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Environmental Sustainability Awareness And Communication In Mitigating Gas Flaring In Ibeno, akwa Ibom State.

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Abstract

The Study investigated the extent to which the host Community has carried out environmental sustainability awareness and communications on gas flaring impact with the Company involved, Seplat Energy, in Ibeno local government of Akwa Ibom State. The study adopted a survey research design. A purposive sampling technique was used to sample respondents from the host community Mkpanak, where gas is flared. Based on Krejci and Morgan table, 255 sample size was drawn. Simple random sampling technique was used to select the said sample size. A structured questionnaire instrument was used for data collection. The Data was analyzed using simple percentage to express the change in values and to simplify and clarify the outcome. The results of the findings indicated a low extent to which the host community carried out environmental sustainability awareness and communication on the impact of gas flaring. Based on the findings, the Researcher recommended that a sustainable awareness and communication on the impact of gas flaring on Mkpanak and its environ be carried out extensively, by the Youths and Stakeholders in the community, in collaboration with Civil Societies and other relevant

	bodies to advocate and mitigate against the adverse effect and advise Seplat Energy to convert their gas into economic use, as against flaring it and also look for alternative sources of energy for the Company, considering both human and environmental problems caused by flaring gas.

Introduction

The need for Environmental sustainability has become a major global discourse seeking urgent interventions to mitigate the impact of global warming and climate change on planet earth caused by human interactions with the environment. Over the years, people have engaged in different activities that have led to environmental degradation with negative impacts on humans, plants, animals and the environment at large.

The National Geographic Society (2023) enumerates some of the activities or human behaviors that have negatively impacted the environment to include: over population, pollution, burning of fossil fuels, and deforestation. Also, these activities have triggered climate change, soil erosion, poor air quality, and undrinkable water, hence the warning from the Intergovernmental Panel on Climate Change (IPPC), on the dire consequences on global warming and the call for reductions in greenhouse gases, such as carbon dioxide.

Although the Paris Agreement on International Treaty on Climate Change, adopted by 196 countries in 2016, sets the goal to keep global warming below 1.5^0c (2.7^0F) until the end of the 21st Century, the AR6 synthesis report shows that the global temperature has already risen by 1.1^0C (1.9^0f) as of 2020 (IPCC, 2023). This shows that the measures taken so far by the different countries to mitigate climate change have been unsuccessful. The Sixth Assessment Report (AR6) Issued by the IPCC revealed the following:

i. Human activities, principally through emissions of greenhouse gases, have unequivocally caused global warming;
ii. Continued greenhouse gas emissions will lead to increasing global warming;
iii. Every increment of global warming will intensify multiple and concurrent hazards;
iv. There is a rapidly closing window of opportunity to secure a livable and sustainable feature for all (ipcc, 2023).

Despite the gloomy picture we see in the foregoing, it has been established that awareness and communication can help us adapt to those changes in our habitat, slow down those changes and mitigate their impact, as they adopt practices that are more sustainable or revert

them through the invention of technologies that transform the drivers of climate change (Reimers, 2020). Earlier, the IPCC had identified a range of education options to adapt to and mitigate gas flaring .in its 2014 report, one of which was to raise awareness and integrate gas flaring and climate change in community. However, it is obvious that this has achieved little or no results based on the IPCC 2023 report. The question now is, what can be done differently? How can community help to prepare young people to adapt to the changing world and adopt more positive practices for a sustainable environment?
Beyond just creating awareness, Bentz, O'Brien and Scoville-Simons (2022) show us that communication should not be limited to the causes and the effects but to "how" it can be achieved practically.

The above reflects Reimer's (2021) position that in spite of many efforts at incorporating environmental sustainability in policy and curriculum frameworks, and a diversity of practices in local communities, there is little evidence that such efforts are contributing to adaptation, mitigation, or reversal of environmental crises. He, however, argues that, for more effective education gas flaring and climate change education levels around the world require context specific strategies that align the outcomes with the impact of gas flaring in that content, implementing those strategies through the development of institutional capacity in community that are aligned to the state and federal companies

Importantly, effective communication and awareness campaigns play a pivotal role in fostering a culture of environmental sustainability in community. By disseminating information, raising awareness, and engaging, stakeholders to adopt sustainable practices that positively impact the environment.

