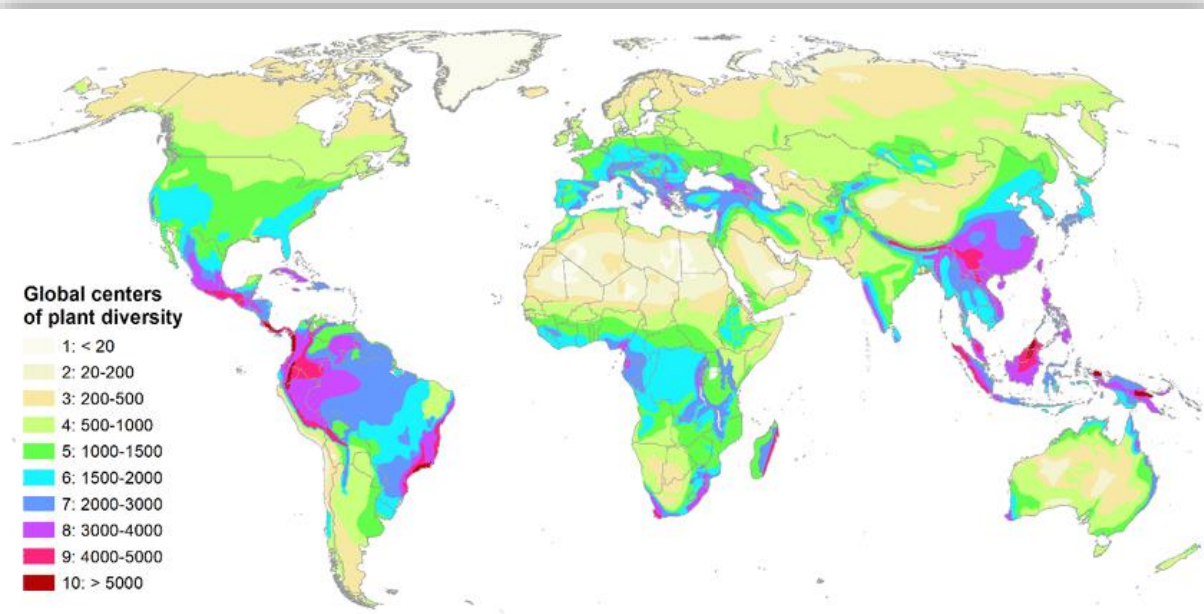


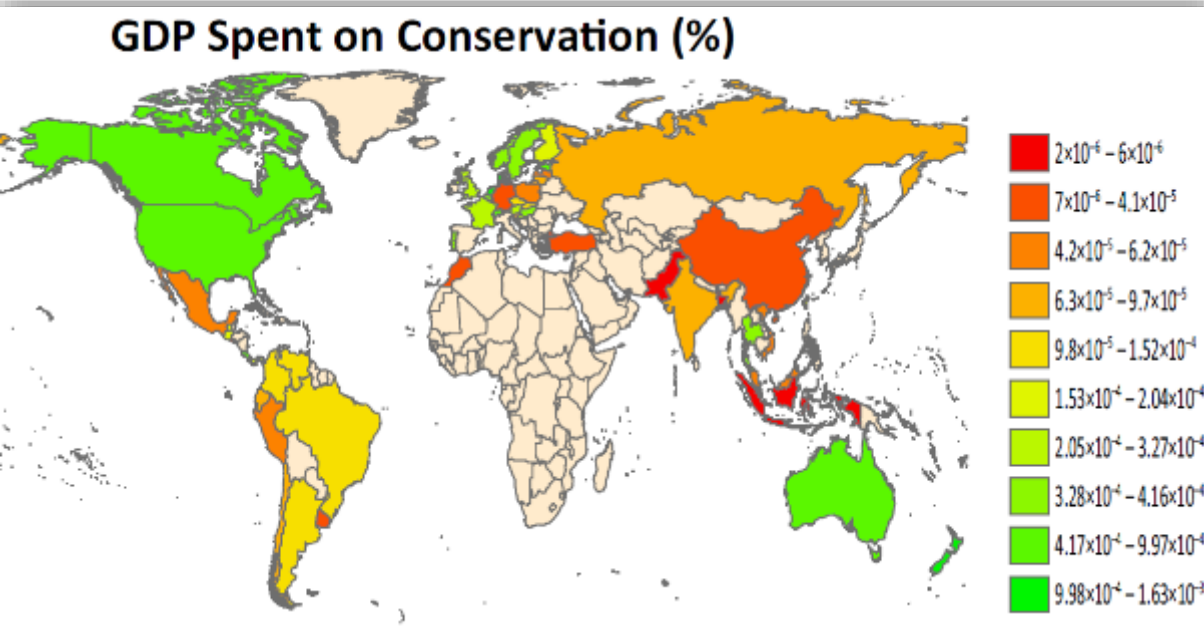


Science does not happen in a vacuum. We are doing research, creating suggestions and Conservation efforts, but no Conservation is successful if the society does not see it as important. It is the society who need to follow the rules and regulations. And it is us, who need to explain them, why. *People form societies, societies select governments and government is in the end, are the ones to decide about the Conservation efforts of the country.* So, for successful Conservation efforts and communication, we need to influence the people. But also, to understand their culture as communication is a double-sided effort. **As change of cultural values is happening very slowly, it is more effective to choose our narrative than to wait for the culture to change.**



On a large scale, there is bigger diversity at the tropics, at equator. On the other hand the countries with largest biodiversity are also usually the ones with smallest Conservation effort (measured as % of GDP Spent on Conservation).

But large amount of money does not mean Conservation (China). We need the country to value biodiversity/nature in their culture and to have enough resources.



The countries with high Conservation effort are usually the „post-modern“ ones, with non-material values, high education, big trust in the government, enough resources and concern about right of all beings.

