nations and more than 35,000 non-governmental organizations, the Rio Conference has the opportunity to include sustainable development in environmental, economic and social issues in participatory mechanisms and business processes, together with the global action plan titled "Agenda 21" (Emrealp, 2005: 15). While the understanding of sustainability aims to protect, improve and develop institutions in the long term, it takes a big step towards creating a social value.

Institutions especially benefit from social media platforms in order to better explain themselves to the institutions and individuals they are in contact with, namely their stakeholders or the society. In addition to their corporate web pages, institutions have Facebook, Twitter, LinkedIn, Instagram and YouTube accounts that stand out as social media channels. It is observed that institutions use these social media accounts in order to establish an effective and interactive communication with their stakeholders while announcing their sustainability efforts (Ulaş, 2020: 47).

Institutions aim to both create a positive impact on their stakeholders and show them that their rhetoric is not just words, with content that reflects social responsibility practices, especially on social media (Luca et al., 2022:1-15).

In this study, the stakeholder relations of Akbank, which constitutes the sample of the research on YouTube as a social media tool, are evaluated. At the same time, they respond to the needs and expectations of the target groups, and while doing this, they can convey their activities for the purposes they have adopted within the scope of sustainable development goals. At the end of the day, they use social media environments by transforming the effects and results of their business models into tangible values.

SUSTAINABILITY AS A COMMUNICATION STRATEGY: USE OF SOCIAL MEDIA IN ENVIRONMENT AND HUMAN COMMUNICATION AND APPLICATION EXAMPLES

The media and mass media are shown as the main factors that affect the determination of environmental problems and their inclusion in the political agenda. Especially in the last quarter of the 20th century, developments in the field of science and technology have led to the diversification of communication tools, and its use in the political and administrative field has made the information flow between the individual and the state easy and fast. Similarly, the increase in the level of economic welfare experienced in this period made it easier to access the media and mass media. Universal culture and social problems can be carried to every part of the world thanks to the new generation communication tools that are easily accessible by every segment of the society. This situation has made the media one of the most important power centers in the fight against environmental problems. As explained in the following parts of the study, communication tools and media have become an effective tool in shaping the attitudes and behaviors of the society towards social events such as environmental problems, and in the formation of ideas and thoughts. The media's orientation to environmental issues has increased especially after the 1970s.

After these years, issues such as unemployment and inflation as well as environmental issues have been the focus of media attention. As a result of the developments in information and communication technologies, the media has made it possible to recognize local environmental problems in the national and international arena and to support the necessary policies for their solution. In a way, individual local groups were able to be influential in the political arena through the media and had the opportunity to share their thoughts and views with the public (Lowe and Morrison, 1984:79). More importantly, with the media turning to environmental problems, industrialization, which was tried to be legitimized in the political, administrative and scientific fields, and the social structure it brought with it began to be questioned (Lowe and Morrison, 1984: 88-89).

The basic idea of this study is based on the implementation of the adopted environmental policies, and it is based on the idea that social problems are included in the political and social agenda and are shaped by values and ideas created and defined by social media. In this respect, considering social media as an open space with no clear boundaries can lead to false results and evaluations. At the same time, social media platforms, which raise awareness of the elements who take on the task of opinion leaders, who play an active role in the determination of environmental policies, which are the basic assumptions of the study, and the adoption of these policies by social groups, or that provide mutual information flow between these circles and the society, can be used by a certain institutional structure, person or community constrained by the ideas and thoughts adopted by the decision maker. The aim of this study is to examine the reasons why certain environmental problems are considered appropriate and taken into account in policy making in the political and social agenda, while others are not taken into account. This study also evaluates the problem of whether

environmental problems are adopted by the society or whether they persist to the extent that they are adopted. Although the answer given to this question is one of both options: it aims to answer the question of the importance of the role and impact of social media and communication tools in this process.

Regarding the influence of the media in shaping environmental policies, Bernard C. Cohen's (2015) study titled "The Press and Foreign Policy" can be evaluated as an important finding that the media "...determines what individuals should think about rather than what they think". Cohen (2015: 13), who tries to make sense of the relationship between the issues considered important by the media and the issues on the public's agenda, has drawn a lot of attention in the literature, claiming that the media is especially effective on what readers should think about. Another fundamental question here is why politicians take the media into account when bringing social issues to the agenda. In this regard, especially for politicians and bureaucrats, when making decisions, the content of the information presented by the media (information effects) is as important as the mode of transmission (media channel effects). At first glance, it is shown that the main reason for policy decision makers to consider the media is to gain information about social problems that they cannot obtain through other channels. On the other hand, it is claimed that politicians consider the issues presented by the media in terms of reflecting social views rather than just being a source of information (Sevenans, 2018:3).

