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ENVIRONMENTAL CONCERN IN CONTEMPORARY BULGARIAN SOCIETY

Summary

Development of human civilization in the twentieth century turn the problem of the environment into an existential one. In this context the environmental consiousness and behaviour of the population become a crucial factor. The article presents an analysis of information collected in the course of a representative empirical investigation in the region of Blagoevgrad in March 2010.

The information gives reason to make some basic conclusions. The actual behaviour of people is not adequate to declared interest and concern for the environmental situation. Action aimed at protecting the environment is associated mainly with the state or with collective change in behavior and in practice dominate patterns of individual behavior, which significantly differ from common in developed societies. Significant reserves for change exist in increasing awareness of population in practical terms. Promising directions is also attracting students to the cause for environment protection as well as the implementation of economic levers to stimulate and support proecological behavior and adoption of innovative practices But they should be supported with the creation of adequate organizational conditions for their realization.

Key Words: Sustainable Development, Value System and Priorities, Environmental Culture, Environmental Consciousness, Proenvironmental Behaviour

Development of human civilization in the twentieth century turn the problem of the environment into an existential one. Since the middle of last century the environmental consequences of industrial development began to become obvious and tangible to the population. Post-war economic boom in Western Europe and the U.S. has risen environmental problems with unprecedented sharpness and scale before.

A turning point in attitudes towards nature became the Club of Rome report "The limits of growth" (Meadows D. et al., 1972). The question whether it is legitimate to satisfy needs and private interests for which are exploited resources, whose loss is detrimental to all was posed on reflection (Hardin, 1968). With the idea of sustainable development, the report "Our Common Future" (1987) of the UN Commission on Environment and Development, led by Harlem Bruntland, set a new perspective for the development of human society.

Since the second half of the twentieth century researchers began to talk about real changes in postmodern society,about its value re-orientation (Aksenova 2004). A new ekoparadigma, based on the denial of the principle of dominating antropotsentrism and replacing it with biotsentrism (ecotsentrism) accepting people

for one of the many creatures that are interdependent and integrated into the global ecosystem, acquired distribution.

Conservation and restoration of the environment are in focus in the EU institutions. To its implementation are directed numerous program documents and directives. They are absolute imperative for Bulgaria, too. However, their implementation requires competent management solutions, and understanding and adequate behavior of all citizens. Environmental culture of the population becomes crucial. In this context, issues of environmental awareness, of correlation of awareness and concern on the one hand and behavior – on the other hand, the factors that determine the transition between concern and proecological behavior, gain particular practical importance.

Environmental Culture

The importance and relevance of environmental issues determined rapid expansion of research in this area and developing a notion and methodological apparatus. In the English language literature is put into service terms "environmental attitude", "environmental concern", "environmental world view" and s. o. Despite their widespread use and explicit interpretations (Schultz 2001), we can say that still retains some terminological ambiguity. In many studies the term "environmental culture" is also used. It is conceived as a concretization of the more general term - "culture"

The review of literature found in definitions of environmental culture (see for details Miltoyevich 2005) shows that in a plane they can be divided into two major groups. The first one includes definitions, in which the environmental culture is this part of the culture that is content related to the interaction society - nature. In its general notion it is defined as a *set of knowledge, values, norms, behavioral patterns relating to the interaction society – nature in all its forms.*

In the second group are definitions according to environmental culture is another stage in the development of human culture, a culture of post-industrial society, in contrast to the previous anthropocentric and tehnokratic culture, related to the industrial society. The emergence and development of environmental culture is in response to the urgent need to harmonize the relationship society - nature, and underlying it is the perception of equality between nature and society. In general, environmental culture is defined as *a historically established culture* (including scientific knowledge, norms, attitudes, practices, behaviors that society to follow), which *contributes to the maintenance and conservation of natural resources, ecosystem and all other external conditions affecting human life.*

Within carried out in the course of the project "Transformation of the national value system and its synchronization with European petterns: the development of environmental culture as an indicator of tranzition of European values in the Bulgarian Society (Head Assoc. Prof. Dr. A. Mantarova and funding

from National Science Fund at MOMN) empirical survey, we stick to the broader definition and review the environmental culture as a *complex social phenomenon, alternating historical unity of consciousness and behavior related to the interaction society - nature in all its forms.*

In the model, which is the basis of the survey, environmental culture is internally structured in consciousness and behavior.