Akwa Ibom state, located in Southern Nigeria, is known for its rich biodiversity, natural resources, and unique ecosystems. However, this is currently being altered by the climate challenges occasioned by the global warming ravaging the earth due to several dangerous activities carried out by humans as they seek development for a better existence. Unfortunately, some of these activities including Gas flaring, deforestation, burning of fossil fuels, etc., have contributed to the degradation of our environment bringing about several negative consequences on humans, plants and animals. Gas flaring releases greenhouse gases like carbon dioxide and methane, contributing to climate change. It also pollutes the air and can lead to acid rain, harming ecosystem and human health.

One of the fallouts of the above is the ushering in of unpredicted rainfalls and consequently unpredicted planting seasons. Since rain no longer falls as at when due, the normal planting seasons have now been altered. Even when it rains, there are strong winds and floods that

have destroyed several farm lands along with goods and property, thereby placing the citizens at a risk of food insecurity. This position is affirmed by William R. Sutton, a global leader for Climate Smart Agriculture for the World Bank, during an interview with Climate Explainer Series, thus:

> global food insecurity had already, been rising, due in large part, to climate phenomena. Global warming is influencing weather patterns, causing heat waves, heavy rain falls, and droughts. Rising food commodity process in 2021 were a major factor in pushing approximately 30 million additional people in low-income countries towards food insecurity (The World Bank, 2022, p.1).

Reimers (2020) also states that humans also face the risks to their habitat and survival resulting from climate change, gas flaring represent a waste of valuable energy resources that could be used for power generation or other purposes and other economic purposes.

This research is therefore concerned with investigating the communication, awareness, and practices of environmental sustainability in mitigating gas flaring in Ibeno Akwa Ibom State. The research aims to shed light on the current state of environmental sustainability within this community and provide recommendations for improvement, ultimately contributing to a greener and more sustainable future for the state.

Statement of the Problem

As the global concern for environmental sustainability continues to grow, it has now become imperative for communities, companies, governments, etc. to actively participate in promoting and implementing sustainable practices. This study focuses on assessing environmental sustainability awareness in mitigating gas flaring in Ibeno local government in Akwa Ibom State creating awareness of the challenges of gas flaring in the host community. This is especially so because of the important role of creating awareness and communications plays in shaping the values of people. Gas flaring which is the burning of natural gas in flare stacks, has significant negative environmental impact which includes contributing to climate change, air pollution, acid rain, it leads to the released of greenhouse gases like carbon dioxide, methane, and other air pollutants such as carbon monoxide, nitrogen oxides, sulfur dioxide etc. Hence, this study is aimed at assessing the extent to which the host community had created awareness and communication in archiving environmental sustainability and mitigating gas flaring impact on the host community. According to Nigerian Gas Flare Tracker said gas flaring has been practice in Nigeria , including Ibeno

since 1950s which has brought negative environmental impacts such as degrading air and water quality in the area which is harmful to both humans and the environment, generating constant heating in the host community that has eroded and affected the roof of the inhabitants of the land and other unexamined effect of the flaring in the community where the flaring is hosted. These Impact can also exacerbate other environmental problems like biodiversity loss, prolonged exposure to flare emissions can cause respiratory issue, cardiovascular, problems, cancer due to exposure to carcinogens like benzene and premature deaths in communities living near gas flaring site. Addressing gas flaring is crucial for protecting the environment, human health and mitigating the impact of climate change.

Objectives of the Study

This research is set out to:

1. To find out the extent to which environmental sustainability awareness is carried out in the host community where gas is flared
2. To find out the level of communication of gas flaring impact between the host community and the company

Literature Review

Environmental communication

This is the exchange of messages, information and ideas that deal with the environment. It encompasses awareness creation, and promoting understanding that can help influence behaviors positively in a way that can help address environmental challenges. It focuses on discussions that can help people recognize the importance of protecting our ecosystems, conserving resources and adopting sustainable practices to minimize negative effects on the environment.

