

THE NATIONAL ATTITUDE OF JAPAN TO THE ENVIRONMENT: THE ROLE OF RELIGION AND «MOTTANAI» IN THE COUNTRY

Abstract. *The present article deals with the historical accumulation of behaviors Japanese population to the environment and the influence of religion and creed «Mottainai» on it. It contains the review of the basic aspects of a country's culture. Its prior objective is to studies of the cause-effect relationships between these values and the culture. The results of this investigation serve for to better understand the Japan's national attitude and the role of the environment in it.*

Keywords: *Japan, national attitude, «Mottainai», religion, Japanese culture, green economy, Shintoism, Confucianism, Buddhism, green economy.*

Statement of the problem. Currently, the modernization and transition of the world economy is the driver of the globalization process. The quality of the living environment is account an important place.

Therefore, an increasing number of countries support the concept of a green economy. It combines the social responsibility of people and the economy itself. So far, only the most developed countries can afford to spend significant amounts at protecting the environment, and minimize pollution from the activities of their industrial processes.

However, Japan respectful of the natural environment from a while ago. A significant part of this belong to Shintoism and the belief that any thing has a soul. That is why we should trace the social cultural practices of Japan and understand why nature occupies a special place in the life of the people.

Analysis of recent research and publications. S. Chugrov, A. Meshcheryakov, Nishida Kitaro, Alpatov B, Okakura Kakuzo and others explore the culture of Japan. The main ideas of Japan religion itself are considered by Sumio Kameyama, Sonoda Minoru, H. Byron Earhart, John Breen, Mark Teeuwen, Delmer Brown, John Whitney Hall, Ikuo Higashibaba, Steven Engler, Gregory P. Grieve, Mark Teeuwen and others, who provide an information about important key properties of nation's religion. Geert Hofstede, E.T. Hall and M.R. Hall developed the main descriptors, which may be used while investigating a particular culture. The works of all these researchers contain profuse theoretical information and practical knowledge which can be the basis for identifying the causality between Japan's values and it's the culture.

Purpose of the research. The aim of the article is to reveal the existence of connection between the religion, creed «Mottainai» and the certain aspects of Japans behavior and explain the national position in a «green economy».

The key findings. The Land of the Rising Sun is the most mysterious and strange country. Japan is a country of ancient traditions. However, it combines tradition and technology well.

Japan has always been high ranking in advanced engineering and high techniques (Global Finance Ranking of National Tech Strength, 2020). Since the Japanese live on islands that are subject to seismic activity, so it is difficult to fight nature without

developing technology. It could be concluded that the protection of nature and the development of technology are closely linked.

The traditional worldview of the population of the Land of the Rising Sun was formed under the influence of religious and philosophical doctrines — Shintoism, Confucianism and Buddhism. Respect for nature came from religion, and frequent natural phenomena, such as earthquakes and typhoons, influenced on the national attitude of the Japanese towards nature as a living creature. Subsequently, the Japanese appeared a special national character trait — it is the ability to admire the momentary beauty of nature. This is expressed in many arts of Japan. According to Commisceo Global, art is an important part of Japanese life. The traditional tea ceremony and flower arrangement express the cultural heritage of Japan, and are designated as «Living National Treasures».

Since Japan is a religious country, the population of the Land of the Rising Sun believe that they must live in harmony with the environment. Their Buddhist philosophy is based on frugality and the desire to maintain the environment. And the Shinto philosophy celebrates the spiritual part of things and nature.

The Japanese scholar of religion Sonoda Minoru has described Shinto as «the ritual means by which early Japanese transformed their natural surroundings into a cultural landscape infused with religious and historical meaning» (Sonoda Minoru, «The World of Shinto»).

Shinto is positioned as an ecologically sensitive religion. It shares the goal that Japanese society was formed as a result of hard work and certain circumstances. There is no boundaries between human and «nature» — animals can turn into people, and people can turn into animals, or stuff. And as a result, nature in Shinto is not separated from people. This religion is used to describe the sanctity of nature, the unity of humanity and the rest of the biosphere.

The potential of Shinto is great not only in promoting environmental friendliness among the Japanese, but also in connection with its promotion of the peace movement, awareness of the importance of the connection between ecology and the world, responsible development and social development.

According to Buddhist and environmental thinker Sumio Kameyama, modern Buddhism can help to understand the relationship between man and nature. The idea that we are part of nature and should maintain a harmonious relationship with nature is a deep part of Japanese psychology (Abc.net, 2017).

