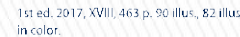


Human Values and Sustainable Development

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Saint Petersburg, Russia
UAS, Berlin, 2017

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Lectures in Ecological Economics and Sustainability

- ▶ Aims to fill the gap in understanding ecological economics as one of the important foundations for green economy trend in the new economic thinking
- ▶ Stimulates further interdisciplinary dialogue, conducted in the spirit of ecological economics, and will support democratic values and methodological and cultural pluralism
- ▶ A thought provoking collection of top level contributions
- ▶ Helps to facilitate the transition towards sustainability and educational reform
- ▶ Will equip MSc and PhD students in economics with the state of the art in sustainability thinking

State of the art in sustainability thinking, inspired by interdisciplinary ideas of ecological economics. This book is focusing on sustainability pathways, new economic theory, democracy and institutions, multidimensional assessment of sustainability, macroeconomic modelling and policies, climate change and renewable energy, resource flows and circular economy, regenerative cities, environmental conflicts and values. It will be helpful for MSc and PhD students in Economics, Management, Environmental Change, Ecological Economics, Development Economics, Sustainability and practitioners in business, international and nongovernmental organizations. Rich, diverse and thought provoking collection of top level contributions, it will help to facilitate the transition towards sustainability and educational reform.

A fabulous composition of papers by the authors who really count! Ernst von Weizsäcker, The Club of Rome

The authors present a refreshing perspective on the possibilities of human progress in harmony with nature, without the need for economic growth to secure long term human welfare and wise use of nature's services. Extremely relevant. *Peter May, Past President, International Society for Ecological Economics and Professor, UFRRJ, Rio de Janeiro, Brazil*

The book goes well beyond the Green Economy, offering arguments and blueprints for a complete makeover of the current economic system.

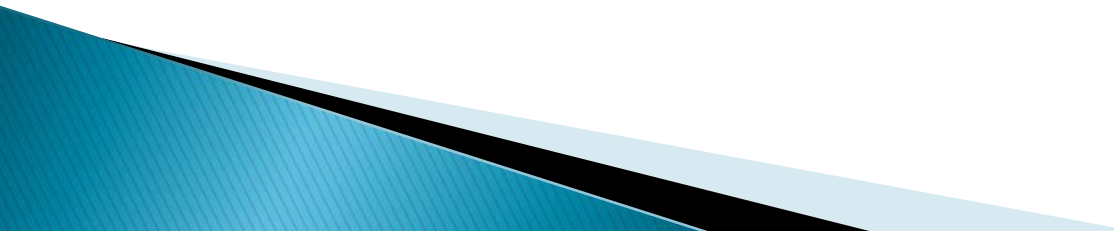
SUSTAINABLE DEVELOPMENT GOALS



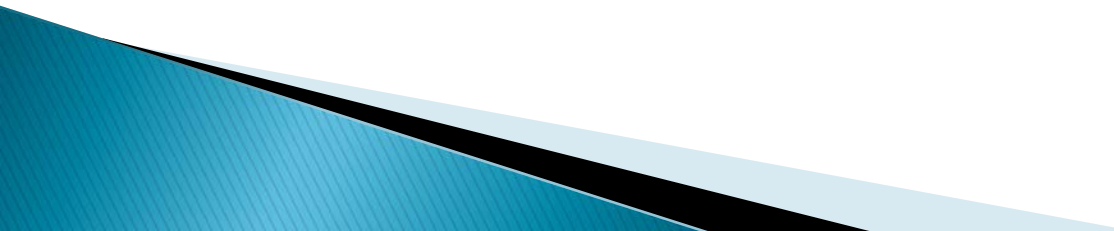
ACTORS OF SUSTAINABLE DEVELOPMENT



?? ACTORS OF SUSTAINABLE DEVELOPMENT

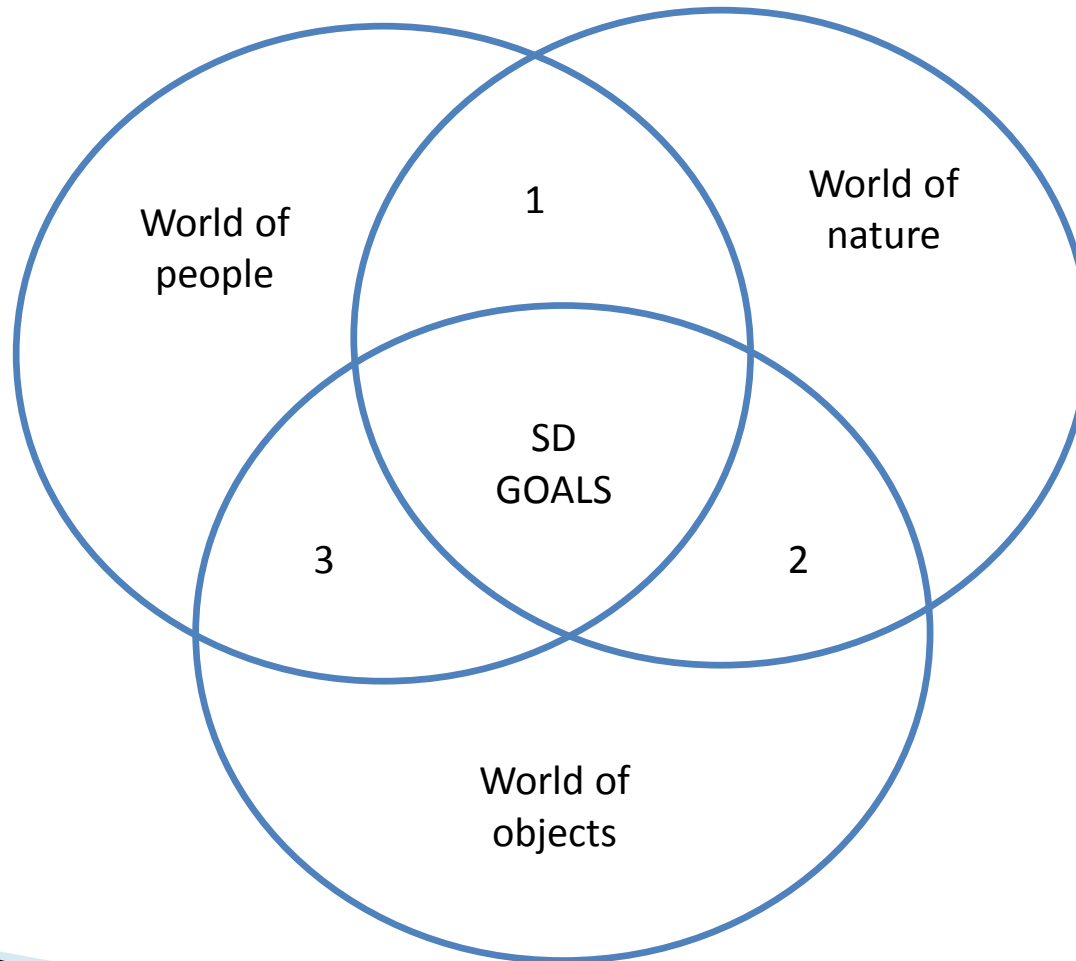
- ▶ WORLD COMMUNITY
 - ▶ NATIONAL COUNTRIES
 - ▶ LOCAL COMMUNITIES
 - ▶ BUSINESS
 - ▶ INSTITUTIONS
 - ▶ NON-GOVERNMENT ORGANIZATIONS
 - ▶ PROFESSIONAL GROUPS
 - ▶ SOCIAL GROUPS
 - ▶ FAMILIES
 - ▶ INDIVIDUALS
- 

VALUES: INTERDISCIPLINARITY

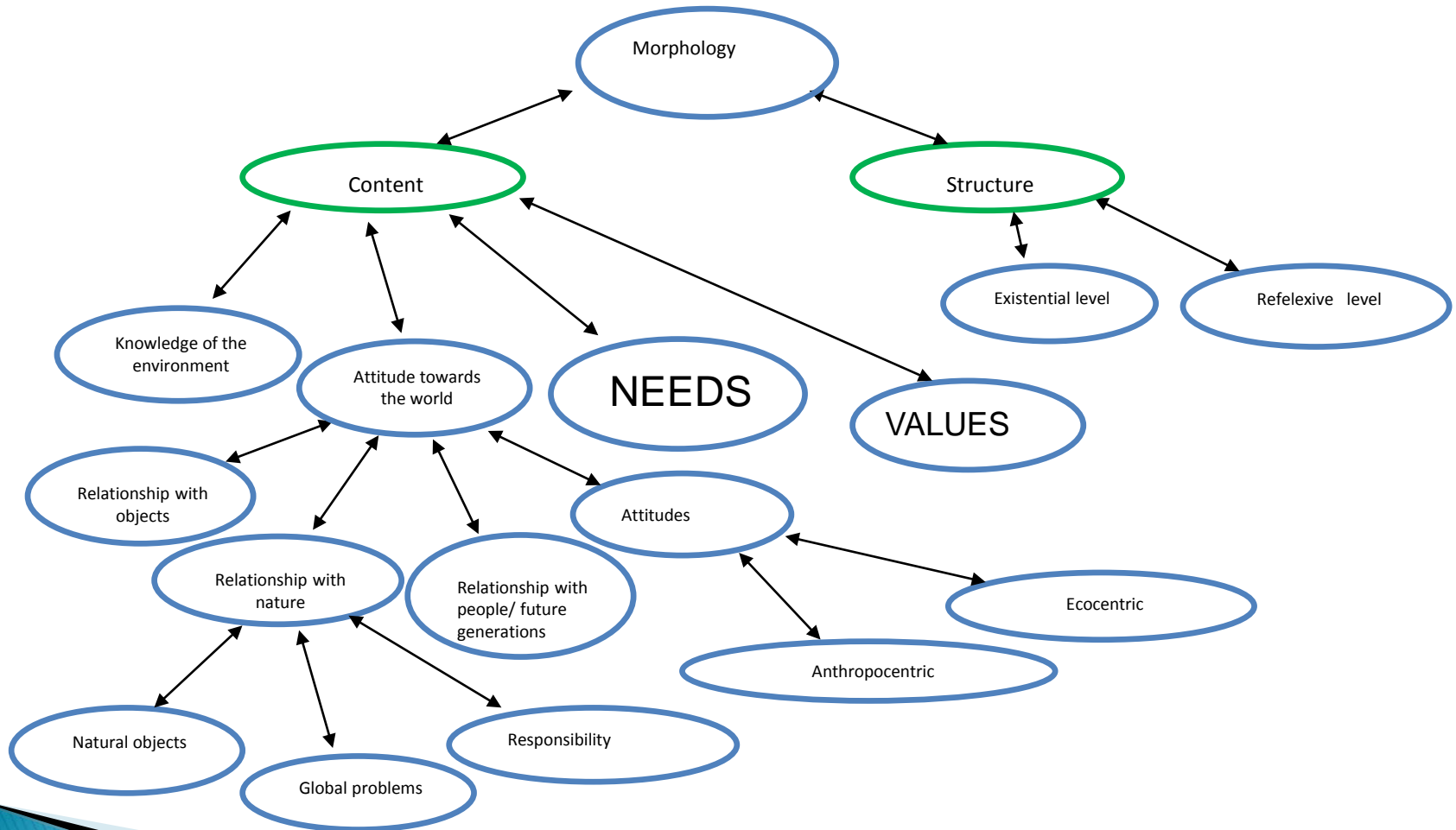
- ▶ **Values** are the subject of interdisciplinary studies and lie at the intersection of at least three areas:
 - ▶ Philosophy (axiology, ethics),
 - ▶ Sociology,
 - ▶ Psychology
 - ▶ Economics
- 

HUMAN RELATIONS WITH THE WORLD & SD GOALS

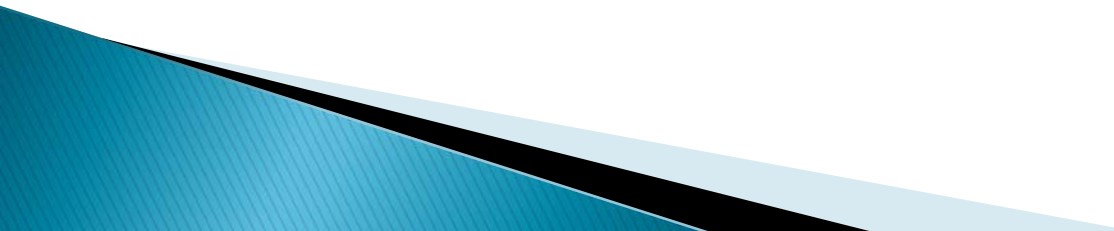
WHAT HUMAN Consciousness REFLECTS??



CONSCIOUSNESS VS RELATIONS WITH THE WORLD



Values : Definition

- ▶ “Values lie at the heart of the common future” (Club of Rome)
 - ▶ Value are “a conception, explicit or implicit, distinctive of an individual or characteristic of a group, of the desirable which influences the selection from available modes, means and ends of action” (Kluckhohn, 1951)
- 

Values : Definition

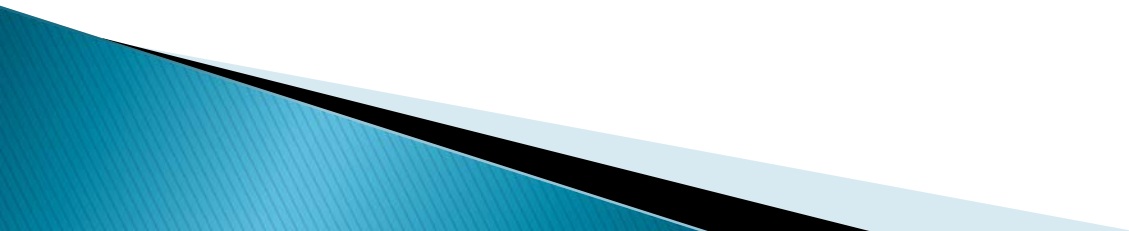
(S. Schwartz The Values Theory, 1992, 2005)

Values are:

desirable goals of different importance that serves as guiding principles in people's lives;

motivational construct that refers to the desirable goals people strive to attain;

Values guide the selection or evaluation of actions, policies, people, and events. That is values serve as standards or criteria.

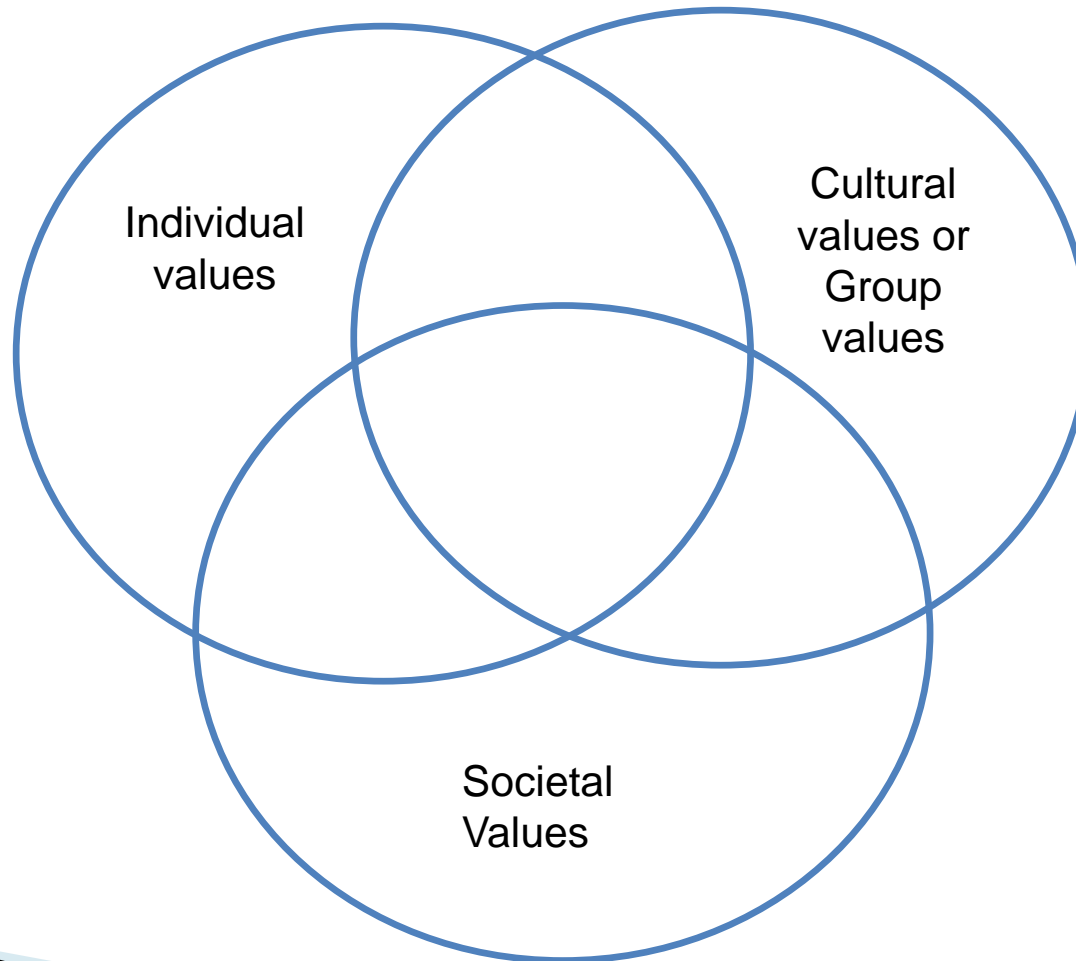


Values & world view & behavior

- ▶ Human values determine the world view, behavior, the behavior change and finally the implementation of policy for sustainable development

HUMAN RELATIONS WITH THE WORLD & SD GOALS

WHAT HUMAN Consciousness REFLECTS??

