

Corporate Social Responsibility (CSR) as a Societal Commitment**Karim KATEB^{1*}, Mohammed Lakhdar KATEB²**¹ UFC Center of Oran (Algeria), Laboratory LBMED, katebkarim@ufc.dz² Mostaganem University (Algeria), kml3100@gmail.com

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Abstract:

Corporate Social Responsibility is a continuous process of improvement in which companies integrate social, environmental and economic considerations into the overall management of the enterprise in a voluntary, systemic and coherent way. , consultation with the company's stakeholders is an integral part of the process.

In our present research article we will study the societal commitment at the company Danone Djurjura Algeria thanks to its policy of promotion of the social responsibility of the company.

Keywords: Steps, corporate social responsibility (CSR), societal commitment, company, Algeria.

Jel Classification Codes: M10, M14.

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1. INTRODUCTION

Corporate Social Responsibility **CSR** is an approach that allows companies to integrate, on a voluntary basis, sustainable development objectives into their strategic orientations and practices. It encourages them to reflect on their environmental, social, societal and economic impacts. It invites them to act accordingly and to assess the progress made over time.

Corporate Social Responsibility **CSR** is largely based on listening and ongoing dialogue with the company's stakeholders (shareholders, social partners, customers, employees, suppliers and subcontractors, public authorities, associations, local residents, citizens, etc.), that is to say that it is not only interested in the social and environmental dimensions of the company's activity because it is at the heart of the company's economic activity.

It also aims for ethical business behavior that promotes transparency and dialogue with company stakeholders: customers, suppliers, shareholders, banks, insurers, but also local residents, public authorities and communities, associations.

CSR practices have multiplied, and with them their diversity is increasing. **CSR** strategies can involve a greater or lesser variety of actors and stakeholders and result in multiple partnerships.

The issues of Corporate Social Responsibility are multiple such as economic it is considered as a factor of competitiveness and innovation, social issues such as the improvement of working conditions, social dialogue, professional integration, training, equality women-men, health issues such as prevention of chronic diseases, reduction of noise pollution, issues of access to essential goods and services such as food security, access to water and energy, environmental issues such as the sustainable and responsible use of natural resources, adaptation to climate change, sorting and recycling of waste, and territorial issues such as partnerships with local authorities, the creation of local jobs, and heritage enhancement.

The citizenship of a company is the respect of a certain number of values that it intends to share with the society in which it develops. It generally results in civic (or societal) actions that improve the image of the company. This appears as "socially correct" by respecting the values that are dominant in society.

Social responsibility is closely linked to sustainable development since sustainable development covers economic, social and environmental objectives common to everyone, it can be used to reflect broader expectations of society.

The interest of the subject of **CSR** becomes a very important element hence the vision of the company Danone Djurjura Algeria and its involvement in corporate social responsibility with its social commitment and its values. So the subject is of current interest and importance in Algeria to guarantee the development, sustainability and image of the company.

Consequently, the contribution to sustainable development should be an essential objective for any organization committed to a process of social responsibility.

In our present article we will take a closer look at Corporate Social Responsibility as a societal commitment at the Danone Djurjura Algeria group, so our problem will revolve around the following question:

What is the vision of the Danone Djurjura Algeria group by using CSR to promote its societal commitment?

To provide an answer to our problem, we have approached two hypotheses, which are as follows:

Hypothesis 01 : CSR plays a very important role in promoting social commitment at Danone Djurjura Algeria.

Hypothesis 02 : The integration of CSR within the company Danone Djurjura Algeria allows it to carry out its mission, for a healthy diet for every Algerian.

In our article we will see an introduction, then the definitions, standards and approach of CSR, then the implementation of the CSR approach, and the concept of ISO 26000, we will see the societal commitment at the Danone company. Djurjura Algeria, and finally a conclusion which will include recommendations.