Consciousness includes rational and emotional elements. For its part, rational elements are cognitive and aksiological. In the *cognitive elements* enter *awareness* and *subjective assessments.* To establish *awareness* as indicators weincluded knowledge of: current environmental problems (at different levels - global, regional, local), national legislation, relevant to the environment, the activities of different operators, carried out for environmental conservation and restoration. *Subjective assessments* are embodied by the assessments for: the importance of various environmental problems, the state of environment; regulations on environmental protection; environment conservation and restoration activities carried out in the country; activity of various subjects; respondents own awareness on environmental issues, information deficits and interest.

Among *aksiological elements* of consciousness are those which encompasses the place of nature as a value in the value systems and hierarchies of the population.

Among *emotional elements* of consciousness, the subject of interest is trouble caused by the state of the environment and its impact on human health.

Behavior is internally differentiated according to how impact (or intended to affect) the environment. Covered are: activities that directly affect the environment; resource-saving consumption, investment funds (respectively, by means of participation) in order to preserve or restore the environment and actions aimed influencing at the decision-making related to environment.

Environmental culture is not independent and isolated phenomenon. It exists in certain socio-cultural context and there is a bilateral interdependence. The environmental culture is influenced by the environment with its nature - geographical, material, institutional, organizational and cultural components and at the same time it affects this background (Genov 1993 Shmelyova 2006, Dimov 2010). On a personal level environmental culture is in relation to age, education, social background, value systems, individual life strategies.

Furthermore, based on information gathered during the empirical survey conducted in Blagoevgrad region in March 2010, we will present and analyze the basic parameters of the environmental culture of the population aged 18 and more in the area and its main dependencies.[1]

[1]Our investigation is carried out in March 2010 in the district of Blagoevgrad and it is representative for the population over 18. The sample is combined - stratificated (according to the type of settlements - Blagoevgrad, towns in the district and villages) and two stage claster sample. It includes 1057 percons in 65 settlements.

Awareness

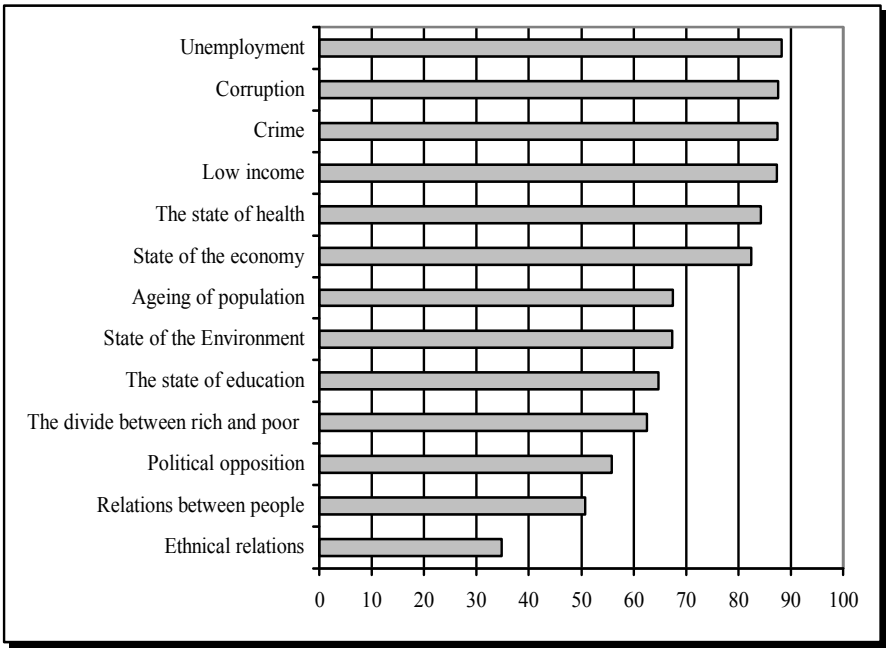
Public awareness in the eco problems area shows significant subject-themed and socio- grouped variations. A relatively small segment - 5-8%, do not have any knowledge and interest in this area. Despite the widespread presence of the subject in public space and social prestige of her involvement, this group shows a stable full distance. More importantly, however is, that behind the declared interests is found lack of basic information. For significant proportion of people who declare one or another level of awareness and interest, is difficult even to name specific environmental problems - a third of respondents - 33.8 percent are not able to identify even one. Expected, the highest proportion of these respondents is among the people have no education (53.9 percent) and primary education (42.8percent). Age section shows that the best informed on this issue are respondents between 50 to 60 years. Conversely, young from 18 to 39 years are less able to name specific problem. Crossing the plane of everyday life does not change the picture. For instance in large numbers is not known what the symbols A, AA, etc. of electrical appliances mean.