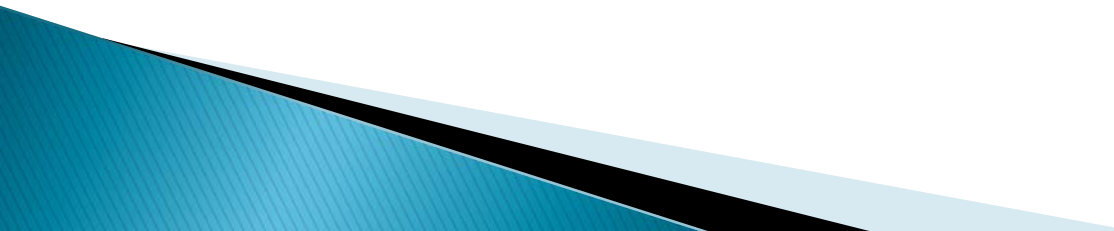


Shalom Schwartz (Israel)

- ▶ Theory of Values
- ▶ 67 countries
- ▶ European Value Survey

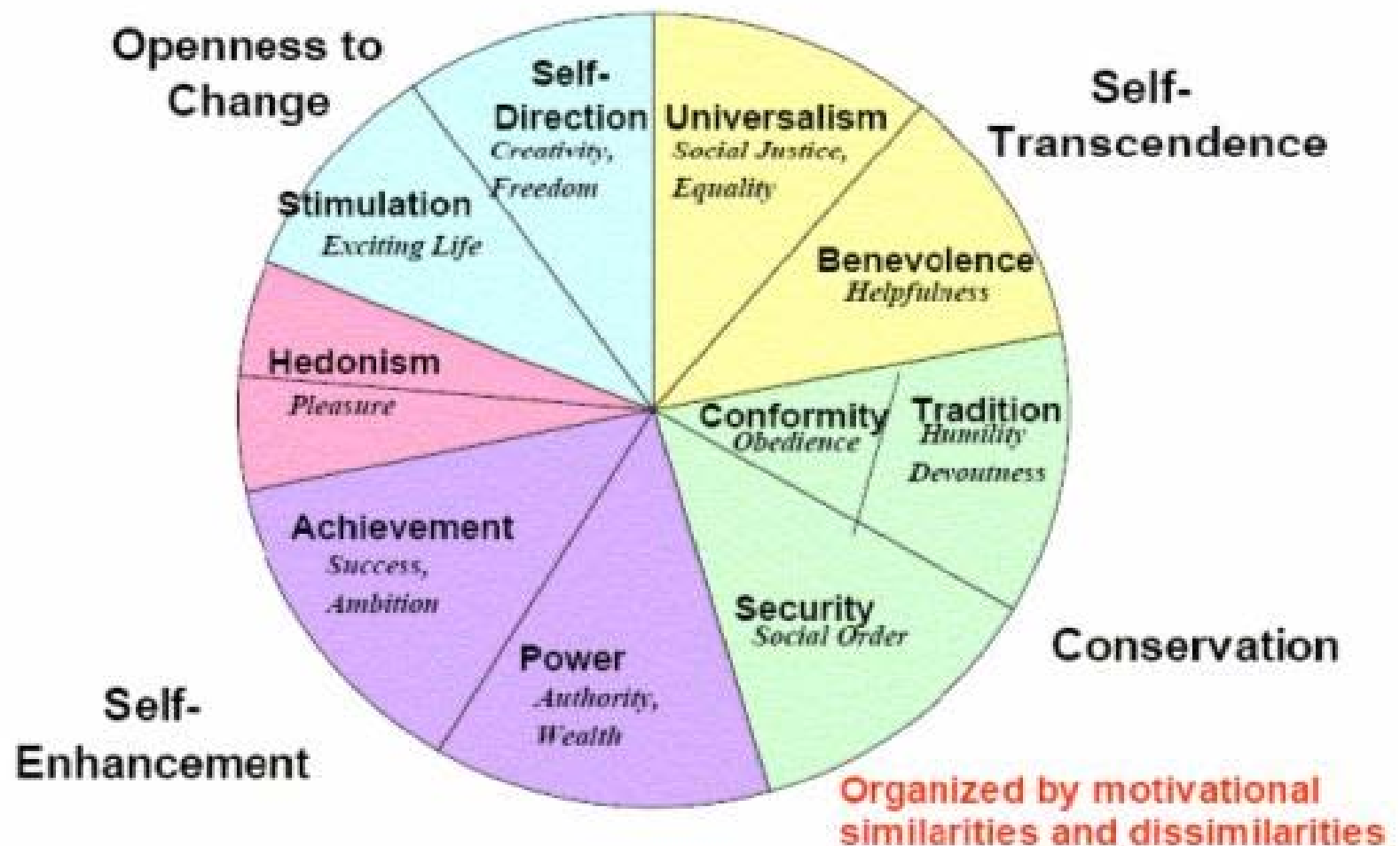


Theory of Individual Values

- ▶ The ten basic values are intended to include all the core values recognized in cultures around the world
 - ▶ Each of the ten basic values can be characterized by describing its central motivational goal:
- 

Basic Values

- ▶ 1. **Self-Direction.** Independent thought and action; choosing, creating, exploring.
- ▶ 2. **Stimulation.** Excitement, novelty, and challenge in life.
- ▶ 3. **Hedonism.** Pleasure and sensuous gratification for oneself.
- ▶ 4. **Achievement.** Personal success through demonstrating competence according to social standards.
- ▶ 5. **Power.** Social status and prestige, control or dominance over people and resources.
- ▶ 6. **Security.** Safety, harmony, and stability of society, of relationships, and of self.
- ▶ 7. **Conformity.** Restraint of actions, inclinations, and impulses likely to upset or harm others and violate social expectations or norms.
- ▶ 8. **Tradition.** Respect, commitment, and acceptance of the customs and ideas that traditional culture or religion provide the self.
- ▶ 9. **Benevolence.** Preserving and enhancing the welfare of those with whom one is in frequent personal contact (the 'in-group').
- ▶ 10. **Universalism.** Understanding, appreciation, tolerance, and protection for the welfare of all people and for nature.



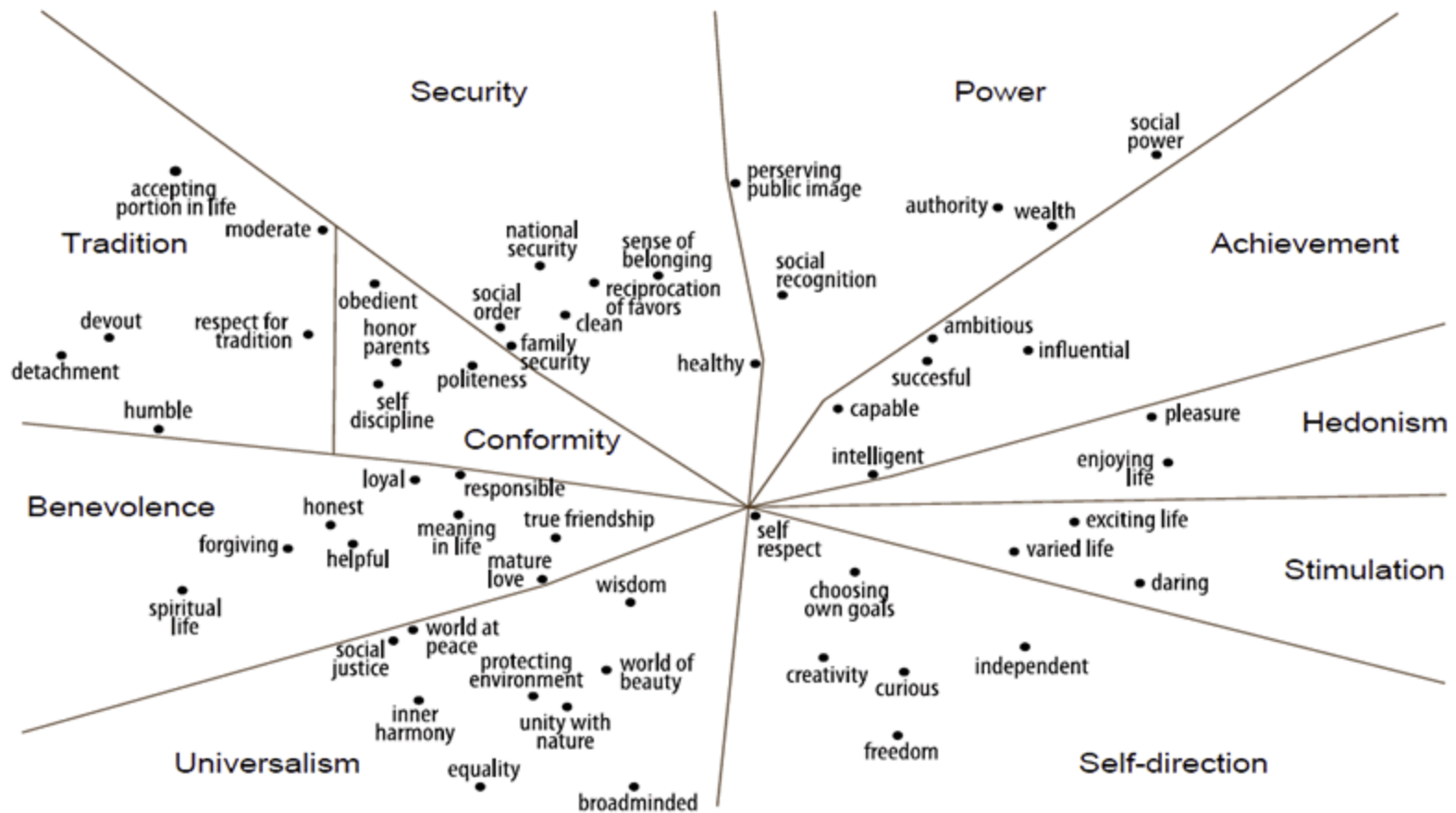


Fig. 2. The empirical structure of human values (Schwartz 1992).

Values Structure

▶ Self-Transcendence:

- Universalism–nature;
- Universalism–concern;
- Universalism–tolerance
- Benevolence–care;
- Benevolence–dependability

▶ Self-Enhancement:

- Achievement;
- Power dominance;
- Power resources;

▶ Openness to change:

- Self-direction thought;
- Self-direction action;
- Simulation;
- Hedonism

Conservation:

Security personal;
Security social;
Traditional;
Conformity rules;
Conformity interpersonal

Some empirical results

Results

(Schultz, Zelezny, 1998,2003); Dunlap et al. 2000, Raudsep (2001)

Correlation between self-transcendence values priority and environmental attitudes and concerns;

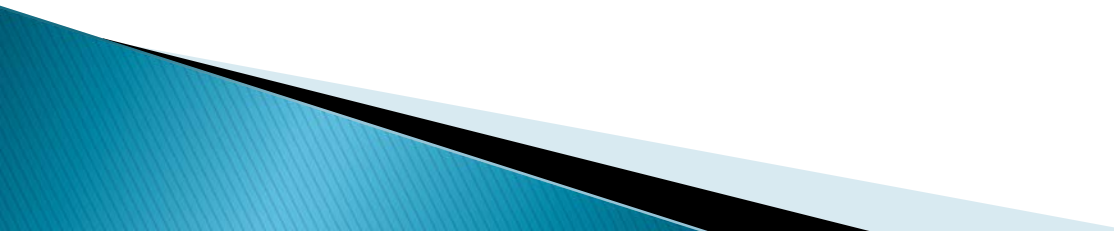
Universalism is a strong positive predictor of environmental concern;

Power and tradition are negative predictors;

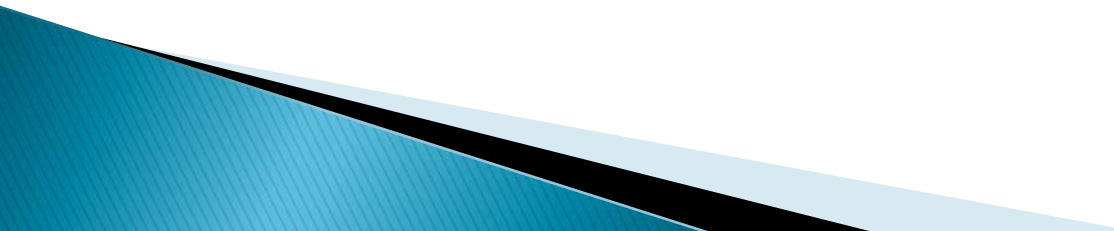


- ▶ Values allow a person to “transfer” the sustainability discourse to the everyday life
- ▶ (M. Raudsepp, 2001)

Methodology of Values Research by S. Schwartz (1992,)

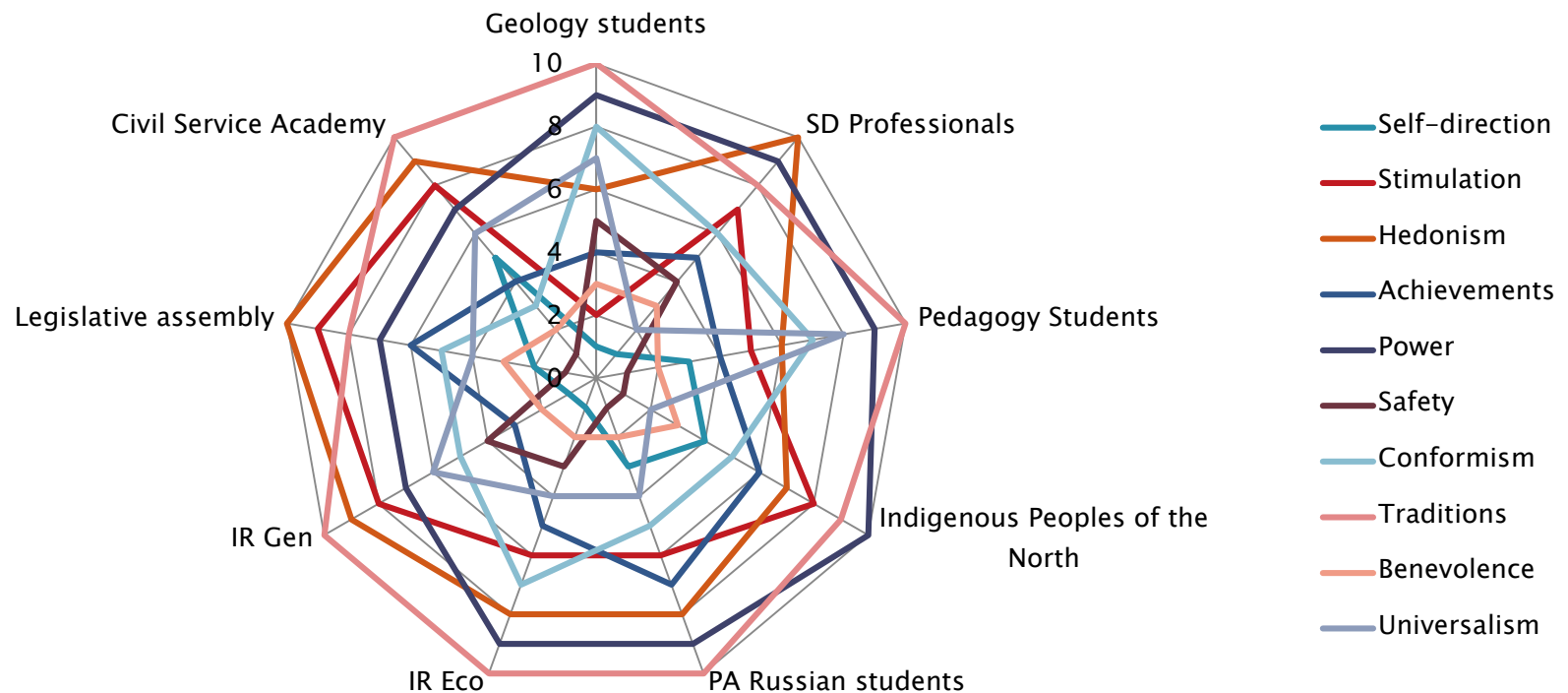
- ▶ **Universalism** corresponds to understanding, tolerance, and protection of the well-being of all peoples and nature;
 - ▶ **Universalism** historically evolved from the need of individuals and groups to survive.
 - ▶ It is underpinned by such aspects as broad outlook, social justice, equality, world peace, beauty, unity with nature, wisdom, environmental protection, harmony and spiritual life.
- 