2. CSR Definitions, standards and approach

2.1. Notions on CSR

For a long time, research on Corporate Social Responsibility (**CSR**) has aimed at integrating environmental and social objectives in conducting business. On the one hand it concerns the analysis of the responsibilities of companies vis-à-vis their environment and on the other hand the development of conceptual frameworks which allow the increase of their societal impact by being economically sustainable (Carrol, **1999**, Dahlsrud, **2008**). (Levillain & al, 2012,p 186)

It is a growing source of attractiveness for stakeholders: customers, suppliers, and employees because **CSR** will tomorrow be an important lever for the attractiveness of skills and the commitment of employees, as well as investors (François, 2017,p 178)

Corporate social responsibility is developing more and more these years. A three-year survey developed and published in 2016 by KPMG on **CSR**, explains that more than 90% of the 250 large international companies report on **CSR**, and that **CSR** data in annual financial reports is now a well-established trend because 3 out of 5 companies give accounts in terms of **CSR** during 2015, against 1 out of 5 during 2011. **CSR** thus becomes an important subject for the public. Consumers pay increasing attention to a company's social reputation before attempting to purchase its products. Indeed, the relevance of a company in the field of social responsibility constitutes an essential element in guaranteeing its public image, ahead for a long time, in certain surveys carried out among the general public, of the quality of the brand or the basic characteristics of the business (Restrepo & al, 2017,p 162)

2.2. Definitions of CSR

There are several definitions relevant to **CSR** Corporate Social Responsibility, which can be listed as follows:

1- The work of the researcher Bowen is considered the first (1953), we note the definition of Caroll (1999) on Corporate Social Responsibility **CSR** which refers to the obligation for businessmen to implement policies, to take into consideration the decisions and the follow-up of the lines of conduct which must meet the objectives and the values considered desirable for our society” (Bowen 1953). (Poussing Nicolas, 2012, p 07)

2- According to Gond and Igalens (2010), **CSR** strives to account for the exercise, by companies, of a responsibility towards the different groups with which they interact, who are often referred to as stakeholders. or stakeholders, and who go beyond their strict legal, technical and economic obligations (Figuière & al, 2014,p 08)

3-Corporate Social Responsibility is the voluntary integration on the part of companies of environmental and social concerns in their commercial activities, and also in their interactions with the various stakeholders (Vermeulin & al, 2012,p 01)

4- In the ISO 26000 standard which was published in 2010, the responsibility of an organization in relation to its impacts, decisions and activities on the environment and society resulting in purely ethical and transparent behavior which : (Perdreau & al, 2016,p 04)

Must contribute to sustainable development, and also to the health and well-being of society.

-Take into consideration the expectations of the various stakeholders.

-Compliance with the laws in force and which are consistent with international standards of behavior.

-Must be integrated throughout the organization and also implemented in its relationships.

5- In Belgium, the Interdepartmental Commission for Sustainable Development ICSD published in 2005 a framework which defines **CSR** as follows :

Corporate Social Responsibility is considered as a sustainable process of improvement in which companies integrate in a systemic, voluntary and above all coherent way social, economic and environmental considerations, and this in the general management of the company, in this context consultation with the stakeholders surrounding the company is an integral part of the process. (Postiaux & al, 2012,p 23)

6- Corporate social responsibility is defined as a commitment by companies to contribute to sustainable economic development and to take responsibility for their effects on society. (Oueghlissi Rym, 2013,p 164)

7-The researcher Davis (1973) he proposes the definition of **CSR** as attention and responses that are brought by the company to questions that go beyond its strict technical, economic, and legal obligations (Levillain &al, 2012,p 188)

8-The year 2001, in the green book of the European Commission, to promote a European framework for **CSR**, they define it as a set of voluntary approaches that apply beyond what is expected by law, and that is likely to confer a strategic interest for companies. (Zérah & al, 2014,p 80)

9- Another definition accepted by the European Commission in 2011 is : corporate responsibility for the effects they have on society. It leads the company to comply with legislation and collective agreements and to engage in a process with stakeholders aimed at integrating environmental, social, human rights, ethical, consumers in core strategic business activities. (Barabel & al, 2015,p 175)