RURAL: STRUGGLING FOR LIFE, FEAR OF NATURE / "HARMONY" WITH NATURE, COLLECTIVE GROUPS OF PEOPLE WITHOUT CENTRALISED GOVERNMENT.



MODERNISING: LEARNING TO "TAME" NATURE, FORMING GOVERNMENTS.



People and nature disconnected.

MODERN - INDUSTRIAL: USING NATURE, CARING ABOUT PEOPLE, EDUCATED, PEOPLE AND GOVERNMENT MIGHT NOT BE IN AGREEMENT.



POST-MODERN: NON-MATERIAL, EDUCATED, URBAN, CARING ABOUT RIGHTS OF PEOPLE AND ALL BEINGS, TRUST TO GOVERNMENT.



Culture is an umbrella term which encompasses the social behavior and norms found in human societies, as well as the knowledge, beliefs, arts, laws, customs, capabilities, and habits of the individuals in these groups. Humans acquire culture through the learning processes of enculturation and socialization, which is shown by the diversity of cultures across societies.



Culture is hierarchical with the different levels influencing each other. There is culture of a continent / country / religion group. On the other hand a culture of a person with same religion will be different on different continents. Cultural traits can be also seen on workplaces or family: we can see it in dress-code, vocabulary, timing of lunch, ...

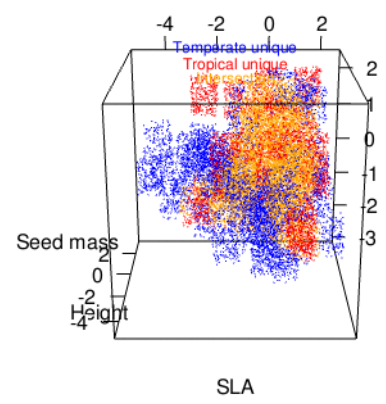
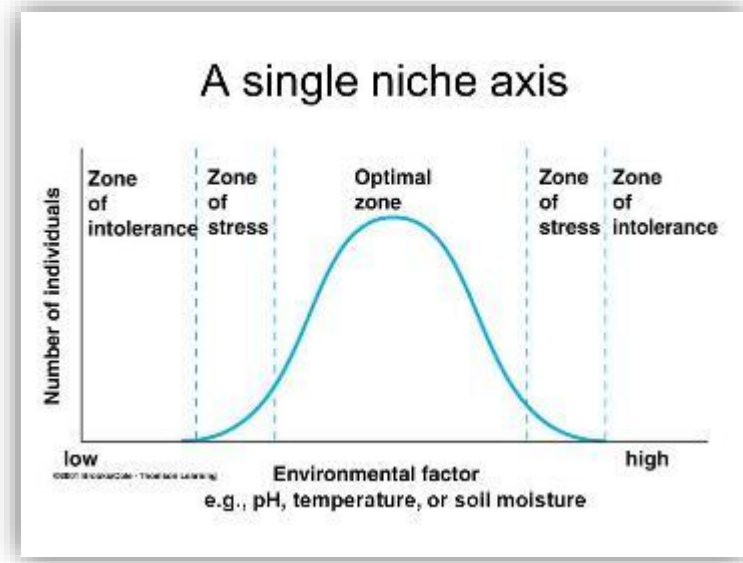


All these „wildlife rangers“ value nature and their goal is to conserve it. But they might do it for different reasons as they come from different cultural backgrounds.