Groups in the study

- ▶ Sustainable Development Professionals
 - ▶ Legislative Assembly Members
 - ▶ Civil Servants Academy Students
 - ▶ Law Students
 - ▶ International Relations Students Eco;
 - ▶ International Relations Students (General);
 - ▶ Pedagogy Students;
 - ▶ Geology Students;
 - ▶ Indigenous Peoples of the North (students)
- 

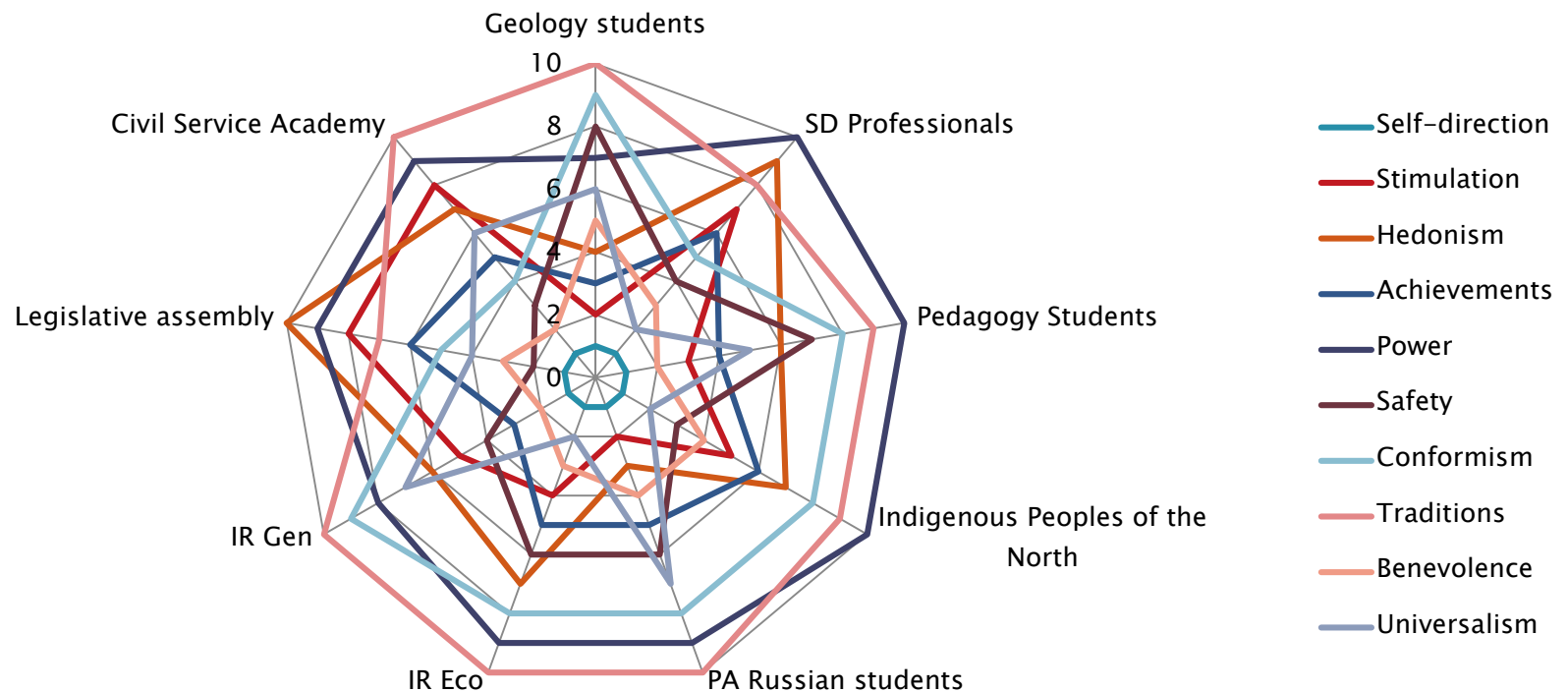
Normative Values by Group

Normative Values

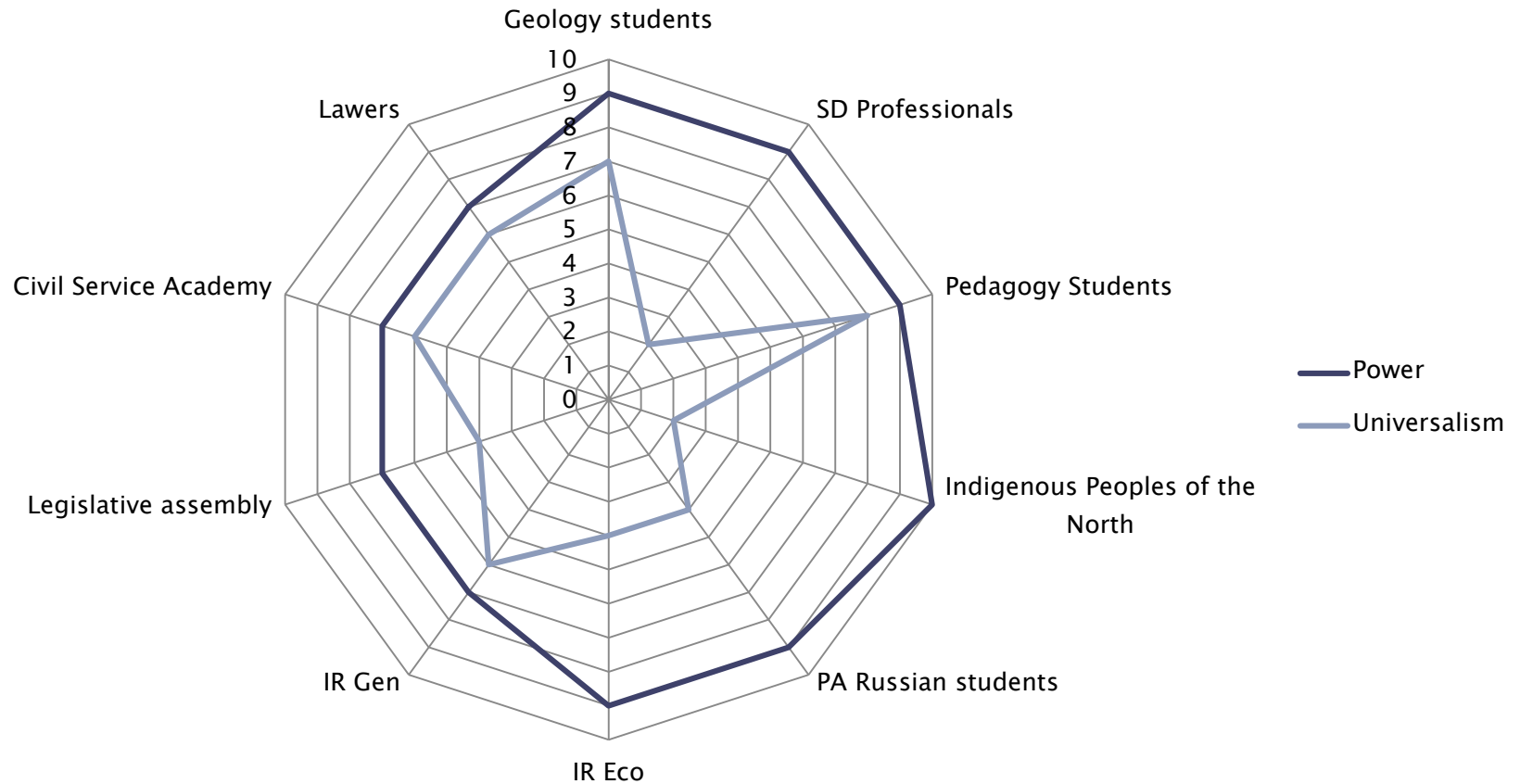


Individual Priorities by Group

Individual Priorities

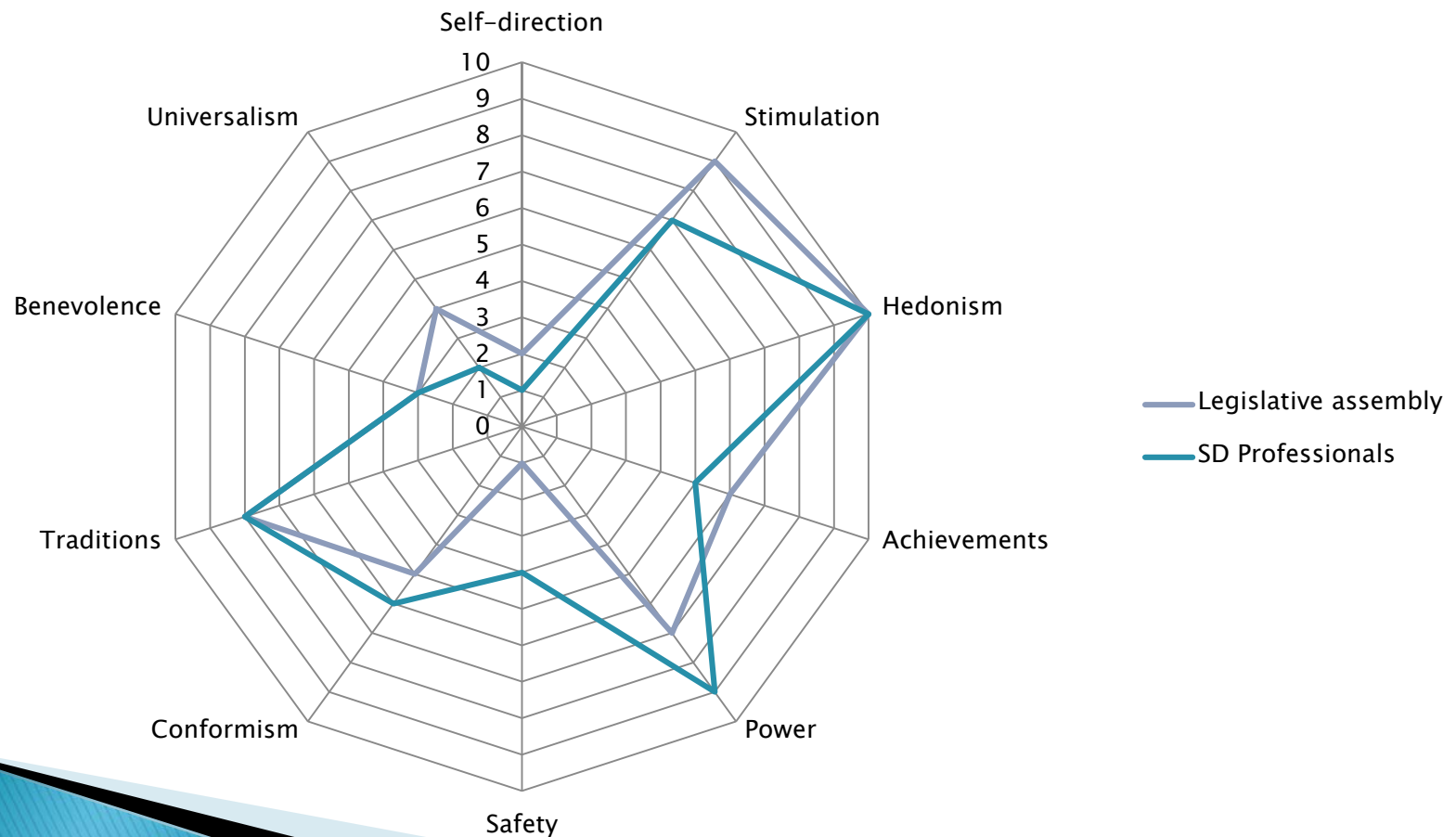


The Normative Values of Power and Universalism

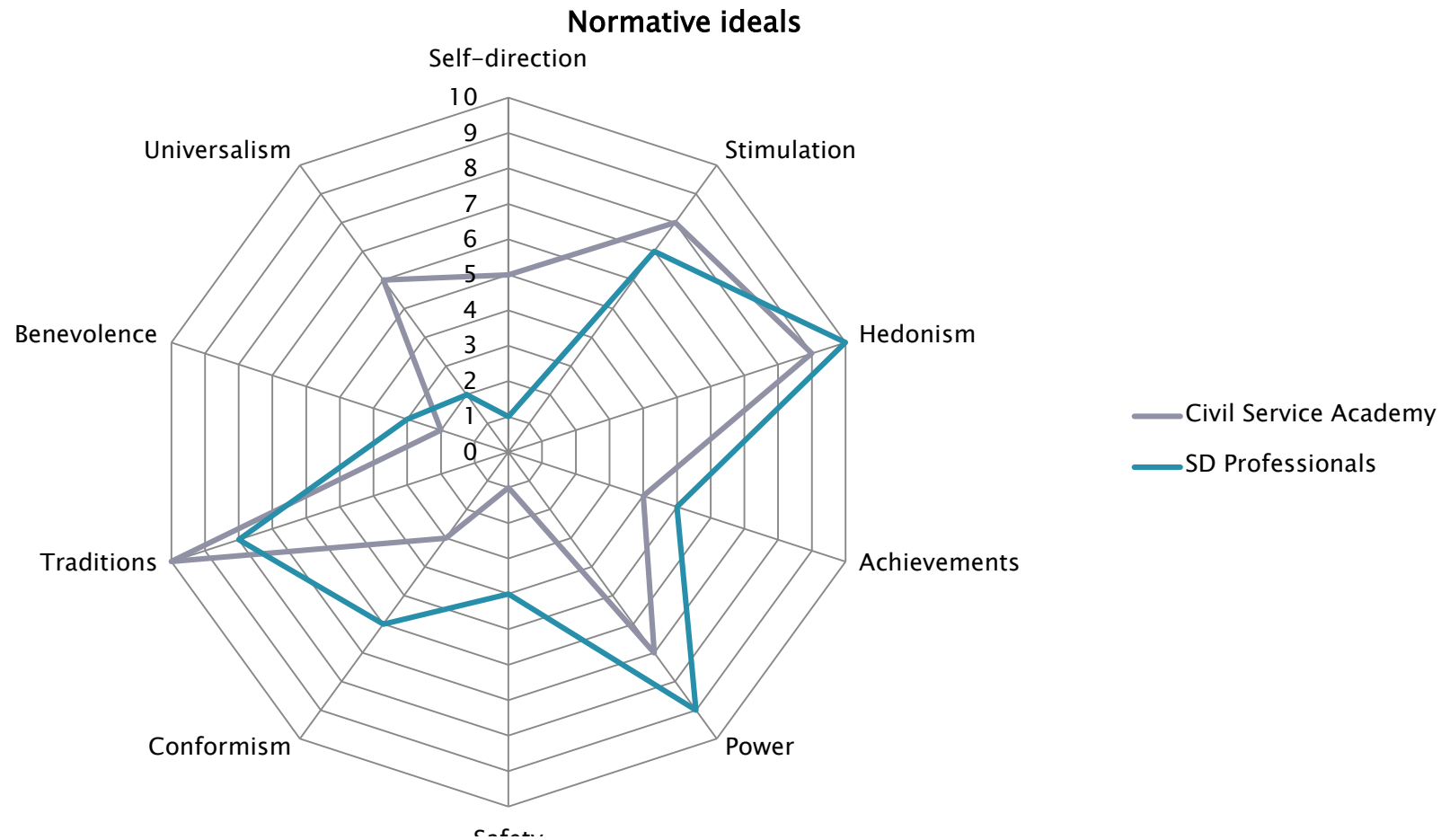


Comparative Values: LA & SD Professionals

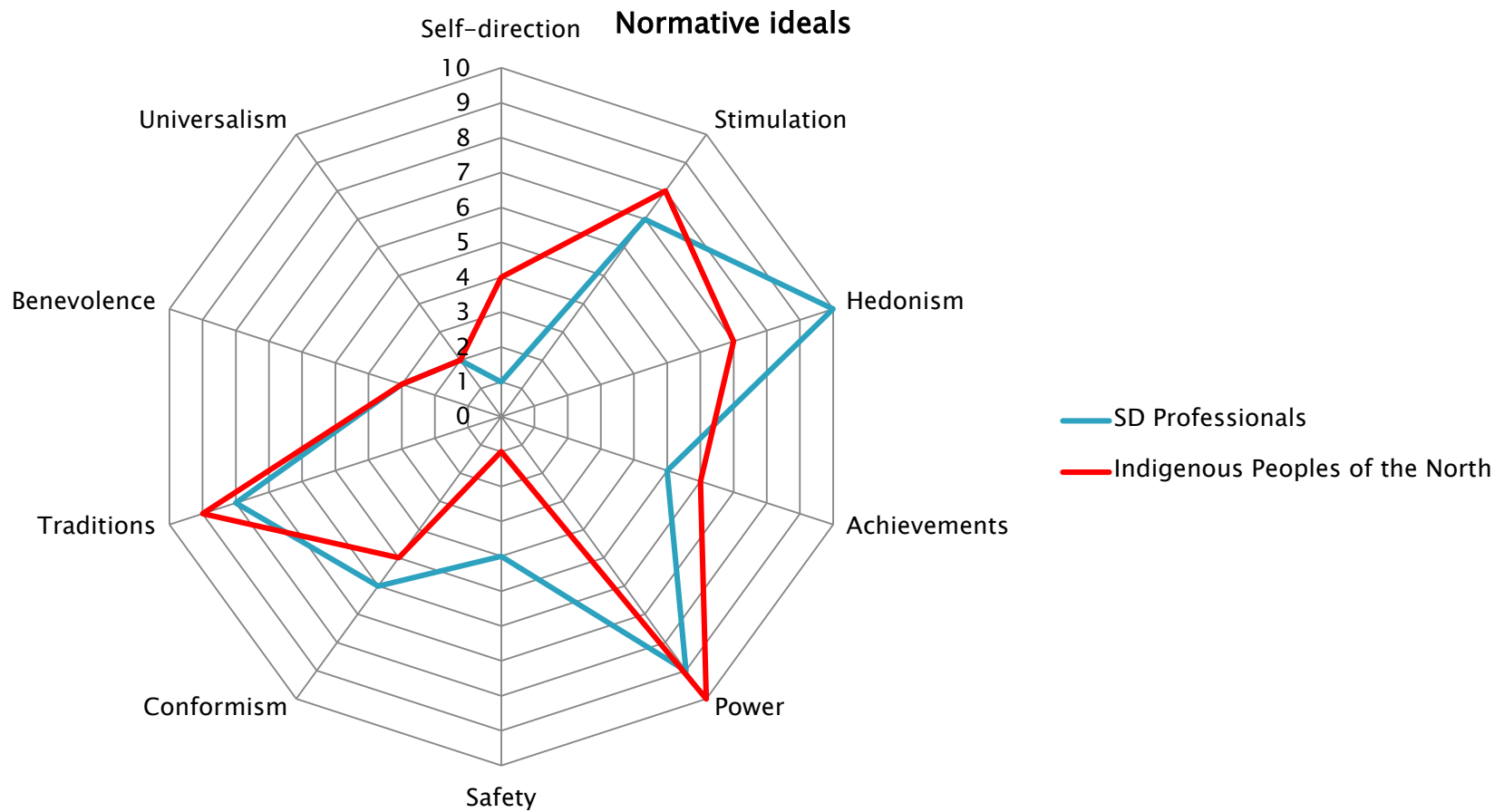
Normative values



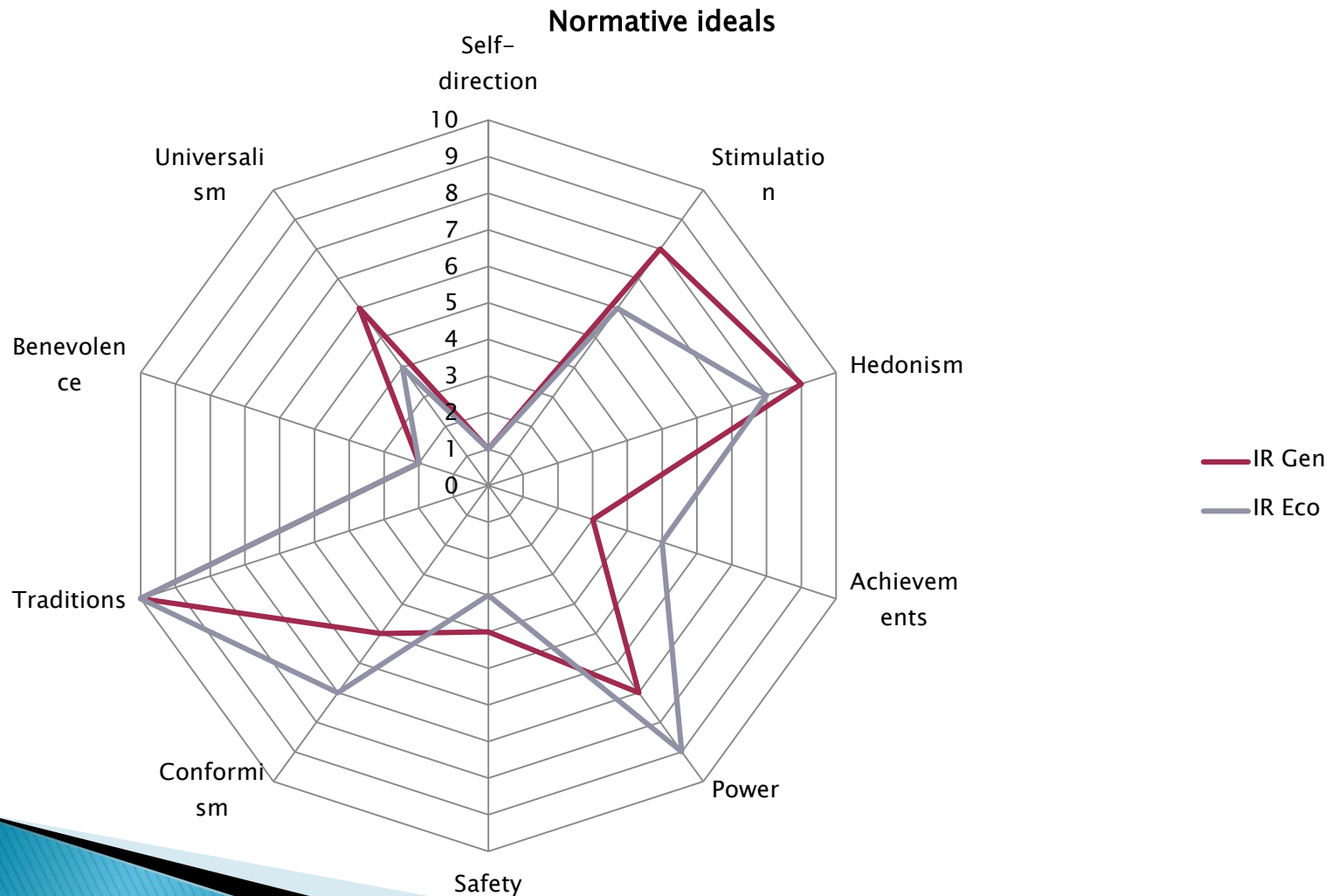
Comparative values: Civil Service Academy & SD Professionals



Comparative values: SD Professionals and Indigenous Peoples of the North



Comparative values: IR Gen & IR Eco



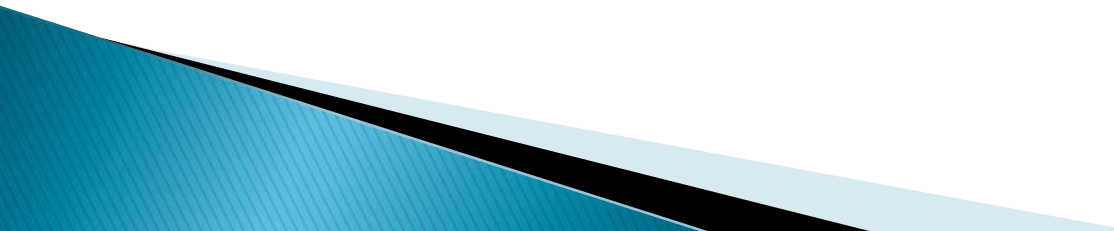
Conclusions

- ▶ The study revealed fundamental differences between value structures in identified stakeholder groups that need to be taken into account to promote sustainability reforms


Theory of Cultural Values (S. Schwartz)

- ▶ Normative value orientations that underline functioning of societal institutions

Value orientations on a cultural level are related to such societal characteristics as:

- ▶ level of corruption;
 - ▶ country wealth;
 - ▶ level of democratization;
- 

Cultural Values Orientation

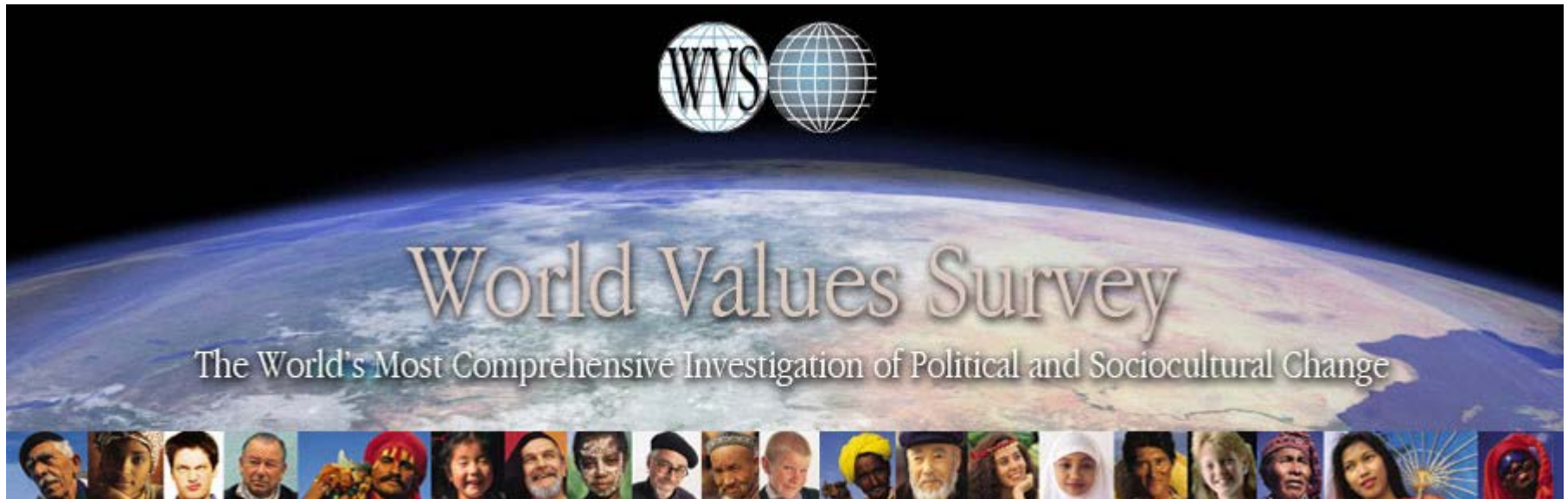
- ▶ **Harmony** – a world of beauty; world of peace; protecting the environment; unity with nature
 - ▶ **Embeddedness** – moderate; national security; obedient; protecting public image; self-discipline; social order; wisdom
