

ECOLOGIZATION OF PUBLIC ADMINISTRATION AS A PREREQUISITE FOR DEVELOPING AN ECOLOGICAL CULTURE OF THE POPULATION

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correctness of the vector of future development. There is a growing need for a fundamental reassessment of the relationship between man, society, and nature (IVES, KENDAL, 2014). The starting point for such a change should be the realization that humanity is part of the natural world, connected to it by interdependent links. Nature should be treated as a subject of moral and ethical relations: with respect, care, and responsibility for its preservation, considering not only the usefulness of its resources for oneself and one's descendants but also self-sufficient values (BRYAN et al., 2010).

The modern activity of mankind requires new bases of the interaction between man and nature. The worldview changes connected with the reassessment of the place of man in the natural world and the adjustment of the traditional forms of nature management. This will be promoted by a developed ecological culture of the population. The effective formation of this culture is an urgent problem today because environmental crises and instability of the natural environment are unfolding with even greater urgency, and this is direct evidence of the negative anthropogenic impact on the natural environment.

LITERATURE REVIEW

The subject of scientific research is the world experience of state environmental policy functioning (AKISHIN, 2003), universal values in the understanding and management of socio-ecological systems (JONES et al., 2016), the prospects of state environmental development in the context of globalization, and the priority directions of environmental policy implementation at the state and local levels (OLSSON; FOLKE; BERKES, 2004). Let us consider the most popular variants of the definition of ecological culture, introduced into the scientific turnover (Table 1).

INTRODUCTION

The neglect and low prioritization of environmental development programs and environmental rights and regulations often prevent the proper protection of the environment and human environmental rights (ANUFRIEVA et al., 2020).

Technical advances have increased the imbalance between humanity's technological power and its underdeveloped deterrents, which should be based on renewed values: ideological, legal, moral, and ethical (BARSUKOVA, 2020).

Ethical conflicts arise around the scientific investigation of natural processes and the ethics of technogenic interventions in areas that are complex due to unpredictable outcomes. Attempts to solve environmental problems through additional technogenic interventions often generate problems of a higher level of complexity (KUDRIN, 2019). The unprecedented growth of humanity's capabilities has made it necessary to take the highest level of responsibility for both the consequences of today's activities and the

Table 1. Variants for the definition of environmental culture

Author, source	The definition by the entrepreneurial university
F.S. Song, F. Montabon, Y. Xu (2018)	a code of conduct, which lies at the heart of environmental activities and environmental behavior, includes cultural traditions, life experience, moral feelings, and the moral assessment of a person's attitude towards the natural world around them
J. Zeng, M. Jiang, M. Yuan (2020)	a form of human adaptation to the natural environment and a way of organizing living space that encompasses a system of perceptions and moral and attitudinal institutions
T. Satterfield et al. (2013)	the degree of moral maturity of a person, a new type of culture with redefined values oriented towards the development of a harmonious relationship of the individual and society with nature
M. Feinberg and R. Willer (2013)	the behavior and life of society or the individual, based on the knowledge and rational use of the laws of nature and the immediate and distant consequences of changes in the natural environment caused by human activity
B.S. Gammoh, S.C. Okoroafo, A.C. Koh (2019)	the result of human activity to transform the natural environment according to human physiological and social needs; the characteristic of the level of development of environmental awareness of social subjects, from the individual to humankind; the creative activity of people during the development of the natural environment, in the process of which ecological values are produced, stored, and distributed
P. Schultz (2002)	a human activity aimed at organizing and transforming the natural world according to one's personal needs and intentions... The necessary basis of human existence, which allows for more rational and expedient use of the natural environment and concerns about further developments related to the state of the environment
Yu.V. Maslova (2019)	a person with an environmental culture, who subordinates their activities to the requirements of environmental management, takes care of the improvement of the environment, and prevents its pollution
I.Yu. Kokaeva and I.G. Aguzarova (2016)	a component of contemporary culture, characterized by a profound and generalizing reflection on the importance of environmental problems for the future development of humanity; aimed at, on the one hand, freeing man from the rigors of nature and, on the other, harmonizing relations between society and the environment
A.M. Makarskii (2017)	a distinctive worldview, "image of the world", which reflects the state of socio-natural dependencies and characterizes their harmonious unity, the rational mastery by a man of natural and social reality, and the affirmation in this process of a personal identity
O.N. Yanitskii (2007)	a set of definite actions and technologies of man's mastery of nature, a stable balance in the "human-environment" system, and a theoretical field of knowledge about man's place in the biosphere as an active being

Source: Search data.