The question is whether the media is a tool to bring the ideas and views of the individual and society to the political agenda regarding environmental problems? Or is it the catalyst that allows the ideas and views of the social groups with which it is closely related to enter the social agenda? Because the way the media presents information and the way it is transmitted have an impact on the political decision makers' putting the issue on the agenda and keeping it. Sorokko (2002:268) analyzes the dynamic and multidimensional relationship between the media, society and political decision makers.

Case Study: WWF World Hour Application Facebook Campaign

The Wildlife Conservation Association (WWF), which has been operating in Turkey since 1975, has been instrumental in the emergence of the environmental movement in the 1970s and has been the pioneer of various environmental movements since then. One of the most important works of the association is the World Hour event, which started in Australia in 2007 and gives the message that "we all must take urgent steps to combat environmental problems, especially climate change, that our only home, our planet, is facing" (http://www.wwf.org.tr/ne_yapiyoruz/kampanyalarimiz/dunyasati/).

Individuals and institutions that want to participate in the event must go to www.dunyasati.org to confirm their participation, and then turn off their lights for an hour on 19 March. Bringing the light-off event to the digital environment this year, World Hour participants invite five automatic posts from their Facebook accounts and invite them to use their power in social media. Institutions and individuals who want to show their support for Earth Hour can change their profile photos on their Facebook pages after registering at [dunyasati.org](http://www.wwf.org.tr/basin_bultenleri/basin_bultenleri/?5220). (http://www.wwf.org.tr/basin_bultenleri/basin_bultenleri/?5220) .

The purpose of the World Hour event is to perform the act of turn off the lights and not using electricity on a Saturday evening, determined every year in March, to draw attention to global climate change. World Hour, which started in Australia with the participation of more than 2 million people and more than 2,000 institutions, reached thousands of people from 7 continents, more than 150 countries, and more than 7,000 cities in a short time and became the name of the largest environmental movement in the world today. Many symbols of global importance, such as the Sydney Harbor Bridge, the CN Tower in Toronto, the Golden Gate Bridge in San Francisco, the Colosseum in Rome, and the Great Wall of China, have remained in the dark as symbols of hope for a rapidly growing campaign. World Hour campaign has been carried out in Turkey since 2008. The campaign was supported by the 15 July Martyrs Bridge under its new name in 2010, and the Ankara Opera House and Kastamonu Castle in 2011. More than 75,000 people and more than 400 institutions participated in the record-breaking campaign in Turkey in 2012. In the same year, Fatih Sultan Mehmet Bridge, Dolmabahçe Palace and Clock Tower, Beylerbeyi Palace, Küçüksu Pavilion, Galata Tower, Hagia Sophia Museum turned off their lights for the first time for World Hour. In 2013, the Maiden's Tower turned off its lights for the first time and took its place among the symbols of the World Hour. (http://www.wwf.org.tr/ne_yapiyoruz/kampanyalarimiz/dunyasati/).

It is the first social media PR strategy used within the World Hour campaign. In 2016, 4 press releases were shared with the press for the campaign. One of them is the bulletin titled "Historical Support for Climate Struggle" on February 25, 2016, and the other is the bulletin titled "The World Hour is 10 Years Old" on March 10, 2016. In the bulletin dated February 25, the date of the event that year will be stated and the structures that have recently joined the event are included.

Again, the main message of the event, "You Hold a Light", was underlined. "World Hour, where millions of people draw attention to global climate change by turning off the lights for an hour every year, will take place this year on Saturday, March 19, between 20.30-21.30. In 2016, the Ancient City of Ephesus, Selimiye Mosque and Fairy Chimneys were added to the monumental structures just like the Bosphorus bridges, Dolmabahçe Palace and Blue Mosque, which participated in the event in Turkey in the past years. The important historical buildings of Turkey, which has hosted thousands of years of civilizations, will draw attention to the problem of climate change and will shed light on the future for a healthy and clean environment. (http://www.wwf.org.tr/basin_bultenleri/basin_bultenleri/?5200).