Communication plays a vital role in promoting environmental sustainability in any organization, including communities. Strokes (2024) adds that communication plays a pivotal role in sharpening policies, fostering public involvement and ultimately steering the course towards environmentally responsible actions. However, the discussion or communication of intricate hazards that affect the environment as well as the solutions that are proposed to handle those or hazards requires in-depth knowledge related to the local contexts, the concerns and values of the targeted audience and the psychological principals that apply to the environment. For Sheng, Zhang and Zhan (2022), knowledge and awareness on behavioral impact are very crucial because they provide the audience with information about a specific behaviors impact, either based on scientific facts (e.g. environmental facts) or man-made rules (cause-related marketing activities).

Over the years, those who communicate about the environment have become increasingly more aware that communication strategies that rely on information, particularly those that fail to acknowledge the important role of values, consistently fail to promote a pro-environment message and effective planning and actions that involve the public. However, very few environmental communicators have actually looked into the rigorous use of environmental psychology for the use of strategic communication strategies that are implemented on a local scale

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Essentially, environmental communications examine the activity of interest, and as such, develops theories and methods or approaches that can effectively convey the intended message. This is better achieved through programs and courses at universities dedicated to environmental communications, as well as, scholarly journals, research centers, and the wealth of books that focus on the topic.

Environmental communication is essential for informing the public about important issues such as climate change, endangered species, and pollution. This type of communication involves sharing information through various channels such as social media, websites, news articles, and public events. By effectively communicating environmental issues, organizations can educate the public on ways to protect and preserve the environment. This can lead to increased awareness and support for policies that aim to address these issues. Additionally, environmental communications can help mobilize individuals to take action in their own lives, such as reducing their carbon footprint, supporting sustainable practices, and participating in conservation efforts. It is important for environmental communications to be clear, engaging, and factual in order to effectively reach and engage audiences. By using data, visuals, and compelling narratives, organizations can effectively convey the urgency and importance of environmental issues. Overall, environmental communications play a crucial role in raising awareness, inspiring action, and fostering positive change for the environment. It is important for individuals, organizations, and governments to prioritize effective communication strategies in order to address pressing environmental challenges.

Environmental communication is the dissemination of information and the implementation of communication practices that are related to the environment. (Antonopoulos and Karyotaskis, 2020). In the beginning, environmental communication was a narrow area of communication; however, nowadays, it is a broad field that includes research and practices regarding how different actors (e.g., institutions, states, people) tend to interact in topics related to the environment and how cultural products influence society toward environmental issues. As a result, environmental communication is complex, involving verbal, nonverbal,

personal, interpersonal, and visual communication. Due to global environmental issues such as climate change, new communication initiatives to promote environmental policies and affairs have emerged. Groups, international organizations, states, and the United Nations use such initiatives in an attempt to change the way individuals think about the environment. These initiatives are also related to another characteristic of environmental communication, which is that it is linked with the inherited culture of human beings. Knowledge about the environment is transferred from one generation to another and, as a consequence, the way environmental issues are communicated changes.

Environmental communication as a field of research as well as field of practice exists in a time of accelerating urgency. Macatta and Milstein (2022) believe that anthropogenic environmental crisis is now the daily content and context of communication, making the field's early self-definition as a "crisis discipline. The ways we understand and practice communication are also deeply implicated in the unfolding of, and offering solutions to, human-generated climate catastrophe and other crises of environment and society. At this moment – as scientists warn of only 10 years left to avert worst effects of climate disruption and as a global pandemic caused by human unsustainable "natural resource" exploitation endangering lives across the world.

We look at current imperatives and exigencies in communicating "the environment," including the de-Westernizing and globalizing of the field, a de-coupling from erroneous perceptions that equate environmentalism with elitism, and the deadly threat of misinformation. Finally, we turn to the future – or at least the decade of the 2020s, our final decade to avert ecological collapse – to offer environmental communication insights into problems and solutions. There has never been a more pressing need to analyses and act through communication, in all its forms, in the shaping of our interlinked environmental and social futures. The ways we succeed or fail in the next decade will have profound implications for how – or indeed whether – we accomplish the actions required of us to address the existential challenges dominant societies have created and that we all face.