The Japanese religion is closely related with the «Mottanai» concept. «Mottainai» means philosophy and way of life that are aimed at respecting the environment and the human labour «Mottanai» condemns the wasteful attitude to resources. This concept can be considered as one of the core symbols of Japanese thinking. It is assigned to «green», because it encourages people to use the full potential of the thing, that means to use the thing reused. It leads to the complete disposal of the thing. This reminds the Japanese that resources are limited. So, the «Mottainai» concept fights environmental concerns. For example: recycling and reusing old kimono`s fabric, flushing toilets with wastewater etc.

Adherence to the principles of «Mottanai» is lies in the «3 R's» rule — Reduce waste, Reuse finite resources, Recycle — and in addition to it in love and respect for nature (Wikipedia.org).

Traditionally the Japanese follow the ecological idea that humans are only be one of the creatures in all of nature, and therefore people should respect nature. In «Mottainai» philosophy, the hierarchy between people and nature is horizontal. The Japanese do not consider nature as «resources» that people can use in too high amounts, such as in Western culture. For Japanese, every thing is valuable and has its own spirit inside.

The nation of Japan believe that spending resources thoughtlessly and throwing them away before using fully is a shameful act that offends the Creator of nature. For example, leaving a piece of rice in a bowl means disrespect for the labor of farmers who sprout of a rice (blog.nus.edu.sg, 2016).

The «Mottainai» concept is reflected in all areas of Japanese life, such as in improving energy efficiency, sorting and recycling, etc. For example, the Top Runner Programme searches the market for the most efficient product in a category, and makes that the new minimum efficiency standard, with which all companies must comply within four to eight years (Environmental and Natural Resource Economics).

In the tradition of the Japan, the relationship between man and nature is based on harmony, responsibility, purity and unity. For example, the Japanese emulated the law of golden section from nature and began to use it in art. The same characteristics are found in business activities. According to Harvard Business Review, a company that establishes harmonious relations with its customers, its suppliers, its competitors, the governments with which it deals, and the natural environment is practicing concept of «Kyosei».

The concept including both the human-human and the human-nature relations. In English-speaking countries, the equivalent of this concept is «social ecology». Kyosei represents the principle of cooperation between usually unequal partners, one stronger and one weaker. This principle can be applied to a wide range of fields, from the economy and agriculture over to political ecology and environment policy (The concept of Kyōsei, p. 17).

According to Debbie Howard, many Japanese consumers is looking to move away from mass manufacturing and more toward «eco-intelligence». At present, the trend is gaining popularity («Green branding has a strong future if grown from corporate roots», 2019).

Conclusion. The Land of the Rising Sun is a country of traditions formed under the religions of Shinto, Buddhism and Confucianism. Religion glorifies the unity man of nature and gives all things a soul. Due to the fact that resources are limited and its used must be reasonable and moderat, the «Mottainai» concept has appeared. To sum up, all the components of cultural values of Japan are interrelated: religion, «Mottainai», the location of the country, mentality. The location affects to the climatic conditions; religion in combination with the location affects to the behavior of the population, view of «Mottainai» and certain traditions; and the behavior of the population forms the mentality. As a result, Japan is inextricably linked to the nature, so that why the population protects it.

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CULTIVATING ENVIRONMENTAL VALUES AND GREEN TECHNOLOGIES IN SWITZERLAND

Abstract. *The present article deals with the main concepts of environmental attitude and ecological behavior in Switzerland. It contains the review of the key aspects of environmental protection and the role it plays in the national mentality. The prior objective is to investigate the causality between these values and culture. The results of this investigation serve for creation and substantiation ecological behavior and its environmental consequences in Switzerland*

Keywords: *environment, ecological behavior, Swiss culture. green IT, cleantech, recycling, re-usable technologies.*

Statement of the problem. Over the last decades, a number of environmental problems that threaten the environment and human life have been identified; these include global warming, ozone depletion, water and air pollution, loss of species, and farmland erosion. One main cause of these problems is overconsumption of natural resources, with the industrial nations showing the highest per-capita consumption. Any remedy will require urgent changes in human behavior and cultural practices to reduce consumption, as well as the development of cleaner and more efficient technologies (Oskamp, 2000) [4].

In accordance with *The Report of the Federal Council 2018*, clean water, good quality air, and healthy forests — are the results Swiss environmental policy has achieved in the last several decades. This has been made possible not only through technical and regulatory measures, but also through the active cooperation of the people in our country. They and all the political, economic and scientific actors involved in this policy deserve to be acknowledged and sincerely thanked here for what has been achieved [1].

Analysis of recent research and publications. Previous psychological environmental research has typically focused on the role of factors within the individual, such as knowledge, environmental concern, attitudes, norms, and values (e.g., Hines, Hungerford, & Tomera, 1986/87; Maloney & Ward, 1973; Van Liere & Dunlap, 1981). Similarly, in the domain of green consumerism, research has examined the relation between consumer behavior and consumer attitudes and motives or has searched for the