10-Corporate Social Responsibility **CSR** is a practice of sustainable development in companies, it is a concept with which companies integrate social, environmental and economic concerns in their activities and also in their interactions with the company's stakeholders. which is voluntary. Institutionalized by the European Union, it represents the voluntary integration via companies of social and environmental reasons for commercial activities and company relations with stakeholders (Dom Eric & al, 2012,p 13)

11- Corporate social responsibility can be interpreted as an obligation to answer for its actions towards all its stakeholders and also towards the human communities with which it operates. (Delisle & al, 2008,p 19)

12- For Jonas (1979), the definition of responsibility represents the obligation to demonstrate any decision or act with regard to moral standards and those of values. (Tahri Najoua , 2014,p 33)

2.3. CSR standards

There are several forms of regulation and intervention in the field of **CSR**. Two main approaches can be distinguished:

A first approach based on “directive policies” or “top down”, which are based on constraint. We bring together the sovereign functions of the public authorities, which reflect the regulations for the benefit of the environment and as well as for sustainable development.

A second approach which is based on the “empowerment” of companies, through the encouragement of various voluntary approaches within a market framework. Here we can qualify it as a “bottom up” conception of **CSR**. It includes, on the one hand, a contractual approach to **CSR** (embodied by “green” or “responsible” certifications), and on the other hand, “managerial” approaches.

This differentiation between “bottom up” and “top down” approaches is similar, but it does not completely overlap, with the difference made between “hard law” (or hard law) and that of “soft law” (or flexible or soft law).

The first expression refers to the actual regulation, which constrains legal and natural persons.

France has a long tradition of regulating economic activities, experienced there with the law on “new economic regulations” as well as the “Grenelle 2” law.

The second term represents a set of voluntary approaches that contribute to the formalization of **CSR** in the form of benchmarks, charters, as well as non-mandatory codes. (Figuère & al, , 2014, p 155)

The table below presents the characteristics of these different approaches and gives some significant examples.

Table N° 01 : CSR standards

Type of standards	Type of support	Examples
Top down	Hard law	-NRE law -Grenelle 2 law
	Public soft law	-European texts (green book, etc.) -OECD guidelines.
	Economic policy	-Ecotaxes -General tax on polluting activities -Renewable Energy Subsidies
Bottom up	Internal company codes	-Codes of conduct, codes of ethics
	Contractual approaches (which can be based on mixed public-private soft law)	- Life cycle analyzes -Labs (Ecolabel, NF Environment)
	Dominant managerial approach (which can be based on mixed public-private soft law)	- Global Reporting Initiative -Global Compact -ISO 26000 -Certifiable standards (SMEA, ISO 14000)

Sources : Figuière Catherine, Boidin Bruno, Diemer Arnaud : Économie Politique du Développement Durable, Paris : Éditions de Boeck 2014, p 156

3. Previous studies on CSR

In order to take into consideration the most relevant works in CSR, we began a search consisting of 10 articles, citing: the name of the researcher, the title of the study, and the purpose of this study and the sample of the study, the tools used and finally the main solutions and some recommendations given by the researchers, as presented in the following table:

Table N° 02 : Previous studies on CSR

Name of author, date and title of study.	The aims of the study.	The tools used and the study sample.	Main results of the study.	The guidelines and recommendations given.
Jean Marie ESTEVE, Charle GUEYE Mai 2005 «Pour une approche de la responsabilité	Study the attitude of the owner-manager as he recognizes the existence of	The approach used is intervention research, the survey was	The enrichment of the employee in terms of knowledge, know-how and social recognition.	Take into consideration the time spent within the company to know the reaction of

