

The Difference between Values & Value (and the difference that might make)

at the CECAN Conference

One Birdcage Walk

11th July 2018

In a complex system, what is good?



On Values...

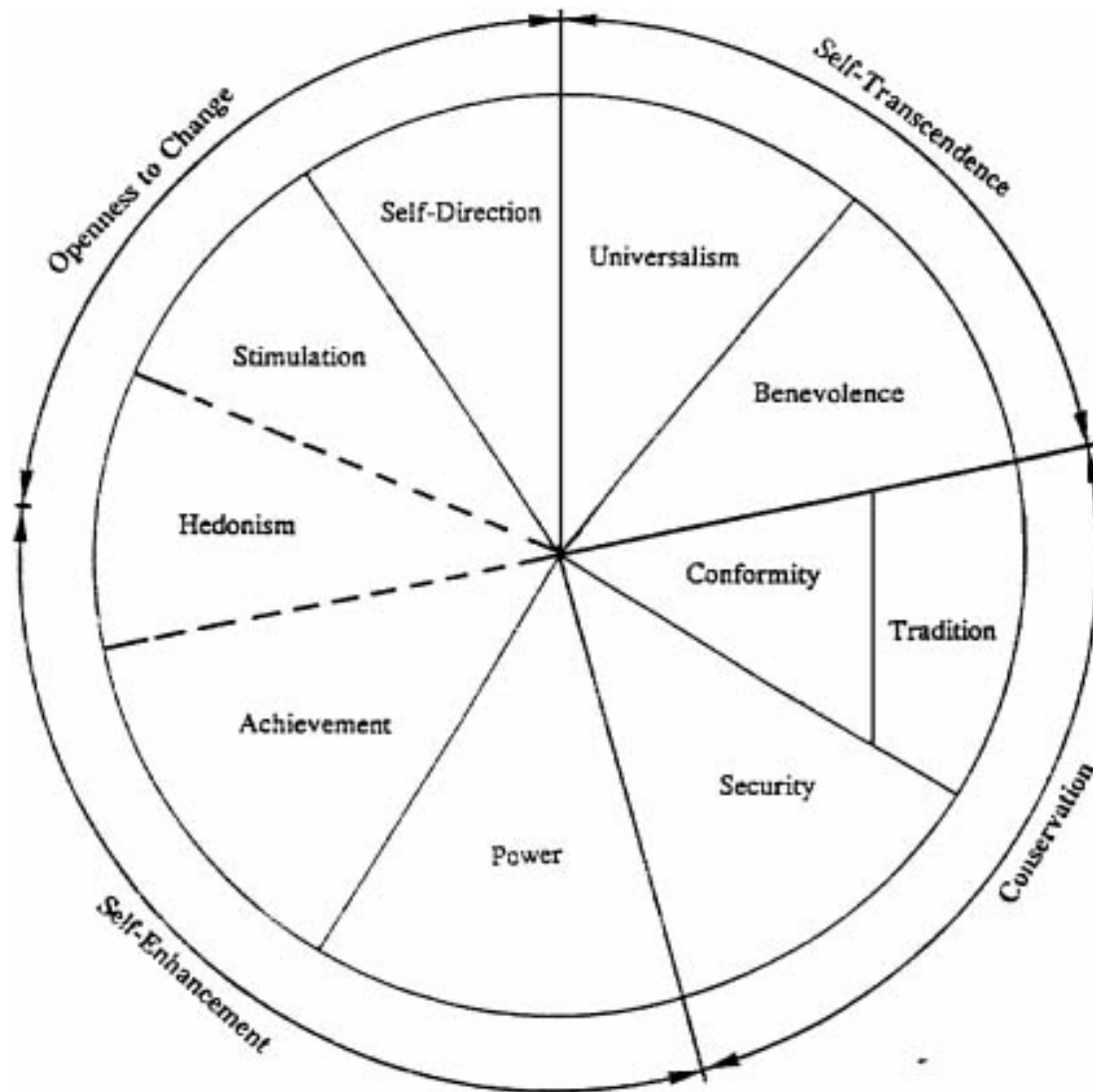
Values as 'guiding principles', motivating behaviours, evaluations, identity; underpin attitudes (differ in their "generality or abstractness")

(Perhaps surprisingly) few values, universally across cultures: for Schwartz (2001), 56 principal value 'labels' in 10 value 'types'