Culture has some similar traits as natural taxa.

- They are evolving with similar patterns as species (dividing, being influential, hybridizing, can be maladaptive) based on the natural environment.
- For example people in the mountains need to be individualistic as there are little settlements divided by mountains, while people in valleys tend to be collective.
- Niche is a multidimensional space where a species can be found. And we can measure „niches“ of cultures as well based on various dimensions.



How can we measure the dimensions for cultures?



Geert Hofstede founded a personnel research department in the IBM company of in Europe. He wanted to manage the employees more effectively, so he made a large survey research in the multinational company. He got answers from more than 117.000 people from 40 countries. Next research later broaden it for 50 countries and 3 regions from 93 population samples. The methodology is still used in companies and surveys. I send you a link to the chat to the official Hofstede's page, where you can even try to make the questionnaire for yourself:

<https://geerthofstede.com/research-and-vsm/>

Hofstede originally found 4 dimensions, later researchers defined 3 more. We will, however talk only about the original 4 dimensions.

Think critically about the method!

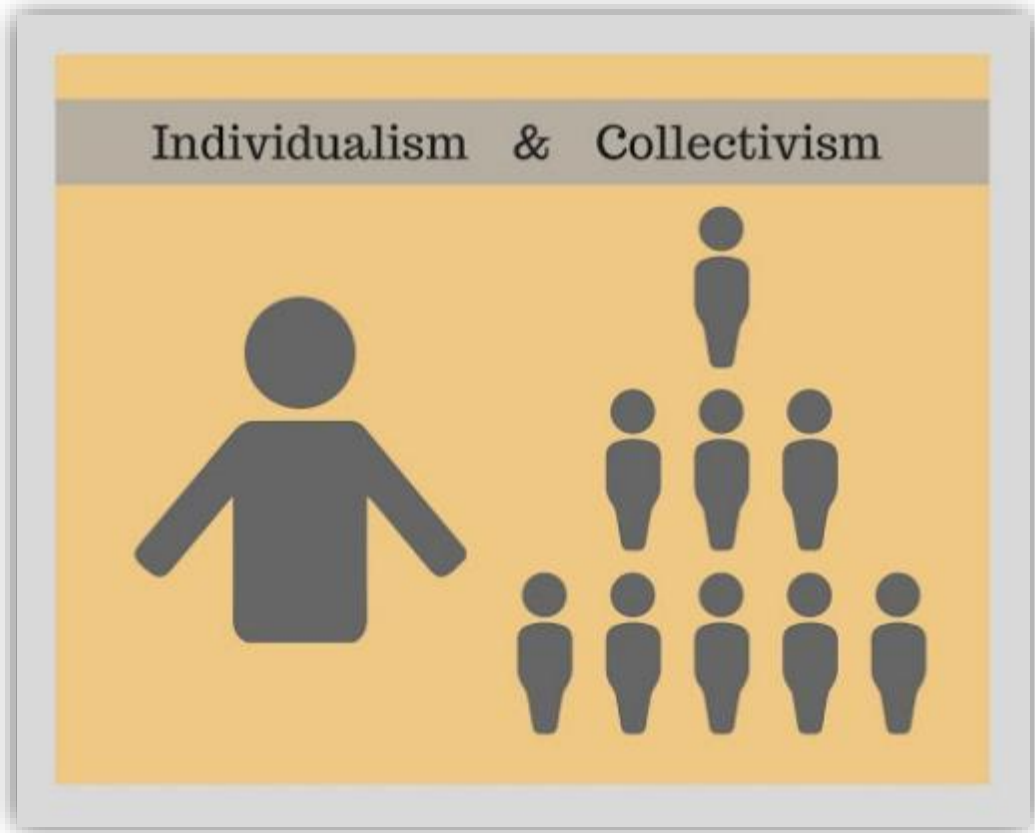


Possible bias towards well-educated men.

Applying a personal questions on a group of people can be problematic.

The data were applied at the national level possibly mitigating the effect of subcultures on lower levels.





Conservation needs cooperation and shared interest. On the other hand, collectivism lacks acting force and might lead to „shared blame“.

Degree to which people in a society are integrated into groups - Individualistic societies have loose ties and they like individual more than family, kids leave the house early. Being unique is seen as something good. „I“. Creation of superegos. Fast walking speed.