The press release titled "You Hold a Light" gives a message by shedding a light for individuals to take action and participate in the event. The bulletin dated 10 March 2016 deals with the activities carried out in the digital environment for participation in the action: "The World Hour, which has become one of the largest mass environmental movements in history, is also supported by Turkey's important historical sites and monumental structures this year. 38 governorships, municipalities and 188 institutions from Turkey have announced that they will participate in World Hour by turning off the lights in nearly 2,000 buildings in total. Individuals also support the campaign by turning off the lights in their homes.

In addition, in the graphic design of the messages to be given for the effectiveness of the campaign and the effective transmission of the messages, "Colors also carry the messages of the culture in which they live. Color perception is also effective in cultural and regional concepts. In the research study, if the color preferences in the sectoral sense are not in the nature of a continuation or representative of individuals, institutions or a company, it has been seen that the preferences of the people are in the direction of the colors they like. It has been concluded that it is necessary to influence people by using the effects of colors on human perception and to connect them to the pages and the messages they want to give. (Kısa.M, Cıvık.L, (2019), The Effects of Colors Used in Layout Design on Human Perception. THE PURSUIT OF HISTORY - INTERNATIONAL PERIODICAL FOR HISTORY AND SOCIAL RESEARCH, Number (21), 369-370).

Case Study: Environmentally Problematic Nature Application Instagram Campaign

These are the photos about environmental problems and their solutions, which are in the minority in nature-themed photos on Instagram and allow users to simulate environmentalism. In this context, the appearance of climate activists, led by Greta Thunberg, on social media is remarkable. 16-year-old Swedish Greta Thunberg has been holding a one-man protest in front of the Swedish Parliament on Fridays since August 2018 to attract the attention of politicians and the world against climate change. Attracting worldwide attention with her actions, Greta was invited to the meetings of the UN and other international organizations and made speeches to take action against global warming. (<https://www.bbc.com/news/science-environment-46582265> (08.03.2019)).

She criticized the ineffectiveness of leaders and politicians and emphasized that they tried to make their voices heard in order to save the future of their peers. As these speeches spread on social media and attracted attention, she participated in programs in international news channels, appeared on the cover of Time magazine in May 2019 and was able to convey her message to wider audiences. The continuity, clarity and simplicity of Greta's actions increased the interest both for her and for the climate strike event. In 2018, her peers, inspired by her, started climate strikes on Fridays in various cities of the world, especially in Europe and America, and organized joint protests on a global scale on March 15 and May 24, 2019. (<https://edition.cnn.com/videos/tv/2019/02/01/amanpour-greta-thunberg.cnn> (08.03.2019)).

Greta participates in these marches with her own self-identified banner. On her personal Instagram page, she presents the climate strikes and preparations she organizes in front of the Swedish parliament every Friday, as well as her participation in the marches in European cities, with photos and stories (daily photos) on her Instagram page. She also shared her long train journey from Sweden to Davos to attend the World Economic Forum held in January 2019 to her followers on Instagram. (Instagram account name: gretathunberg, 1.5 million followers. Photo date: 22/02/2019. "Paris! They said between 5000-8000 students are marching here today. And tens of thousands around the world").

Thus, more than a million Instagram users witness the preparation and realization moments of climate action tens of thousands of kilometers away and over their mobile phones. Users who follow Greta's photos, captions and stories and leave likes and comments support climate action on the virtual platform. In the fast flow of life and Instagram, they enter into an environmentalist interaction, albeit for a moment. Mass action, created by the power of traditional and social media, exists as long as one-day stories on Instagram. However, activists and their followers on social media have to renew their environmental identities with new actions, photos, likes, comments and shares every day in accordance with Bauman's fluid life understanding. In fact, according to

Baudrillard, with virtual interaction, followers pretend to participate in climate action. In reality, they continue to overuse natural resources as a part of the consumer society. (<https://edition.cnn.com/2019/01/25/europe/greta-thunberg-davos-world-economic-forum-intl/index.html> (08.03.2019).



Photograph 1

Source: Virtual World in terms of Environmental Constructivism: Environmental Identity Presentation on Instagram, Instagram account name: gretathunberg, 22.02.2019, 1.5 million followers.