 - ▶ **Hierarchy** – authority; humble; social power; wealth
 - ▶ **Mastery** – ambitious; capable; choosing own goals; independent, influential; successful;
 - ▶ social recognition
- 

Cultural Values Orientation

- ▶ **Affective autonomy** – enjoying life; exciting life; pleasure; varied life; self-indulgent
 - ▶ **Intellectual autonomy** – broadminded; creativity; curious; freedom
 - ▶ **Egalitarianism** – equality; helpful; honest; loyal; responsible; social justice
- 

<http://www.worldvaluessurvey.org>

► World Values Survey

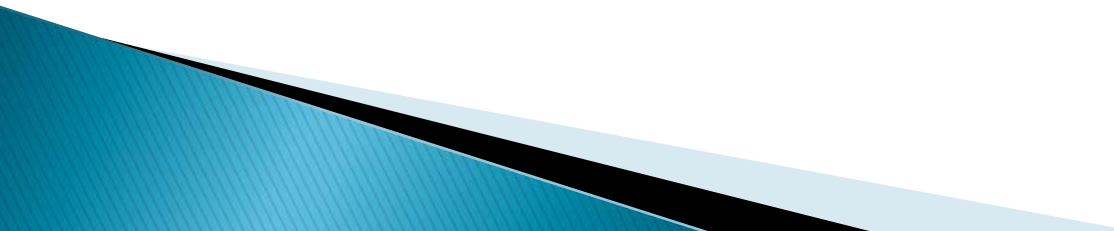


Ronald Inglehart (USA)

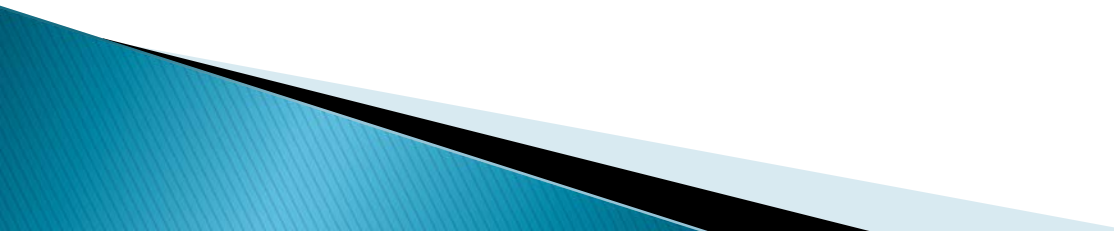


 97 countries, covering 88% of the world's population have been surveyed as of 2007.

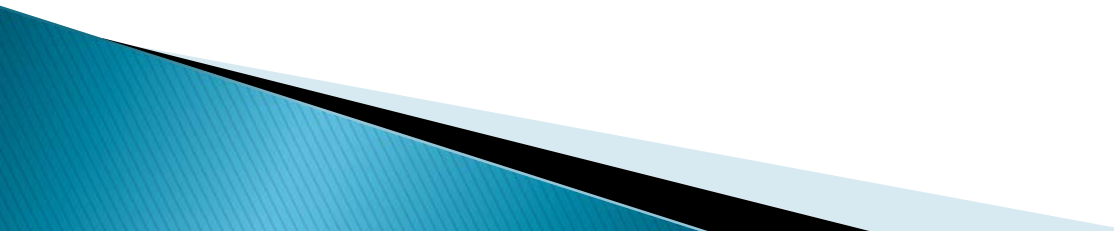
Material–post–material values

- ▶ In 1970s Ronald Inglehart (Inglehart, 2000) proposed a hypothesis that ‘material values’ are replaced with ‘post–material values’.
 - ▶ Material orientation is an orientation on economic wellbeing and safety
 - ▶ Post–material is an orientation on social, aesthetic and ecological aspects of human life.
- 

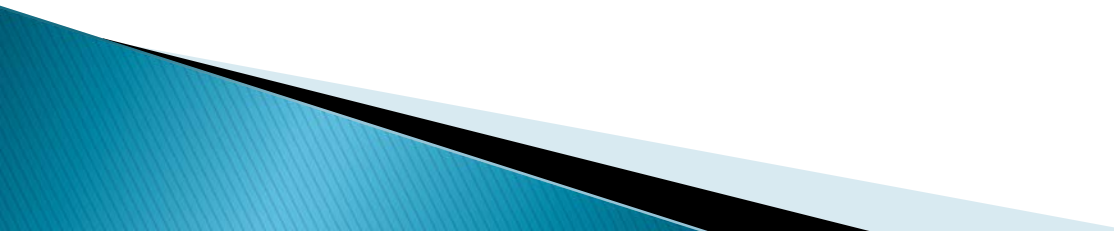
Material Values

- ▶ Material values:
 - ▶ a need for safety (strengthening the defense capacity of a country, maintaining order in a country and the crime prevention);
 - ▶ a need for material wellbeing, economic growth, countering inflation and economic stability.
- 

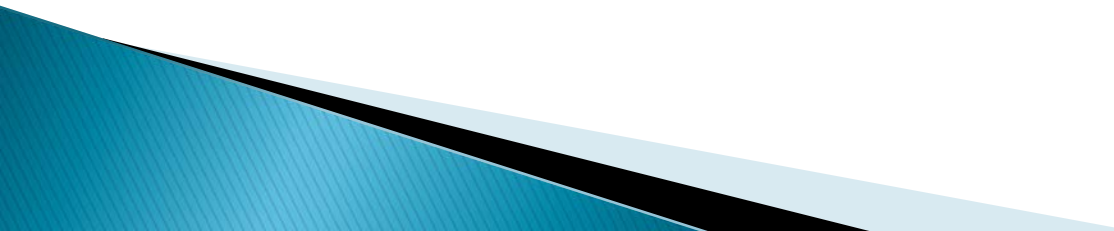
Post-material values

- ▶ Post-material values
 - ▶ : a) human rights and dignity or democratic values (the right to vote at work and in their neighborhood, strengthening the voice of the people in government decision making, attention to every person in society);
 - ▶ b) intellectual, aesthetic and environmental needs.
- 