The study found that more than half of respondents - 59.5 percent, could not name any one institution or organization that deals with environmental protection. On the one hand it can be regarded as an assessment of their work, but on the other hand, hardly doubt that is an indicator of lack of information. Quite alarming is the data for knowing the regulations. In the questionnaire were asked quite general questions by which to know whether the respondents know the basic principles and points of law in this area – from who can obtain information on the state of environment, of what type are penalties for damage; what measures are provided for environmental protection (such as development of EIA, the collection of product charges and charges for use of natural resources, etc.). It turned out that only 2-3 percent of respondents have knowledge of certain key elements of the legislation.

Subjective assessments

Against of the current socio-economic situation and the good ecological status of the region of Blagoevgrad, it is not surprising that the state of environment is positioned rather after problems directly determining daily life (Figure 1). It was launched on 8 place, behind by more than 20 points of the leading problems - unemployment, corruption, crime, low incomes. In people's minds they are practically equal footing – 87% - 88% of respondents define their condition as serious and very serious problem.

Figure 1: How do you assess the situation in our country now on:
(Five point scale, position 4 and 5 "A serious problem" and "A very serious problem", in%)



State of the environment is very serious problem by 28.6 percent of respondents and serious - by 39.4%. A more detailed look at the information indicates the presence of inter-group differences in the assessment of the situation. Negative evaluations were given more frequently by young people - between 18 and 29 years (72.9% and in the sample - 67.4%), by highly educated people - 79.3 percent. Back - for respondents between 50 and 59 years much more serious problem is unemployment (which they are much affected, and their prospects for returning to active working life is rather limited). The less important is a problem according low-educated groups.

Expressed evaluations of the importance of the problem and its placement among the other burning social problems show correlations with self-assessments of the material status of respondents, too. 79.3% of the respondents who have self-evaluated their material status as very good, determine state of the environment as serious and very serious problem. Information on other issues shows that differences between the behavior of this and other groups are not observed. Most likely recorded differences are due to complex and diverse set of reasons - first group due to their finansial status is able to satisfy their needs of its high level of goods and services (including health care, education), its contacts are largely restricted to homogeneous closed circle, less affected by widespread problems. On the other

hand, the disappearance of differences in behavior can be interpreted as shown concern and demands, influenced by considerations of relevance and prestige.

Information from the study also shows another interesting subject - people with the most viable long-term strategy (who said they have plans for next years) less frequently assess the environmental situation as serious and very serious problem (their respective answers are given from 59.1 percent of respondents). It seems focussed on their plans, they pay less attention to everything that is not connected directly with them, including environmental problems. Consciously or not, they shifted these problems to the periphery of their own consciousness.

The evaluations if various institutions and organizations do enough to protect the environment, clearly indicates dissatisfaction. The activity of NGOs is most frequently defined as sufficient (but only 24.7% of the respondents). For actions of ordinary people the same answer is given by 21.8% of respondents. Significantly fewer were assessed the activity of state bodies - local government - 15.3 percent and government - 7.4 percent. As private businesses, people are clear with 4.1 percent positive responses.

Self assessments of their own awareness on environmental problems show significant variations - at problems and socio-demographic groups. Tends to be a clear contradiction - on the one hand people declare the presence of information gaps and need of information, but from the other hand, in public space there is enough information, which for one reason or another is not sought or accepted. I.e. we can assume that declarative voiced need for information does not correspond to the attitude toward perception, still less, for actively search.

