Responsibility and Development Models: Highlighting the Road of General Development Towards Sustainability Using the Increasing Responsibility Framework

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Abstract

There are three types of development paths, the fully irresponsible one, the partially responsible one, and the fully responsible one. From 1776 when Adam Smith published "The Wealth of Nations" to 2012 the capitalist world was under fully irresponsible economic development accumulating social and environmental deficits in the process, which led to the death of Adam Smith's world and prompted the 2012 shift towards green markets and the birth of green capitalism. From 1848 when Karl Marx and Friedrich Engels published "The Communist Manifesto" until 1991 the socialist world was under fully irresponsible red socialism accumulating economic and environmental deficits in the process, which led to the fall of the soviet bloc, the end of Karl Marx's world and to the birth of socially friendly capitalism. Notice that when business as usual is no longer possible under fully irresponsible paradigms(e.g. bare capitalism, red socialism) they shift to partially responsible paradigms(e.g., green markets, red markets).

And notice that in the future when business as usual under partnership based paradigms no longer works due to sustainability gap pressures they will shift towards fully responsible paradigms(e.g. sustainability markets). No much seems to be written about the role of responsibility in the evolution of development paradigms despite that there seems to be a one to one relationship between paradigm shifts and increasing responsibility. Among the goals of this paper is to introduce the general development based increasing responsibility framework that can be used to point out that as development paradigms shift from less responsible forms to more responsible ones as they are moving towards sustainability, the most responsible development paradigm possible.

Key concepts

Fully Irresponsible Development, Partially Responsible Development, Fully Responsible Development, Adam Smith, Karl Marx, Red Socialism, Traditional Markets, Paradigm Evolution, Paradigm Shifts, Responsibility Framework, Increasing Responsibility Framework,

Introduction

a) Unclear responsibility based development

Unclear responsibility based models should be expected to send over production and over consumption signals to markets as they do not need to account for the cost of the externalities they create. Under these conditions a rational decision maker should be expected to act to maximize the production and consumption as they are getting a windfall as externality making is free; and therefore these externality costs are not reflected in the pricing mechanism of the market.

Two examples can be given: i) first, under the traditional market generating social and environmental externalities was free of cost, which through time has led to social and environmental crises. The environmental crisis has led to the death of Adam Smith's traditional market and to the 2012 shift to green markets to finally account for the environmental cost of production making the economy now environment friendly and internalizing once for all the environmental externality in the pricing mechanism of the traditional market; and ii) Second, under the red socialist market generating economic and environmental externalities was free of cost, which through time led to economic and environmental crises. The economic crisis led to the death of Karl Marx's red socialism model and to the 1991 shift to red markets to finally account for the economic cost of production making the society now economy friendly and internalizing once and for all the economic externality in the pricing mechanism of the red socialist market.

Notice that since both markets, the traditional market and the red socialism market, do not reflect all the costs of production in their pricing mechanism they are distorted markets. Figure 1 below summarizes the structure of unclear responsibility based development(D):

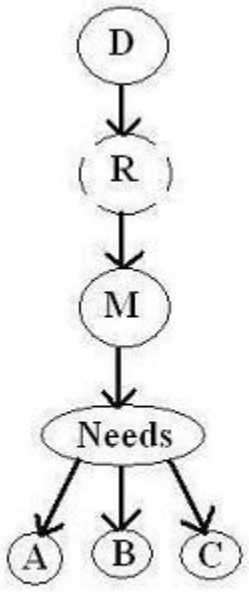

Figure 1 Unclear responsibility based development
Impacts on other components do not matter

Figure 1 above tells us that irresponsible development(D) goes through a responsibility(R) hole as indicated by the broken circle signaling markets to meet needs at the expense of other needs. Unclear responsibility allowed Adam Smith to assume social and environmental externality neutrality and it allowed Karl Marx to assume economic and environmental externality neutrality. The more production costs are left out of the pricing mechanism the easier is to advance specific goals. For example, leaving out social and environmental cost of production made it possible for the economy only model of Adam Smith to advance the economic goal; and leaving out economic and environmental costs made it possible for the society only model of Karl Marx to champion the social goal.

b) Clear responsibility based development

Clear responsibility based models should be expected to send the right production and consumption signals to markets as they would account for the cost of the externalities they create. Under these conditions a rational decision maker should be expected to act to produce and consume efficiently as they are not getting a free windfall as now externality making is not free; and therefore these externality costs are now reflected in the pricing mechanism of the market.

