

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ
(وَلَا تَقُولَنَّ لِشَيْءٍ إِنِّي فَاعِلٌ ذَلِكَ غَدًا
(23) إِلَّا أَنْ يَشَاءَ اللَّهُ وَادْكُرْ رَبَّكَ إِذَا
نَسِيتَ وَقُلْ عَسَى أَنْ يَهْدِيَنِي
رَبِّي لِأَقْرَبَ مِنْ هَذَا رَشَدًا (24))

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Summary

Introduction :

- Scientists used to apply the term environment on the circumstances and external conditions in which the living organisms exist and affect their vital processes they used to , as the environment for man represents " the framework he exists in comprising soil, water, and air, and what of each element of such three contains of living and non-living elements , and what is dominant within this framework of various manifestations including weather , climate , wind , rain , gravity , magnetism and interrelated relationships between these elements.

- the subject of environment has attracted attention of scientists and researchers in various scientific disciplines than ever it had been before, as well the attention of countries , international organizations so that countries allocated among its ministries a Ministry concerned with the Environment affairs , where it may be the main drive behind this interest motivated by countries together with the regional and international organizations , what is emphasized on by the related studies and researches in scientific field in general of perceived obvious damages influence the environment, where the most of which are arisen from the human behavior towards abusing environmental resources .

Other hand man is considered one of most essential factors in effecting such environmental change within disturbing its natural biological balance , so since man existence on the Earth he has being reacted with and

utilized from environmental resources , where by years he assured on his control power and domain over the environment , particularly after the mutation occurred in scientific and technological advancement , so that technological advancement had a harmful effect on environment , where fumes , gaseous emissions together with getting rid of wastes has disturbed the food chains , in turn this affected man whose industry spoiled the environment making it consequently inappropriate for livings to exist on .

- Latest of twenties witnessed a terrified decline in the natural environment which is still effective where in each day birth of the new year the air pollutants , fumes , smoke , poisonous gasses emissions are amazingly increased , and every day water pollutants pour in oceans , seas , rivers are developed in addition to the high weather temperature occurred , and growing traffic with fuss pollution , besides over usage of natural resources and increment of forests cutting out rates , with extension of vast desertification areas , where such environmental problems have created a big challenge threading life continuity .

- As well the entire region of Gulf witnessed industrial and nonstructural development rarely existed in many countries , where such industrial renaissance led to position these countries within the classification of nonstructural and economical leading countries where it positively reflected on inhabitants prosperity for these regions in gaining power , prestigious , intellectual and moral ranks , but if we considered more advanced countries than us which led the way in industry field we will find out how much sufferings they had throughout the first years since the beginning of the industrial

renaissance, where various types of environmental diseases have existed and spread , of which the effective ones are still existed , consequently Gulf regions instead have to benefit from others mistakes , not from its own ones to avoid the danger before falling it .

- from this standpoint it has been produced various and several methods with respect to the environmental performance development within the governmental departments , authorities , in public and private organizations sectors , from which we mention the public relations management in organizations particularly in the scope of manufacturing , and refining the crude oil companies where it enjoys several advantages and characteristics help effecting such changes relating its labors within correcting environmental concepts and directing the organization management towards keeping soundly environment through its varied roles and activities , where oil is considered one of major environmental pollutants because it is the most utilized energy resource frequently in the modern age , and this pollution occurs within entire stages comprising oil extraction , refinery and consuming it .

- where oil refinery is considered a dangerous resource of pollutants because of its massive amounts of fumes emitted by heating of crude oil , that one can feel chocking atmosphere around him in the refinery region , and the most dangerous than this is represented in the big number of factories existing near seas and rivers where the drain water and industrial wastes are thrown into the river water , as the rain water and purification stations acts on washing them out into the river .

