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## Diffusion of Environmental Awareness\*

Stefanie Lösch<sup>†</sup>   Ostap Okhrin<sup>‡</sup>   Hans Wiesmeth<sup>§</sup>

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**Abstract:** A high level of “environmental awareness” in the participating countries will likely raise the success of the Kyoto Protocol negotiated in Paris in 2015. In this context it is of interest to investigate the diffusion of environmental awareness, and also the (economic) factors, on which this diffusion depends. This paper addresses these questions for the regions of the Russian Federation, which are sufficiently diverse regarding cultural and economic issues. From a formal point of view, a “Multiple-Indicator-Multiple-Causes” (MIMIC) approach, based on a variety of “indicators” for environmental awareness, derived from search entries in ©Yandex, and a variety of “causes”, economic and socio-economic factors, is applied. The empirical results point first to a strong dependence of environmental awareness on the level of GRP per capita. Moreover, the diffusion seems to spread from the eastern part of Russia towards the western regions.

**Keywords:** Regional economics, environmental awareness, Kyoto Protocol, diffusion processes, Multiple Indicators-Multiple Causes (MIMIC) model

**JEL Classification Numbers:** C10, C13, Q50, R10.

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<sup>†</sup>TU Dresden, Faculty of Transportation, Chair of Statistics and Econometrics esp. Transportation, 01062 Dresden, Germany. E-mail: [stefanie.loesch@tu-dresden.de](mailto:stefanie.loesch@tu-dresden.de)

<sup>‡</sup>TU Dresden, Faculty of Transportation, Chair of Statistics and Econometrics esp. Transportation, 01062 Dresden, Germany. E-mail: [ostap.okhrin@tu-dresden.de](mailto:ostap.okhrin@tu-dresden.de)

<sup>§</sup>Prof. em., TU Dresden, Faculty of Business and Economics, 01062 Dresden, Germany, and Ural Federal University, Graduate School of Economics and Management, 620002, 19 Mira Street, Ekaterinburg, Russia. E-mail: [hans.wiesmeth@urfu.ru](mailto:hans.wiesmeth@urfu.ru)