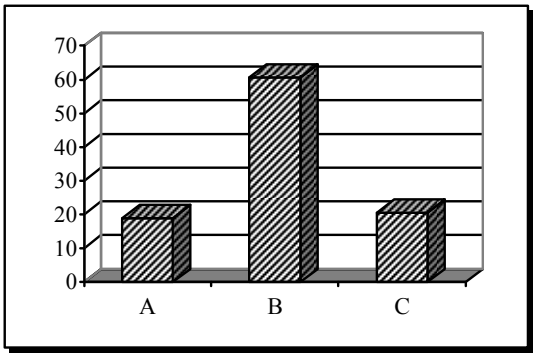
Positioning of nature in the value hierarchies

In the current stage of development and financial resources of Bulgarian society, economic development and growth is not always in full compliance with the requirements for environment protection. Moreover, relying on his own life experience, people widely adopt the relation "economic growth - environment protection" as an alternative. That's why, in our study we asked respondents to indicate their priority, to give preference to either.

The position of respondents in the alternative "economic growth or environment protection" in different time and content specification indicates the place of nature in value systems and hierarchies.

The data shows that approximately one fifth of respondents are undecided and can not give an clear answer (Figure 2). It may be assumed that this rate is increased by the current economic crisis, which highlighted economic difficulties and problems and make people re-evaluate values and priorities. However, it should be taken in mind that now expressed hesitation can go to preference towards economic development regardless of environmental impact.

Figure 2:Which of the statements is closer to your opinion?



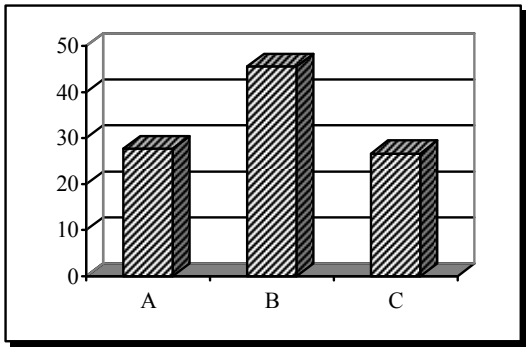
A – Economic growth is more important than environment protection
B – Environment protection is more important than economic growth
C – I do not know

Linking information with socio-groupped membership shows, at first place age differences - young people (between 18 and 29 years) rather less declared a priority of economic growth (11.2 percent), while people between 50 and 59 years this percentage is more than twice higher - 29.5 percent. Such is the position at 30.0 percent of skilled workers, 29.5 percent of private entrepreneurs and 20.2% of pensioners. Even more pronounced are the deviations from the average values at Roma - 41.4 percent have a priority of economic growth and 37.9 percent - of the environment protection. This is the only group where the economy was put before environment.

Carrying the alternative to local level through the question "When planning the development of your town, what must be in first place" gives a new light (Figure 3).

The largest one is the proportion of respondents, according to which priority should have solving social problems - 45.6 percent. Should not be missed, however, that this task required and presume economic development and efficiency. Practically equal, but far fewer are those for which the most important is economic efficiency (27.7 percent) and environment protection (26.7 percent). The highest is the proportion of respondents pointed in first place the environment among the young - between 18 and 29 and 30-39 years - average in both groups over 30%. At the same opinion are also 32.3 percent of respondents with higher education. More often, such responses provide people with very good material status - 42.9 percent. For respondents with and without primary education, environmental care most frequently is a priority respectively for 7.7% and 18.2%. According to them in first place is much more often solving social problems. Those same groups have pointed them in the first place, respectively 57.6% and 76.9% (at average 45.5%). Other disadvantaged groups, with serious problems, whose solution rely on institutions - representatives of Roma and Turkish ethnic group, also pointed this priority ahead of others - respectively 72.4% and 69.2%.

Figure 3: When planning the development of your town,
what must be in first place?



A – Economic efficiency,
B – Solving social problems
C – Environment protection

Economic efficiency is placed in first place most often by the respondents with secondary special education (33.7%) and general secondary education. Connecting with socio-professional status shows that in these groups is the highest percentage of private entrepreneurs. In age terms, the group between 50 and 59 years stands out as the most supportive leadership of economic efficiency - 33.9%. Respectively indicated as a priority the preservation of the environment here is 21.4% (at average 26.7%). Residents of the Regional city in the most degree keep care for nature - 42.0%.

Interestingly is the binding of answers to general principle question and of the specification to their own village. The collected information shows that from those who claim that environmental protection should have priority over economic development, almost a quarter (23.6%) in planning the development of their own town or village put economic efficiency in first place. Other 46.0% say that the most important is the solving of social problems and only 30.4% repeat their choice in favor of environmental protection.