- in spite of taking the environmental performance into consideration is important in the advanced societies organizations but demand to it is more important for developing countries because there is a strong relationship between the environmental performance and sustainable development which developing countries seeks to achieve it , where the effects of such environmental performance are reflected on the human health who represents the main resource on which such development relies on besides , preserving the natural resources , with rationalizing its consumption which in turn influence directly on sustainable development .
- the public relations is considered an organized institutional act which mainly directed to promoting organization good reputation and improving its image , where it is deemed as the basis of relations processes with the public inside organization and outside it , where it is considered as intermediate link connecting the organizational system with its local and external environment , in addition to , the public relations aims at providing public outside organization with the necessary information about the whole organization activities and forming a good image and reputation for different classes dealt with on the basis of honest information and actual facts , as well in first rank it aims at developing good relationships among organizational public of labors each to others from one hand and between them and the top administration from other hand which lead to promote belonging sprit , loyalty , and sincerity for the labors existed in organization whom work in , besides , providing all constituents which resulting in producing such sprit and promoting it consequently , and the trial towards devising the

immediate and benefit solutions to assist in solving labors problems , with the availability of constituents of elevating production efficiency which is directly proportional to the production quality or services offered or the economical activities or the social ones within which the organization perform its work , meanwhile the public relations management in the Kuwaiti National Petroleum Company , as a subsidiary administration to planning and domestic marketing department , supports efforts done through different administrations for promoting the sound image of company within highlighting on its role and participation in economical and social development in Kuwait country .

Research Problem :

- Through the latest few years the human relationship with the environment got worse according to misconduct of man towards making use of environmental resources and his continual threat to the balanced ecological systems , but the growing industrial development witnessed worldwide after the industrial revolution and increasing of population a considerable effect on the environment affecting the relationship between man and his environment passively .
- where modern industries took complicated serious attitudes represented in developing quantities and pollutants types arising from it , so there is no doubt that the industry with main products , frequently constitutes a harmful effects on the natural environmental resources , where increment of industrial growth rates means at the same time the increment of demand on resources and raw materials with which it

results in over usage of some , in addition to the environmental passive influences from the industrial activities represented by air , water , and land pollution , with growing industrial evolution does not care about the environmental considerations .

- other hand the environmental pollution problem is not viewed as a transverse or a new problem with respect to Earth , but the new thing with it is the increment of pollution intensity in quality and quantity altogether in our contemporary age .

- where the environment pollution has become perceived phenomenon by all , so the environment is no longer be able to regenerate its natural resources and the balance among its different elements has been distributed where such elements are no longer able to decompose the human manufactured products wastes or consuming the produced wastes from its different activities , where the cities atmosphere has become polluted with emitted fumes produced from cars exhausts , and rising gases from factories chimneys and power stations , moreover the agricultural soil has been polluted as a result of over usage of agricultural fertilizers and pesticides aerosols , even the living organisms have not been freed from such pollution .

- furthermore amazing advancement in industry accompanied to industrial revolution has led to create a big consumption for the natural resources , in particular the renewable ones such as coal , crude oil , and some of mineral materials and underground water , which represents the natural resources that requires passing a very long geological times for forming such resources with which it is impossible to be compensated throughout man's life .

- this great industrial advancement occurred by man has led to emerging new types of chemical compounds which had not been existed before in the environment , so that the harmful fumes emitted

from factories chimneys , and polluted air , where such factories threw its poisonous wastes in lakes and rivers water .

- according to the industrial activities revolution variety of harms and problems have grown , of which the most important was the dangerous wastes problem accompanied to industrial activities , which constitutes a considerable harm on the environment and human being , where pollution causes a big harm on human beings , animals , plants and environment in general , as the volume of such harm depends on the amount of pollutants . furthermore the pollution arisen from the petroleum industry is considered one of the most important pollutants sources which may be occurred directly through gases and solid materials emitted from factory into air .

- Meanwhile the Arabian Gulf region countries witnessed an industrial evolution particularly the Kuwait country , and although it is interested in the environmental matters establishing a public authority for environmental affairs and the existence of national associations concerned with environmental matters but the environmental problems are still increasingly growing , with which it had a passively effect on environment , and refers to a disturbance in the environmental performance of facilities and organizations handling it whether on governmental or national levels , meanwhile the targets of environmental

maintenance , rationalizing consumption for its resources and the effective participation for solving its problems can not be achieved except within promoting the environmental performance and forming the sound attitudes towards the maintaining the environment , so the concerned agencies and organizations in particular the industrial ones have a leading role within related promoting of the environmental performance for reducing the harmful effects of pollution on the environment and this target can be achieved except by the assistance of a coordinated system able to promote the performance which initiates its activity from inside the organization as well externally with the public outside it .