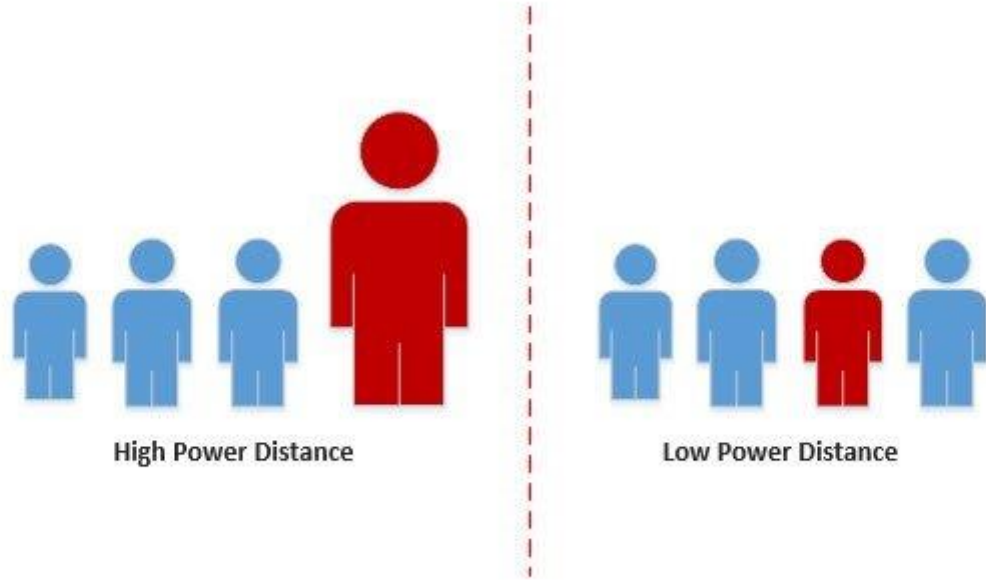
Collectivism - tightly-integrated relationships, extended families, life-lasting friendships. Loyalty. Being different mean to be ostracised. Slow walking speed. High activity on social media.

Collectivism – conflict is avoided under any means (let’s not talk about it) while in individualism it is seen as an opportunity to learn.

In individualism, same rules apply to everyone. In collectivism, different rules apply on you if you are and are not part of the group – exclusion (kids)

In collectivism there is more empathy, but people in individualism are more inclusive towards handicapped, in collectivism they are seen as shame because they are „special“.

In collectivism, your CV will be judged based on your contacts. In individualism based on your skills.



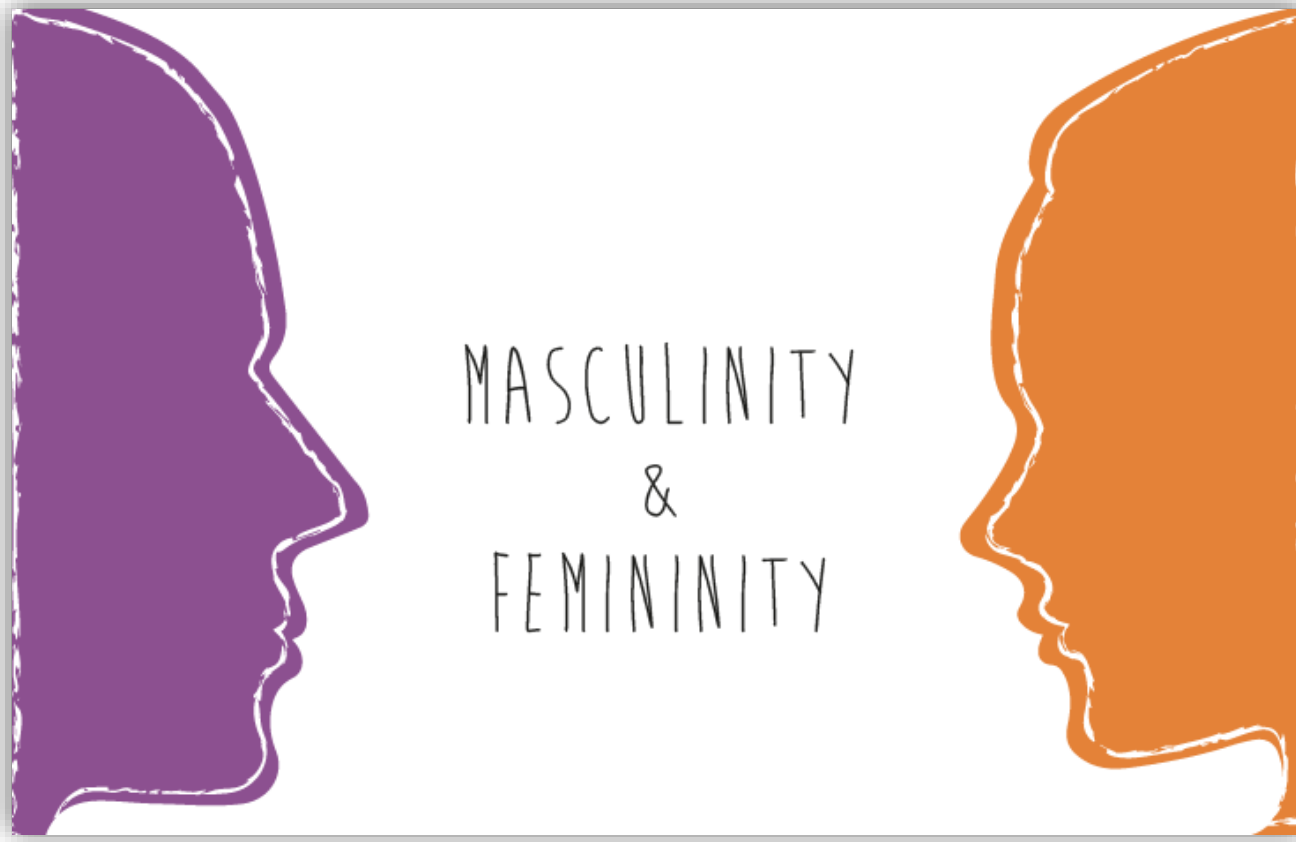
The extent to which the less powerful members of organizations and institutions (like the family) accept and expect that power is distributed unequally.

