



Brief: English language workshop, where short lectures are presented, followed by comments. Topics include human health, cultural aspects, sociological and psychological dynamics of sustainable development. Besides the scientific approach, spiritual ideas and also artistic PsOV are introduced at the end of the conference. After each lecture, an expert comments on the lecture. Lectures will be videorecorded and uploaded to YouTube. Abstracts are attached.

Background: Current sustainable development studies are mainly around economic, legal, ecological or technical solutions. Human dimensions are limitedly addressed, and there is a clear need and benefit of understanding the human aspects. State of the World 2010 addressed well the cultural dimensions and created a space for such a conference.

Location: Office of the Parliamentary Commissioner for Future Generations – [Hungary, 1051 Budapest, Nádor u. 22.](#)

Organizers: Green Point Foundation and Office of the Parliamentary Commissioner for Future Generations

RSVP: please note that [RSVP's are required](#) at JNO.hu. Capacity of the conference room is 50 people.

Link to register:

<http://www.jno.hu/hu/?&menu=aktualis&doc=reg-emberi-dimenzio-1013>

Program:

9:30 – 9:50 Registration and coffee

9:50 – 10:00 Opening of the conference – Tamas ORTUTAY

10.00 – 10.20 Lecture



Christophe HEINTZ
Behavioural economics and economic
development

Behavioural economics is a dynamic research field that is highly relevant to economic policy. In my talk, I will hint at the prospects and dangers of an economic policy that is informed by theories in behavioural economics. On the positive side, behavioural economics shows the limits of some cognitive assumptions of neo-classical economics: people do not always take the decisions that maximize their own self-regarding interests. On the more negative side, I will introduce a word of caution about the reliance on some recent theories which claim to find the origin and ferment of cooperative behaviour in prosocial preferences. Against these theories, I will present empirical evidence and an alternative account of cross-cultural variation in pro-social behaviour. Some modest consequences on policy making will be drawn.

10.20 – 10.30

Comments from **Bela BUDA** and discussion

10.30 – 10.40 Lecture



Levente HORVATH
Mitigation or adaptation

The climate change is one of the most important and still not solved problem of our age. It effects mostly all area of our life, directly and through other sectors. These climate sensitive areas also influences the social activities. There are two ways how we can prevent the expected problem, the mitigation and the adaptation. If we choose the mitigation, it could put a great economic hardship on society. The adaptation can be also hard, but with the change our lifestyle, and putting more attention onto the environment protection and education, we can make a new and better world, not just for us but for the future generations.

10.40 – 10.50

Comments from **Gabor KAPOCS** and discussion

10.50 – 11.10 Lecture



George REBECCA
Growing a Local Foods Culture

This presentation offers a case-study of a spiritually-based community located in Northern California which is building towards agricultural self-sufficiency. It will give an overview of the practical elements and challenges involved in transitioning the food culture of a community of 1,5 thousand, including setting measurable goals, models for planning, definitions of success, a discussion of methodologies, and achievements. The underlying assumption of the approach has been that cultural change depends on individuals direct experiences of new possibilities which positively reinforce new patterns of behavior. The information shared is based on my experience as Community Outreach/Education and Distribution Coordinator for the first 1.5 years of the project.

11.10 – 11.20

Comments from **Sandor FULOP** and discussion

11.20 – 11.50 Lecture



Bela BUDA
Health Promotion and Social Marketing –
Counteracting Consumer Culture

Changing Behavior for remote goals whose benefits we have to believe in is a difficult task. Mental health, treatment of substance dependencies or health promotion are areas of psychosocial practices where a lot of experiences are accumulated which might be useful in propagating sustainable development and environmental protection. Social marketing is a field where special message structures, media programs and communication techniques are implemented, this can serve as a methodological as well as a theoretical base for other purposes of educating public opinion. Some examples of approaches from this field are discussed, such as targeting, model building, reinforcement and development relevant knowledges, anchoring commitments to key persons, sources of information and organizations, relying upon multiplication effects and critical incidents, contextualizations, implying prosocial values and forms of new spirituality, engaging into dialogues, using reference group influences, etc. A conclusion is proposed: new lifestyles which challenge consumer culture need a new communication system and an interdisciplinary methodology to reach people and to influence policies.

11.50 – 12.00

Comments from **Sandor FULOP** and discussion

12.00 – 13.00 lunch break (lunch is not provided)

13.00 – 13.20 Lecture



Zsuzsanna VARADI

Territorial aspects of the sustainable consumerism

In the past decades the structure of the settlement system, their social structure, the role of the cities and their connection with other settlements changed radically in the world. Due to the urbanization and globalization mechanisms the urban areas concentrates not only the population, the economy, the direct investment, services, culture and become the main places of the consumption, but include social problems and conflicts as well. Increasing this, the development and spreading of the cities, their growing independence and the suburbanization processes started a new stage of territorial consumption, while the globalization processes formed the inhabitants' everyday life consumption. Firstly, more and more people moved out from the cities to live outside, but their working places, schools, their everyday life, their consumption and social contacts are realised in the cities. They territorial consumption is increasing in the outskirts, but their everyday consumption takes place in the cities, which usually causes sustainability dilemmas. The most visible problems of the phenomenon could be seen at the transport problems, at the service gaps and the ecological problems which appeared most visible around the Hungarian capital, Budapest. The main goal of the presentation is to show what kind of territorial consumption problems appeared around Budapest, and what kind of differences are between the social groups and settlement types.

