Sustainable Finance & Citizens Engagement
"Memes, values and worldviews"

the ELEPHANT *in the room...*

Second Conference on Financial Networks and Sustainability
17-19 January 2018

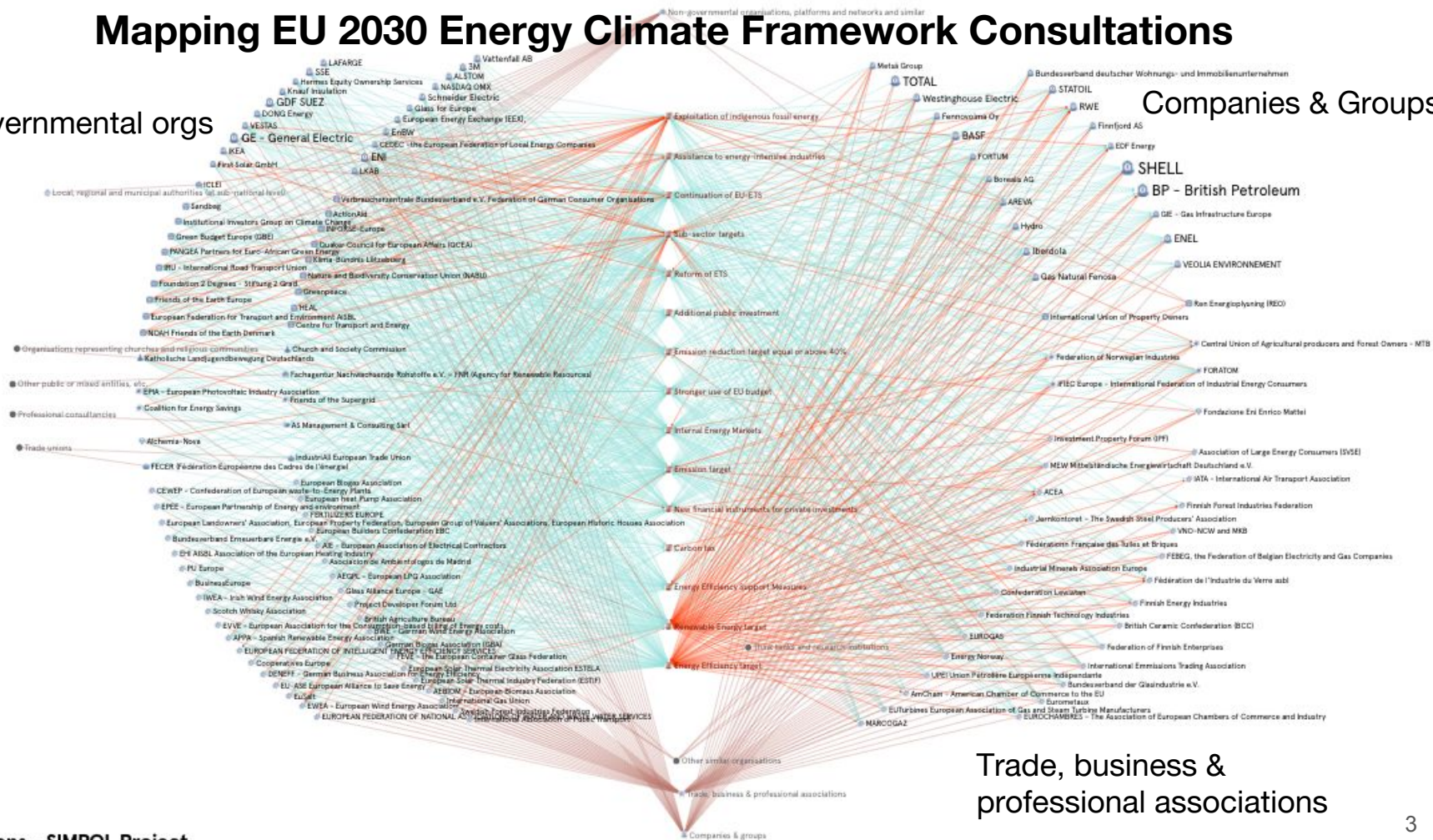Dr. Hamza Zeytinoglu

Dolfins project

BOĞAZİÇİ ÜNİVERSİTESİ 1863

"Truth is not born nor is it to be found inside the head of an individual person, it is born between people collectively searching for truth, in the process of their dialogic interaction."

