

Artículo de investigación

## Ecological culture of political perception of global environmental problems

Экологическая культура политического восприятия глобальных природоохранных проблем

Cultura ecológica de la percepción política de los problemas ambientales globales

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### Abstract

The article discusses the theoretical and methodological problems of actively developing in modern conditions ecological culture, determining its place in the system of humanities. The growing importance of new conception of scientific research and sociocultural practices in the context of the global problems of our time is determined.

It is necessary to know the experts' opinion which environmental problems are being identified as most significant. Only afterwards we can find the ways to solve them. Thereby based on the analysis of materials of the Russian scientific-practical conference with international participation "Environmental protection as a factor of the socio-economic development of municipalities: experience and problems" (2017, Rostov-on-Don, Kurgan), and the results of the Russian expert opinion research conducted by scientists of Rostov scientific elitological school it was concluded that there is an objective necessity to create a unified structure of natural resource management and environmental protection in territorial entities (Vorontsov, Mamychev, Ponedelkov, Yanguzin and Vildanov, 2017; Ponedelkov, Starostin, Mamychev, Grigoryan and Verenich, 2018). At the same time, the prerequisites and trends, the

### Аннотация

Экологические интересы, выступая одной из материализованных предпосылок человеческой деятельности являются также и показателем качества жизни, уровня развитости общественной морали, правовой культуры общества. В современных политических условиях первостепенное значение имеет институционализация экологических интересов в трех основных секторах общества – государство, сфера производства, общественность (в любой последовательности, но обязательно при наличии этих трех компонентов). В этом контексте интерес представляет как свойство определенной социальной общности, отдельного индивида или группы и выступает в качестве одного из самых существенных факторов, воздействующих на поведение этих социальных единиц в экологической среде, так, и определяющих их наиболее существенные поведенческие акции.

В статье рассматриваются теоретико-методологические проблемы активно развивающейся в современных условиях экологической культуры, определения ее места в системе гуманитарного знания. Определено все возрастающее значение этого нового представления научных исследований

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problematic aspects of the development of environmentally-oriented processes in modern Russian conditions determine that the organization of an effective environmental protection policy as a factor of socio-economic development and mechanisms of the implementation its strategic goals in the field of environmental development existing public administration system is possible only if appropriate conditions are created for the dynamic development of the system of environmental education and upbringing, as well as the necessity of developing the implementation of a new civilizational paradigm as a new eco-human behavioral paradigm

**Keywords:** eco-culture, environmental behavior, environmental policy, monitoring, eco-system, eco-development, eco-education, environmental values, environmental regulation, global problems.

и социокультурных практик в контексте глобальных проблем современности.

Для установления болевых точек и определения путей решения экологических проблем необходимо знать мнение экспертов о том, какие из этих проблем волнуют людей в наибольшей степени. В связи с этим, на основе анализа материалов Всероссийской научно-практической конференции с международным участием «Защита окружающей среды как фактор социально-экономического развития территорий муниципальных образований: опыт и проблемы» (2017 год, Ростов-на-Дону, Курган), а также результатов общероссийского экспертного опроса, проведенного учеными Ростовской научной элитологической школы, были сделаны о том, что объективно назрела необходимость в создании единой структуры природоресурсного и природоохранного регулирования в территориальных образованиях. В то же время предпосылки и тенденции, проблемные аспекты развития эколого-ориентированных процессов в современных российских условиях таковы, что формирование эффективной политики защиты окружающей среды, рассматриваемой как фактор социально-экономического развития и механизмов реализации ее стратегических целей в области экологического развития в рамках функционирования действующей системы государственного управления, возможно только при создании соответствующих условий для динамичного развития системы экологического образования и воспитания, как и необходимость разработки осуществления новой цивилизационной парадигмы в качестве новой поведенческой парадигмы эко-человека в целом.