In photo 1, Greta is at the forefront of the climate change march organized by school-age youth in Brussels, with her iconic black and white banner. As in traditional and social media tools, Greta and her banner on Instagram have become the symbol of the world's youth, especially European ones, who take action against climate change. Looking at the comments, both the number of comments and the interaction in the comments draw attention, unlike other nature photos. In terms of content, support and admiration for Greta and the marches come to the fore. Users who say that Greta inspires them can see hope for the emergence of a global movement against the emerging environmental problems caused by climate change. For example, the post containing the photo 1', published by Greta on February 21, 2019, addressed the sensitivity of Instagram users to climate change and environmental problems for a few days; In total, more than 70 thousand people liked or commented. Thus, people living in different parts of the world have relieved their conscience by performing an environmentalist interaction on and on Greta's Instagram page. Greta is seen as an environmentalist, pioneer and determined activist in the hustle and bustle of urban life, instant interactions on Instagram. As a result, Greta is among the hundreds of Instagram accounts that users follow, with her identity as a climate activist, and she attracts more attention in the virtual world than in the real world (F.Ü. Journal of Social Sciences 2020-30/1).

15-year-old Greta Thunberg, who made a sincere, effective and regular protest in front of the Swedish Parliament by not going to school on Fridays against climate change, managed to attract the attention of the world with her traditional and social media appearance. The photos on the Instagram page that Greta uses effectively and the "stories" that are only published for one day are followed, liked, commented and shared by more than one million followers. When the demonstrations held in the city squares and streets against the climate change experienced in the physical reality of the world are carried to the virtual environment, they allow the environmental concerns of the followers to be satisfied and their environmental identities to be presented. The interaction of Greta's climate struggle for a few seconds between hundreds of photographs flowing in minutes, enables the presentation of an environmentalist identity within the framework of Bauman's fluid life understanding. In the last example, Central Park in New York, which "pretends to be nature", gives the citizens living in the world's largest metropolis the opportunity to "pretend to be in nature" in the city and to use this in the process of building and presenting their environmentalist and athlete identities in the virtual environment. While Central Park, which was established as an unnatural landscape area, is one of the most successful "nature simulations" in the world, the citizens of the city are in an effort to "pretend to be in nature" and carry their sportive and environmentalist identities to the virtual environment.

Case Study: TEDX Talk Application Youtube Campaign of Bhutan Prime Minister Tshering Tobgay in 2016



Photograph 2: Tshering Tobgay's TEDX Talk in 2016

Source: Ted.com/youtube

Explaining the philosophy of their national clothes at the beginning of his speech, Tobgay underlines that their country produces oxygen, not carbon dioxide like other countries, and that it is a privileged country because it even has an air of -0 carbon value. Stating that they are of critical importance among other countries in the world, Tobgay underlines that Bhutan is the world's most powerful oxygen reservoir as the only carbon neutral country in the world. Other highlights of the speech are summarized as follows.

They launched the “Bhutan for Life” project. In order to raise funds to protect natural parks, this project seeks to create a transition fund from individuals as well as communities and partnerships. For 15 years, the state has run the money to pay for the maintenance of the parks. In this process, the World Wildlife Fund has been their biggest supporter. The government has promised full funding to protect natural areas 15 years later.

Case Study: Extinction Rebellion's Innocent Drink's Ad Ban App Twitter Campaign



Photograph 3: Little Drinks, Big Ideas campaign

Source: Mother London/twitter

Plastics Rebellion, the sister group of Extinction Rebellion, a global environmental movement, following the release of the commercial last summer, wrote a letter to the brand to remove the film, arguing that the plastic bottles featured in the film contrasted with Innocent Drinks' mission to be a good brand for the planet. The group, who did not receive a response to this letter, first held a sit-in in front of the company's office in London, then accused it of greenwashing through advertising. Arrests were also made during these actions. As you can see in the Plastics Rebellion post below, the protests outside the office also featured a guitar-playing singer dressed like the otter in the ad.

Plastics Rebellion, which took the process one step further because it could not get results from the brand, filed a complaint with the Advertising Standards Authority. In the application, it was emphasized that it is misleading to create an image as if buying Innocent products in single-use plastic will not have a negative impact on the environment. After more than five months of investigation, the ban was decided.