Modification of the same general question in terms of every day life - "Which is more important - the facilities and amenities or the environment protection, provide more shades. From the whole sample for the benefit of the facilities were announced only 10.5% and this share is higher among private entrepreneurs (17.9 percent), employees without higher education (16.7 percent) and especially among people oriented towards significant achievements (19.0%).

Putting the same question with an emphasis on temporal coordinates ("One must use the most nature to live better now" or "One have to use more sparingly nature, in order to preserve it for future generations") shows close responses of various demographic, educational and professional groups. The only exceptions are farmers who much more often say that nature must be preserved. It is

understandable taking in mind the role of nature and in particular of the soil, for their production activity and the role of the quality of land. Differences are noted in connection with the material situation - the people, appreciate their status as a very good 27.6% (at average of 9.0 percent of persons surveyed) believe that one should take everything from nature now. Also more above average this answer is given and by people oriented their vital strategies to the great achievements (19.6%). In contrast, makes an impression that respondents which are positioned on the average levels of scales and for time perspective, and for content of vital strategies for a number of indicators show the greatest concern for the preservation of the environment. The survey also shows that the principal priority of environmental considerations melts when they are measured by personal interests.

Concern in relation to the environment

The survey carried out shows the presence of anxiety arising from the environment state. Most often it is linked to air pollution (44.1 percent), followed by climate changes (38.3%), destruction of forestry (32.6%), water pollution (29.1%), use and cultivation of genetically modified organisms (27.0%).

In all groups in the first place is set as a concern air pollution while at the group 50-59 years, reaching a maximum value - over 50%. By varying the age visible changes in the frequency is noticed with which suggests some or other reasons, but generally arranging is saved. With increasing of education attention is concentrated more on climate changes and the use of genetically modified organisms - a third part of people with higher education include them among the top three reasons for concern. Anxiety caused by the condition of certain components of the environment is related mainly to health concerns. Significant inter-group differences are not observed. The most dangerous assessing the content of harmful substances in food (40.8%) and air pollution (30.7%). The first response is given particularly by young people and those with higher education. On the contrary, at low-educated people it is indicated by less than one-third.

Behavior

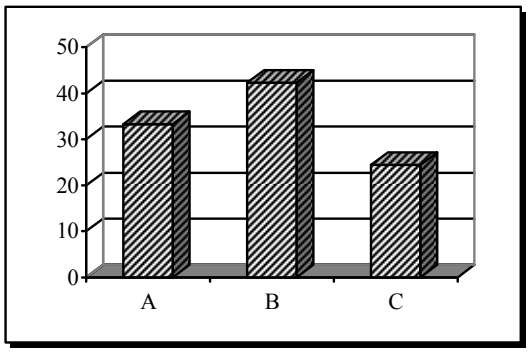
The study definitely shows that people's behavior is not adequately at their interest declared and concern for the environment state. Cares for nature are connected mainly with the state or collective behavior change. "This position encodes latent denial of individual responsibility, the fusion with the community, i.e. an expression of traditional attitudes already described - the environment protection comes in mind as a thing "to do so" by the majority, but not as a subject to their individual needs and interests "(Dulov 2010, 75). On this basis, is formed practices that are substantially different from diffused in developed societies behavior petterns.

Significantly is the information on all forms of behavior affecting directly or indirectly on the environment state. Of the activities that contribute for the environment conservation and restoration, the study deals with direct involvement in cleaning around the house and cleaning and planting of parks, mountain areas, etc. In cleaning around the house most actively are involved women (66.2%) and adults - between 50 and 59 years. Low-educated people have a low participation. From the respondents without education such activity have made only 35.7 percent, while those with primary education - 53.1 percent. Interestingly is that according to replies of the respondents the activity in the regional center is the highest - 79.7 percent while in rural areas it is 52.3 percent. It can be assumed that because the habit of the inhabitants of small villages together with house and yard to keep clean the sidewalk in front of them and they do not define their actions as something beyond the ordinary and default. Expected Roma show much lower activity - only 27.6 percent. A more detailed analysis of information and connecting with other characteristics of the respondents shows that the participation is the highest among the people thinking that the environment state depends very much on themselves and their actions - 69.8 percent. Those according to which depends less, have participated 54.4 percent and those according to which does not depend at all - 56.8 percent. (Interestingly, this dependence is also seen with all other activities.)