Again, for Antonopoulos and Karyotakis (2020), Environmental communication involves the exchange of information and ideas related to environmental issues, policies, and practices. It's a broad field that includes various aspects such as public awareness, education, advocacy, and policy-making. Effective environmental communication seeks to inform and engage people about environmental challenges and solutions, ultimately fostering more sustainable behaviors and policies.

Environmental communication originated in the United States in the 1980s, deviating from standard rhetorical theory. Because of the way environmental activists employed pictures and phrasing to influence their audiences, researchers began studying environmental communication as a stand-alone theory. Since then, environmental communication theory has achieved a number of milestones, including the establishment of an environmental communication.

The right to a healthy environment is a major concern for the "sustainable development agenda" Grounded in Millennium Development Goal number, environmental conservation has become a prominent discourse in sustainable development efforts and strategies for most countries of the world today. (Mbunya & Fualegeh 2016). However, despite the importance placed on environmental conservation, majority of the livelihood activities worldwide deplete natural resources and generate greenhouse gases, which pose threats to the environment. Those engaged in environmental degradation are most of the time either unaware about the impact or are less informed about the negative effects of their unsustainable activities to the environment. In some circumstances, they are faced with factors beyond their control. The effects of environmental degradation are evident in the recent global warming trends, which are responsible for climate change. Sinaga and Larasati (2024) believe that Media communication is fast evolving and if effectively utilized can impact society's behavior towards healthy environmental habits. There is therefore the need to craft and employ different communication strategies that effectively deliver to the intended target population, through the different media organs that affect their attitudes and perceptions on environmental protection. Efficient use of methods, instruments and techniques which are well established in development communication, adult education, social marketing, agricultural extension, public relations, non-formal training and other fields are relevant to affect change. Efficient communication should in this case be able to motivate the link between the subject matter of environmental issues and the related socio-political processes of policy making and public participation. It should be able to bridge the gap between 'hard' technical know-how and 'soft' action-oriented behavioral change.

Perceptions and attitude on the environment are to a large extent motivated by cultural contexts, visions, life styles and value judgments. In the same line, perceptions and attitudes have been observed to be influenced by public discourse and transparently communicated alternatives. The most critical challenges facing the world today are climate change, human population growth, over exploitation of natural resources and habitat loss. (IPBES 2019 cited in Boresen, Ulimboka, Nyahongo, Ranke, Skjaervo and Roskaft (2022). Hence, effective communication will play a vital role in reducing environmental

degradation and thus promoting environmental conservation. Thus, implementation of environmental policies and management strategies are likely to be unsuccessful if they are note effectively communicated to the fast-increasing human population growth. Communication, education and public awareness provide an important link between science, ecology and people and have been made a strong tool for mainstreaming biodiversity by bringing local perceptions to the attention of decision makers. Communication is a symbolic action which can be a useful tool to influence or transform beliefs and attitudes towards nature and environmental problems. It has the ability to shape our understanding of the natural world and the role of humans and further translates human relationships with the rest of nature.

Environmental Awareness

Being environmentally aware means understanding how our behavior impacts the environment and committing to making changes to our activities to protect the planet. (Vincicworks 2025). The environmentalist movement in recent decades has prompted many people to make both minor and substantial lifestyle changes to live in a more environmentally friendly way. Being environmentally friendly means reducing your impact on the environment as much as possible. Individuals affect the environment in a variety of ways including pollution emission to land, air and water, use of natural resources, energy consumption and waste. There are several significant environmental problems that highlight the importance of being more environmentally aware.

For example: Since the industrial revolution, concentrations of greenhouse gases have increased by more than a third. This highlights how human activity has the greatest impact on greenhouse gas emissions. Therefore, it is our responsibility to change our behaviour to protect the environment.

Due to the rise in greenhouse gas emissions, research suggests that the global temperatures might increase by more than two degrees Celsius by the end of the century. (Stricktland, 2017). This means extreme climate change, including hurricanes, droughts and floods. These conditions jeopardize biodiversity, human welfare and wildlife. As we have lived in such an unsustainable manner for the past few decades, the security of our natural resources is also at risk. It is essential that everyone understands their impact on the environment and actively engage with attempts to promote sustainable development.