Mikhail Bahtin 1895-1975

Mapping EU 2030 Energy Climate Framework Consultations

Graph Commons – SIMPOL Project

Consider how "Sustainable Finance" maps to Value Systems

Memes ⇨ **Values** ⇨

Value Systems

Language

Politics

Geography

Religion

Tradition

Culture

Beliefs
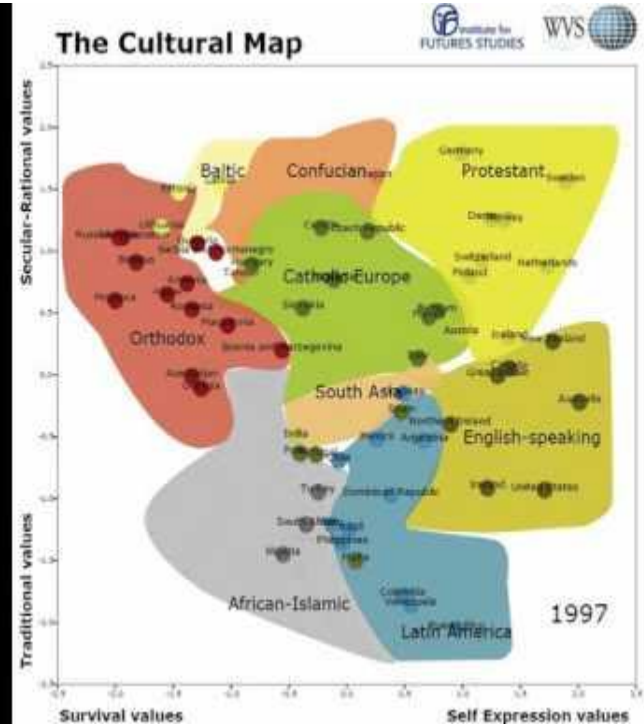
Community

Survival

meme
/miːm/ 🔊

noun
plural noun: memes

1. an element of a culture or system of behaviour passed from one individual to another by imitation or other non-genetic means.

2. an image, video, piece of text, etc., typically humorous in nature, that is copied and spread rapidly by Internet users, often with slight variations.

The Cultural Map

Traditional values - Secular/ Rational values

Baltic   Confucian   Protestant

Catholic Europe

Orthodox

South Asia

English-speaking

African-Islamic

Latin America   1997

Survival values   Self Expression values

Based on: World Values Survey (1981-2015)

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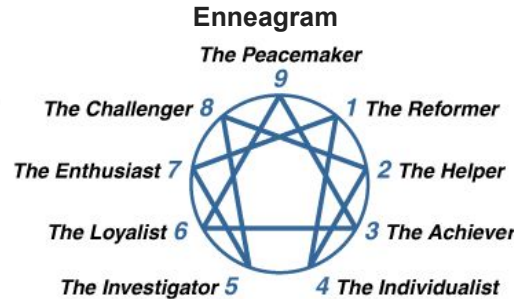# Values dimensions and evaluation (Psychosocial Profiling)

OCEAN: The Big Five

Portrait Values Questionnaire developed
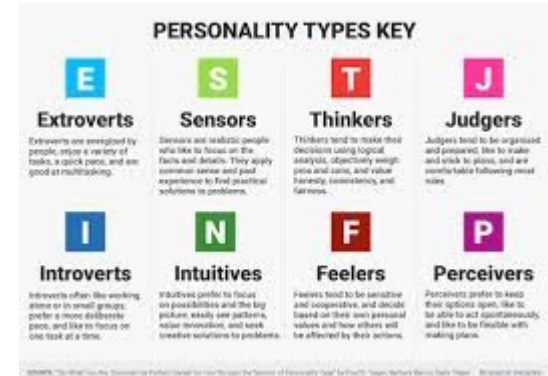**The Theory of Basic Human values**, by Shalom H. Schwartz,

- **Openness to change** (Self-Direction / Stimulation)
- **Self-enhancement** (Hedonism / Achievement / Power)
- **Conservation** (Security Safety / Conformity / Tradition)
- **Self-transcendence** (Benevolence / Universalism)

Enneagram

The Peacemaker 9
The Challenger 8 — 1 The Reformer
The Enthusiast 7 — 2 The Helper
The Loyalist 6 — 3 The Achiever
The Investigator 5 — 4 The Individualist

		Low		High
O	Openness to Experience	Low	Imaginative	Conventional
C	Conscientiousness	Low	Organised	Spontaneous
E	Extraversion	Low	Outgoing	Solitary
A	Agreeableness	Low	Trusting	Competitive
N	Neuroticism	Low	Prone to Stress	Emotionally Stable