High index – power is stratified (bosses and workers), they do not mix, and the workers do not question the decisions of the bosses, they eat separately in canteens and have different privileges.

In high ones, power is more concentrated and the powerless accept it as a fact. It often leads to „Crimes of obedience“.

High Power Distance	Low Power distance
Triangular communication (family)	Direct communication (family)
The lower workers expect given orders	The bosses expect the workers to come with ideas

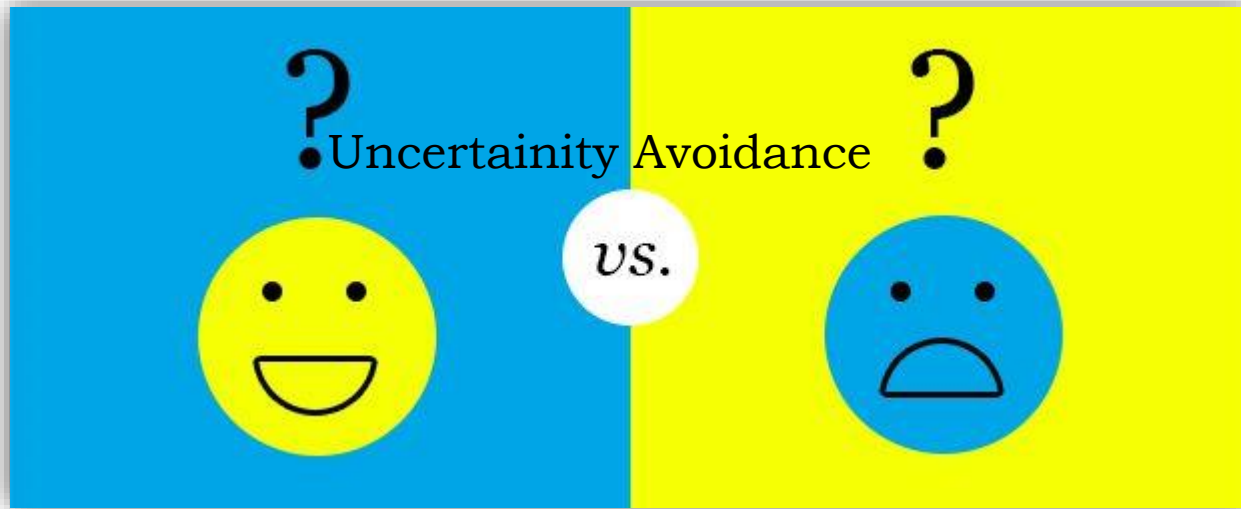
Individualism and power distance corelate with collective societies usually being high power distance ones.