**Ключевые слова:** эко-культура, экологическое поведение, экологическая политика, мониторинг, эко-система, эко-развитие, эко-образование, эко-воспитание, экологические ценности, природоохранное регулирование, глобальные проблемы.

## Resumen

El artículo discute los problemas teóricos y metodológicos de desarrollar activamente en las condiciones modernas la cultura ecológica, determinando su lugar en el sistema de humanidades. Se determina la importancia creciente de la nueva concepción de la investigación científica y las prácticas socioculturales en el contexto de los problemas globales de nuestro tiempo.

Es necesario conocer la opinión de los expertos sobre qué problemas ambientales se están identificando como los más significativos. Solo después podremos encontrar las formas de resolverlos. De este modo, se basa en el análisis de los materiales de la conferencia científico-práctica rusa con participación internacional "La protección del medio ambiente como factor del desarrollo socioeconómico de los municipios:

experiencia y problemas" (2017, Rostov-on-Don, Kurgan), y el Los resultados de la investigación de expertos rusos realizada por científicos de la escuela científica elitológica de Rostov concluyeron que existe una necesidad objetiva de crear una estructura unificada de gestión de recursos naturales y protección ambiental en entidades territoriales (Vorontsov, Mamychhev, Ponedelkov, Yanguzin y Vildanov, 2017; Ponedelkov, Starostin, Mamychhev, Grigoryan y Verenich, 2018). Al mismo tiempo, los prerrequisitos y las tendencias, los aspectos problemáticos del desarrollo de procesos orientados al medio ambiente en las condiciones modernas de Rusia determinan que la organización de una política de protección ambiental efectiva como un factor del desarrollo socioeconómico y los mecanismos de implementación sean estratégicos. objetivos en el campo del desarrollo ambiental El sistema de administración pública existente solo es posible si se crean las condiciones adecuadas para el desarrollo dinámico del sistema de educación y educación ambiental, así como la necesidad de desarrollar la implementación de un nuevo paradigma de civilización como un nuevo eco. -el paradigma del comportamiento humano.

**Palabras clave:** Ecocultura, comportamiento ambiental, política ambiental, monitoreo, ecosistema, desarrollo ecológico, educación ecológica, educación ecológica, valores ambientales, regulación ambiental, problemas globales.

## Introduction

Ecological culture is one of the types of culture; the most urgent problem facing all of mankind today is to improve social-ecological relations, i.e. relations associated with the use of the environment and its particular elements to satisfy the material and spiritual needs of society. The development of these relations takes place under the decisive influence of environmental policy at the global and national levels, the ultimate goal of this policy is to harmonize society and nature. Its solution also depends on the ecological culture of the population. It is a system of ideas, knowledge, skills, abilities that promote optimal and rational environmental management.

Ecological culture is based on: a) environmental education and enlightenment, giving a holistic knowledge of nature, its relations with society, environmental change under the influence of various forms of human activity (conquering, transformative, industrial and technological, etc.); b) environmental education, manifested instilling a man's respectful attitude to nature and its humanistic essence, the formation of personal responsibility for its fate; c) environmental behavior, its main criterion is the preservation and transformation of spiritual wealth. According to fair remark of A.D. Ursul, ecological culture - "... is the ecology of the whole "second nature" created by human, in which, unlike the "first nature", it is probably not necessary to preserve everything created by human, but of interest and value of mankind common heritage... Ecology of culture combining with the ecology of culture into a unified socio-ecosystem puts the laws and principles of the co-evolution of human and the surrounding social natural environment" (Ursul, 1996: 69).

## Methods and materials.

Analysis of materials of the All-Russian scientific-practical conference with international participation "Environmental protection as a factor of the socio-economic development of municipalities: experience and problems" (2017, Rostov-on-Don, Kurgan), and the results of the all-Russian expert opinion research conducted by scientists of the Rostov scientific elitological school showed the following (Environmental protection..., 2017).

