

ABSTRACT

This study focused on the findings of the relationship between Environmental awareness and environmentally friendly behavior of the Department of Environmental Quality Promotion's officials. Moreover, the study aimed to find an effective strategy to educate target groups to be environmentally literate citizens.

The subjects of the study were 246 officials working at the Department of Environmental Quality Promotion (DEQP). The instrument was a questionnaire which comprised three main parts. The first part concerned the demographic data of the subjects. The second part was the knowledge and understanding of solid wastes management test. The third part focused on the frequency of environmentally friendly behavior. The data collected was analyzed by using SPSS version 14.1, Percentage, Mean, and Chi-square.

The findings of the study showed the relationship between environmental awareness and environmentally friendly behavior. Furthermore, most of the subjects were environmental literate persons, gaining high scores on the knowledge part of the test. Consequently, the results of knowledge scores directly indicated the frequency of their behaviors in environmental protection.

The recommendation from the findings of the study is that the department needs to educate the officials and public to get more knowledge and better understanding on environment and natural resources issues because knowledge is a key factor that generates awareness into environmentally friendly behaviors.