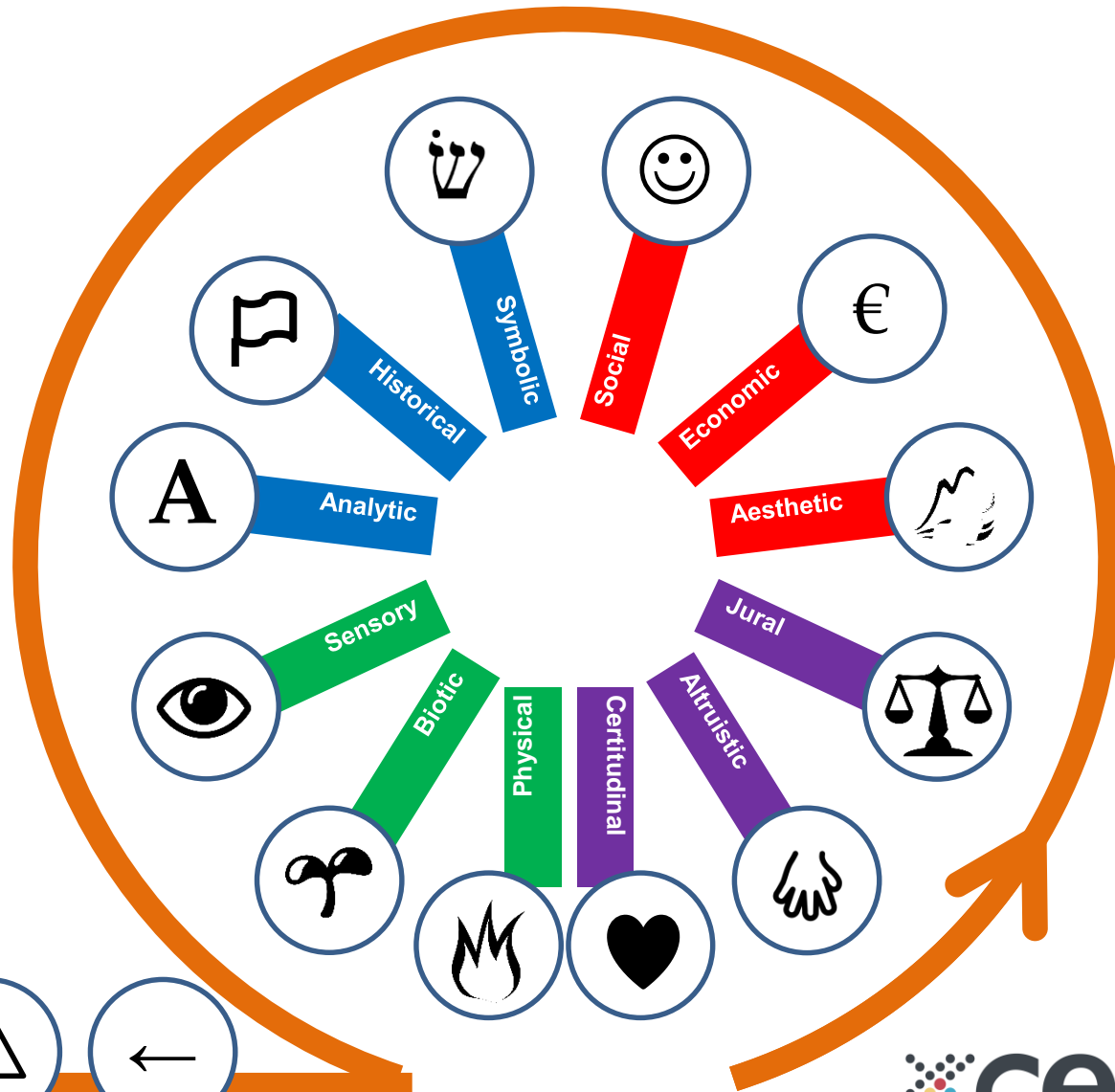
Specific values defined by their dynamic interrelations (compatibility/conflict): when results are plotted, generate a 'circumplex' (Schwartz's validated with 200+ samples in over 70 countries)



Schwartz' Values Circumplex (2004)



How do humans experience the world?



Ecosystem Valuing Framework

- ❖ **Certitudinal:** *Interviews and discourse analysis*
- ❖ **Altruistic:** Levels of voluntary management (quantity of litter)
- ❖ **Jural:** Intensity of campaigning
- ❖ **Aesthetic:** AONBs; Artistic activity; Photographs on social media
- ❖ **Economic:** Investment by local authorities; Degradation
- ❖ **Social:** Footfall of people in groups; Social facilities (play areas, toilets...)
- ❖ **Symbolic:** Specificity and number of names for the site; SSSI status
- ❖ **Historical:** Intensity of management; use by schools, ecotourism...
- ❖ **Analytic:** Range of geological and vegetation types; Biodiversity indices
- ❖ **Sensory:** Soundscape metrics; Ambient spectrum; Wildlife activity levels
- ❖ **Biotic:** Harvesting rates; Trophic complexity
- ❖ **Physical:** Resource use; Microclimate

+ norms

intensity...

On Value...

Value as What Matters (then how much/many, when, where...)

All Value is Shared and Social (not absolute)

Value as...

- a social object
- a third position
- or platform (where values are exchanged)



Hazel's Cake (1982)

Figure 1
Total Productive System of an Industrial Society
(Three-Layer Cake with Icing)

GNP-Monetized
1/2 of Cake

Top two layers

Monetized, officially measured GNP generates all economic statistics (15% "underground" illegal, tax-dodging)

Non-Monetized
Productive 1/2 of Cake

Lower two layers

Non-monetized altruism, sharing "caring economy" subsidizes top two GNP-cash sectors with unpaid labor and environmental costs absorbed or unaccounted, risks passed to future generations



GNP "Private" Sector rests on



GNP "Public" Sector which rests on



Social Cooperative Caring Economy which rests on









Nature's Layer

Source: Hazel Henderson, *Paradigms in Progress* (San Francisco: Berrett-Koehler Publishers, 1991).

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	VISIBLE	INVISIBLE
CALCULATE		
CALIBRATE		
CAPACITATE		



Summary 6 Boxes: WG Nature Fund

	VISIBLE	INVISIBLE
CALCULATE	Units, Areas...	Species, £s, CO ₂ ...
CALIBRATE	Feelings, Skills	Insights, Careers
CAPACITATE	Networks & Partnerships	Solutions & Transformations



Reflections...

Complexity requires multiple perspectives (to see the system)

Good is contested

Evaluation as judgements of value

Account for the viewers and the view (actors/system)

Pluralistic, participatory, emergent processes





Centre for the Evaluation of
Complexity Across the Nexus

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