Clare W. Graves, Dudley Lynch: The Spiral Model

vMEMEs	COLOR	THEME	FOCUS	VALUE SYSTEMS
LEVEL 1 (A-N)	BEIGE	SurvivalSense	"ME"	Group bands together to stay alive
LEVEL 2 (B-O)	PURPLE	KinSpirits	"WE"	The sense of family-tribe with time honored
LEVEL 3 (C-P)	RED	PowerGods	"ME"	Power-action driven, egocentric
LEVEL 4 (D-Q)	BLUE	TruthForce	"WE"	Purposeful, absolutist, "one right way"
LEVEL 5 (E-R)	ORANGE	StriveDrive	"ME"	Entrepreneurial,materialistic,success-driven
LEVEL 6 (F-S)	GREEN	HumanBond	"WE"	Community,harmony,equality,relativistic
LEVEL 7 (G-T)	YELLOW	FlexFlow	"ME"	Natural processes, mutual realities; live for mutuality
LEVEL 8 (H-U)	TURQUOISE	GlobalView	"WE"	Harmony, holism, spirituality armony, holism, spirituality

Myers Briggs: Jungian Archetypes

PERSONALITY TYPES KEY

E Extroverts — Extroverts are energized by people, enjoy a variety of tasks, a quick pace, and are good at multitasking.

S Sensors — Sensors are realistic people who like to focus on the facts and details. They apply common sense and past experience to find practical solutions to problems.

T Thinkers — Thinkers tend to make their decisions using logical analysis, objectivity, and value fairness, consistency, and fairness.

J Judgers — Judgers tend to be organized and prepared, like to make and stick to plans, and are comfortable following most rules.

I Introverts — Introverts often like working alone or in small groups, prefer a more deliberate pace, and like to focus on one task at a time.

N Intuitives — Intuitives prefer to focus on possibilities and the big picture, easily see patterns, value innovation, and seek creative solutions to problems.

F Feelers — Feelers tend to be sensitive and cooperative, and decide based on their own personal values and how others will be affected by their actions.

P Perceivers — Perceivers prefer to keep their options open, like to act spontaneously, and like to be flexible with making plans.

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Monitoring Online/ Social Media & Memes Extraction:

TOPICS

NEWS

AUDIENCES

EVENTS

Watchtower   News   Conversations   Audience   Events   simpol

Topics You Have Created

Sustainable Finance   More
Keywords: Sustainable Finance
Languages: en
News Count: 50
Audience Count: 396368
Event Count: 342
Tweet Count: 247
Top Five Hashtags: #sustainable, #green, #esg, #sustainablefinance, #nyc
Created at: 2017-12-22
Last updated date: 2018-01-16

Climate Finance   More
Keywords: climate finance
Languages: en
News Count: 113
Audience Count: 283453
Event Count: 81
Tweet Count: 366
Top Five Hashtags: #climatefinance, #climatechange, #gobeshona4, #climate, #dhaka
Created at: 2017-12-22
Last updated date: 2018-01-16

Green Bonds   More
Keywords: green bonds
Languages: en
News Count: 124
Audience Count: 5706
Event Count: 47
Tweet Count: 409
Top Five Hashtags: #greenbonds, #greenissues, #climatechange, #esg, #green
Created at: 2017-12-22
Last updated date: 2018-01-16

Green Economy   More
Keywords: green economy
Languages: en
News Count: 189
Audience Count: 51132
Event Count: 121
Tweet Count: 774
Top Five Hashtags: #greeneconomy, #trump, #green, #energy, #sustainability

Create a new topic

Watchtower   News   Conversations   Audience   Events   simpol

Wilmar launches landmark sustainable finance deal, child protection policy
www.eco-business.com
01-12-2017

The deal, announced on Monday, will see Wilmar working with Dutch bank ING to convert part of an existing US$150 million loan to a sustainability performance-linked one. Perpetua George, general manager for group sustainability, Wilmar, told Eco-Business that in addition to its ongoing sustainability efforts, the company would be taking additional steps as part of its efforts to meet the Sustainalytics targets. Perpetua George, general manager for group sustainability, Wilmar InternationalChild protection policyWilmar's sustainable finance deal comes close on the heels of a new policy to protect children living in the company's oil palm plantations. Launched on November 22, the Child Protection Policy (CPP) takes a broader view to safeguarding the welfare of children than its existing No Child Labour Policy, which has been in place since the company's inception. Lauren Armistead, business and human rights campaigner, Amnesty International, told Eco-Business: "We are really disappointed that this child protection policy isn't more targeted.

