

Table of Contents

Notes on Contributors	11
Preface	19
1. Concepts and Principles	21
1.1 Towards an environmental society? (M. Lapka, E. Cudlínová, J. S. Rikoon)	21
1.1.1 Introduction and questions	21
1.1.2 Seeking for the criteria	22
1.1.3 Towards a constructionism-based framework	26
1.1.4 Conclusion	28
1.2 Economy and nature (J. Šmajs)	30
1.2.1 The new structure of personal consumption	32
1.2.2 Position of economy in nature	34
1.2.3 Fallacy of natural resources and myth of growth	39
1.2.4 The problem of economic growth	40
1.3 The environmental society and fairness and justice (G. I. Orderud and J. Luo)	44
1.3.1 Introduction	44
1.3.2 Theoretical framework and empirical basis	48
1.3.3 The statistical analysis	52
1.3.4 Discussion and conclusions	69
1.4 Internet and communication technologies' roles in an environmental society (R. Rattle)	75
1.4.1 Introduction	75
1.4.2 Environmental records	77
1.4.3 Social processes	81
1.4.4 Power shift – the rise of a global growth entity	84
1.4.5 Achieving an environmental society through societal transformations?	86

1.4.6 The Joneses Paradox	89
1.4.7 Conclusions	91
2. Policies and Strategies	95
2.1 Options to promote sustainable agricultural systems and food security in changing climate (<i>J. Sumelius, S. Bäckman, H. Kahiluoto, R. Rötter, N. Nyairo, J. Valkila, T. Parviainen, K. M. Zahidul Islam, M. Hossain, S. Tenaw and R. Ingutia</i>)	95
2.1.1 Background of the sustainable agriculture	95
2.1.2 Theoretical framework	96
2.1.3 Strategies to respond to climate change	98
2.1.4 Sustainable productivity growth	100
2.1.5 Land tenure and property rights	101
2.1.6 Rural financial services	101
2.1.7 Options for solutions	103
2.2 The discount rate: one instrument, three targets (<i>P. Crabbé</i>)	105
2.2.1 Introduction	105
2.2.2 What are the discount rate, the discount factor and the types of discount rate?	106
2.2.3 Microeconomic and macroeconomic theory of the discount rate or the rate of interest	110
2.2.4 History of discounting	116
2.2.5 Can one do without a discount rate?	118
2.2.6 Rationales for individual discount rates	119
2.2.7 Theoretical equality of time preference with the market rate of interest	120
2.2.8 The social discount rate	121
2.2.9 Conclusions	129
2.3 Sustainable development strategies for future societies – patterns, policies and challenges for the agricultural sector in the EU and US (<i>J. R. Ziolkowska and W. H. Meyers</i>)	133
2.3.1 Introduction	133
2.3.2 Sustainable food and land use policies	134
2.3.3 Energy security versus food security	143
2.3.4 Conclusions	150
3. Programs and Outcomes	154
3.1 Changing power alignments in the food sector: the case of organic farming (<i>H. Moschitz</i>)	154
3.1.1 Introduction	154

3.1.2 Organic farming as a social movement	155
3.1.3 The logic of identity – power in the civil society	156
3.1.4 The logic of influence – power in politics	158
3.1.5 The logic of economics – power in the market	160
3.1.6 Conclusion: what does the “organic story” tell us?	162
3.2 Low carbon development and green employment in China: an empirical analysis (Y. Zheng and J. Pan)	165
3.2.1 Background	165
3.2.2 Conceptions and policy	167
3.2.3 Key sectors related to low carbon development	172
3.2.4 Comparative analysis of carbon productivity and carbon employment rate in major sectors	175
3.2.5 Estimation on the employment impacts in major sectors	190
3.2.6 Recommendation and conclusion	194
3.3 Perceived need for change towards a more environmental society: a qualitative case from the Czech Republic (M. Lapka, J. Vávra and E. Cudlínová)	198
3.3.1 Introduction	198
3.3.2 Methodology	199
3.3.3 Answers of respondents on major issues	200
3.3.4 Closing comments	207
List of Figures	210
List of Tables	211
Index	212