Two cases can be given: i) first, if the traditional market would have accounted for the cost of the social and environmental externalities it creates since 1776 we would probably not have the social and environmental crises we have today and we would have been living in a sustainability market based world or if the traditional market would have accounted for the environmental externalities it creates it would have been already a green market and the

environmental crisis would not be as it is today; and ii) second, had the red socialist market accounted for the economic and environmental externalities it generates since 1848 they would have been based on sustainability markets and they would not have had probably the economic and environmental crises they had or if red socialism would have accounted for the economic cost of production it would not have accumulated the economic deficits it did and it would still probably be alive today.

Figure 2 below summarizes the structure of clear responsibility based development(D).

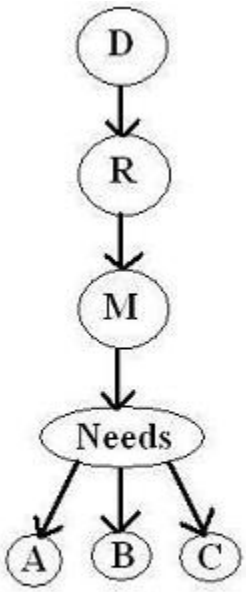

Figure 2 Clear responsibility based developmnet
The impact on other factors matters now

Figure 2 above says that in this case development follows the responsibility(R) rule as indicated by the unbroken circle signaling markets to meet needs respecting other needs. Clear responsibility means that all externality costs must be accounted for. Clear responsibility would not have allowed Adam Smith to assume social and environmental externality neutrality and it would not have allowed Karl Marx to assume economic and environmental externality neutrality. Under clear responsibility they would have been forced to internalize all social, economic and environmental production components in their models and reflect them in the pricing mechanisms of those markets.

c) The need for more responsible development models

Based on the discussion above there are three types of development paths, the fully irresponsible one, the partially responsible one, and the fully responsible one. And the need for more responsible development models came in two fronts almost at the same time: the bare capitalism front and the red socialism front.

i) The need for responsible capitalism

From 1776 when Adam Smith published "The Wealth of Nations" to 2012 the capitalist world was under fully irresponsible economic development accumulating social and environmental deficits in the process. Adam Smith sent us into a world of distorted markets(Muñoz 2012) as he assumed full externality neutrality when stating the structure of the traditional market(Muñoz 2015a). And in 1987 the Bruntland Commission(WCED 1987) called for social and environmental inclusion/ internalization in development as business as usual was no longer possible. Answering this call gave us three options to move forward, a partially responsible option: going green markets; a partial responsible option: going red markets; and a fully responsible option: going sustainability markets.

This opened the door for a period of sustainable development trials(1987-2012), a process that ended up with the 2012 shift to green markets(UNCSD 2012a; 2012b). Green growth is now the way to the green economy(UNDESA 2012; OECD 2015a; OECD 2015b; WB 2016). It has been pointed out that going green then was not the only option(Muñoz 2016a). Green markets are environmentally responsible economies, economies where environmental costs are now accounted for in the pricing mechanism of green markets. The structure of the perfect green markets was recently highlighted(Muñoz 2016b). Green markets send the right signal to green producers telling them that polluting less to meet the demand for lower and lower pollution based product and services champion by green consumers is good for business. And therefore the need for more responsible capitalism led to the death of Adam Smith's world and prompted the 2012 shift towards green markets and the birth of green capitalism.

ii) The need for responsible red socialism

From 1848 when Karl Marx and Friedrich Engels(Marx and Engels 1848) published "The Communist Manifesto" until 1991 the socialist world was under fully irresponsible red socialism accumulating economic and environmental deficits in the process(Muñoz 2016c). And the 1991 fall of the Soviet Union showed that red socialism as usual no longer worked. Here there were three options too to move forward, a partially responsible one: going green friendly red socialism; a partially responsible one: going economy friendly red socialism or red markets; and a fully responsible one: going sustainability markets. And this opened the door to the shift from red socialism to red markets or red capitalism or economy friendly red socialism and to the death of Karl Marx's world(Muñoz 2016d). Red markets are economy friendly red socialist markets, socialism markets where the economic costs are now accounted for in the pricing mechanism of red markets. The structure of the perfect red markets was recently shared(Muñoz 2016e). In other words the need for more responsible red socialism led to the fall of the soviet bloc, the end of Karl Marx's world and to the birth of socially friendly capitalism.