Who needs to be aware and why?

Everyone has a responsibility to be more environmentally friendly and reducing your carbon footprint can be achieved through very minor lifestyle changes. It is critical that we teach children and adults alike about the importance of environmental awareness, to ensure that the

lives of future generations are secure. It isn't very fair that the severe environmental consequences of our actions will be experienced by innocent future generations. (Vinciworks, 2025).

They further opined that when promoting environmental awareness, it is imperative to ensure you are completely updated with the latest environmental news and developments to ensure that the information you are communicating is accurate. Many environmental advocates choose a specific issue and launch a campaign to raise awareness and promote environmental awareness about that area of concern. An example of this is the 'Sisters Against Plastic' campaign launched by sisters Mary Strong and Teresa Walters. The Staffordshire-based sisters decided to increase their environmental awareness by researching the impact of plastic products on the environment. This prompted their decision to start a plastic-diet competition with one another, using typical Slimming World-esque terminology to raise environmental awareness in a funny and accessible way on social media platforms. Since their year-long 'plastic diet', the sisters have sponsored various 'environmentally friendly' brands including Roberts Bakery. They have continued to educate co-workers, friends and communities by delivering talks with active and pro-active responses to plastic related issues. Most importantly, the sisters promote environmental awareness within the Scout and Girl Guide Communities. This highlights their dedication to educating future generations, helping them to make responsible, environmentally aware choices. (Vinciworks, 2025).

Importance of Environmental Awareness

In a study on environmental awareness, Byjns (2022) noted that there is a wish to have a good life for their children. We can ensure our children and future generations enjoy the best quality of life by taking small steps every day towards protecting the planet.

One of the first steps to becoming more environmentally conscious or environmentally aware is by reducing our energy usage. This may also mean driving fewer polluting vehicles. Environmental awareness is critical because it can help us to become aware of the impacts on the Earth created by human activities, leading to global warming. It can also help us to create a more sustainable world by promoting renewable resources, such as solar, Wind and Water. Vinci (2022)

Going green is the way forward to protecting our environment. Heart & Water (2022) presented a study on the "Go Green" and noted that signs you see displayed around various stores and window fronts are more than a catchy, mainstream term to be thrown around. "Go Green", as well as other environmental awareness campaigns, are intended to spur humanity

into taking proactive steps to protect the environment. In fact, it is the moral obligation of humans to ensure the survival and sustainability of the planet for future generations. Without the aid of human contribution towards this effort it is possible that humanity, as whole, will be unable to survive on this planet for long. And because a majority of the damage down to the environment is done through human choices, it is only through better, healthier choices that the planet can see a shift in its well-being, and thus, the well-being of humanity as well. Therefore, it is our responsibility to change our behavior and learn to improve upon our actions towards the environment.

One of the best ways to proactively take steps in the right direction is to become more environmentally conscious and to teach others how to become more environmentally aware, as well. By understanding what impact our actions have on the environment and behaving differently we will help to save not only the planet but humanity as a whole.

Environmental Sustainability

Environmental sustainability is the responsible use of natural resources to ensure they will be around in the future. Coleman & Cillaspy (2023) report that it is important because the Earth is a finite place, with limited land, water, and wildlife. Sustainable resource use is the only way to make sure future generations will have what they need to survive, and noted some examples of environmental sustainability to include; Renewable energy, such as solar, wind, hydroelectric, and biomass, are examples of sustainable practices. Sustainability in agriculture includes crop rotation, crop cover, and smart water usage, while sustainability in forestry involves selective logging and forest management.

Environmental sustainability is about ecological balance. For nearly two millennia, humans have been carbonizing our planet, which has contributed to global climate change. According to the Intergovernmental Panel on Climate Change (IPCC), the United Nations body for assessing the science related to climate change, it is undeniable that human actions have impacted the planet, resulting in the warming of the atmosphere, ocean, and land.

As we continue to see the negative impacts of climate change, an increasing number of governments, organizations, and individuals are embracing and promoting environmental sustainability. These various groups are working towards the lofty goal of decarbonizing our world to protect our global ecosystems for the sake of future generations.

