Does Cultural Resilience Matter in Overcoming Crises?
National, Business, and Individual Responses to the Health Pandemic

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How can the public sector leverage cultural resilience while responding to crises?

• Two main 'first' reactions
• Lessons from history
## The Italian case

**How can the public sector leverage cultural resilience while responding to crises?**

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<tr>
<th>PROS</th>
<th>CONS</th>
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<td>• Prioritize citizens’ health and well-being;</td>
<td>• Lack of preparation</td>
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<td>• Focus on flexibility and taking an integrated approach;</td>
<td>• Lack of coordination</td>
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<td>• Rapid development of an effective emergency logistical system;</td>
<td>• Bureaucratic delays/Procurement centralization</td>
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<td>• Emphasis on professional responsibility;</td>
<td>• IT infrastructure weakness &amp; cybersecurity issues</td>
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<td>• Urge a coordinated international response;</td>
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**How can cultural resilience explain business-level reactions?**

- Entrepreneurial flexibility and proactiveness in smaller and larger firms
- Slack (positive/negative aspects)
- Familiar wealth
- Familiness
How can cultural resilience explain *business-level* reactions?

- Proactive vs Passive
- Agile production line conversion & Social responsibility
- Backward & Forward integration

What has been the role of cultural resilience in shaping *individual-level* responses to crisis periods?

- Rediscovery (Reinforcement?) of roots and traditions
- Increase in propensity to save
- Italians’ perception of Italy turned upside-down
- Family/social ties & social creativity
What has been the role of cultural resilience in shaping individual-level responses to crisis periods?

- New work-life balance – not always positive (overloading-overdoing)
- Scarcity vs slack of resources
- Gender differences

What have the Italians learned?

- Importance of the public health system
- United in the face of an emergency
- Renewed sense of patriotism and national pride
- Asymmetry between how our cultural traits are perceived and what they have proved to be in difficult times
What have the Italians learned?

• Importance of investments in research (will it last?)
• Importance of education

What do you think?
THANK YOU!

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