In summary, notice that when business as usual is no longer possible under fully irresponsible paradigms(e.g. bare capitalism, red socialism) they shift to partially responsible paradigms(e.g., green markets, red markets). And see that in the future when business as usual under partnership based paradigms no longer works due to sustainability gap pressures they will shift or are expected to shift towards fully responsible paradigms(e.g. sustainability markets). As responsibility becomes binding externality cost accounting from partial to full accounting becomes binding. Externality cost accounting allows us to link all possible markets through

their pricing mechanism(Muñoz 2016f). Hence the road of general development appears to be shifting step by step(Muñoz 2015b), wave by wave(Muñoz 2016g), towards full responsibility; and therefore, towards sustainability markets. The structure of the perfect sustainability market has been recently discussed(Muñoz 2016h). No much seems to be written about the role of responsibility in the evolution of development paradigms despite that there seems to be a one to one relationship between paradigm shifts and increasing responsibility. In other words, there seems to be a need for more responsible development models, but there are not clear analytical tools that can be used to capture this need for increasing responsibility together with the different development options and to link them to paradigm evolution and shifts from less stable to more stable development models. Among the goals of this paper is to introduce the general development based increasing responsibility framework that can be used to point out that as development paradigms shift from less responsible forms to more responsible ones as they are moving towards sustainability, the most responsible development paradigm possible.

Objectives

i) To highlight the structure and implications of development under different types of responsibility; ii) To show that putting them together they make up a useful development responsibility framework; iii) To point out that paradigm shifts transform the responsibility framework into the increasing responsibility framework; and iv) to stress that the responsibility road in the long term leads towards full responsibility; and therefore, towards sustainability markets.

Methodology

First, the terminology used in this paper is given. Second, merging rules, model structure simplification rules, operational concepts and frameworks are indicated. Third, the structure and implications of development under different types of responsibility, fully irresponsible, partially responsible and fully responsible is shared. Fourth, the different types of development are put together to create a development sustainability framework. Fifth, the increasing responsibility framework capturing the direction of paradigm shifts is provided. Sixth, the frameworks above are used to stress that the final stop in the shifting responsibility road is the fully responsible one, the sustainability market. And finally some food for thoughts and relevant conclusions are listed.

Terminology

A = Dominant/active society a = Dominated/passive society

B = Dominant/active economy b = Dominated/passive economy

C = Dominant/active environment c = Dominated/passive environment

D = Development R = Responsibility

FI = Fully irresponsible PR = Partially responsible

FR = Fully responsible M = Markets

M1 = Irresponsible markets M2 = Partially responsible markets

M3 = Fully responsible markets S = Sustainability market

TM = Traditional market GM = Green market

RM = Red market RSM = Red socialism market

ENM = Environmental market SENM = Socio-environmental market

ECM = Economic margin SM = Social margin

EM = Green margin GP = Green market price

RP = Red market price P = Traditional market price

i = Profit EE = Environmental externality

FE = Full externality assumption PE = Partial externality assumption

NE = No externality assumption FEX = Fully exclusive

PEX = Partially exclusive NEX = No exclusion

Merging rules, model structure simplification rules, operational concepts and frameworks

i) Merging rules

If "A" and "B" are dominant characteristics; and "a" and "b" are their dominated or passive counter parts, the following is expected:

a) Merging under dominant-dominant interactions

Under these conditions, dominant or active state prevails as indicated:

(AA) → A (BB) → B (AA) (BB) = (AB)(AB) → AB

b) Merging under dominated-dominated interactions

Under these conditions, the dominated or passive form prevails as shown:

(aa) → a (bb) → b (aa) (bb) = (ab)(ab) → ab

c) Merging under dominant-dominated interactions and opened sustainability gaps

Under these conditions, if the sustainability gaps are not closed the interacting components remain the same and merging cannot take place until the gaps are closed as shown below:

(aA) → aA (BB) → B (aA) (BB) = (aA)B

ii) Model structure simplification rules

Dominated or passive components can be treated as externalities and therefore they can be dropped from dominant interactions as indicated below:

M1 = ABc = AB M2 = aBC = BC M3 = aBc = B M4 = Abc = A

iii) Operational concepts

1) Fully irresponsible model, *a fully exclusion model(e.g. the traditional market, the red socialist market)*

2) Partially responsible model, *a partially inclusive model(e.g. the red market, the green market)*

3) Fully responsible model, *a fully inclusive model(e.g. the sustainability market).*