13.20 – 13.30

Comments from Bela BUDA and discussion

13.30 –13.50 Lecture



Sandor FULOP

System of crises and resilience. The role of individuals and small communities according to the FGO experiences

The Future Generations' Ombudsman Office maintains a close relationship with the Balaton Group, a network of environmental scientists. Planetary Boundaries is a BG effort to prove that humankind has reached the end of its expansion, a couple of borders have even been crossed already. Revolutionary or system solutions will be applied? For organic developments catalyst organizations, networks are necessary. These networks might be able to transform scientific knowledge into environmental policies, laws and effective implementation. No one is, however, aware of the psychological factors in this procedure. Greediness or just strive for dignity – it is difficult to tell the difference between some potential factors lying behind economic strives. FGO has started a research program about the creation and operation of small sustainable communities as a possible resilience tool. We would like to know, amongst others, how these psychological factors work in such communities.

13.50 – 14.00

Comments from George Rebecca and discussion

14.00-14.15 **coffee break**

14.15-14.30 Lecture



Gabor KAPOCS

Health, wealth and illness. The impact of social justice on health inequities

In the last decades there are growing scientific evidences on the profound role of social and economic determinants on human health and much is known on their psycho-physiological mechanism causing diseases. The differences in life expectancy between countries and within the countries are still increasing. This inequities in health and avoidable health inequalities arise because of the conditions in which people live and the health care systems intended to deal with illness. These circumstances are shaped by economical, social and political forces. The health care and welfare systems of the developed countries are stressed by tensions arising from both external and internal pressures, intensified by a worldwide economic crisis. How could be dealt in the ageing societies with the growing economical, social and ethical burden of chronic diseases when the former, inappropriate policies would be continuing? A new paradigm is urgently needed...

14.30 – 14.40

Comments from **Levente HORVATH** and discussion

14.40-14.50 Lecture



Zoltan BRYS

Palaeolithic issues at post-postmodernism?

A presumptuous analogy is introduced for debate. Palaeolithic is a prehistoric era where humans lived in small scale societies. Major “issues” of hunter-gatherer homonoid and modern human were food, (unexpected) danger and social connections. Lower Palaeolithic time we learned to control fire and in Middle-Upper Palaeolithic times it seems we advanced our social life and built friendship with dogs. Than sea levels rised a changed everything (agriculture, trade). In modern times we learned to control electricity and recent times times (in the West) we built close friendship with computers and changed our social life. But still nowadays food seems to be a major issue for humans but with a different way in an industrial agricultural way. Unexpected and uncontorable danger (just as in paleolithic times) is in the air with global warming and ecological collapse...

14.50 – 15.00

Comments from **Zsuzsanna VARADI** and discussion

15.00 – 15.20 Coffee break

15.20-15.40 Lecture



Diana DENKE : Spirituality and sustainability: crutches hand in hand

Sustainability is the practice of living in a conscious manner – meaning not taking more than you give. It requires seeing the far-reaching effects of your every day decisions and bearing responsibility for them. The bigger the picture you are holding (or you are willing to see), the more accurately it can be pursued. But our actions are not merely dependent on the information we have. Our inner conditions determine our perceptions and interpretations of the outer world - “We don’t see things as they are we see them as we are” as a quote from Anais Nin states. At different stages of personal development different self-related lines of identities are appearing, each one having differing ideas on how to live “rightly”. The beginning of living in a sustainable manner is to learn to reduce our needs: with the words of Mahatma Gandhi „when we use the resources for our need, and not for our greed”. Spirituality adds a wider perspective on that: being connected with something bigger than yourself, the greater Whole, makes you feel not only responsible, for what is happening, but humble. Identities based on “me and mine” slowly give place to “we of the whole”. With the progress on the spiritual path, the priorities in life are changing – the goal is becoming more and more to achieve happiness through mental peace rather than fulfilling material desires. Meditation, as a spiritual practice helps self-reflection on our desires, needs, fears and rejections. Thus it may help to develop some self-restraint, to overcome our addiction to comfortability that keeps us on the road of infinite accumulation. In the reality of interdependence the perspective changes – “I am who I am because you are”.

15.40 – 15.50

Comments from Zoltan BRYS and discussion

16.00-16.20



Gabor KASZA: Edge – Crises in Photo

Photos expressing the feelings of individuals in the urbanism and in consumerism. Crises of the individuals and communities expressed in art photography.



16.00-16.20 Discussion and closing of the conference – Zoltan BRYS