Innocent Drinks said in its defense that the campaign contained a purposeful message and encouraged consumers to work for a healthier planet. They also said that the plastic bottles in the advertisement are not compared with different bottles and that there is no claim in the advertisement regarding this issue. They

explained that they emphasized this situation with environmental references. But they didn't answer the question about how people would make a positive impact on the environment by buying their products. In this case, the people at the end of the commercial and walking around happily in a green environment holding a drink in their hands contain the wrong message.

Advertising was banned because there was no connection between choosing Innocent and taking positive actions to help the environment. Innocent Drinks also included its work on developing more sustainable packaging during the litigation process. The company has a goal of being carbon neutral by 2025. In its Rotterdam factory, it is making various initiatives, including renewable energy, to make it the most sustainable factory in the world. While aiming to reduce the amount of plastic in each bottle by 2023, the brand promises to gradually increase the recycling rate of bottles between 2025 and 2030 and to use 50 percent recycled plastic and 50 percent plant plastic in production.

In its final decision, the Advertising Standards Authority concluded that although Innocent has taken several actions aimed at reducing the environmental impact of its production and distribution process, these products do not have a net positive impact on the environment throughout their lifecycle. It explained that there was an impression in the ad that purchasing Innocent products would have a positive environmental impact, but that this was not true.



Photograph 4: Little Drinks, Big Ideas campaign
Source: Mother London/twitter

While Innocent interpreted the Advertising Standards Authority's decision as disappointing, they explained that their campaigns have always focused on important global environmental issues. Besides, they claimed that banning advertising would also have a deterrent effect on startups and companies that want to make environmentally friendly changes.

Brands should think twice before delivering inspiring messages. The fact that more and more people are voicing their concerns about the environment and sustainability every day causes brands to react quickly. While brands are in a hurry to give messages that show that there can be a solution to this problem, misleading content is inevitable.

It's a complex but important issue for brands to support their environmental claims. They need to take steps in this direction by considering the entire value chain and make their plans accordingly. That the Advertising Standards Authority took a similar decision against Oatly, a plant-based dairy offering, for violating lifecycle rules and creating a misleading environmental impact shows that this situation will neither be the first nor the last. In line with these decisions, it can be said that brands will need to think more about whether they are misleading when conveying their messages in the competitive market, especially on environment and sustainability.

FUNCTION AND IMPORTANCE OF SOCIAL MEDIA IN IMPLEMENTATION OF ENVIRONMENTAL POLICIES

Due to the political, economic and social changes experienced in recent years and the accepted national and international regulations, the decisive influence of the media on environmental policies has increased day by day. Because in current life, individuals do not have the chance to experience all of the environmental problems that occur outside of their own life geography. With the recent developments in science and technology, television, newspaper, radio, etc. in addition to traditional mass media, new generation communication tools such as Facebook, Twitter, Youtube, Whatsapp offer an environment that encompasses almost all of the society. Platforms have been created for local groups where they can discuss the

environmental problems they have encountered, and they have achieved significant gains in bringing their own social agenda to the political agenda (Yildirim and Ayna, 2018: 421-422).

As in other policies, many formal and informal entities such as political parties, governments, parliaments, bureaucracy, non-governmental organizations, pressure and interest groups and the media are effective in the development and implementation of environmental policies. In particular, social media acts as a catalyst between decision makers and the individual and society in the formation of public policies related to environmental problems. Researchers who adopt the positivist approach state that the main purpose of the messages presented by the media about the environment is to inform, raise awareness and sensitize the society, and make them responsible. On the other hand, researchers who adopt a critical or structuralist approach describe this process as an extension or component of the system in order to maintain the current political, economic and cultural structure. In other words, it is observed that the media is considered as a tool that either legitimizes the policies implemented by the power holders and policy decision makers, or informs the society (propaganda) about the political initiatives carried out within the framework of the ideas and opinions of the decision makers. In this context, the question that needs to be answered is what is the role and importance of social media in the development of environmental policies developed for environmental problems.

In his study, Downs (1972: 38) investigates the factors that were effective in the tendency of American citizens to ecological problems in the 1970s. In his study, he states that most of the public policies developed within the scope of the solution of social problems pass through certain stages (a-before the problem, b-discovery, c-determination of costs, d-decrease of interest and e-post-problem). He argues that from the said cyclical process (issue attation cycle), social problems are shaped by certain criteria, such as which of the stages will be experienced and how, the size of the affected social segment, the size of the benefit to be generated by the solution of the problem, and the interest of the media. In this context, he states that environmental problems, among other social problems, continue to attract the attention of the public because of their visible and tangible consequences, and that the cyclical process has not come to an end (Downs, 1972:47). The institutionalization necessary for the solution of environmental problems, the creation of programs and policies takes place in the discovery phase, when the need to respond to the issues that cause concern in the media and the public, which are mostly involved in the cyclical process of the Downs.