Far less is involvement in reforestation and cleaning of public places that are not in neighborhood to private home - the parks, mountain areas, river beds. Such activity in the last year have carried 27.9 percent of respondents. It is impressive that here well above average group show young people between 18 and 29 years (in cleaning around the house they are about average level). Quite a few are older above 60 years - only 17.0 percent of them have given positive response. Residents of villages are with a lower activity - 22.0 percent. Roma participation is symbolic - 7.0%. Interestingly is that people who declare that they are concerned about the destruction of forests showed lower than average activity in such type of actions - 28.6 percent. Related to the life strategies shows weaker activity of people seeking survival. Perhaps they are in worse health, and most they are pressed by other existential problems. But on the other hand, it appears that less in such activity includes people who have turned their thoughts ahead – they have plans for the coming years - 17.8%, i.e.ten points below the average level.

The issue of end-of-use appliances is in a sense new to the country, but latterly it has repeatedly placed before the public attention and promotes innovative practices who aimed the collection and proper disposal of this waste - the return of old equipment in the shop and purchase a newone with discount, collection and transportation of old appliences from people's homes, etc. That these practices are quite limited in scope is clearly visible from the survey (Figure 4).

Figure 4: If during the last year your appliance is out of date, what did you do with it?



A – I threw it in the garbage
B – Stay at home
C– I gave it in office or company which collect old appliances

It turns out that more than a quarter of respondents (26.6 percent) during last year are released directly to the garbage useless appliance. In this extremely damaging to the environment way are proceeded almost a third of people who are obsolete an appliance. Expected rate is the highest in the age groups that are most active users – between 30 to 50 years. Behavior varies slightly with education except the group of people without education, which throw out on the garbage unnecessary appliances – have done 42.9% of respondents. Moreover, more than 20% of them are removed from use equipment, i.e. more than a half of people with unnecessary appliance have thrown it out on garbage. It is worth noting that people who say they are concerned about environmental pollution with industrial and municipal waste have thrown out on garbage unnecessary equipment not less frequently than others. Registered large differences related to residence (directly to the garbage in the villages are thrown out appliances from 34.6 percent of respondents, sended to the post the old appliances only 7.7%, while in Blagoevgrad this percentage is 26.9%) thought directed that in the villages except larger information deficit, there are not obvious structures and conditions for this type pro-ecological behavior.

Study conducted in parallel about the environmental culture of farmers shows that too many of them threw out the rest unnecessary chemicals on total landfill - 38.9 percent, or even worse - in rivers and not controlled places - 18.1 % (Yovchevska 2010). To the great extent this behavior is a result of lack of established and functioning infrastructure for collecting and securing hazardous waste.

By recognizing that resource saving consumption in the vast majority of cases is with economic motives, however we included questions about saving energy and water as our idea was to look for links with other indicators and bring it in a wider context. The information gathered indicates that lighting which is not

necessary at the moment always turn off 45.4 percent of the respondents, 52.6% sometimes, and never - 2.0%. In everyday activities such as brushing teeth, shaving, always stop water 23.0%, sometimes 40.3% and never - 36.7%. Great difference in practices in water and electricity consumption support the thesis that saving when it is, is economically motivated, rather than concern for natural resources. That is the fact that 10% of people who determined their material status as very good declaired that the energy consumption do not care them. Considerably more generous to electricity are groups of most economically active - between 30 and 50 years. It is striking that those who say they are concerned about the depletion of natural resources with their behavior they do not save them – from them regularly turned off lighting which is not needed at the moment much less than average.

Possession and use of energy saving light bulbs and appliances by energy class A, A +, AA, etc. can be seen as resource saving consumption and investment to save natural resources. Most energy saving bulbs have residents of the district center (44.1% of them all or most are this type) and people between 30 and 39 years. Most of adults over 60 years do not use at all such bulbs - 52.7 percent of them. Much less than average are this kind of bulbs in the homes of Pomaks and Roma.

With regard to energy saving bulbs, in this case the economic motivation going into the background - their price is much higher (it is paid at once) and therefore greatly reduces the savings from the reduction in electricity bills. May be more likely to think that the use of these bulbs is motivated primarily by a desire to save resources.