<p>sociale du dirigeant propriétaire :la mise en exergue de la gestion des ressources intrapreneuriales », 7^e me Université de Printemps de l’Audit Social, Performance économique et performance sociale à l’heure de la RSE, p 343-352.</p>	<p>intrapreneurs within the company to ensure social responsibility.</p>	<p>carried out among SMEs in 03 regions from a set of 215 companies based on questionnaires from business leaders on their HRM practices.</p>	<p>The succession must be planned in the medium and long term in order to avoid failure due to a botched transmission .</p>	<p>the other. It should be taken into account that the takeover of the company by the employees offers an alternative to the problems posed by the massive replacement of the managers of SMEs. It is necessary that business leaders assume some form of responsibility for the preservation of jobs beyond their departure from the company.</p>
<p>Hélène GARNER-MOYER Janvier 2006 « Gestion de la diversité et enjeux de la GRH », Revue Management et Avenir, N°7, p 23-42.</p>	<p>The purpose of this article is to analyze, from a study of the literature, how the management of diversity affects the management of human resources in particular and the management of the company in general.</p>	<p>The sample of the study concerns 600 employees of 03 establishments of a group and interviews with 600 employees of the group. The method used for data collection is the census.</p>	<p>Employee unions are central players in determining the nature of industrial relations in companies. The voluntary recruitment route is more difficult because it requires first convincing employers of their interest in implementing diversity management policies.</p>	<p>Consider the issues of diversity management to improve social relations within the company. Diversity management allows for greater economic performance of the company. Diversity management policies are an opportunity to be seized by all those in charge of human resources.</p>
<p>Emmanuelle REYNAUD et al Novembre 2007 « La responsabilité sociale de l’entreprise à l’épreuve de l’Europe » Revue Française de Gestion volume 34, N°180, p 109-130.</p>	<p>This study aims to know the importance of values in the countries to show that CSR is currently essential in Europe .</p>	<p>The sample of the study consists of 3836 respondents from different European countries, all the interviewees are managers, from a high hierarchical position, their average age is 38.5 years, use</p>	<p>Managers from established European countries place a higher value on altruism than managers from new or candidate countries.</p>	<p>Managers from the founding countries (Europe) should prioritize corporate social responsibility more than newcomers or candidates. Consider CSR as an element of changing values in countries.</p>

		of the questionnaire by the face to face.		
Sandrine BERGER-DOUCE Janvier 2008 « Rentabilité et pratique de RSE en milieu PME premiers résultats d'une étude Française » Revue Management et Avenir, N° 15, p 9-29.	Show that the usefulness of the profitability of corporate social responsibility practices is not intended only for large companies but also within Small and Medium Enterprises SMEs.	The sample of this quantitative study was carried out with 138 SMEs among the most profitable during the autumn of 2006, with a questionnaire of 42 questions which was constructed in four (04) parts, in the end 84 questionnaires were completed, i.e. a rate of 60.87%	The majority of profitable SMEs feel that they carry out actions from a CSR perspective, and respondents say that it is the responsibility of managers to take care of major social and environmental issues. The majority of profitable SMEs have not assessed the financial cost of CSR actions. According to the majority of profitable SMEs, ethical considerations contribute to the proper functioning of the company.	SMEs must carry out actions from a perspective integrating CSR concerns. SME managers must have a conviction that the use of CSR practices is useful and leads the company to success. An ethical behavior of the leaders makes it possible to better define the concept of profitability and practice of CSR in the middle of the Small and Medium Enterprises.
Stefka MIHAYLOVA 2009 « La responsabilité sociale dans les pays de l'Est entre les modèles Européens et Etasunien » Revue d'Etudes Comparatives Est-Ouest volume 40, N°2, p 33-53.	This study aims to identify the specificities of the social responsibility approach for organizations and to analyze them in order to discern the similarities in behavior in the region.	The sample of the study was composed of 256 companies from 07 countries divided into 02 groups: EU member countries: Bulgaria, Hungary, Lithuania, Poland, Slovakia and non-members: Croatia and Macedonia, 18 interviews in 12 companies (11 direct, 07 by telephone).	CSR is a recent concept in the region, there is an observation that companies favor quick profit rather than social activities, and that the principles of CSR are disseminated by international organizations, in particular the European Commission. CSR is a product "imported" which does not yet have the desired importance.	Eastern countries must opt for the creation of their own model for CSR. Find the ability to adapt to difficult conditions and institutional and financial pressures.
Corinne VERCHER Février 2010 « Chaînes globales de valeur et responsabilité sociale des firmes de l'habillement : Le cas	This study aims to promote collective action for the improvement of working conditions in the	The sample consists of 26 semi-structured interviews conducted, face to face or by telephone, from	The Ethics on Label collective has managed to carry out an innovative and relevant strategy such as targeting pilot firms within the GVCs	Giving help and importance to the collective because it is it that must reflect on a vision of regulation in order to succeed in