According to all sociological measurements, expert estimates and data of mass sociological surveys the problem of pollution and environmental protection continues to be one of the most serious problems for the authorities of the regions. It is becoming increasingly clear for the leaders of municipalities that today it is impossible to do without a well-thought-out and effective regional policy for the conservation of environmentally significant facilities and territories (green areas, water bodies, forests, air), the elimination of hotbeds of pollution, etc. As well as it is impossible to do without complete and reliable information about the attitude of the population, business and government to environmental problems, direct and feedback links between society and government structures across the entire spectrum of problems.

A specialized sociological questionnaire including 30 questions most relevant to environmental management at the municipal level was used as a toolkit. There are 713 experts from 20 regions of the country. Among them are representatives of state and local government (37.8%), the business community (13.5%), the

scientific community and the cultural sphere (10.8%), the political and administrative elite (16.2%), media (8.2%), social or socio-political organizations (13.5%). Competence of the expert community is confirmed with a high educational level, experience of analytical and research activities, long-term practice of municipal management in the environmental field.

### Literature review

The categories “environmental ethics” and “ecological culture” have their own and non-coincident content, are in an organic dialectical unity. In this context, it is quite remarkable that the concept of “culture” (from the Latin *cultura* - cultivation, processing) originally had, in modern terms, an ecological orientation and meant development and ennoblement of nature, its humanization, natural improvement by human hands and mind all that he met in the process of communicating with nature, society, himself (Gate 2012; Girenok 1987). Therefore, already the ancient peoples have a differentiation of the cultural, man-made, cultivated world and spontaneous, wild and untreated world. The “cultivated” people’s habitat appeared as the undifferentiated unity of the “ordered” social and elemental biosocial principles, in respect that indispensable position that man always remained a unified biological species. Different populations live in the different natural and historical conditions (including spiritual), leaving their specific imprint to the implementation of collective life activity of people living in different conditions and gradually formed valuable systemic complexes of different communities and peoples (Danilov-Danilyan, 1998; Efremenko 2006).

There is the efficient position of K.I. Shilin about the differentiation of eco-culture: a) broadly defined as the whole system of eco-relations, including intra-social (and intra-human) and “intra-natural” (i.e., biological) connections and relationships, also human, society and nature; b) narrowly defined as a system of relations between human (society) and nature, excluding human, society, the biosphere. According to Shilin, in the second case, human, society, nature conditionally become such things, the internal structure of them left beyond the ecology of culture, including only positive forms of eco-harmonious communication.

The author understands ecological culture as the global culture regulating all private forms of the relationship between human and nature: 1) the relationship of human with external nature; 2)

with nature as a subject of social, industrial activity; 3) with his own nature (body), i.e. all forms of human living. Mastering this ecological culture is the ecologization of the system of upbringing and education that is eco-education.

In this context, he identifies the following characteristics of eco-culture: 1) it is the main means by which human (society) regulates its behavior in nature, a system of goals and values consisting in the development of human and living nature; 2) the purpose and meaning of eco-culture is to regulate the transition from negative and partially negative environmental relations to positive free communication, dynamic eco-balance; 3) eco-culture is focused on the future, on the “germs” of the past in the future and in the present. The future is not only what will be, but also what is in a state of becoming, at the beginning of the way, first of all - children; 4) the pedagogical nature of the eco-culture, its special focus on the upbringing and education of the younger generations (Shilin, 2000: 273-274).

Ecological culture regulates the spheres of relations: relations with nature as a subject of industrial, labor and social activities, relations of human with his own nature, including primarily anthropological, biological and physiological features. The rational use of natural resources and environmental protection are singled out as one of the most important areas in the activities of the entire world community. The solution of this global problem requires raising ecological culture of all members of society. It is also based on the constitutional duty of citizens to take care of nature and protect its wealth. At the same time, the study of the fundamentals of ecological knowledge, the formation of modern ecological thinking, the mastering of practical skills of sustainable use of natural resources play a huge role (Katsura 1988; Kapto 2013).

