



## KEYNOTE LECTURE

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### Ecoculture and the Process of Paradigm Shift in Societal Values

Values are historical and societal cultural windows to see, to read and to cope with world events. They have the same functional task in societies as theories do in framing scientific paradigms. Values are also submitted to the possibility of structural transformation, when they become unable to give a reasonable account of “facts”, and allow reconciliation of general opinion with the “real” flow of things in everyday life. This presentation tries to identify which values are emerging within the landscape of global environment and climate crisis, and how they interconnect with the old values that brought contemporary civilization to the verge of global ecological collapse.