d'Éthique sur l'Étiquette» Revue Française de Gestion volume 36, N°201, p 177-193.	clothing industry and the capacity of the latter (collective action) to influence the governance of global clothing chains.	October 2007 to December 2008 with historical or current members of ESE Ethics on Label or from the NGO world.	(Global Value Chains), linking the interests of the stakeholders dispersed within the GVCs in order to create convergences and solidarity in the face of economic logic.	recreating the conditions for joint action capable of carrying an ethical commitment within the GCS.
Dominique BARUEL BENCHERQUI, Alice LE FLANCHEC, Astrid MULLENBACH SERVAYRE Août 2011 «La Gestion Prévisionnelle des Emplois et des Compétences et son effet sur l'employabilité des salariés », Revue Management et Avenir, N° 48, p 14-36.	Study the mechanisms and tools of the FMJS (forward management of jobs and skills) which can promote the employability of the employee.	The sample of the study is based on the textual analysis of 23 FMJS agreements signed between the end of 2006 and the beginning of 2010 signed within French companies. These agreements on the FMJS were scanned in their entirety with the use of a thematic analysis of the content of these texts using the Modalisa software in total 23 companies.	The FMJS agreements studied place employability as one of their priorities. The observation is that the sought-after employability has an internal but also an external aim. Training, a privileged step in guaranteeing the employability of employees.	Use the FMJS because it is a human resources management tool deployed to promote the employability of employees. Join FMJS and socially responsible practices for a better perception of employees of their employability. Corporate Social Responsibility CSR opens up an additional perspective on the effect of FMJS on the employability of employees.
Delphine GALLAUD, Michel MARTIN, Sophie REBOUD, Corinne TANGUY Janvier 2012 « La relation entre innovation environnementale et réglementation : une application au secteur agroalimentaire français », Revue Innovation, N°37, p 155-175.	Testing Porter's hypothesis in the AFI Agro-Food Industry sector. Deepen the environmental innovation strategy of companies .	The sample concerns 3704 French agri-food companies with 10 or more employees for the period 2006-2008, using data from the CIS Community Innovation Survey.	Few AFI agrifood companies innovate with an environmental benefit. The mixed innovation strategy, combining both intangible and technical innovations, dominates.	Adopt environmental innovation strategies for agri-food companies to comply with regulations. Most companies would be able to take advantage of increased regulatory constraints.
Moez ESSID, Nicolas BERLAND Octobre 2013 « Les indicateurs de la RSE dans les entreprises françaises : la complexité	Show the importance of CSR indicators in companies which represent a major tool for	The sample concerns the choice of a qualitative approach, the technique used	The CSR indicators of the first group are used in a fairly strict and restrictive way, this constitutes a means of continuous pressure on	French companies must take into consideration the usefulness and role of CSR indicators considered as an