The urgent solution of the pressing issues of environmental management and environmental protection is recognized as a vital necessity of the international community. A wide range of organizational, scientific, technical, economic, legal, cultural and educational activities have been developed and carried out both at the planetary and national, sectoral, regional and local levels of specific states.

We are called to use a variety of forces and means to significantly improve the ecological culture of people. Their conscious and careful attitude to nature should be formed from the earliest childhood - in the family, at school, directly at work and in everyday life. To do this, it is

necessary to involve the activities of all institutions of the system of national education, science and culture, the media, verbal propaganda, government and public organizations. In this work, we should focus on the eradication of environmental ignorance, the psychology of the inexhaustibility of natural resources, and a primitive, consumer attitude to the environment.

The main thing is the competent and interested participation of people in solving environmental problems. It is important to improve their awareness, equip with modern knowledge, to involve them in the environmental and economic assessment of economic projects and make the right decisions on them, to develop everyone's habit of a rational attitude to nature. Understanding the inevitability of its transformation should go in line with the formation of the noosphere - the sphere of human habitation, harmoniously combining its material and spiritual needs with ensuring balance in the surrounding world.

Frolov I.T. called one of the most important ethical regulators, expressing the need to comprehensively assess the consequences of human intervention in the natural environment and protect the biosphere, as the ecological imperative. What is the point of it? First of all, certain restrictions imposed on the uncontrolled development of the productive forces. In the light of the ecological imperative, the attitude towards nature as a resource becomes immoral, and in a broader interpretation it is necessary to consider immoral use of nature in general and animals, in particular, as a means to satisfy utilitarian human needs.

An inefficient economy is immoral. And the Japanese experience is very instructive for us as a way to realize the ecological imperative and build a "green economy". But for this, all of us, and primarily our venerable scientists, should more fully take into account world experience and the demands of the public, instead of imposing a dull concept of the absence of an alternative to the extensive proliferation of nuclear energy and environmentally polluting industries.

The issue of reasonable restrictions on industrial development, of the inferiority of the utilitarian attitude to nature, of a critical approach to the selfish interests of ministries and departments is of current interest now more than ever before.

Today, the largest domestic and foreign thinkers are unanimous in the fact that the crisis phenomena and misfortunes of our civilization are largely due to the discrepancy of human with the new historical role intended by scientific and technical progress. Although in the explanation of this phenomenon revealed significant differences.

Many Western scientists were looking for such explanation in the natural essence of the individual, while our domestic researchers, following the Marxist tradition, discern it in the features (conditions) of the socio-historical and cultural development of the country. They proceeded from the fact that the modern human moral and psychological traits, came into conflict with the conditions of urban reality, are not inherent not inherent in him initially (Hesley 1999).

From an ethical point of view, the specificity of the category "environmental interests" lies in the fact that they (these interests) are a subsystem in relation to two systems at the same time - social and moral. If we consider this problem from a legal point of view, in the same way it is necessary to carry out a legal analysis of this problem, not to mention the fact that it is simply impossible to do it without considering psychological factors.

In general, the effectiveness of measures currently implemented by local environmental authorities remains very low (Table 1). Only a few (2.9%) experts representing the most ecologically prosperous territories found it possible to set the rating "fully effective". Only 7.2%, i.e. every fourteenth expert believes that in their region the Federal Law "On Environmental Protection" is being implemented, but far from being fully and properly. Significantly more marks with a minus sign - "absolutely ineffective" and "absolutely not observed."



**Results and discussion.**
**Table 1**

How do you evaluate the effectiveness of measures taken by local authorities to protect the environment?  
%

1.	Fully effective, tangible results.	2,9
2.	Rather effective, there are some results, but many problems are not solved.	16,7
3.	Rather ineffective, almost no results.	4,8
4.	Absolutely ineffective, the environmental situation is deteriorating.	2,9
5.	Undecided.	0,5

Analyzing the attitude of citizens (according to experts) to environmental problems only 3% of experts paid attention to corruption and inappropriate use of allocated funds (table 2).

