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#### CLIMATE, AFFLUENCE, AND CULTURE

Everyone, everyday, everywhere has to use money to cope with climatic cold or heat to satisfy survival needs. This point of departure led to a decade of innovative research based on the tenet that climate and affluence influence each other's impact on culture. Evert Van de Vliert discovered survival cultures in poor countries with demanding cold or hot climates, self-expression cultures in rich countries with demanding cold or hot climates, and easygoing cultures in poor and rich countries with temperate climates. These findings have implications for the cultural consequences of global warming and local poverty. Climate protection and poverty reduction are used in combination to sketch four scenarios for shaping cultures, from which the world community has to make a principal and principled choice soon.

Evert Van de Vliert received his PhD from the Free University in Amsterdam in 1973 and held teacher and researcher positions at the same university, at the University of St. Andrews in Scotland, and at the Royal Military Academy in the Netherlands. He served as chairman of the Dutch Research Association of Social and Organizational Psychologists (1984–1989) and as research director of the Kurt Lewin Institute (1993–1996). He has published more than 200 journal articles, chapters, and books including *Complex Interpersonal Conflict Behaviour: Theoretical Frontiers* (1997). In 2005, he received the Lifetime Achievement Award of the International Association for Conflict Management. At present, he is professor emeritus of organizational and applied social psychology at the University of Groningen in The Netherlands and research professor of work and organizational psychology at the University of Bergen in Norway. His current research concentrates on cross-national comparisons, with an emphasis on the impact of cold, temperate, and hot climates on national and organizational cultures.

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Evert Van de Vliert

*University of Groningen and University of Bergen*



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