Y.-F. Tuan (1994, p. 123), speaking of the ecological culture of a modern city, notes,

[...] when we talk about the ecological culture of the city, we refer to the system of relations between city residents and guests with the urban environment at different levels. This interaction can be either ecologically oriented, i.e. positive and constructive, or negative and destructive. In this regard, the task of both individual city residents and the community as a whole is, on the one hand, to encourage citizens to environmentally-oriented activities in the city and unite them into communities, which take an active part in protection, development, and preservation of the urban environment, and, on the other hand, prevent its desolation and destruction.

Analyzing the various scientific approaches to the concept and content of ecological culture, I.V. Shchepetkina (2019) distinguishes two main conceptual positions. The first one considers the ecological culture as an exclusively spiritual, conscious phenomenon, based on the corresponding attitude of a person to the environment, connected with the necessity of formation of ecological thinking, and aimed at rational, reasonable use of natural resources. According to the second position, ecological culture is a dialectical unity of spiritual and practical (material), which is manifested in the development of nature, considering the appropriate scale of values in terms of meeting the ecological needs of society. Thus, ecological knowledge and knowledge of environmental legal norms are elements of ecological culture as a totality of various approaches to mastering nature in terms of its value at the spiritual (intellectual) and material (practical) levels, as well as elements of an ecological worldview. The ecological worldview is a multistage phenomenon, consisting of world perception, world understanding, and world experience and influencing the formation of a

person's specific behavior. The ecological worldview is characterized by the ecological style of thinking, the existence of ecological and environmental legal culture, as well as the provision of law and order in Russia.

Therefore, the formation of environmental culture should take place throughout life through environmental upbringing and education, the formation of environmental consciousness and environmental responsibility, and the position of environmental worldview (MANGASARYAN, 2009). The hypothesis of the study: One of the significant factors in the formation of ecological culture and ecologization of human activity and public consciousness is the ecologization of public administration, as it covers all spheres of being — from spiritual-theoretical to subject-practical. Research tasks:

- to determine the main trends of the formation of ecological culture through the ecologization of administration;
- to determine the measures of ecological administration.

The article consists of an introduction, literature review, research methods, research results, their discussion, and conclusion.

METHODS

The main method of the study was a survey of experts in the field. The experts were asked to fill in a semi-formalized questionnaire voluntarily. Employing the expert survey method, the main trends of ecological culture formation through ecological administration and measures for ecological administration based on the example of a separate municipality were determined.

The survey involved experts in state ecological policy, culturologists, and pedagogical workers (20 people). The experts were selected based on their professional status as experts. The experts included people whose professional activity was related to the issues of municipal administration and the formation of the ecological culture of various strata of the population for more than 5 years.

The experts were asked several questions concerning the ecologization of administration, the main trends in the formation of the ecological culture of the population of a municipality, and the activities of the ecological administration of an individual municipality. All participants were told what the aim of the survey was and that the organizers of the survey would publish the results in a summarised form in the future. All expert quotes in the article are given in an anonymous form.

RESULTS

According to the experts, the main trends in the formation of ecological culture by ecologization of public administration, depending on the role of the actors in this process, are as follows (Table 2).

Table 2. Main trends in the formation of an environmental culture through the ecologization of public administration

Actor	Main trends	%*
Local authorities	strengthening of the legal framework for environmental relations	85%
	creation and functioning of structural departments of the executive bodies of local self-government, including those with authority	82.5%
	creation of the basis for environmental education and upbringing: environmental awareness of the population, creation of a solid base of environmental education in educational institutions	80%
Population of the city	formation of various environmental movements involving voluntary organizations, activists, and ordinary citizens of the city	80%
	social reorientation of the society in the field of ecology	77.5%
Public utility companies responsible for the city's public utilities	the formation of a professional attitude to the problem "man — society — nature"	72%

Note: based on the expert survey;* — the percentage of expert references

Source: Search data.

The experts believed that the following environmental administration measures should be implemented to develop the environmental culture of the population (Table 3).

Table 3. Environmental administration activities

No.	Measures	Expected result
1	The development of a set of measures to reduce the negative impact of the population on the city's ecology	
1.1	To write and make public the city's environmental passport	The creation of a database that reflects the environmental state of the city, its characteristics, and ways of solving environmental problems
1.2	To establish an "environmental patrol" under the relevant department of the city administration of the city council	Continuous monitoring of the environmental condition of the city and prompt response to threats to the environmental well-being of the community
1.3	To establish an environmental center	The formation of a coordination center to develop local activities in the field of environmental education for the population; the creation of a material and technical base for educational work among all age groups of the city's population
2	The development and implementation of an environmental education program	
2.1	To implement elective courses on environmental issues in the curricula of educational institutions	The provision of a systematic and professional approach to environmental behavioral skills of the population
2.2	To develop and print a local manual differentiated for different age groups (using local and regional materials)	
3	The establishment of a system of interaction between different segments of the population to use the public's right to participate in decision-making on the development of urban recreational spaces and raise public awareness	
3.1	To form a public committee to implement a mechanism for public supervision of the development of parkland	Public influence on the fate of the green area and decision-making regarding its development through participation and control. The development of an active public sector. Information awareness of residents
3.2	To form volunteer groups to carry out renovation and landscaping work in recreational areas and to involve different sections of the population in the work	Increase in public awareness. Renovation of existing parks, squares, and alleys
3.3	To hold open professional discussions (workshops, seminars) on the development of recreational areas	The search for the best solution when shaping the technical specification of the designer. Involvement of all interested parties