- other hand the researcher views to such problem he discussed in his research , represented in the methods of utilizing from the leading public relations role for promoting the environmental performance of labors particularly existed in petroleum companies together with instructing them about harmful effects they may exposed to , where the role of public relations is deemed having multi-activities , as the public relations inside organization execute a major role in study and researches which aims at promoting organization and improving its image for the public externally , where within the researcher work in Kuwaiti National petroleum company , the role of public relations management is deemed secondary , in addition to the labors insufficient awareness about the importance of environmental issues .

research importance :-

- this research given by the researcher a particular importance where he works in the " Kuwaiti national petroleum company " he views that there is a defect in promoting environmental performance aspects for labors whom work in , as well such a defect is represented in the role of public relations toward promoting such performance .

Generally the importance of environmental performance are summarized in following :-

- * the importance of environmental performance for maintaining the human and natural resources .
- * the role of environmental performance in supporting development processes .
- * importance of public relations management in promoting and elevating the level of environmental performance inside organizations .

- research objectives :-

- this research aims at :

- acquainting with the constituents of environmental performance .
- recognizing the suggested solutions for solving the problems of environmental pollution .
- recognizing the role of public relations management in promoting environmental performance .

- recognizing the role of public relations management with the public inside organization .
- recognizing the role of public relations management with the public externally .

*** research questions :-**

*** on the light of research the following questions are arisen :**

- what are the constituents of environmental performance ?
- what are the suggested solutions for solving such environmental pollutions problems ?
- what is the role of public relations management with the public inside organization ?
- what is the role of public relations management with the public externally ?

- research hypotheses :

- the study acts on examining the correctness of following hypotheses :-

*** there is a statistical directly proportional relationship between the role of public relations and promoting the environmental performance .**

* there is a statistical directly proportional relationship between the targets of public relations and promoting the environmental performance for the public internally (labors) .

* there is a statistical directly proportional relationship between the targets of public relations and promoting the environmental performance for the public externally .

*** Research terms :-**

*** Public relations :-**

- Is the managerial function of taking over evaluation of public attitudes which in turn determine the policies and applied procedures relating individual or organization towards the public interests together with planning and executing related programs focused on growing the awareness and general acceptance .

*** Environmental performance :**

- means that the labor or administration take the charge of jobs and duties entrusted to , for the purpose of achieving its targets effectively and efficiently with keeping the continuity of environmental system performing its functions without any resulting defect or harmful effects .

*** Evaluating the environmental performance :-**

- Represents the comparison of actual executed action with the pre- issued standards for recognizing the deviation degree in it .

- research procedures :

A – research curriculum :-

- the researcher has applied the descriptive curriculum , and survey study that is convenient to the descriptive nature of research and in the line with our targets depending on the field study .

B- research group :-

- research group is included in directive board members and the general managers in a petroleum company e.g. the Kuwaiti company and some labors of company amounting (5500) persons .

C – research sample :-

*** research sample includes the following :-**

*** exploratory research sample :-**

- selected randomly apart from the main research sample where it consists of (48) examined person of the company labors .

*** main research sample :-**

- selected objectively apart from probabilities method where it consists of (540) examined person , at a percentage of 10 % from administrative board members and labors of the Kuwaiti petroleum company , other hand the received forms have not reached but (370) application form due to the loss , excluding ones, and negligence as a result of not filling in forms in full .

D – Methods of data collection (includes) :-

- personal interview .
- examining records and documents .
- Questionnaire .

*** statistical handling :-**

- the researcher used the statistical handling in line with the nature of research as follows :-

- arithmetic median .
- standard deviation .
- recurrences and percentages values .
- correlation coefficient according to " Pearson "
- χ^2 (Chi-square) .
- gradient .

*** conclusions and recommendations :-**

1- conclusions :-

- there is a main interest from petroleum company aims at acquainting their labors with the volume of gases risk problem and how to deal with .
- company is concerned with keeping the environment maintained soundly throughout its related processes .
- company seeks to apply set of environmental norms Respecting environmental rationalization .
- company depends on a set of recommendations within which it can avoid environmental risks .
- mutual cooperation among all different departments is held for issuing suitable solutions for any of the environmental problems