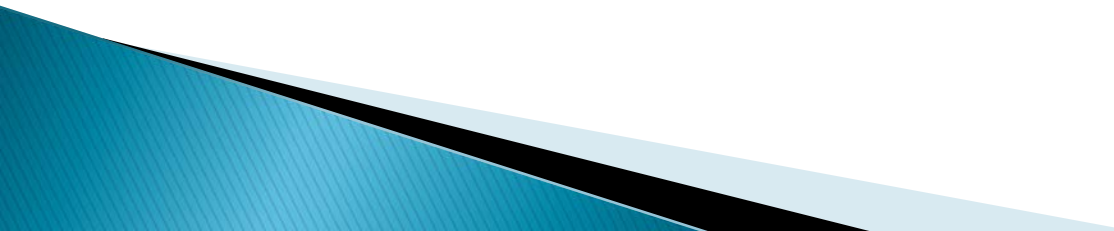
World Values Survey

- ▶ World Values Survey –since 1981
 - ▶ The results can be summarized as follows:
 - ▶ to a large extent, variation in human values between societies can be explained using two key dimensions:
 - ▶ ‘traditional vs secular–rational values’
 - ▶ and
 - ▶ ‘survival vs self–expression values’.
- 

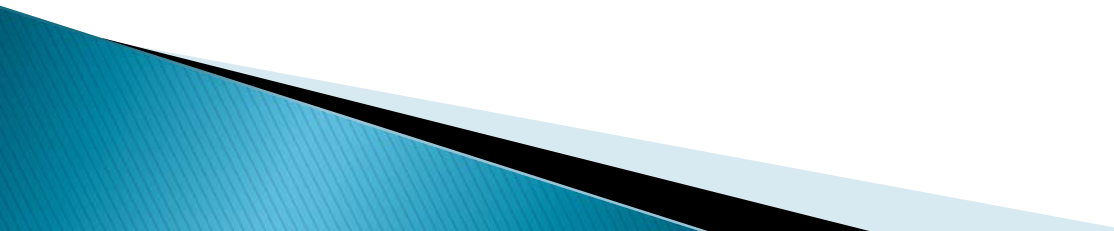
Traditional vs Secular–Rational

- ▶ **Traditional values** represent religiosity, national pride, respect for authority, obedience and marriage.
 - ▶ **Secular–rational values** emphasize the opposite on each of these dimensions;
 - ▶ people who share them place less emphasis on religion, traditional family values and authority.
- 

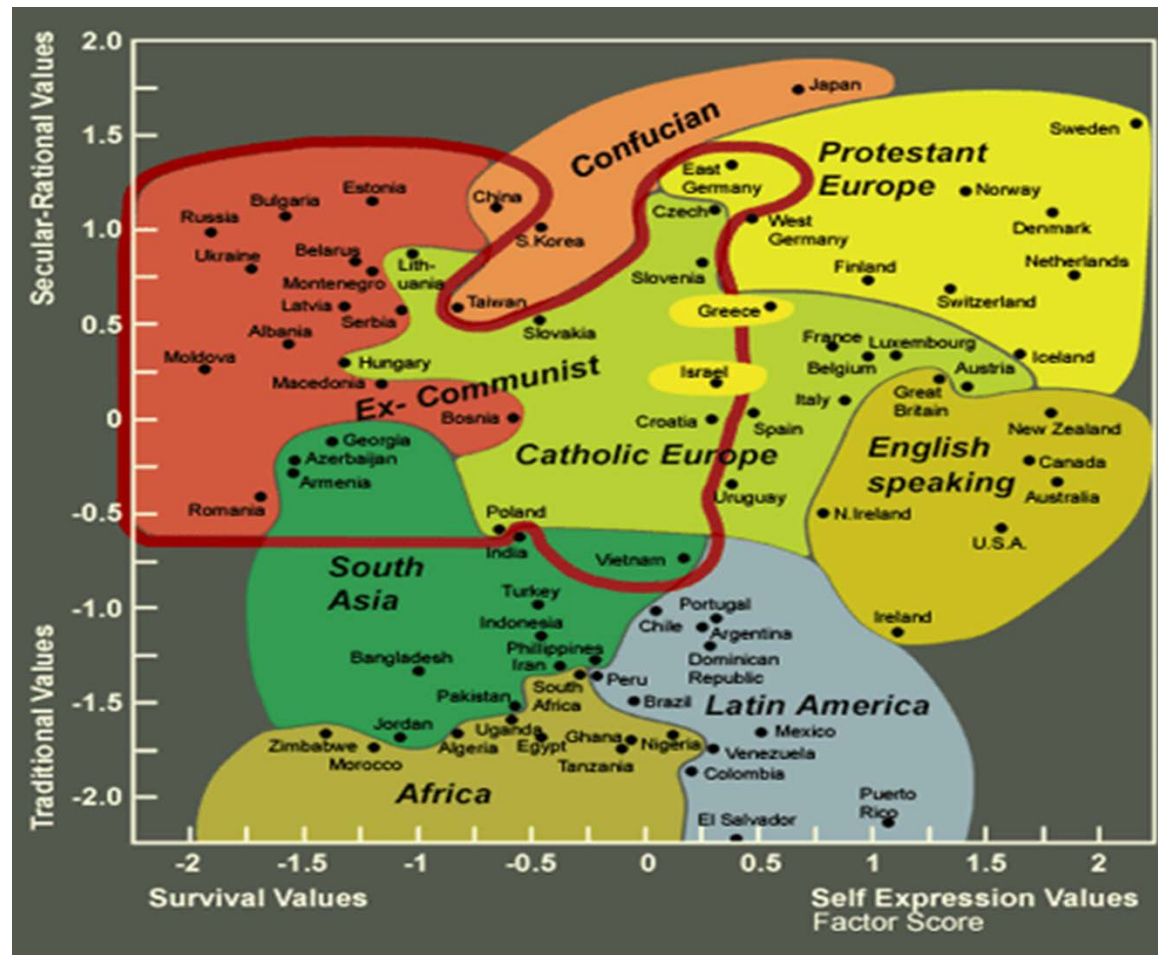
Survival vs Self-Expression

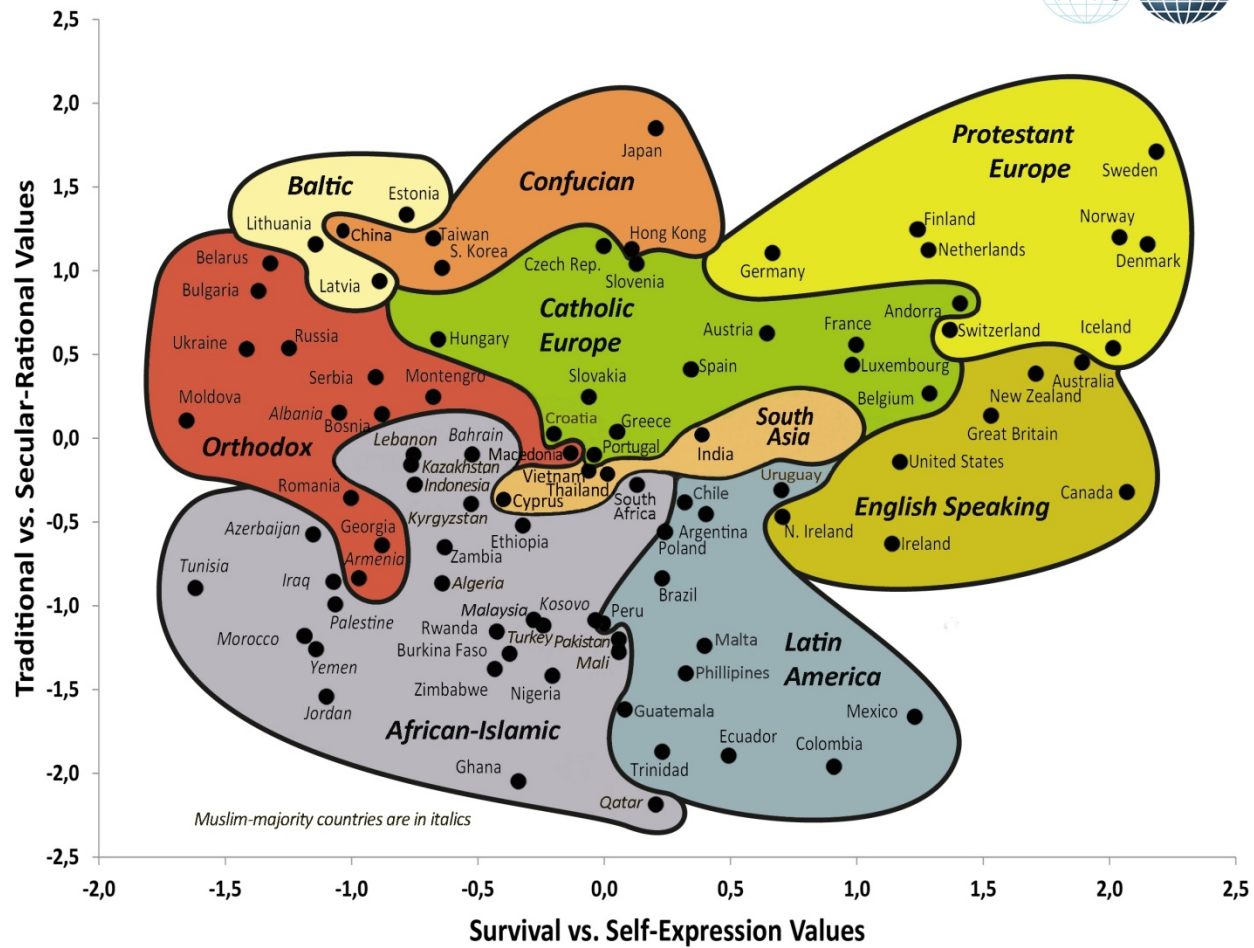
- ▶ **Survival values** relate to;
 - ▶ the priority of security over liberty; abstinence from political action;
 - ▶ distrust in outsiders;
 - ▶ weak sense of happiness.
 - ▶ **Self-expression** axis gives
 - ▶ high priority to environmental protection;
 - ▶ tolerance;
 - ▶ gender equality;
 - ▶ rising demands for participation in decision making in economic and political life;
 - ▶ represents the opposite to survival values.
- 

WWS – results

- ▶ R. Inglehart observes that people's priorities shift from traditional to secular-rational values as their sense of existential security increases.
 - ▶ This process accelerates with a transition from industrial to knowledge societies.
- 

World Values Survey 1997





Inglehart highlights several major cultural groups, based on:

- language (English Speaking),
- religion (Protestant Europe, Catholic Europe, Orthodox, Confucian and African-Islamic),
- geographic location (Baltic, South Asia, Latin America).

Assignment of countries to cultural groups is not always very precise: for example Poland features on the border between Latin America and African-Islamic, Malta and Philippines are found in the Latin America sector; largely Islamic Albania falls into the Orthodox group, predominantly Orthodox Ethiopia is featured in the African-Islamic and Eastern Orthodox Cyprus appeared in the South Asia group.



Polices and indicators

- ▶ What are the psychological drivers of sustainability at a cultural or national levels?

Indexes – Value scores

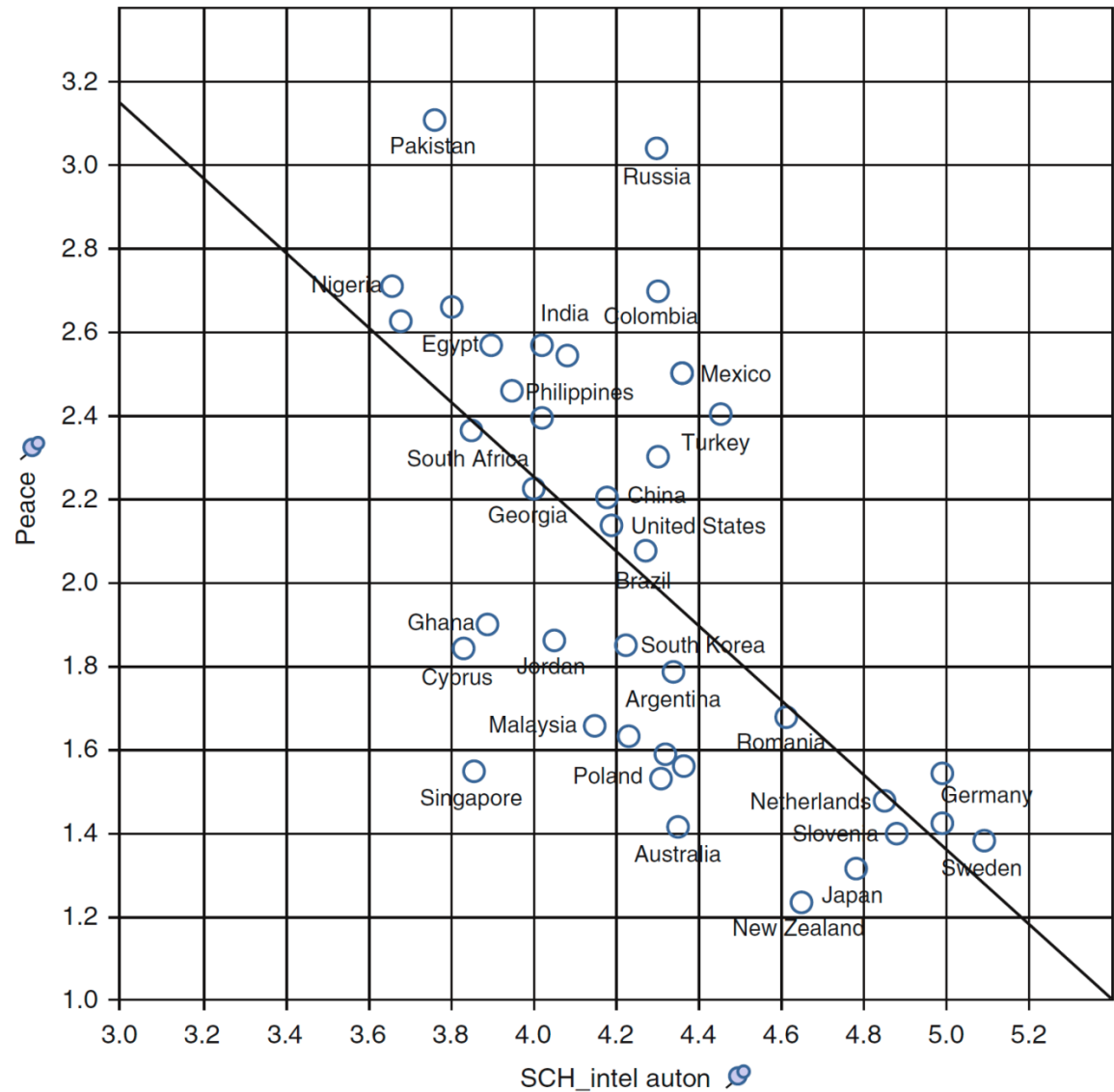
- ▶ Indexes:
- ▶ Global Peace Index
- ▶ Human Development Index
- ▶ Life Expectancy (level)
- ▶ Yale Environmental Performance Index
- ▶ Municipal Solid Waste Recycling Level
- ▶ Emancipative value (Inglehart, 2015)
- ▶ Intellectual autonomy (S. Schwartz, 2011)
- ▶ Embeddedness (S. Schwartz, 2011)
- ▶ Harmony (S. Schwartz, 2011)