Note: based on the expert survey

Source: Search data.

DISCUSSION

According to the experts, the modern model of public administration, which gives priority to economic and social areas, must be complemented by such principles of public administration, interrelated with ecological content in the context of sustainable balanced development. Besides, one of the priorities should be the environmental component. The concept of ecological safety, which is key to this norm, has clearly defined legal boundaries. They are determined by legally established criteria for the quality of the natural environment, its elements, and the quality of food products. Environmental standards are developed and enforced by the Russian Ministry of Natural Resources, the Ministry of Health, and other authorized state bodies following the law.

The experts noted that the set of structural elements and their functions characterizing the environmental safety of the population at the regional and local levels forms the socio-ecological system. These elements and functions, in their turn, are combined into three interconnected subsystems, namely: the population of the region; objects of the natural environment; subjects affecting the environment. The elements of the ecological system interact with each other, reflected in the mass consciousness.

The state of the socio-economic system depends on many factors; one of the most important among them is environmental culture. The 1970s are considered the turning point in the development of ecological culture, when the understanding arose that natural resources are limited rather than limitless, that the environment does not have time to recover from the rapid human consumer activity, and this, in turn, requires a response from the state (EOM et al., 2016). The experts argued that one of the important factors in the formation of ecological culture and ecologization of human activity and public consciousness is the ecologization of public administration. According to one of the experts, the concept "ecologization of public

administration" refers to "the decision-making and implementation of measures aimed at achieving better results in any sphere or sector of society while striving to preserve environmental quality and ensure environmental safety" (Expert 4).

It is an objective process of development of civilization, connected with the humanization of society, during which the moral-ecological imperative is formed and conditions for the realization of ecological-ethical principles of coexistence of man and nature are created. Thus, the environment and its protection and reproduction become one of the most valuable dimensions of society's existence, and the human being becomes the main object of ecological cognition. A striking example of the ecologization is the formation and development of socioecology, aimed to study the coevolution of society and nature, the interaction of civilization with the natural environment, and the patterns of anthroposociogenesis and eco-development (NOVGORODTSEVA, 2015).

Hence, according to the experts, "the understanding of the most important conditions of such administration, where the presence of the necessary level of ecological knowledge and ecological culture of managers, who make administrative decisions in the system of public management, is appeared" (Expert 12). With the emergence of the term "ecologization" in the scientific space, concepts, such as "environmental management" and "environmental management/administration", appeared as well.

Ecological empirical knowledge, which a person acquires for the most part in everyday life, can provide the development of ecological culture with a limited descriptive understanding of the external side of natural phenomena and processes. However, the deeper the level of disclosure of the essence of natural phenomena and processes the system of ecological knowledge reproduces, the more thoroughly the consciousness of the person who assimilates this knowledge is formed. That is, the more a person assimilates information at the theoretical (though, combined with empirical) level of knowledge, the more complete and objective will be their knowledge and the higher will be the level of their ecological culture and ecological worldview (KASHIMA; PALADINO; MARGETTS, 2014).

Among the basic principles of environmental behavior promotion, it is necessary to mention, first of all, the importance of having leaders and political leaders of the future who would be convinced supporters of environmental protection (VINOGRADOV, RIGINA, 2014). Besides, according to the experts, one of the main principles for the promotion of environmental education and ecological behavior formation is the introduction of special educational programs, which envisage deepening the population into an atmosphere of constant improvement of ecological culture. "The result of such education is to obtain the right guidelines for environmental protection, where the public is prepared to act following these guidelines" (Expert 17). "It is necessary to disseminate information in the branches of management, which deal with nature protection issues, that ensuring ecological sustainability is one of the main factors of stable development of mankind, the economy of each country, and person and the quality of life not only of one's own but also of future generations depends on the availability and condition of natural resources" (Expert 9).