<p>responsable », Revue Française de Gestion, N° 234, p 27-41.</p>	<p>managing social and environmental performance</p> <p>Study the control methods based on these indicators in relation to the age of consideration of the social and environmental dimensions.</p>	<p>is the interview with 22 people involved in CSR approaches, lasting 02 hours each, the collection of data and finally the observation of 03 meetings devoted to monitoring the CSR management system.</p>	<p>managers, unlike the second group.</p> <p>Managers use CSR indicators to a strict minimum because of the lack of time and also because of their conviction.</p> <p>The proliferation of indicators at the level of operational units creates situations of cognitive overload, reducing the involvement of managers in this problem.</p>	<p>information tool for managers and executives on the social and environmental impacts of the company's activities.</p> <p>The interest of studying new strategies to address issues concerning CSR indicators within companies.</p> <p>Involve managers in order to redouble their efforts to achieve the full integration of managerial CSR instruments.</p>
<p>Amaury GRIMAND, Isabelle VANDANGEON-DERUMEZ, Philippe SCHAFER Mars 2014 « Manager les paradoxes de la RSE : Le déploiement de la norme ISO 26000 dans une ETI », Revue Française de Gestion, N°240, p 133-148.</p>	<p>Show with the paradox approach that during the implementation of the ISO 26000 standard it reveals contradictions inherent to CSR and its implementation.</p>	<p>The sample of the study concerns a family ETI employing 3730 employees spread over several production sites, the study includes 02 series of interviews which affected 09 people who are part of the steering committee.</p> <p>The first round took place at the end of the second phase of the standard's deployment process, the second took place at the start of the fourth phase.</p>	<p>We see that the vocabulary of CSR is new because many things in the CSR field are not materialized or called CSR.</p> <p>A lot of meetings, minutes and spreadsheets instead of working in their own files gives the risk of falling into heaviness.</p> <p>The right way to consolidate and structure the different approaches and projects at a higher level and to standardize general approaches, because there would be a structure.</p>	<p>Management by paradox is considered as a relevant mode of regulation of the contradictions linked to the deployment of CSR.</p> <p>It will be necessary to study in depth the impact of the accompaniment of an organization via a research-intervention which will be a lever to help the organization to develop a reflexivity on its own CSR practices.</p> <p>Helping actors overcome their defensive routines .</p>

Sources : Developed by researchers

4. The implementation of the CSR approach

The first step is to carry out a social, environmental and economic audit of the company.

The nature of the diagnosis will depend on the size of the company and will be carried out either by a rating agency, or by consulting firms or certification bodies.

Then, based on this observation, management will have to redefine its policy and strategy. She will write her business project, define her ambition in the short, medium and also the long term. Once the vision of the company has been defined, the management and the stakeholders concerned will identify the strategic axes, the levers, the expected results, the resources allocated as well as the measurement indicators. (Lecoeur Laurence, 2010,p 100)

The next step will be the implementation of the **CSR** policy by:

- The integration of managerial objectives:

According to a study published by Macif in 2009, 37% of CAC 40 companies have set up a compensation system for some of their managers that incorporates criteria that depend on CSR.

- Acculturation and awareness-raising actions: Also according to the Macif study, 17% of companies prefer seminars or training to communicate about their CSR policy and approach. Communication on the CSR policy is in the form of awareness-raising or a specific module as part of a larger training schedule. That is to say that there are no massive awareness-raising actions yet .

- Training systems: There are not yet any real training programs on CSR. We are in a logic of modules included in a more general problem. E-Learning has also appeared on this subject, but apart from the legislative framework, it seems difficult to transmit via ICT a message of change in model, commitment and behavior.

- Communication actions: These actions are directed towards external stakeholders to highlight partnerships with NGOs, consideration of ecological issues and compliance with legislation.

- Support for change: The company is truly in the process of changing its model and culture, it is becoming essential to set up a support system to remove and identify resistance to change.

- Coaching of the CSR or SD director: These managers come from internal promotion and the reasons for which these positions are offered to them are not very clear. And it is generally recommended to offer them support and coaching so that they can fully appropriate their new scope.

- Procedures for certification and obtaining labels signing charters:

In coordination with the quality director or the entity concerned by the certification, the SD sustainable development manager will set up project groups in order to obtain the

expected recognition.

- Adherence to the principles of the Global Compact.

- Agreements with NGO: Placing the company through partnerships, the creation of a foundation, a skills sponsorship process or any other action proves the company's civic commitment and understanding of its social responsibility. Finally, the last step will take place at the end of the first year and we will measure the achievement of results to reassess all the change processes. The quality of the communication is very essential, it must be rich and educational the first year so that all the stakeholders.

5. The concept of ISO 26000

ISO 26000 is the international standard on social responsibility, it was developed by the International Organization for Standardization (ISO). This standard provides guidelines on social responsibility for all organizations.

It is in the form of a framework document that gives definitions and recommendations on social responsibility to facilitate its understanding and share a common approach at the global level.