**Table 2**

In your opinion, what are the main obstacles to the fully successful implementation of environmental policy in the region?  
(no more than 2 options) %

1.	Deficiency of budget financing	18,7
2.	Imperfection of environmental policy programs and projects	5,3
3.	Corruption in the administrative and management personnel	2,9
4.	Deficiency of administrative resources	5,3
5.	Imperfection of the legislative instruments	9,6
6.	Low control over the execution of programs and projects	3,3
7.	Another variant	0,0
8.	Difficult to answer	1,4

Under these conditions, we assume that the current environmental monitoring is not particularly effective (Table 3).

**Table 3**

Does environmental monitoring carried out in your region? %

1.	Yes, environmental monitoring is carried out regularly.	12,9
2.	Monitoring is carried out, however many problems remain unattended.	11,5
3.	No, environmental monitoring is not carried out.	0,5
4.	Difficult to answer	2,9

During the survey, only 9.1% of experts drew attention to the problem of the negative influence of the state of ecology on people's health (Table 4).

**Table 4**

Do programs in your region implement measures to ensure the sanitary and epidemiological well-being of the population and foster a culture of healthy lifestyle among young people? %

1.	Yes, such programs are implemented and bring tangible results.	13,4
2.	Programs are implemented, but their effectiveness is rather low.	11,0
3.	No, there are no such programs and activities.	1,9
4.	Difficult to answer	1,4

A special place in improving public assessments is taken by the timely and full informing the population about the environmental situation and

environmental problems of the municipality (table 5).

**Table 5**

In your opinion, how well do the media cover the environmental problems of your region? %

1.	Environmental issues are fully covered.	11,0
2.	Only the most significant problems are covered.	13,9
3.	Ecological problems are almost not covered by the media.	1,9
4.	Ecological problems are not covered by the media.	0,5
5.	Difficult to answer	0,5

The survey results show that only 25% of experts say that the population is aware of federal measures aimed at solving environmental

problems and consciously support their implementation at the regional and local levels (see Table 6-7).

**Table 6**

Do you think the national priority project "Creating a Comfortable Urban Environment" will be effective?

1.	Yes, it is	17,7
2.	No, it is not	1,4
3.	Difficult to answer	8,6

**Table 7**

Do the local authorities cooperate with representatives of the scientific community in your region, aimed at developing new methods for improving the environmental situation? %

1.	Yes, interaction is regular.	8,1
2.	The interaction is established, but is rather situational.	12,4
3.	Local authorities do not interact with representatives of the scientific community.	1,0
4.	Difficult to answer	6,2

In general, the assessment of the situation in the environmental field, both in the regions and in

the country, is rather ambiguous. The issue also rests on the financial, technical and professional

personnel component of the solution to this problem. Certain reserves in this part, of course, are available, including involvement in the

ecological movement of public environmental organizations, primarily youth and volunteer ones. (see tables 8,9).

**Table 8**

Do you think the municipalities have sufficient powers for effective environmental control in the municipal settlement? %

1.	Yes, municipalities are empowered	2,9
2.	For effective environmental control the range of powers should be wider.	9,1
3.	No, municipalities do not have sufficient authority	10,0
4.	The powers of municipalities in the field of environmental control are not clearly defined in the legislation.	4,3
5.	Another variant	0,0
6.	Difficult to answer	1,0

**Table 9**

Do public environmental organizations (including youth, volunteer) take part in environmental protection activities in municipalities of your region? %

1.	Yes, take an active part	12,9
2.	Participate, but not in all activities	10,5
3.	No, do not participate	1,0
4.	Environmental organizations are missing / lack sufficient organizational resources.	1,4
5.	Another variant	0,0
6.	Difficult to answer	1,9

Experts consider ecotourism as a significant tool for improving the ecological and economic development of the territory (20.1%) (Table 10).