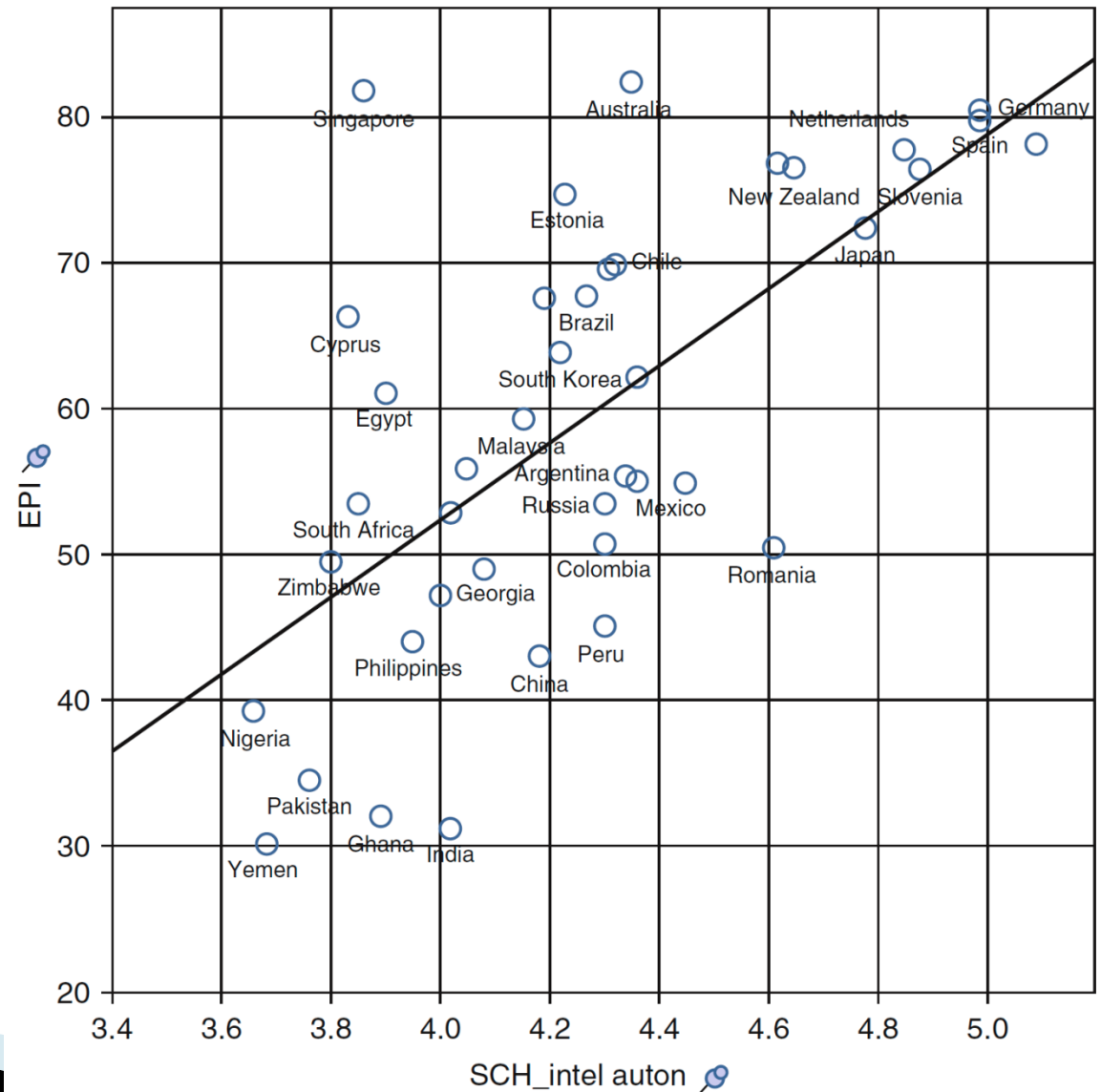
Schwartz Cultural Values and Indexes



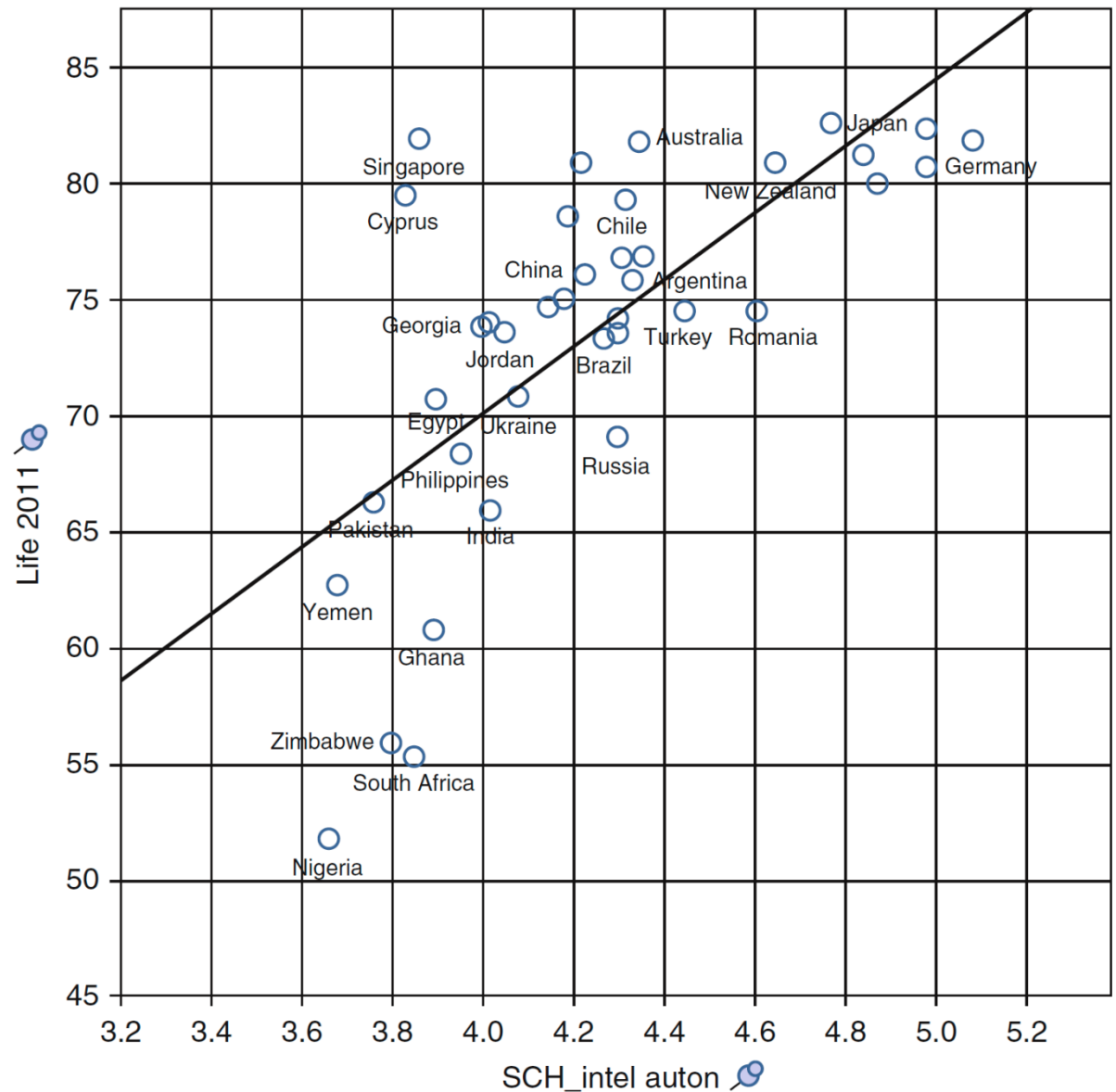
Peace Index & Schwarz Intellectual Autonomy



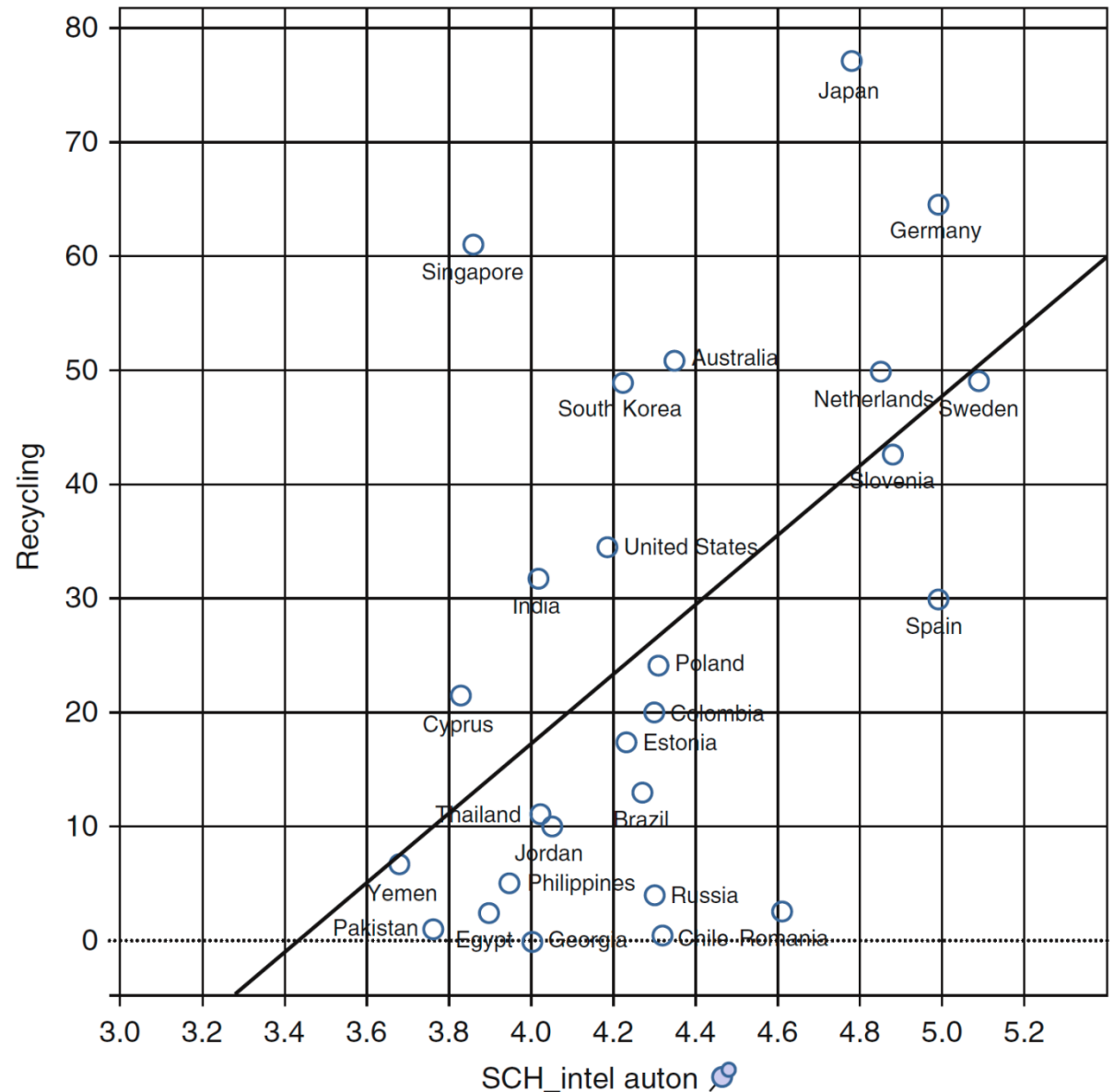
Yale Environmental Performance Index & Schwarz Intellectual Autonomy



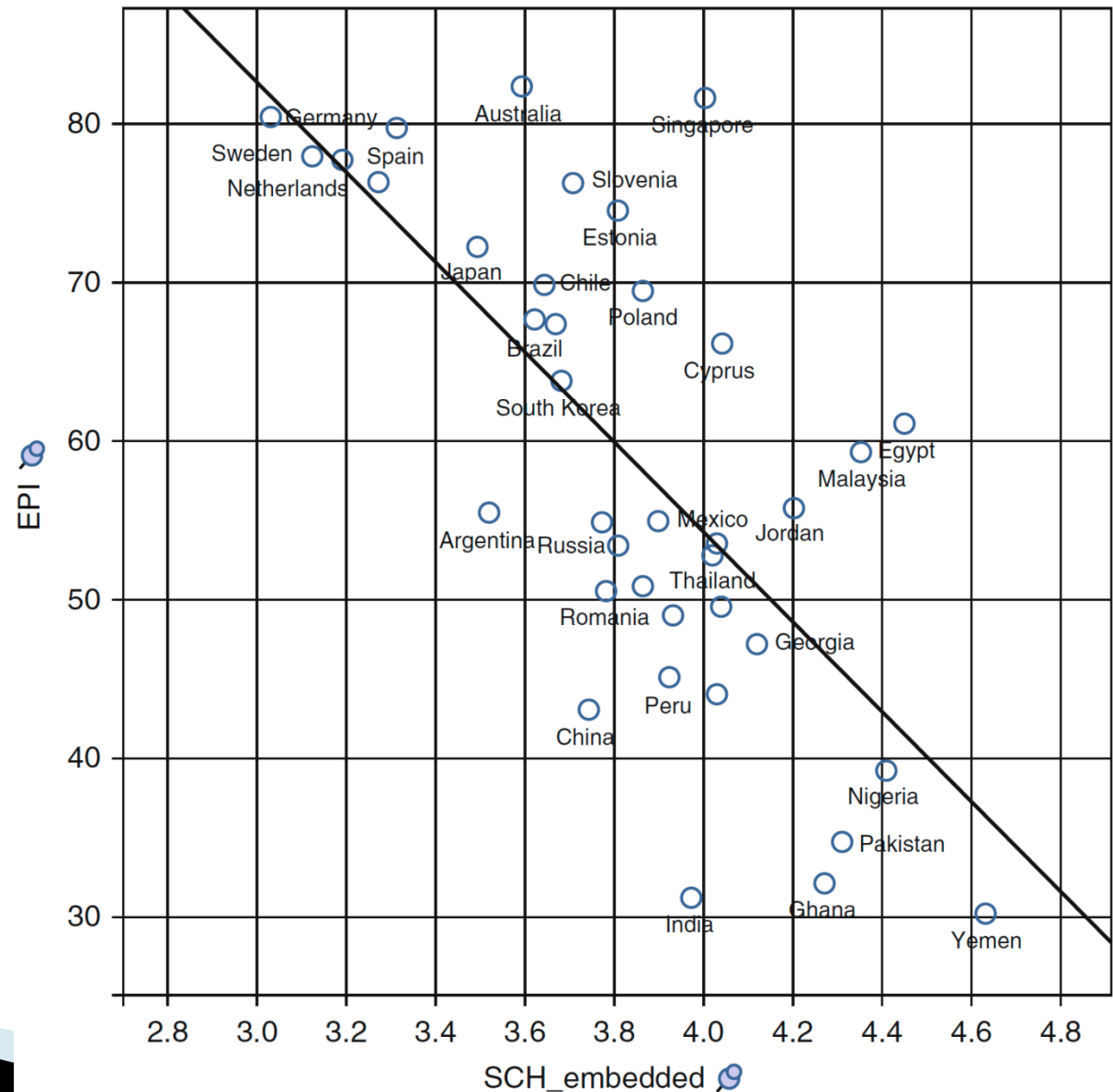
Life Expectancy & Schwarz Intellectual Autonomy



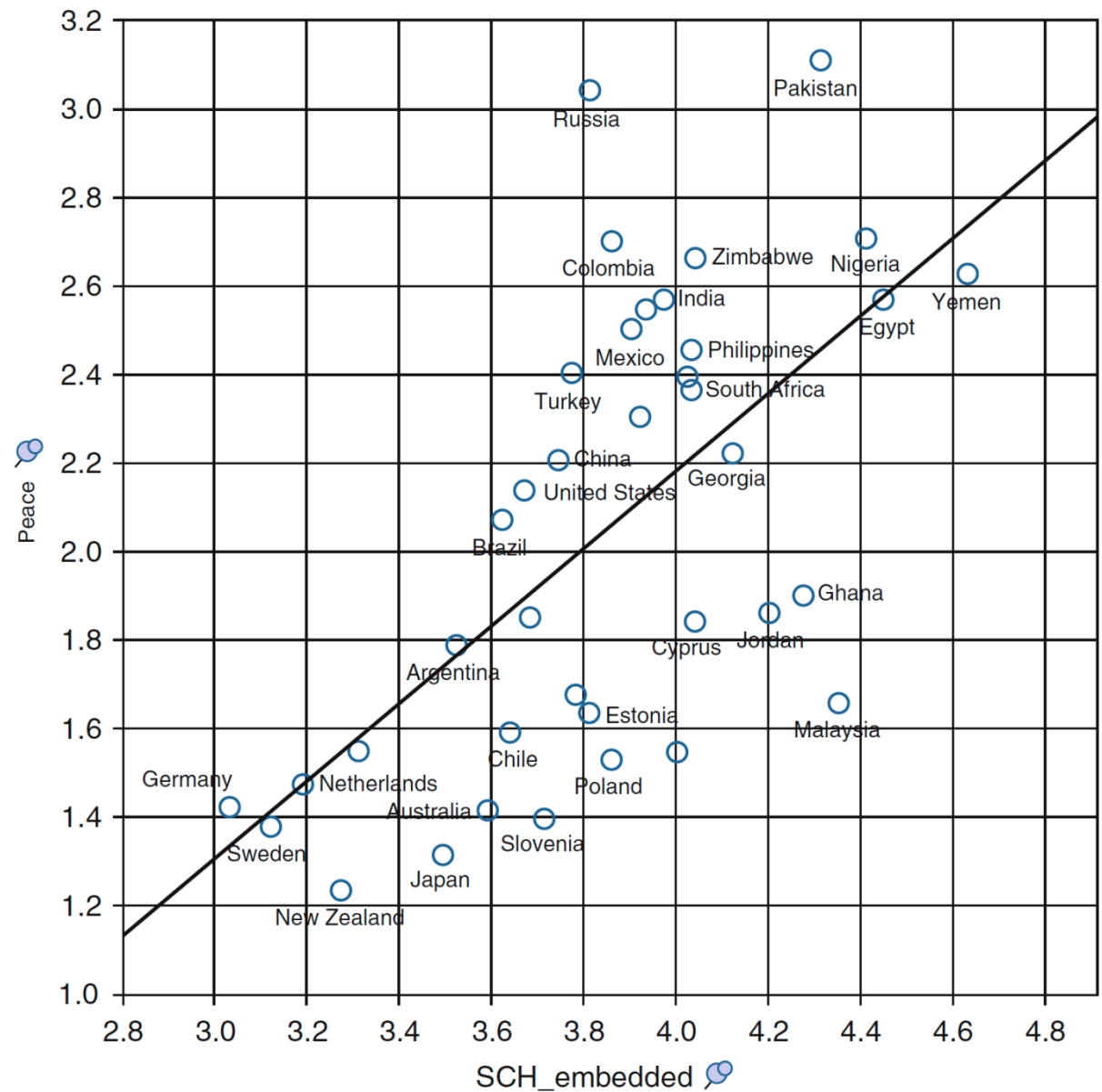
Recycling & Schwarz Intellectual Autonomy