This standard defines the different concepts and principles of social responsibility, the fields of action as well as the associated expectations of the various stakeholders, it also provides recommendations for integrating social responsibility throughout the organization.

The development of this standard in terms of the social responsibility of organizations is part of the evolution of international standardization, towards less technical areas and more focused on the organization, its management or areas of general interest. such as the environment, social progress, as well as health.

This development has led ISO to innovate in order to effectively involve the various stakeholders in the development of ISO 26000.

This is how ISO defined the six categories of stakeholders who were consulted for the writing of ISO 26000: industry, government, consumers, workers, NGO and researchers, consultants. (Brun Emilie, 2011,p 04)

Among the advantages of the implementation of ISO 26000 will have a real and positive impact for, its especially competitive advantages, its own reputation, its ability to retain and attract its employees or its members, its users, or its customers, maintain the motivation and real commitment of its employees, as well as their productivity, the vision concerning investors, owners, sponsors, donors, as well as the financial community, its own relations with companies, public authorities, suppliers, the media, peers, customers and the community in which it operates.

6. Corporate Social Responsibility as a societal commitment at the Danone Djurdjura Algeria group

6.1. Presentation of Danone Djurdjura Algeria (Abdelouahab Megdoud, 2023)

Born from the merger between Djurdjura and Danone in 2001, Danone Djurdjura Algeria (DDA) is the result of an encounter between two passionate groups. This section traces the history of our company and it is on our history that we rely to continue to build the future and extend this incredible human adventure.

So, Danone Djurdjura Algeria (DDA) was created in 2001 through a merger between the multinational group Danone and the Algerian dairy Djurdjura. Driven by its corporate mission, which is to bring health through food to as many people as possible. To do this, Danone Djurdjura Algeria produces and markets a wide range of quality products, suitable for all ages.

Since 2006, Danone Djurdjura Algeria has been a pioneer in the development of the milk sector. By setting up an organized milk collection network, made up of partner breeders and collection centers across the national territory called "breeders' houses", this structure has made it possible to increase the quantities but also the quality of the milk collected. .

This organized collection network first began by accompanying and supporting small breeders across the national territory.

Aware of the fragility of the fabric of milk collection from small farmers, in 2014 we created a program, Hlib Dzair, offering areas of assistance including technical, logistical and financial advisory services, and making fodder available. at stable prices throughout the year to allow the breeder to have the tools and funds necessary for the development and growth of his activity. Ultimately, this project is intended to become a sustainable social economy system.

Danone's mission is to bring health through food to as many people as possible. Danone Djurdjura Algeria is part of this perspective by offering a wide range of nutritious and quality products throughout the life cycle of a human being.

6.1. An innovative business model at Danone Djurdjura Algeria

6.1.1. Economic efficiency and social responsibility

In 1972, Danone laid the foundations of an innovative model reconciling economic efficiency and social responsibility. A model that goes beyond mere compensation for the negative impacts of our activities to create a dynamic of sustainable growth in the service of the health of everyone, communities and the planet. This is why we are constantly reinventing ourselves.

6.1.2. A pioneer driven by innovation

Driven by a pioneering spirit, Danone innovates, tests and learns. Danone Djurdjura Algeria designs its products according to local needs, Algerian culture and lifestyle. It

develops tailor-made services, researches new supply chains and new responsible distribution circuits. Its brands connect with Algerian consumers every day to be closer to them. Danone Djurdjura Algeria wants to offer a balanced diet that combines quality, diversity and taste, which is a daily source of pleasure, joy and conviviality.

6.1.3. Partnership and solidarity

At Danone Djurdjura Algeria, she never acts alone. The company calls on all of our stakeholders to create strong and open partnerships that work together to develop innovative solutions. These partners include milk producers, local communities, scientific experts, NGO, associations, but also our consumers, customers and shareholders. She has no dogma: she is both utopian and pragmatic.

6.1.4. Social commitment at Danone Djurdjura Algeria

The social commitment of DDA can be summarized by the following: (Abdelouahab Megdoud, 2023)

1- Carrying out a mission to Algerian families: The societal commitment at DDA is to work daily to carry out its mission which is: "to provide Algerian families with health and the joy of living through food in a sustainable way".