Appliances energy class A said to have 50.7 percent of respondents, 22.2% do not know whether in their home have such appliances and 27.3 percent have not. Most devices of this type have the inhabitants of Blagoevgrad (almost 60%) and those aged 40-49 years (61%). In the age group above 60 years are more than two times less. Obviously this is related to the fact that they use equipment purchased long time ago but now requiries for purchases and financial difficulties known to almost all pensioners, it is difficult to expect that selection will be in favor to the more expensive, but much more good product.

People who have appliances in Class A often have energy saving light bulbs. The Survey shows that people who are willing to buy equipment from Class A are nearly 20 points more than people who actually owning them. It is striking that respondents who have declared anxiety of depletion of natural resources have not used more often than others energy-saving appliances and light bulbs.

Participation with funds to care for the environment in the form of donations for various eco-causes is not very widespread. In the last year 12.3 percent of respondents have made such donations. More generous are men and people between 50 and 59 years. Completely logical, much less is the participation of people with bad material pasition. Those people with good and very good material pasition give a little more often a positive response.

From the activities aimed influencing to take decisions affecting the environment, the most popular is participation in subscriptions. 26% of the respondents have declared that in the last year they have signed such kind of document. Expected of higher proportion are participants in groups which at the other indicators are more active - people with higher education (34.8%) and secondary special education (28.3 percent), younger (40.2%). More than two times less is including in various actions aiming environment protection - in the last year have done 10.8%. Again, among the most active are young people - 18.1 percent. More active are also those who are concerned about man-made disasters (16.0 percent). Participation in movements and organizations for environmental protection is the least activity - only 7.3 percent of the respondents gave a positive answer for their participation in such movements and organizations in the last year. Here the youth activity is twice higher than the general population (14.7%).

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The information collected during the investigation gives reason to make some basic conclusions. Only one sixth of the adult inhabitants of Blagoevgrad are internally associated with the problem of the protection of the environment. Another, larger group, for one reason or another, also show concern and activity in certain forms of proecological activity. It is a potential that must be fixed to extend proecological practices and to involve them at a wider groups.

Significant reserves exist in the direction of increasing awareness of population in practical terms. For now, this type of knowledge show large object-themed and social-groupped variations. Experience shows that used up to now traditional forms and methods are not particularly effective. It should be focus on new thematic emphasis and with the implementation of a differentiated approach, forms and methods specific to different target groups. Promising direction is to attract students to the cause for environment protection, including by incorporating environmental issues in the curriculum, organizing and encouraging participation in proecological campaigns and transfer and dissemination of proecological patterns of thinking and behavior.

The actual behavior of people is not adequate to declared from them interest and concern for the environment situation. Action aimed at protecting the environment is associated mainly with the state or with collective change in behavior and in practice dominate patterns of individual behavior, which significantly differ from common in developed societies.

As a promising direction for expanding proecological behavior outlines the use of economic levers as to limit adverse impacts on the environment so and to stimulate and support proecological behavior and adoption of innovative practices (such as separate waste collection, hazardous waste collection, etc.). They must be

supported with the creation of adequate organizational conditions for their realization, and with maximum wide range.

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Ана Мантарова

Еколошка свест у савременом бугарском друштву

Резиме

Развој људске цивилизације у двадесетом веку поставио је животну средину као егзистенцијални проблем. У том контексту еколошка свест и понашање становништва постају одлучујући чинилац. У раду је представљена анализа података прикупљених током репрезентативног емпиријског истраживања у области Благоевград у марту 2010. године.

Подаци пружају основе за извођење неких основних закључака. Стварно понашање људи није у складу са декларисаним интересовањима и свешћу о стању животне средине. Деловање чији је циљ заштита животне средине се углавном повезује са државом или колективном променом у понашању и пракси доминантних облика индивидуалног понашања, који се значајно разликују од оних који су уобичајени у развијеним друштвима. Значајне потенцијал за промене постоји у растућој свести становништва у практичном смислу. Обећавајући правац такође је анимирање у смислу заштите животне средине, као и примена економских полуга за стимулисање и подршку проеколошком понашању и прихватању нових пракси. Али оне морају бити подржане стварањем адекватних организационих услова за њихову реализацију.

Кључне речи: одрживи развој, систем вредности и приоритета, еколошка култура, еколошка свест, проеколошко понашање.