Similarly, in the study of McCombs and Shaw (1972) on the capacity of the media to set the political agenda, it is noteworthy that the media determines the priority level of voters regarding social issues. The frequency and duration of social issues on the agenda by the media, in a way, also shaped the interest of the society on that issue. In the light of all this information, environmental problems, which are among the social problems, media raise the awareness of the society in the local, national and international arena, develop alternative solutions, and play a conciliatory role in the formation of social support for the implemented environmental policies. On the one hand, it raises awareness of the society about preventive environmental policies, on the other hand, it assumes a partial control and supervision role on the policies implemented.

Mikami et al. (1999: 96) argue that the general terminology and expression style of media and mass media about environmental problems provide social awareness about global environmental problems, but they do not contribute much thematically about sub-titles. It is thought that the media's indoctrination more about cause and effect, historical background, necessary policies and actions by providing a continuous flow of information on environmental problems in special and sub-titles will lead to a significant increase in the level of social awareness. On the other hand, since continuity is important in raising social awareness about environmental problems, it is necessary to keep the issues on the agenda with the participation and support of the media, scientists, civil initiatives, government officials rather than short-time and event-based news.

PUBLIC RELATIONS ON THE BASIS OF SUSTAINABILITY

The types of communication channels determined by Kotler and Lee (2008) were taken as the source in ordering the media types. After the analysis, it was determined that public relations, personal selling and social media were used in all of the examined campaigns. It has been observed that public relations tools are used extensively by NGOs (Non-governmental Organisation). Personal selling is considered as a tool that is facilitated with the help of volunteers. Social media is a type of media used by almost every institution and organization at this point. It is thought to be one of the effective ways of spreading the campaigns by word of mouth. Printed materials were used in 88% of the campaigns. The most prominent printed materials are brochures and posters. Special events are another type of media that is heavily used. For example, in the 'World Hour' campaign, an action is taken to turn off the lights on a certain day. It is seen that advertising is not preferred by NGOs. Advertising was designed and published in only 40% of the campaigns. Concrete product promotion was used by 40% of the campaigns. Generally, souvenirs are used in campaigns for

fundraising. Certificates are given in afforestation campaigns. Popular media and markups/exhibitions are the least used media type.

In a way, it can be said that individuals who have passed from a passive structure to an active structure gain the opportunity to act jointly with organizations operating in the field of environment through communication tools, especially social media. The communication between the individual and the society and the political power is provided through the media at a significant level in the stages of determining environmental problems, putting them on the agenda, determining alternative options, applying and controlling them. As a matter of fact, the media, which influences the written and visual press and the official and informal institutions of the society, fulfills important functions such as spreading information and awareness in the public sphere. It is thought that the media, which plays an important role in the development of democracy in democratic systems, is considered as a tool to shape the society intellectually in authoritarian and totalitarian systems (Toplu, 2018: 355).

The principle of transparency and openness of public relations increases the trust and image of the institution. The fact that institutions act consistently and in integrity in the relationship between the state and society affects their interactions. Activities carried out to increase corporate belonging ensure stakeholder participation (Özüpek, 2010: 38-44). Therefore, the steps that institutions will take in order to strengthen their existence, maintain their long-term power and overcome adversities more easily in their life cycles necessitate stakeholder communication.

Corporate sustainability communication is the result of how and in what sense the communication between the institution and the target audience is carried out. Combined with the principles of openness, transparency, accountability and social responsibility that institutions have adopted in their communication strategies; provides information sharing, creates consciousness and awareness. With the establishment of social trust, it creates a change in emotion and behavior in line with the expectations in the target audiences (Kuşay, 2020: 30-31).