- Very important – this does not mean if the society is chauvinistic or feministic – it is about shared values in the society + controversial (Japan)
- Masculine - preference in society for achievement, heroism, assertiveness and material rewards for success
- Feminine - a preference for cooperation, modesty, caring for the weak and quality of life

Feminine countries will show higher levels of Conservation efforts.

Feminine	Masculine
Approval, consent – sex is a mutual pleasure	Leadership, negotiation – pleasure of one of the partners
Man and woman have same career options	The options are separate (doctor X nurse, female lawyers)
Jealousy of the one who excel	Competition leading to excellence
Work to live	Live to work



How much can people handle uncertainty. How much is a person in a society anxious and nervous if there is no plan, no given steps and instructions.

People of High uncertainty avoidance community feel threatened by the forces of nature, society puts higher effort in reducing the risks and puts higher effort into nature conservation.

High Uncertainty avoidance	Low uncertainty avoidance
Mortgages, own house, 1 career	Moving often, rents, changing career
Having to know what will happen (schedule)	Doing things without thinking about consequences (engagement ring)
Family life very planned	Family life unplanned
Prefere ABCD tests	Prefere open questions

Our assumptions

- 1) Conservation needs cooperation and shared interest. On the other hand, collectivism lacks acting force.
- 2) In high ones, power is more concentrated and the powerless accept it as a fact. It often leads to „Crimes of obedience“.
- 3) Feminine countries will show higher levels of Conservation efforts.
- 4) People of High uncertainty avoidance community feel threatened by the forces of nature, society puts higher effort in reducing the risks and puts higher effort into nature conservation.



- **Income of the country** – when basic needs are fulfilled, we can think about environment
- **Government form** – more democratic countries tend to put more Conservation
- **Education level**
- **Trust in government**
- **Part of Gross Domestic Product given for Conservation, sustainability indexes**

Reality – what matters

- 1) In high ones, power is more concentrated and the powerless accept it as a fact. It often leads to „Crimes of obedience“.
- 2) Feminine countries will show higher levels of Conservation efforts.

- Education level

- Trust in government

Power distance mitigates the influence of most of the other factors.

While looking at the table on the next slide, try to think critically about the data and the reality of Conservation in the countries (you can make a brief research if you do not see % of GDP as a good measure). What is important? The cultural dimensions? The trust in government? The level of modernisation?

Country	Range	Scandinavia	Japan	China	Costa Rica	Czech Rep.	Slovak Rep.	Nigeria
GDP % in Conservation	<u>ranked</u>	2	3-4	6	1	3-4	5	No data
Power Distance	11*-104	22-31	54	80	35	57	100	80
The higher power distance, the poorer Conservation efforts.								
Femininity / Masculinity	5*-110	5-14	95	66	21	57	100	60
The higher masculinity, the poorer Conservation efforts.								
Education	% (uni.)	47-52	48	17	18	22	20	<10%
The higher education level, the more can people understand the complexity of the environment.								
Rule of law	0-100*	98-100	90	45	70	81	71	19
The bigger the trust, that government listen to it's people, the better.								
Individuality	6-91	60-74	46	20	14	58	52	30
We would expect that lower individuality will lead to higher Conservation effort. However, the effects are mitigated by power distance and rule of law, which are usually very high and low respectively in collectivist countries.								
Modernisation level	1*-3	1	1	2	3	2	2	3
Uncertainty avoidance	8-112	13-50	92	30	86	74	51	54

There is a weak trend for high uncertainty avoidance countries to be less individualistic. However, no correlation with Conservation effort was found.

In the 1st row, you can see the countries ranked. Costa Rica gives the biggest % of their GDP to the Conservation, while China the smallest. In the „range“, you can see the global range of the value. For example, in all surveyed countries, the lowest Power distance was 5 and the biggest was 111. Czech Rep. scored 57 and is therefore somewhere at the middle, while Slovak Rep. got almost the highest ranking possible. The value marked with * is assumed to be better for the environment. The education is the % of people finishing tertiary education, with global maximum being Canada and Russia with 54 %.

Take home message:

- 1) The countries with biggest biodiversity usually makes the smallest conservation effort.
- 2) The conservation efforts are given by income of the country and its culture.
 - a) Large income does not automatically mean large conservation effort.
 - b) Culture that prioritise biodiversity does not mean higher conservation efforts as well.
- 3) Culture needs to have low power distance and be feminine to be more willing to protect biodiversity.
- 4) Country needs to be educated and have large rule of law and therefore trustful government to put more GDP to conservation efforts.