Y.S. Isachenko connects the realization of the right of citizens to a favorable environment with the growth of the level of environmental culture of the individual and the formation of its ideological maturity. Its ideological guarantees are connected with the proper orientation of the individual, the possession of the population of a scientific worldview in the field of ecology, and the conscious use of this worldview in the interests of society as a whole (ISACHENKO, 2011).

The current ecological culture for the first time in the history of mankind performs a new function — the self-preservation of society. The upbringing and formation of ecological culture is a complex social problem (KELLERT, 2008). Consequently, ecological culture is an outstanding value and the object of scientific research through the prism of ecology, philosophy, sociology, ethics, aesthetics, political science, law, and legislation. This allows scientists to apply multidisciplinary approaches and methods and determine the directions of increasing its level and significance for the regulation of public relations.

The state shall create mechanisms for supporting the development of environmental culture and sustainable development of local communities because it is easier to put into practice the principles of living in harmony with nature at the local level, in small local communities. It shall also promote dialogue and cooperation with public organizations by placing public contracts for their services.

Environmental security should be considered an essential criterion for assessing the level of development. The connection between social and environmental factors is indisputable. The costs of eliminating the negative consequences of the technogenic impact on the natural environment and unbalanced economic activities always exceed the investments necessary for their prevention. As a result, costs of elimination of accidents, industrial pollution, etc. are covered by funds that should have been spent on social needs and invested in the development of environmentally safe production.

CONCLUSION

The problems of anthropogenic impact on the natural environment objectively require a radical ecologization of social and political thought, increased attention to the solution of environmental problems at all levels of social organization, the search for the latest approaches to their solution based on the priority of environmental laws and scientific knowledge, and ecologization of public administration.

The process of shaping public administration to meet the challenges of modern times is a complex task that faces the entire society. It is important to disseminate environmental information quickly, efficiently, and as widely as possible and to be able to quickly form public opinion and promote alternative, more rational, and environmentally friendly methods of environmental management. It is also an objective necessity to warn people about possible dangers and ways of preventing (or reducing) negative health consequences in conditions of ecological ill-being.

Thus, the results of the study confirmed the hypothesis that one of the significant factors in the formation of ecological culture and the ecologization of human activity and public consciousness is the ecologization of public administration as it covers all spheres of being — from spiritual-theoretical to subject-practical.

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Ecologization of public administration as a prerequisite for developing an ecological culture of the population

Ecologia da administração pública como pré-requisito para o desenvolvimento de uma cultura ecológica da população

Ecologización de la administración pública como requisito previo para el desarrollo de una cultura ecológica de la población

Resumo

O artigo foca a relevância de formar a cultura ecológica da população como pré-requisito para o desenvolvimento sustentável dos territórios. Para atingir o objetivo definido, foram aplicados diversos métodos científicos gerais e especiais, entre os quais é necessário destacar métodos filosóficos e lógicos (análise, síntese, indução, dedução, abstração e concretização), utilizados para esclarecer a essência dos conceitos, bem como o conteúdo da cultura ecológica e seu lugar na atividade de vida da sociedade. A partir de um levantamento especializado, os autores identificam as principais tendências na formação da cultura ecológica por meio da ecologia da administração e propõem medidas para a administração ecológica.

Palavras-chave: Política ambiental estatal. Comportamento ambiental. Segurança ambiental. Desenvolvimento sustentável dos territórios.

Abstract

The article focuses on the relevance of forming the ecological culture of the population as a prerequisite for further sustainable development of territories. To achieve the set objective, several general and special scientific methods were applied, among which it is necessary to highlight philosophical and logical methods (analysis, synthesis, induction, deduction, abstraction, and concretization), which were used to clarify the essence of the concepts, as well as the content of ecological culture and its place in the life activity of society. Based on an expert survey, the authors identify the main trends in the formation of ecological culture through the ecologization of administration and propose measures for ecological administration.

Keywords: State environmental policy. Environmental behavior. Environmental security. Sustainable development of territories.

Resumen

El artículo se centra en la relevancia de formar la cultura ecológica de la población como requisito previo para un mayor desarrollo sostenible de los territorios. Para lograr el objetivo establecido, se aplicaron varios métodos científicos generales y especiales, entre los que es necesario destacar los métodos filosóficos y lógicos (análisis, síntesis, inducción, deducción, abstracción y concreción), que se utilizaron para aclarar la esencia de los conceptos, así como el contenido de la cultura ecológica y su lugar en la actividad vital de la sociedad. A partir de una encuesta de expertos, los autores identifican las principales tendencias en la formación de la cultura ecológica a través de la ecologización de la administración y proponen medidas para la administración ecológica.

Palabras-clave: Política ambiental del Estado. Comportamiento ambiental. Seguridad ambiental. Desarrollo sostenible de los territorios.