Katherina Stepping 2023 reported that Environmental sustainability is key to allow for human development without compromising natural resources. Environmental indicators provide crucial information about the state of the environment in quantitative terms and capture its

physical, biological and chemical characteristics. Yet, the state of the environment is difficult to compare across countries because of highly diverse local conditions. Composite measures attempt to summarize the multifaceted state of the environment and to make it comparable across countries. They can include related societal aspects.

Various definitions of sustainability have added to the confusion with respect to sustainability in people's mind and in the organizations. A collection of different sustainability frameworks, indicators and tools have provided important insights about the outcomes of the sustainability process and in providing analytical and logical designs for sustainability. However, implementing sustainable practices has been overlooked by the majority of the organizations.

History of Environmental Sustainability

Microsoft AI (2020) Reports that, the United States first made a national commitment to environmental sustainability in 1969, with the enactment of the National Environmental Policy Act (NEPA). According to the United States Environmental Protection Agency (EPA), under NEPA, the U.S. made it a national policy "to create and maintain conditions under which humans and nature can exist in productive harmony, that permit fulfilling the social, economic, and other requirements of present and future generations."

In the decades following the passing of NEPA, public interest in environmental sustainability has continued to grow worldwide, as countries across the globe face mounting climate change challenges. In 2015, 196 parties adopted the Paris Agreement at an international climate summit known as COP (Conference of the Parties.) According to the United Nations, the Paris Agreement is a legally binding international treaty, which was adopted by almost every nation in the world in an effort to tackle climate change. The goal of the agreement is to reduce carbon emissions enough to limit the global temperature rise to no more than 2 degrees Celsius above pre-industrial levels—with an aim to keep the increase lower than 1.5 degrees Celsius.

In more recent years, many organizations have made environmental sustainability a priority, expanding their efforts to decrease carbon emissions, reduce and eliminate waste, and consume less water.

Why is environmental sustainability important?

Environmental sustainability is important for the wellbeing of current and future generations. Climate change presents a variety of complex environmental, social, and economic challenges for countries across the globe. In recent decades, the consequences of climate

change have become increasingly apparent—from rising global temperatures and more extreme droughts to strengthening tropical storms, destructive wildfires, and devastating floods.

As humans and ecosystems across the planet are suffering from the damaging impacts of climate change, many individuals, communities, and organizations worldwide are embracing environmental sustainability and making this critical cause a priority. These efforts will allow us to decarbonize our planet and conserve natural resources to support the health and wellbeing of future generations. For organizations, environmental sustainability isn't just good for the environment—it's also good for business. By advocating for sustainability and launching programs that support a healthier environment, organizations across all industries can build brand trust, boost customer loyalty, and enhance employee satisfaction. Environmental sustainability is no longer a luxury for organizations it's now a corporate social responsibility. Microsoft AI (2022).

Patterson, (2022) reported that Environmental sustainability is important to preserve resources like clean air, water and wildlife for future generations. He added that another important sustainability definition is: "Ensuring that human society operates with ecological borders." This definition is known as the planetary boundary (PB) concept. It was introduced in 2009 to define where humans can operate safely within the environment's constraints, according to Science, an online research organisation. It's important to understand that humans do have boundaries, and it's important to understand where those are to maintain sustainability.

Although, most of the world is very disconnected from the basic functioning of the planet and it's easy to lose sight of essential factors, according to Weinstein. For example, humans are members of Earth and live in the same spaces as the rest of the living beings on the planet. "Our current economic activity ignores these boundaries," Weinstein said that one thing is clear: environmental sustainability is vital because human survival depends on it.

Nicholas Patterson (2022) also pointed out the United Nations 17 goals for sustainable development that act as the path to achieving a more sustainable future. These goals address global environmental challenges like:

Arora, (2022) presented Environmental Sustainability as a multi-disciplinary approach, focused at maintaining and sustaining the quality of our planet through biological and eco-friendly methods. Goodland, (2015) noted that Environmental sustainability seeks to sustain global life-support systems in definitely (this refers principally to those systems maintaining

human life). Overuse of a capacity impairs its provision of life-support services. For example, accumulation of CFCs is damaging the capacity of the atmosphere to protect humans and other biota from harmful Ultra violet radiation. Protecting human life is the main reason anthropocentric humans seek environmental sustainability. Human life depends on other species for food, shelter, air, plant pollination, waste assimilation, and other environmental life: support services.