**Table 10**

Is ecotourism developed in the municipalities of your region? %

1.	Yes, ecotourism is actively developing.	7,2
2.	Ecotourism is just beginning to develop in the region.	12,9
3.	No, there is no ecotourism in the region	3,8
4.	Difficult to answer	3,8

In this case, we are interested in the moral and ethical side of the matter. Highlight the key elements of this problem.

First of all, we note that environmental interest is the focusing of clearly delineated social subjects on important social relations objects for them in order to fulfill environmental needs taking into account the objective position of these subjects in



the system of social ecological relations and their social status. Ecological interest is realized exclusively through the mechanism of social action, the “chain” of which looks as follows: the emergence of an subject’s environmental need — the acquisition of a specific direction by this need; comparison with the object of the external social environment — crystallization of well-defined motives and a target setting, and then “goals pyramids”, the formation of potential readiness for action.

Ecological guideline includes three structural elements: cognitive, suggesting the awareness of the guideline object; affective, based on the emotional assessment of the object, clarification of sympathy or antipathy towards it; behavioral component showing the behavior sequence relative to the object.

The complexity of moral and ethical regulation in this area lies in the multi-subjective nature of the carriers of environmental interests. They are individuals, socio-professional groups, social movements and organizations, clearly defined territorial communities of both a separate locality and a certain administrative and territorial unit of the country, authorities of different levels, national states, international non-governmental organizations, and the whole world community. The environmental interests of these subjects appeared differently, conflict situations arise quite often, and therefore, the behavior of each subject is extremely specific. In addition, it is necessary to take into account the two-component nature of the object of environmental interests, it is not only about social groups that influence the solution of environmental problems, but also about the specific characteristics of the physical objects of environmental interests embedded in the natural environment. The social object of environmental interests determines the probable model of social interaction between different subjects of environmental interests, and the physical object fills them with environmental content, creates an opportunity to isolate the environmental problem and the specific extension of it. To emphasize the particular importance of a social object, the category of referent objects, primarily the environment and human activity, is differentiated.

An attempt to find a common opinion in resolving this problem was conducting international research of environmental values in the early 1980s and developing a systematic comparison of two paradigms - the anthropocentric social paradigm (ASP) and the new ecological paradigm (NEP). “Blocks” of

comparisons are as follows. The value of nature: to ASP - the low value (nature exists for the production of wealth, human dominion over nature, the predominance of economic growth over environmental protection); for the NEP - the high value (inherent value of nature, the harmony between human and nature, the prevalence of environmental protection over economic growth).

Attitude to people around: for ASP - sympathy for the immediate environment (exploitation of man by other creatures to meet their needs, indifference to the needs of others, especially of interest to the problems of his generation); for the NEP - sympathy as a life principle regarding other living beings, other people, other generations. Attitudes to environmental risks: for ASP - consent to risk for the sake of maximum material benefits (science and technology are identical as the greatest good, the rapid development of nuclear energy, the priority of solid technologies, reducing the importance of regulation, individual responsibility for risk, the use of market mechanisms); for NEP - conscious risk prevention (science and technology are not always a blessing, the further development of active energy, the priority of soft technologies, government regulation in order to protect nature and human).

Attitude to growth: for ASP - unlimited growth (unlimited natural resources, ignoring the problem of overpopulation, the priority of production and consumption); for the NEP - limited growth (limited natural resources, the need to prevent the "population explosion", the priority of conservation). If the preservation of the anthropocentric paradigm implies market dominance, competitiveness, materialism, complex and dynamic changes in lifestyles, economic needs as the goal of labor, then the new ecological paradigm presupposes the advantage of public blessing, co-operation, post materialism, simple ways of life, obtaining satisfaction from labor. As for the essence of politics, for the anthropocentric paradigm it is the transformation of experts into key figures, the provision of the advantages of market control (regulation), the abandonment of direct actions, the use of existing institutional structures, the preservation of the “right-left” tradition; for a new ecological paradigm - a new policy: consultation and complicity, giving advantage to foresight and planning, readiness for direct actions, a new party structure oriented to new problems.