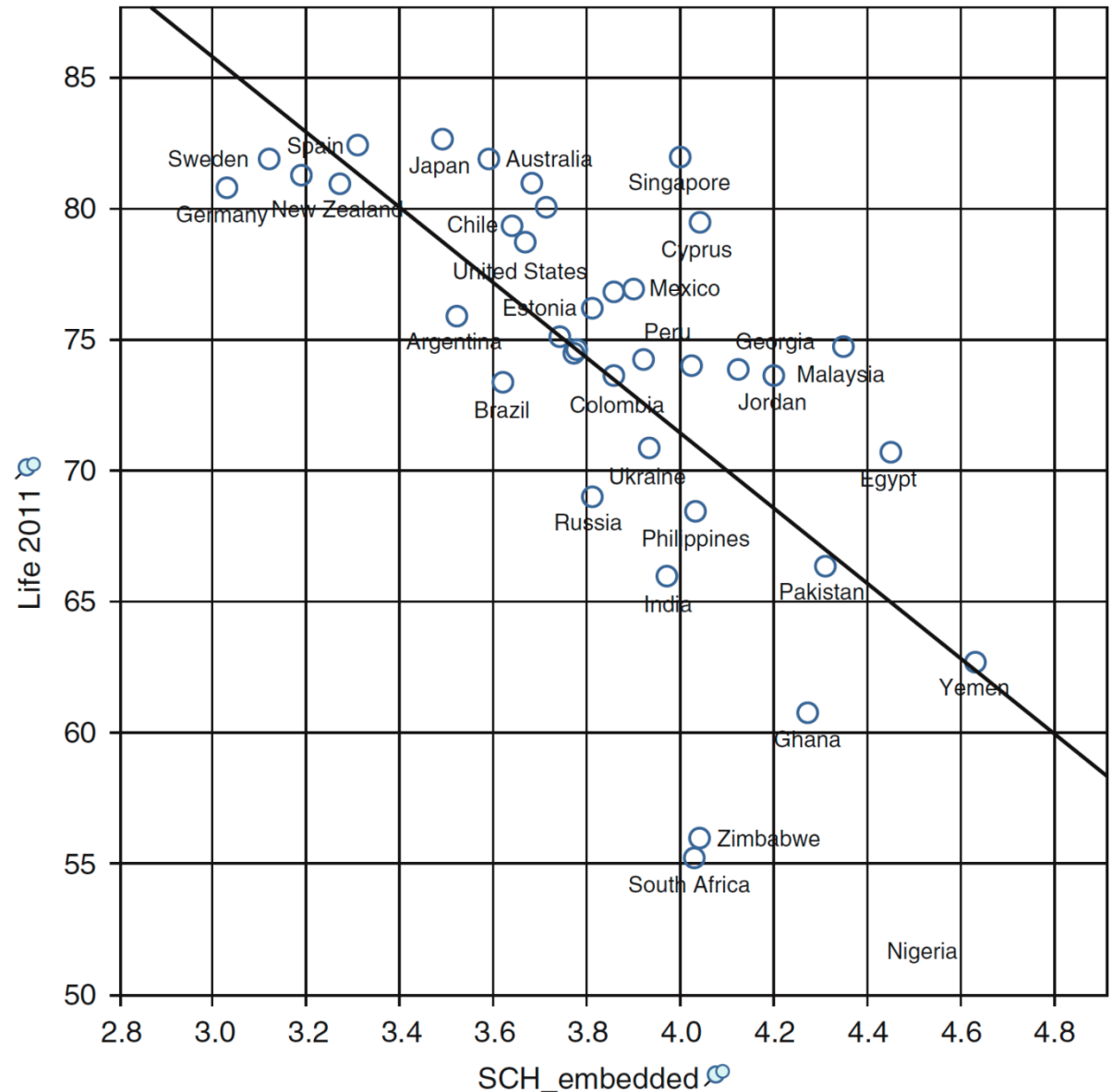
Yale Environmental Performance Index & Schwarz Intellectual Autonomy



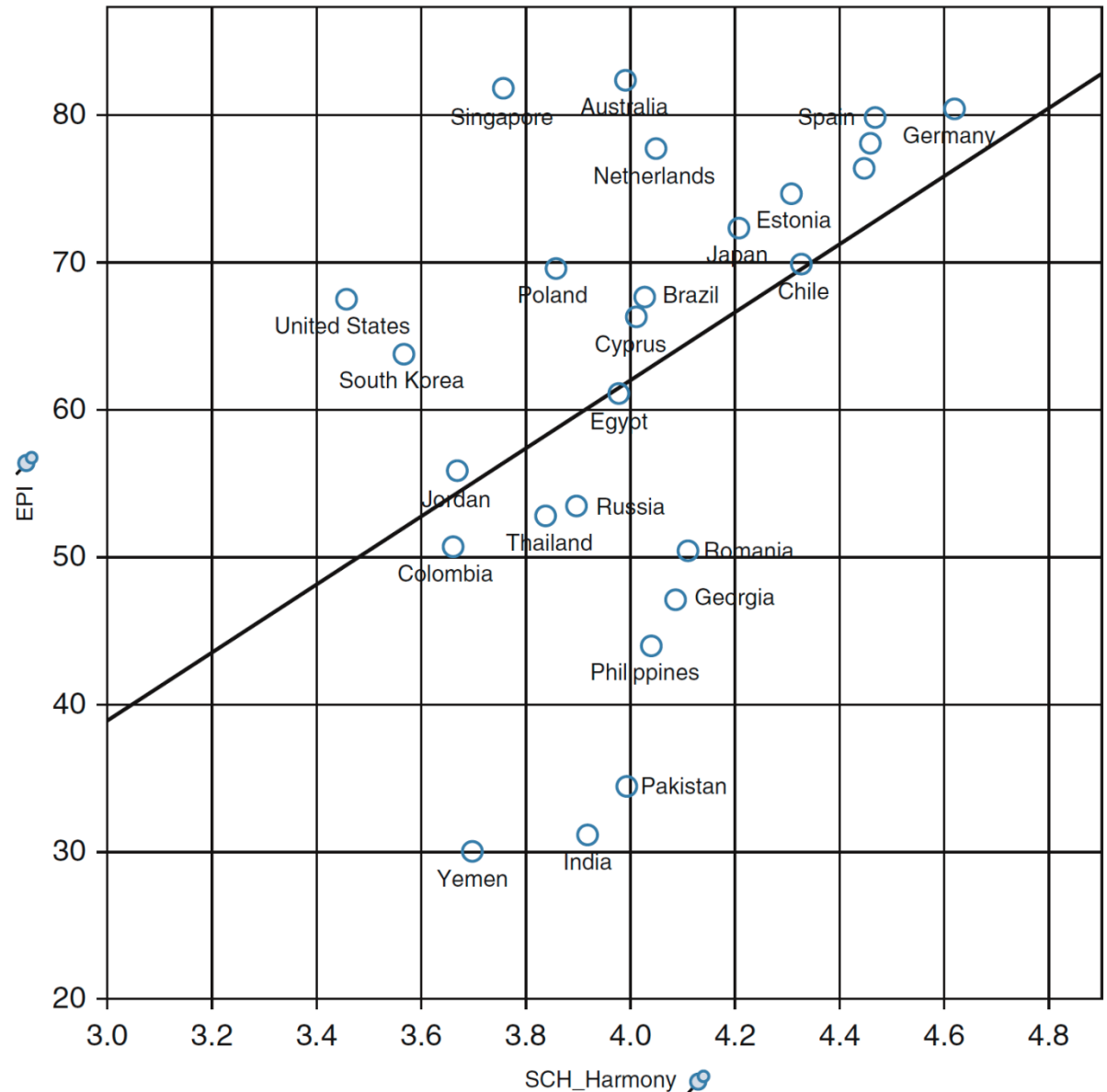
Peace Index & Schwarz Intellectual Autonomy



Life Expectancy & Schwarz Intellectual Autonomy



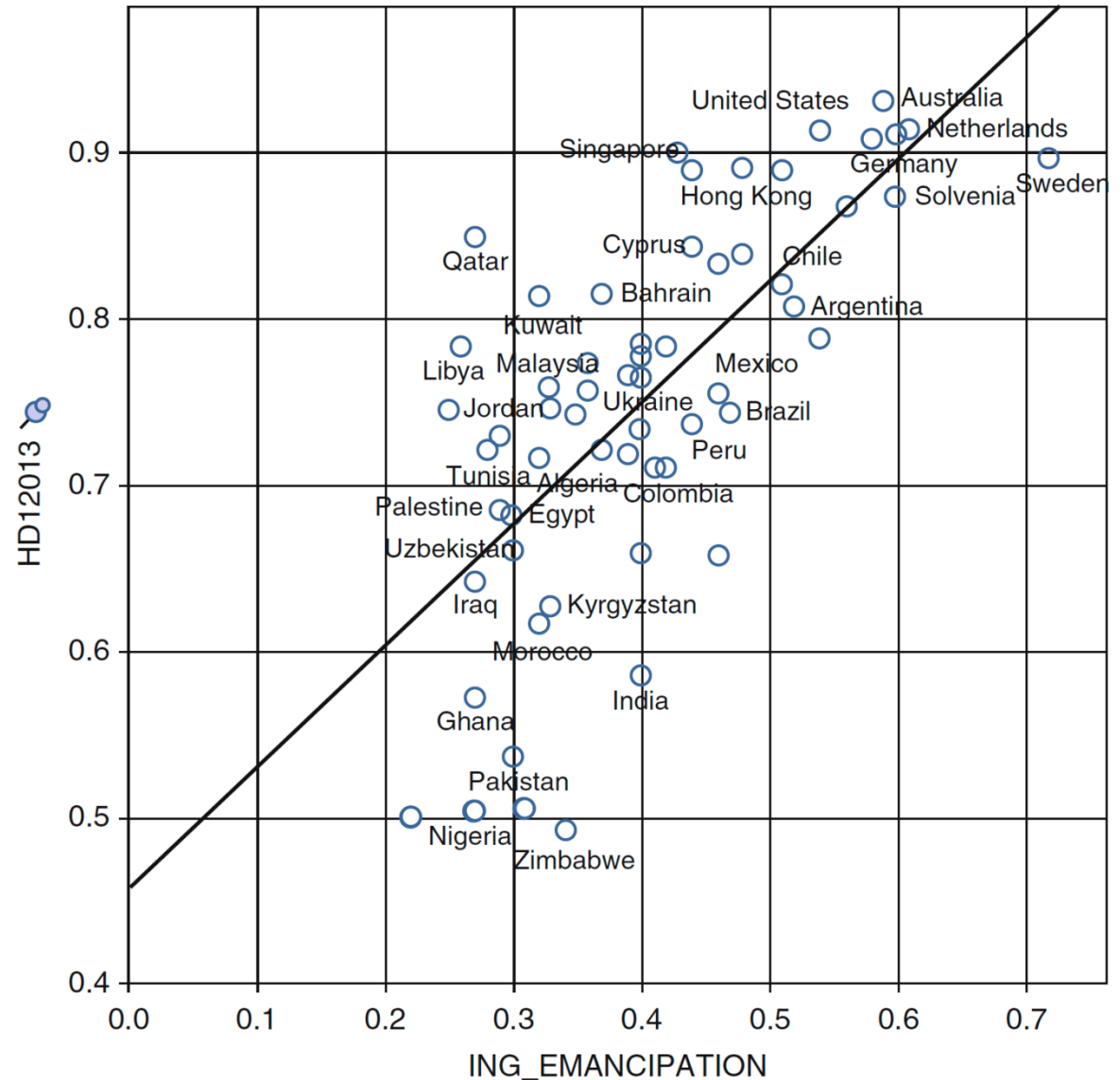
Yale Environmental Performance Index & Schwarz Intellectual Autonomy