UNEP Report Finds Growing Momentum for Green, Sustainable Finance
sdg.iisd.org
19-12-2017

Also on sustainable finance, the UN Environment Programme (UNEP) released a report titled, 'Accelerating financial sector action on sustainable development,' that finds "clear" momentum towards a sustainable financial system, with over 20 financial centers now active in sustainable, green finance. According to UNEP, financial centers are places where banking, investment and insurance markets are concentrated and where green and sustainable financial services need to be scaled up. The report showcases regions and countries that are taking action to promote sustainable finance, particularly China, the EU, Italy, Morocco, and Singapore. The UNEP report highlights positive signs of progress on sustainable, green finance and outlines the goal and planned activities of the International Network of Financial Centres for Sustainability. The authors recommend accelerating the expansion of green and sustainable finance to close this gap.

Watchtower   News   Conversations   **Audience**   Events   simpol

Label R
@RLabelR
R is the unique global label for ethical companies and funds. #esg #businessethic #environment #humanrights #impactinvesting #AML #anticorruption #ethic
Tweets 85   Follow 1415   Followers 215

Andrea Vittorio
@aivittorio
Reporter @BloombergBNA covering #corpgov and #sustainability
Tweets 444   Follow 2875   Followers 1066

BusinessForGood
@bfg_world
Business and Capital for Good the New Norm, rather than the exception. Scaling business and capital innovations contributing to the SDGs.
Tweets 1009   Follow 2672   Followers 1465

Dr. Eric Grabowsky
@DrEricGrabowsky
Academic Rhetoric, Citizen Journalism, and

Charlie O'Malley
@charlieomalley
Founder of @leadxfoundation, Senior Advisor at

Kaj Embren
@KajEmbren
Developed Respect with Gordon and Anita Roddick of the

News   Conversations   Audience   **Events**

GFSI 2018 (Geneva Forum for Sustainable Finance)
Geneva, Switzerland
31-05-2018
Coming 0   Interested 0

Financial sustainability
Birmingham, GB
25-04-2018
Coming N/A   Interested N/A

Ownership Culture: How to Build & Sustain

Unlocking the Power of Climate Financing

A big data and machine learning application

- Harvest data
- Extract
  - News
  - Influencers
  - Audiences
  - Events
  - Conversations
  - Memes
- Map to psychosocial profiles
- Identify trust dynamics
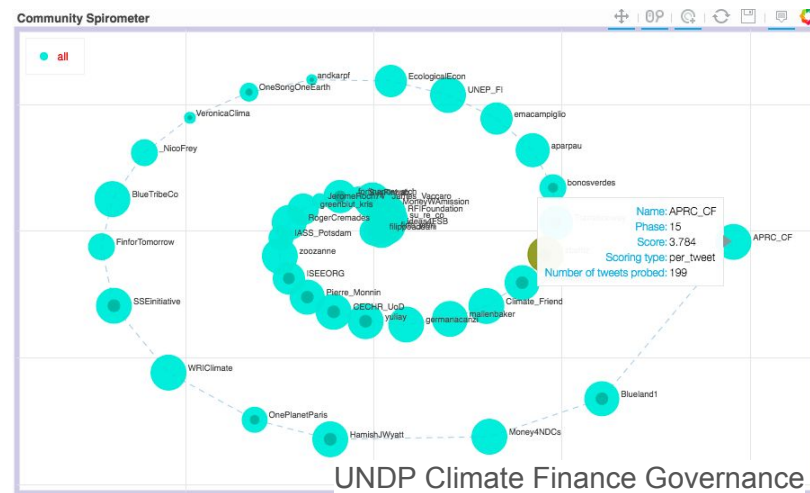- Access and spread of data

Spirometer: A pathfinder through the "memescapes"

Followers of **@SimpolProject** twitter account (~200 recent tweets)

Dimensions: Sustainability, Climate, Social Impact, Finance, Innovation

Ranking of top 100.

Enhancing citizen engagement: Are they a "subject" of the system?

- Complexity
  - Translating complexity to **layperson language**
  - Mapping the perceptions of the citizens on the **importance** and **urgency** of the issue: "Sustainable Finance".

- Trust
  - Collective processing and action requires the presence of **similarities** of values and beliefs as well as interests, skills and experience that breed trust as well as for forging coalitions of **complementarity** when such similarities are limited.

- Access
  - Communicate tangible **personalized recommendations** for sustainable investment opportunities independent of social and economic status of the citizen
  - Targeted campaigns for further transparency and communication based on values of the citizens for engagement according to their **preferences** and **capabilities**.

THANK YOU...