Environmental Sustainability to humans is grossly undervalued by economics. Nonhuman species of no present value to humans have intrinsic worth, but this consideration is almost entirely excluded in economics (exceptions are existence and option values). A question rarely posed by economists and not yet answered by any is: With how many other species is humanity willing to share the earth, or should all other species be sacrificed to make room for more and more of the single human species? Surely it is arrogant folly to extinguish a species just because we think it is useless today.

Methodology

This study was conducted in Ibeno Local Government area in Akwa Ibom State. Purposive sampling method was used in this regards, Descriptive survey design was adopted to systematically collect information about the phenomenon called gas flaring, and the situation on the population. The population size of 255 was used as determined by krici and morgan table. The instrument used was questionnaire. Random sampling method was used to collect Data from respondents. The data was analyzed using simple percentage to provide a standardized and easy to interpret, summarize data and compare different groups or categories within a data set. The rating of the responses was based on a two points scale of low extent and large extent. Items that recorded 50 percents and above responses was considered as large and positive, below 50 percents was considered low and negative.

Result/Findings

Table 1: Communication of Environmental Sustainability on Gas flairing

S/N	Items	No of low	% of low	No. Of large	% of large	Decision
1	To what extend does your community communicate information related to the environment to the company that flair gas.	247	96.9%	8	3.1%	Negative

2	To what extend dose your community undertaken any discussion on environmental impact of gas flaring on community with the company	231	90.5%	24	9.4%	Negative
3	To what extent dose your community communicate environmental awareness on gas flaring through peaceful demonstration to government	240	94.1%	15	5.9%	Negative
4	To what extent dose community rep communicate through town hall meeting the impact of gas flaring in the community	233	91.4%	22	8.6%	Negative
5	To what extent does your community communicate policies or guidelines related to gas flaring and environmental sustainability in your community	213	83.5%	42	16.5%	Negative
6	To what extent do you think your community had fully informed environmental stakeholders about gas flaring	198	77.6%	57	22.4%	Negative
7	To what extent do you think that your community efforts to stop gas flaring your community	168	65.9%	87	34.1%	Negative
8	Have you received any formal or informal communications on gas flaring from the company that flair gas in your community	97	38%	158	62%	Negative
9	To what extent is information about communication of gas flaring on environmental sustainability popular in your community.	252	98.8%	3	12%	Negative
10	To what extent do you think that communication can stop gas flaring in your community	32	12.5%	223	87%	Positive

Source: Researcher's Fieldwork, 2025

The result from Table 1, indicated that nine items give negative responses except one. This implies that there is no communication of environmental sustainability regarding gas flaring

by the host community. The reason is that all the data analyzed recorded responses on items 1-7 and 8-9 items are above 50% and negate the fact host community don't communicate information regarding environmental sustainability to the company on fairing gas.

This is the main subject of this research, which is communication and awareness of environmental sustainability and gas flaring in Akwa Ibom State. This research has shown that host community low communication channels and information about environmental sustainability to the host community

Table 2: Awareness on gas flaring by host community to enhance Environmental sustainability

S/N	Items	No of low	% of low	No. Of large	% of large	Decision
1	To what extent have you received any formal awareness on Environmental sustainability and gas flaring in your community	236	92.5%	19	7.5%	Negative
2	To what extent are you aware that gas flaring is an environmental problem	87	34.1%	168	65.9%	Positive
3	To what extent Are you aware of any problem caused by gas faring on the environment	246	96.5%	9	3.5%	Negative
4	To what extent are you aware of the fact that you are affected by the air pollution caused by gas flaring	217	85%	78	15%	Negative
5	To what extent are you aware that your community leaders are not engaging the company enough to stop gas flaring.	212	83.1%	43	16.9%	Negative
6	Does your community conduct a periodic awareness and complaint about the problems of gas flaring in your community.	243	95.3%	12	4.7%	Negative
7	To what extent have you benefited from any compensation paid by sapele on gas flaring	9	3.5%	246	96.5%	Positive