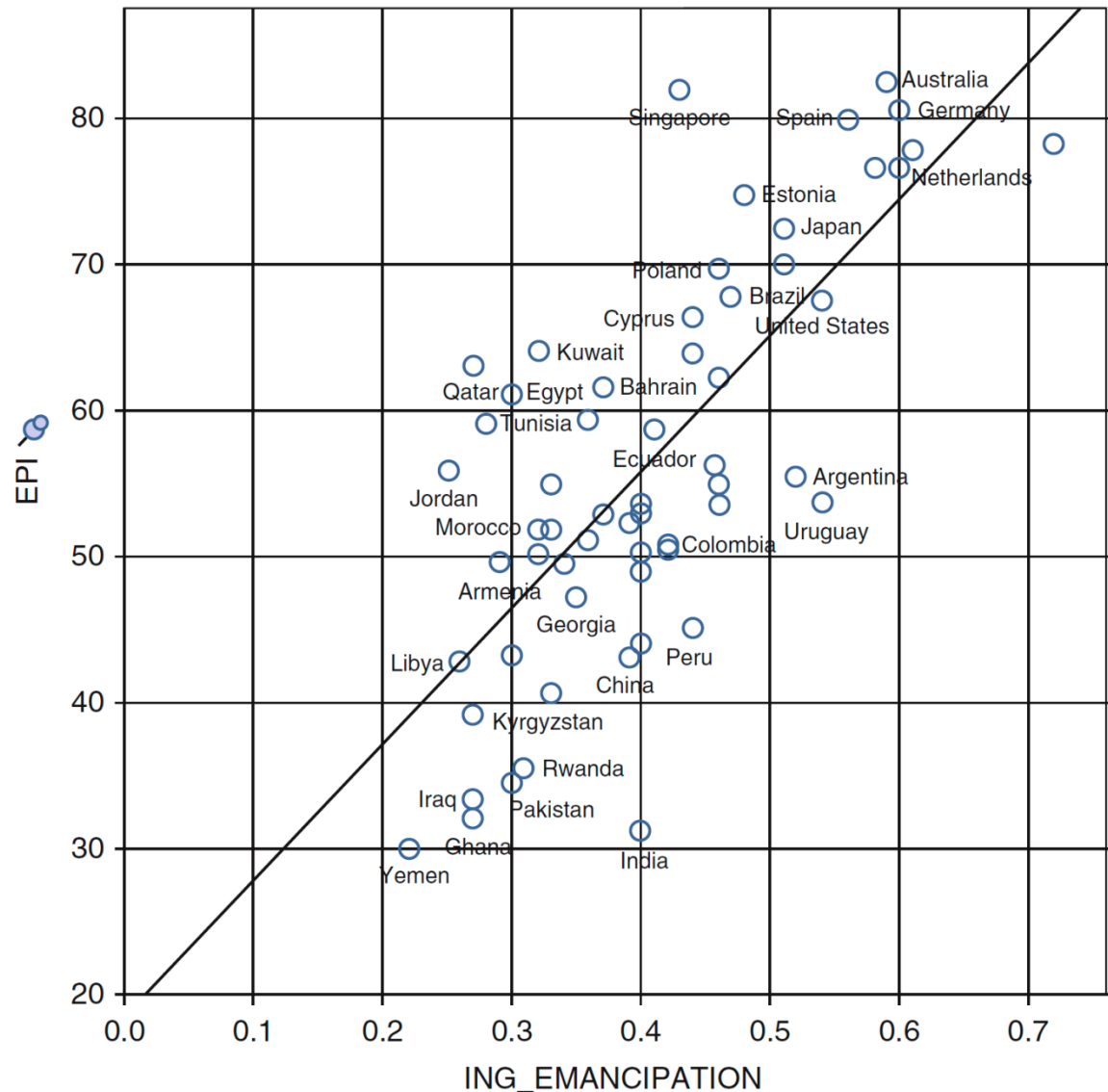
Ingleheart societal Values and Indexes



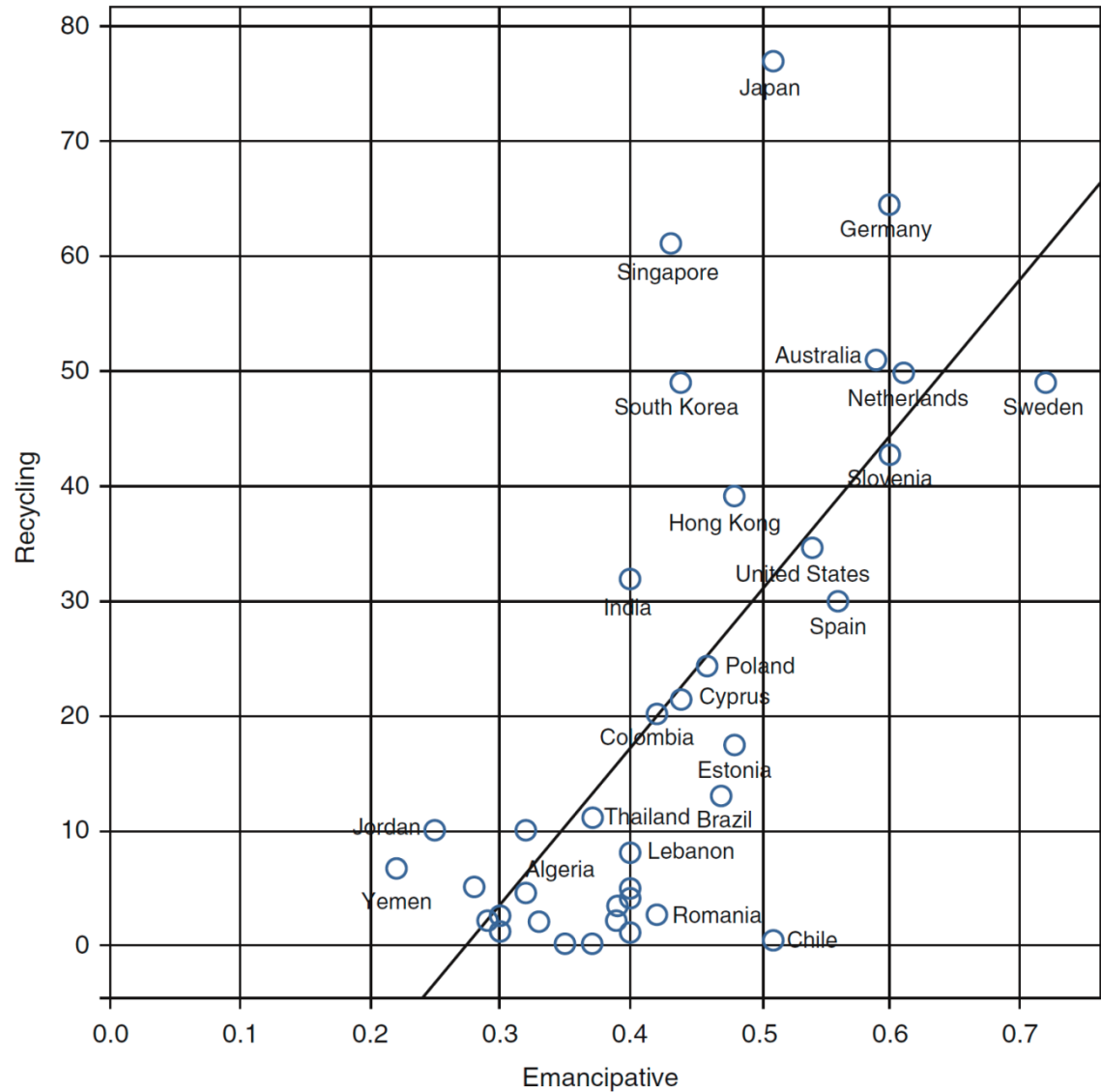
Emancipative Values and Human Development Index



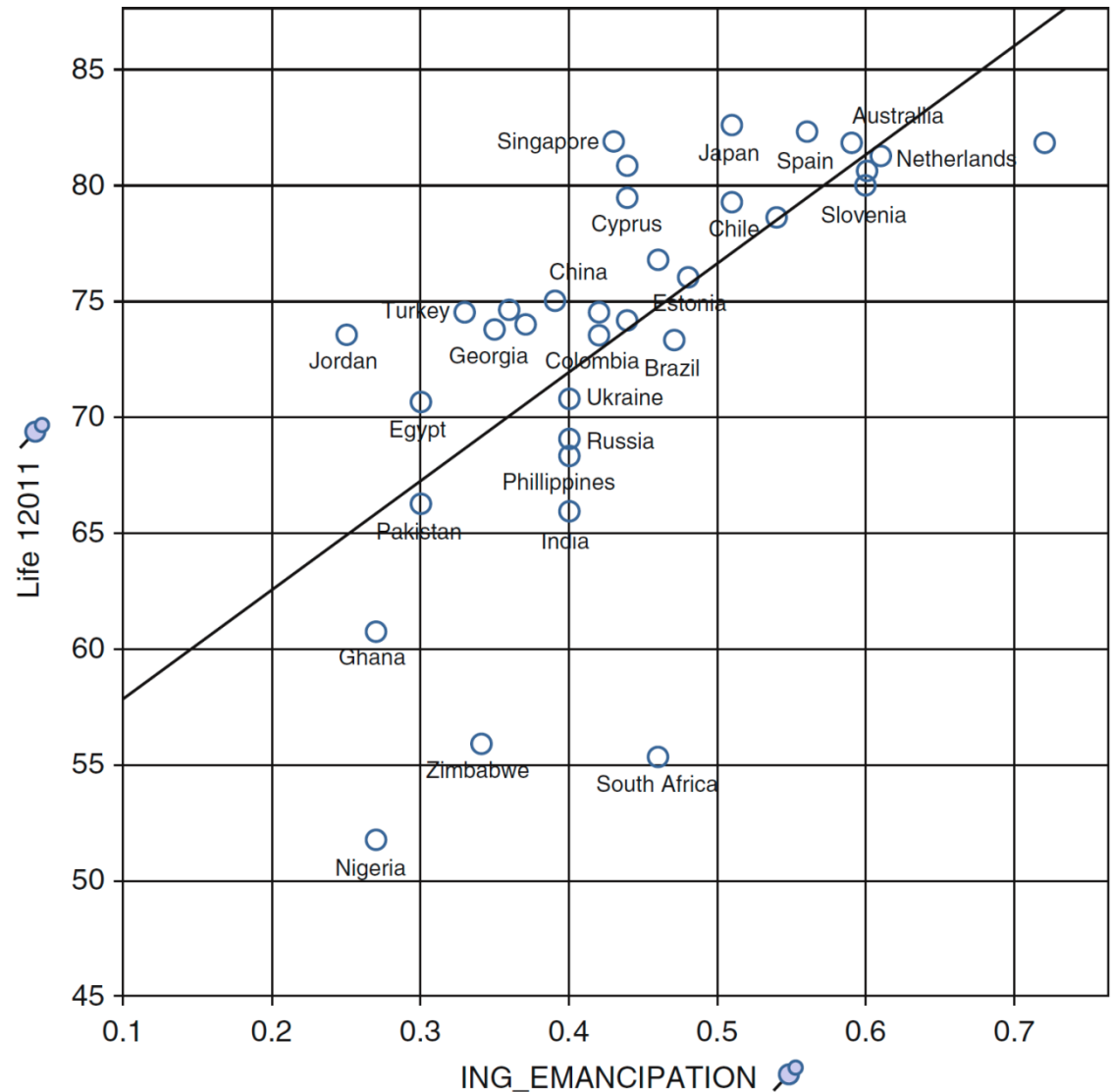
Yale Environmental Performance Index & Emancipation values



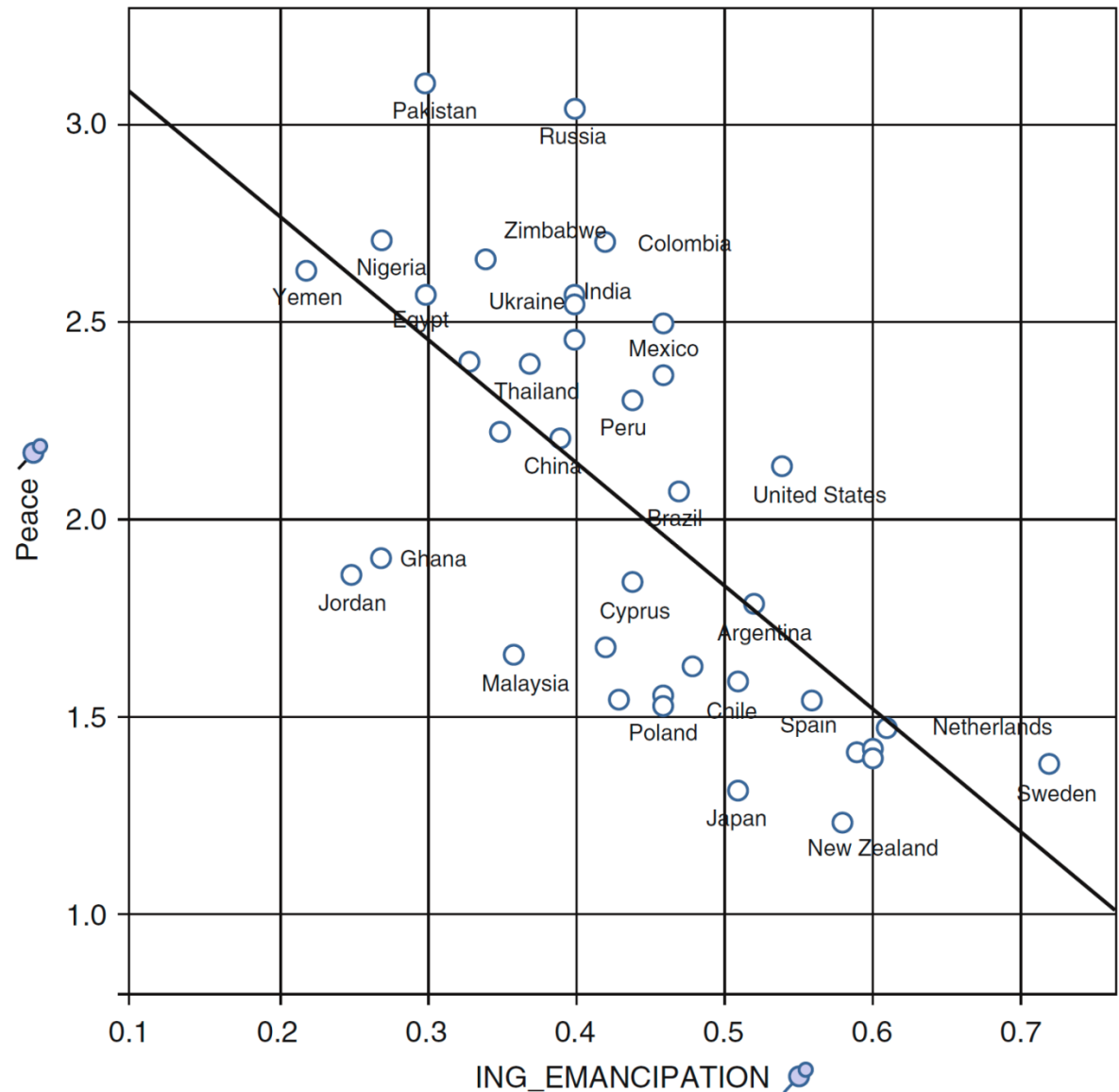
Recycling % & Emancipation values



Life expectancy & emancipative values



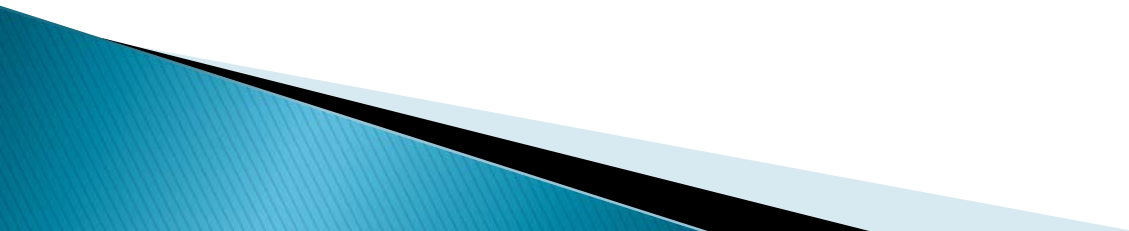
Emancipative Values (Autonomy, Equality, Choice) and Global Peace Index



Conclusion

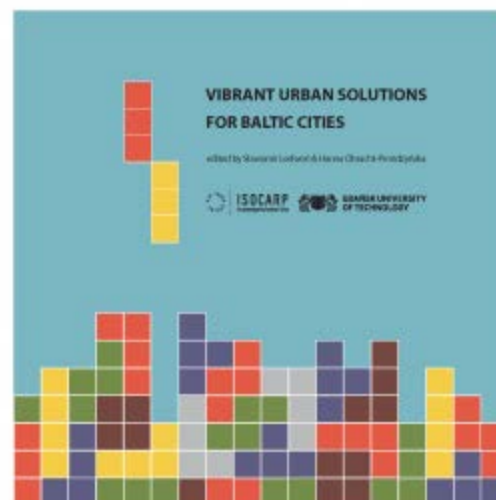
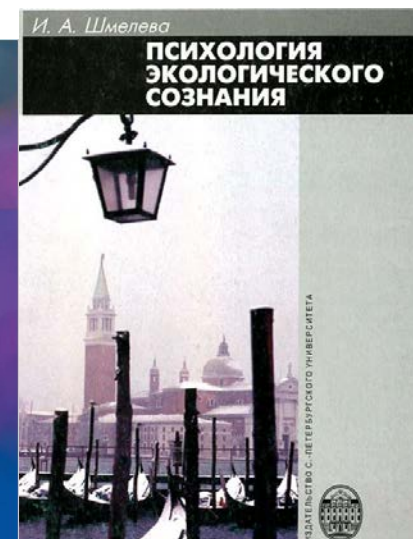
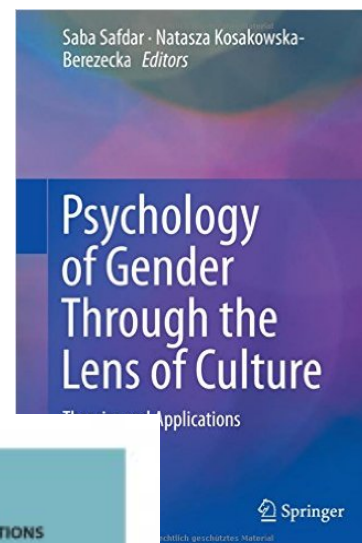
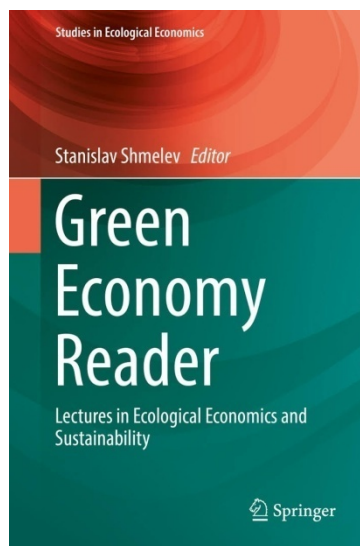
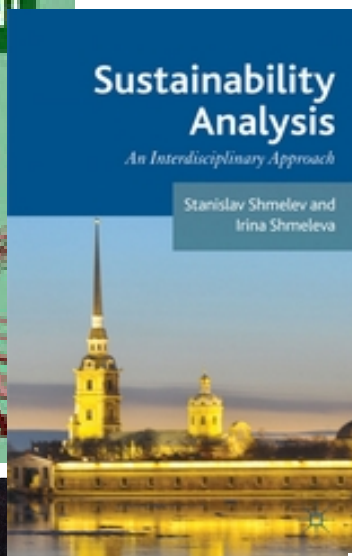
Values play a big role in determining behavior patterns;

Emancipative values (Ingleheart) and Intellectual autonomy (S. Schwartz) shown to be good predictors for sustainability performance at the national level



Центры образования для устойчивого развития после 2014

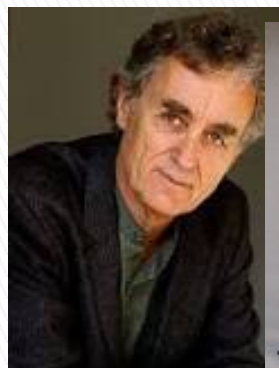






Миссия Института:

Объединение усилий экспертного сообщества Санкт-Петербурга, Северо-Запада и других регионов России по продвижению стратегий устойчивого развития и нового «зеленого» системного междисциплинарного мышления через образование, исследовательские проекты, дискуссии, поддержку инициатив гражданского общества; содействие международному сотрудничеству и взаимопониманию, обмену опытом.





Спасибо за внимание! >>

director@isdstrategy.ru

► Thank you for your attention !