Every day, the choice of food is essential to build and preserve our health and well-being. This taking part is all the more important, because it determines our lifestyles and the world in which we want to live.

2- For a healthy diet : More than **1400 Danoners** are committed daily with pleasure and passion to offering a wide range of products that meet the needs of every Algerian at every age and moment of life.

DDA encourages the adoption of balanced dietary practices and that is why it guarantees the quality and integrity of all of its products

3-For the Algerian family : At DDA, she is convinced that food is at the heart of her culture and traditions.

Through its brands, it wants to be as close as possible to Algerian families by offering them quality, authentic products with a unique taste that accompany Algerian culinary traditions.

Its vision commits it to go beyond the sale of food products, by offering services and products that are not only healthier, adapted to Algerian culture, but which also have a positive impact on the ecosystem in which it operates.

4- A commitment to sustainability: DDA promotes collaboration by forging privileged links with its consumers, partners and breeders.

In concrete terms, this translates into local actions and projects that make it possible to bring to life and maintain a healthy and sustainable value chain.

1- Carrying out a mission to Algerian families: The societal commitment at DDA is to work daily to carry out its mission which is: "to provide Algerian families with health and the joy of living through food in a sustainable way".

Every day, the choice of food is essential to build and preserve our health and well-being. This taking part is all the more important, because it determines our lifestyles and the world in which we want to live.

2- For a healthy diet : More than **1400 Danoners** are committed daily with pleasure and passion to offering a wide range of products that meet the needs of every Algerian at every age and moment of life.

DDA encourages the adoption of balanced dietary practices and that is why it guarantees the quality and integrity of all of its products

3-For the Algerian family : At DDA, she is convinced that food is at the heart of her culture and traditions.

Through its brands, it wants to be as close as possible to Algerian families by offering them quality, authentic products with a unique taste that accompany Algerian culinary traditions.

Its vision commits it to go beyond the sale of food products, by offering services and products that are not only healthier, adapted to Algerian culture, but which also have a positive impact on the ecosystem in which it operates.

4- A commitment to sustainability: DDA promotes collaboration by forging privileged links with its consumers, partners and breeders.

In concrete terms, this translates into local actions and projects that make it possible to bring to life and maintain a healthy and sustainable value chain.

7. CONCLUSION

Corporate social responsibility has developed over the years in Algerian companies and is becoming an increasingly important subject, because the application of this approach allows the company to open up to all of its stakeholders, and enable sustainable development.

The leaders of all organizations assume environmental and ethical responsibilities. Environmental damage such as water and air pollution? and the immoral practices of many countries. But responsibilities to the environment and moral integrity go beyond legal obligations.

The Algerian company must take care to adopt a CSR and to follow a societal commitment, for the realization of its original objective of economic efficiency, with the respect of two additional constraints: social equity and the protection of the environment.

The social commitment within the company Danone Djurjura Algeria will allow it to see its performance, and also to see its impact on:

- Its image and reputation.
- Get ahead of the competition.
- Involve its employees in such practices.
- Attract the best customers and suppliers.
- Guarantee its place in the field towards its community.
- Have good relations with other companies.
- Collaboration and partnership with organizations adopting CSR.

After having seen the societal commitment at Danone Djurjura Algeria and which is topical at home, we can group some recommendations which are as follows:

-The company Danone Djurjura Algeria must train its managers and staff in this new CSR deal which allows the development of companies and to be socially responsible.

-Algerian companies must take into consideration the preservation of the environment, and be concerned with all that is environmental management

-Give importance to the general conditions of employees in terms of health and safety at work.

- Adopt voluntary actions in terms of company participation in various activities: such as sponsorship of sports activities, assistance to the needy and collaboration of the civic community.

The company Danone Djurjura Algeria must be in good relation with all its stakeholders, and give importance to this. Finally, We can say that Danone Djurjura Algeria brings health to citizens through food for the greatest number, and to inspire a healthier world, while engaging in sustainable action with its societal commitment

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