Table 1: Communication Channels Used

	Frequency	Percent
public relations	25	100
personal selling	25	100
social media	25	100
printed materials	22	0,88
special events	21	0,84
advertisement	10	0,4
concrete product promotion	10	0,4
popular media	6	0,24
markings and displays	2	0,08

Source: Content Analysis of Social Marketing Campaigns of Environmental Non-Governmental Organizations in Turkey

Among the analyzed campaigns, average citizens come first among the prominent roles in terms of message source. The average citizen identity is used in the advertisements of some campaigns, public relations activities, and in the word-of-mouth marketing efforts of some campaigns. The use of the animal figure is in second place. Animal figures are frequently encountered, especially in campaigns to protect animal rights or in studies on the protection of endangered species. It is in question that people who have experienced the campaign-related behavior first hand are used as a message source. It is thought that these people will support behavior change. One of the most used roles is community leader.

Table 2: Role of Message Source

	Frequency	Percent
average citizen	9	0,36
animal	8	0,32
first hand experience	7	0,28
community leader	7	0,28
famous	5	0,20
expert	4	0,16
uncertain	3	0,12
victim/sufferer	3	0,12
political figure	2	0,08
cartoon character	2	0,08
other	2	0,08
authority figure	0	0
state	0	0

Source: Journal of Marketing and Marketing Research, Issue: 14, July 2014, p. 47-74

CONCLUSION AND EVALUATIONS

While the media contributes to the formation of general opinions about social problems, it also makes it possible to create a democratic political and administrative structure by conveying the ideas and opinions to the power holders and policy decision makers. At the same time, the media is considered as an intermediary between the political system and the citizens, and it is thought that cultural products and services have important contributions to the delivery of opinions to the citizens. Because the media, which is important because it mutually provides information flow between the political system and the citizens, and affects the wide social segment, will lead to the enrichment of the civil structure, which contributes to the further development of the democratic system (Kılıç, 2009: 157). At this point, especially thanks to new generation communication channels such as social media, individuals who are the main source of thought and the most basic source of democratic systems find the opportunity to share their views on environmental problems and related policies with the majority of the society.

While the new media not only supports social movements in organizing their various actions, they are also the main source for such activities. Some events are held online only. Among them, piracy, viruses and worms, virtual sit-ins, culturally corrupt websites, protest websites, alternative media sites, e-mail bombardment and online signature campaigns draw attention.

It is claimed that environmental pressure groups apply to media organs for three main reasons. First of all, they use the media as a tool to increase the motivation of the group members and to ensure the legitimacy of the adopted goals. Secondly, environmental pressure groups want to use the media as a means of pressure to enable actors that play an important role in the formation of policies such as politicians, bureaucrats and the business world regarding the subjects they operate in, to make decisions for their own purposes. Finally, they prefer mass media in order to raise awareness of the society about the environment and to put pressure on individuals and institutions (Lowe and Morrison, 1984:82-84).

The framing effect of the media on environmental problems and the pressure it creates for policy decision makers, its causes and consequences seem to need further explanation. Undoubtedly, it can be said that the loser in this case is again nature and ultimately the current and future generations who need it.

It is observed that the public policies developed for the protection and development of environmental values vary on a wide ideological and intellectual basis, from radical proposals to free market approaches. The role and importance of the media in the process from the definition of environmental problems in the social and political field to their introduction to the agenda is becoming more and more decisive with each passing day.

Opposition groups support social movements that arise in relation to many environmental problems such as the excessive destruction of natural resources, the use of fossil fuels, the formation of acid rain, deforestation, climate change, the depletion of the ozone layer, pollution of air and water resources, the increase of radioactive and hazardous wastes.

The aforementioned segment strives to benefit from the media and mass media in order to criticize and suppress the negativities brought about by political and social changes such as industrialization and capitalism.

The formation of social demands on environmental problems is possible, first of all, with sufficient knowledge. Since a certain part of the information that society needs about the environment is provided by mass media, it is ensured that the public is shaped in a certain direction with the way, technique and method of presenting information about the environment. The most important privilege of the media in shaping environmental policies is that it has the potential to convey the necessary information to a large part of the society in a very short time thanks to the development in the field of information and technology and the advantages offered by the new generation communication tools. The media encourages the society in the face of environmental problems, ensures that the problems are understood and causes them to take action towards their solution.

Stamm et al. (2000:234) find that mass media (such as television, newspapers, magazines and books) have important contributions to social awareness about climate change, which is one of the top global environmental problems. It is stated that with all these breakthroughs, initiatives aimed at solving environmental problems (such as less vehicle use, energy saving, use of energy efficient technologies) are cause to encourage.

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