In this case, it is important for environmental ethics, the paradigms of social development go far beyond a purely ecological approach and provide a broad social interpretation of environmental values and interests. In this context, the creative potential of such categories with an underlined ethical focus is truly invaluable: “environmental interest” as a prerequisite for the emergence and propensity for pro-ecological behavior; “environmental justice” as one of the defining trends of the current stage of ecologization life (the mobilization of numerous local associations of grassroots groups allowed to launch in the USA the work under the motto “Movement for environmental justice”); “ecological sociality”, having a supra-ideological, supra-national, supra-confessional character; “environmental solidarity”, manifested in the consolidation of the forces of government structures and institutions of civil society, science and production, personality and society, national states and the world community; “functional parity” implies interaction of the state with the public, when the state assumes the obligation to finance environmental programs, and the public provides creative resources; “mass ecological consciousness”, based on the most recent achievements of science, representative empirical data on the state of the ecological environment.

In this context, it is possible to understand the “subcultural-environmental” practice (F. Battel), when a person using natural resources, consuming things and services does not think about the intensity of resource use, negatively affecting the ecosystem.

The moral and legal attributes of the implementation of environmental interests are also: a) the level of their legality, based on the principle of legal support of harmonious interaction of society and nature, the principle of legal provision of environmental safety, the principle of holding the belonging of natural objects to numerous subjects for their use in order to satisfy the interests of these subjects; b) the level of legitimacy covering a wide range of problems - playing by the “rules” within the “legal framework”, the legality of transparent environmental activities, the civilizational nature of lobbying in this area, preventing “shadow relations”, as well as oligarchy, manifested in unlimited political and economic power of a narrow circle of people in unrestricted access to national resources while completely ignoring the interests of the state and society. This also includes the infrastructure development problems of the environmental safety institute,

the compliance of the existing system of sanctions and the nature of environmental offenses, the compliance of the legislation and the needs of legislative regulation of social relations in the environmental sphere, representation of green members in the branches of legislative power, and the compliance of political party programs and ecologically balanced social development and etc. Environmental interests are the decisive factor in strengthening or weakening the tendency to consider crises to be a legitimate phenomenon.

The nomenclature was also enriched with the institutionalization of the new scientific category - “eco-justice”. Eco-justice is one of the most important categories of the sustainable development concept, which does not allow narrowing down the possibilities of future generations to meet their needs, which means preserving the quality of the environment and the need to leave for future generations the planet’s ecosphere worse than the previous generation. There are generational justice, determined by the degree of equality: availability or accessibility for all members of this generation of favorable economic, environmental and other opportunities, and intergenerational justice, which implies fair treatment of future generations of people, prevention of irreversible loss of biodiversity and increasing environmental depletion, which negatively affect the well-being of future generations and often threaten their existence.

### **The conclusion.**

Environmental liability implies the obligation of a business entity to compensate the environmental damage. It differs from administrative or moral responsibility and is usually identified as a type of civil liability. It is devoted to several results: saving the environment by compensating damage; guarantees of compensation to the injured party for economic damage; stimulation of the use of preventive and prudent measures (risk analysis, environmental management system, auditing, etc.). Compensation liability applies in two forms: 1) as an absolute liability where the burden of proof passes to the defendant; 2) as a failure to demonstrate the necessary precaution, reasonable behavior, when the claimant party must prove that the defendant could not take proper precautions regarding the environment in the circumstances.

Thus, ecology undermines the old technocratic principles, while the painful search for new

ethical norms is realized in political informal movements of the “Green Peace”. If world civilization faces a historical choice, this choice is closely connected with the development of new ethical principles. The solution of the Hamlet question: “to be or not to be” of our civilization will largely depend on them.

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