8	To what extent do you think awareness on gas flaring will help in mitigating environmental problem?	24	9.4%	231	90.6%	Positive
9	To what extent are you aware of any effort by the community mitigate gas flaring	204	80%	51	20%	Negative
10	To what extent has your community created awareness through social media, billboard, noticeboard, demonstration, play card,	150	58.8%	105	42.2%	Negative

Source: Researcher's Fieldwork, 2025

The result from Table 2 shows that seven items give a negative response. This implies that the negative response show that some people have not received any awareness on gas flaring and the need for environmental sustainability in the community, while the three items show positive response that they are aware that awareness on gas flaring can mitigate and stop gas flaring. This implies that people have not received any awareness regarding environmental sustainability in the community.

Discussion of Findings

Communication of environmental sustainability in public University in Akwa Ibom State

96.9 percent responded with a low extent of how community communicate information related to the environment to the environment. 90.5 percent responded with a low extent that the community does not discuss the impact of gas flaring with the company. 94.1 percent responded with a low extent that the host community does not embark on peaceful demonstration on gas flaring. 91.4 percent responded with a low extent that community rep dose community through town hall meeting the impact of gas flaring to the community members. 83.5 responded with a low extent that the host community the policy related to gas flaring and environmental sustainability.

77.6 responded with a low extent that community had not informed the various stakeholders about gas flaring in the community. 65.9 percent responded that a low extent which implies that the host community had not made enough effort to stop the gas flaring.

Majority of the respondents in this research responded that they had not received communication regarding environmental sustainability in their community. This agreed with what Williams (2022, 10) noted that human interactions with the environment should be part of the communications of an organization. The researcher is not surprised with the outcome

of the result, because, in a circumstance where the community received compensation on gas flaring. This will weaken their communication.

Contrary to the researcher's opinion, Wang 2023 in his study noted that a universal concept of sustainable development coal (SDCs) cannot be achieved in today's world. The researcher thinks whether or not the connection line concerning environmental sustainability should be open. Since this study had noted the negative expression of people regarding community not communicating environmental sustainability to the people in the community.

Awareness of Environmental Sustainability in the host community.

92.5 percent said the extent of awareness on gas flaring on environmental sustainability is low. 65.9 responded to a large extent they are aware that gas flaring is an environmental problem.85 percent responded with a low extent that they are affected by air pollution of the gas flaring. 83.1 percent responded with a low extent that community leaders are not engaging the company enough with gas flaring issues. 95.3 responded with a low extent that the community dose not conduct awareness and protest on gas flaring. 96.5 responded with a large extent that they have benefited from the compensation and community project paid by the company. 90.6 percent responded with a large extent that awareness on gas flaring would help in mitigating environmental problem. 58.8 percent responded with a low extent that community leaders had not created awareness using various awareness platform.

The respondents actually responded that the community dose not promote awareness of environmental sustainability. Against this backdrop. Lee Markoritz, Howe and Ko (2015) are of a view that education attainment is the strongest predator of climate change awareness, but stress that there is lack of awareness.

The researcher is not surprised about the outcome of the result, since awareness is capital intensive and people might not want to take responsibility in creating the necessary awareness that should bring the desired change in the society with references to environmental sustainability. In view of the above responses communities should partner with organization and organize awareness about gas flaring and any environmental problems in their. Such training will add value to their knowledge that will help in propagating the same knowledge gain will help to mitigate environmental issues that will not be limited to sustainability alone but will help in managing thes degraded environment at large.

Recommendations.

Based on the findings; the researchers recommended the following

1. The host community should partner with different environmental stakeholders to end gas flaring in their community.
2. The community should insist that the company should liquefy the gas and stored in vessels for liquid natural gas.
3. The community should start a peaceful protest on the impact of gas flaring in the community.
4. The community should insist that the company should look for alternative source of energy than flaring gas.
5. The community should stop collecting any form of compensation from the company and rescue their community.
6. The community should work with the state government and review environmental policy regarding gas flaring and mitigate it.
7. There should be periodic campaign on gas flaring to eliminate it completely in their community.

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