4) Traditional market, *the economy only market*

5) Green market, *the environmentally friendly market*

6) Red market, *the socially friendly market*

7) Sustainability market, *the socially and environmentally friendly market*

8) Environmental or green margin, *to cover the extra cost of making the business*

environmentally friendly or to cover only the environmental cost of environmentally friendly production or to cover the environmental cost of red market production

9) Social margin, *to cover the extra cost of making the business socially friendly or to cover only the social cost of socially friendly production or to cover the cost of making green markets socially friendly or to cover the cost of making environment only models socially friendly.*

10) Economic margin, *to cover only the economic cost of production*

11) Economic profit(i), *the incentive to encourage economic activity*

12) Traditional market price, *general market for profit price(TMP = ECM + i = P)*

13) Green market price, *the for profit price that reflects both the economic and the environmental cost of production or the price that covers the cost of environmentally friendly production at a profit(GP = ECM + i + EM = P + EM)*

14) Red market price, *the for profit price that reflects both the economic and the social cost of production or price that covers the cost of socially friendly production at a profit(RP = ECM + i + SM = P + SM)*

15) Sustainability market price, *the for profit price that reflects the economic, social, and the environmental cost of production or the price that covers the cost of socially and environmentally friendly production at a profit(SP = ECM + i + SM + EM = P + SM + EM)*

16) Green market knowledge gap, *the knowledge gap created by the paradigm shift from traditional markets to green markets or when correcting Adam Smith's model to reflect environmental concerns.*

20) Red market knowledge gap, *the knowledge gap created by the paradigm shift from red socialism to red markets or the knowledge gap created by correcting Adam Smith's traditional market to reflect social concerns*

21) Sustainability market knowledge gap, *the knowledge gap created when any paradigm shifts towards sustainability, at once or step by step.*

22) Micro-economics, *the theory of the traditional firm and consumer.*

23) Macro-economics, *the theory of the traditional economy.*

24) Green micro-economics, *the theory of the environmentally responsible firm and consumer.*

25) Green macroeconomics, *the theory of the environmentally responsible economy.*

26) Red micro-economics, *the theory of the socially responsible firm and consumer*

27) Red macro-economics, *the theory of the socially responsible economy.*

28) Sustainability market based micro-economics, *the theory of the socially and environmentally responsible firm and consumer.*

29) Sustainability based macro-economics, *the theory of the socially and environmentally responsible economy*

30) Trickledown effect, *the expectation that traditional markets and growth will sooner or later benefit the poor*

31) Green trickledown effect, *the expectation that green markets and green growth will sooner or later benefit the poor.*

32) Red trickledown effect, *the expectation that red markets and red growth will sooner or later benefit the environment*

33) Deep paradigm, a fully exclusive model(e.g. the traditional market).

34) Partial partnership paradigm, *a partially inclusive model(e.g. the green market, the red market).*

35) Full partnership paradigm, *a fully inclusive model(e.g. the sustainability market).*

iv) Operational frameworks

a)The development responsibility right gram

Development responsibility can be seen as increasing when shifting right from fully irresponsible(FI) all the way to fully responsible(FR) as the level of development responsibility increases as indicated in the right gram below:

Development

FI PR FR

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b)The development externality assumption left gram

Externality assumptions can be seen as increasing from no externality assumptions(NE) all the way to full externality assumptions(FE) as the level of development irresponsibility increases, as shown in the externality assumption left gram below:

Externality assumption

<----------*----------

FE PE NE

c)The development exclusion left gram

Exclusion can be seen as increasing from no exclusion(NEX) all the way to full exclusion(FEX) as the level of development irresponsibility increases, as shown in the exclusion left gram below:

Exclusion

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FEX PEX NEX

d)Linking development responsibility and externality assumptions

Development responsibility and externality assumptions move in different directions since as responsibility increases the number of externality assumptions decreases, which is shown in the development responsibility-externality assumption inversegram below:

Development

FI PR FR

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FE PE NE

Externality assumption

Notice the association between responsibility and externality assumptions, fully irresponsible(FI) goes with full externality assumptions(FE) and full responsibility(FR) goes with no externality assumptions(NE).

e) Linking development responsibility and exclusion

Development responsibility and exclusion move also in different directions since as responsibility increases the level of exclusion decreases, which is shown in the development responsibility-exclusion inversegram below:

Development

FI PR FR

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FEX PEX NEX

Exclusion

Notice the association between responsibility and exclusion, fully irresponsible(FI) goes with full exclusion(FEX) and full responsibility(FR) goes with no exclusion(NEX).

Responsibility and development(D)

Based on responsibility there are three types of development(D) models, those under fully irresponsible development[D1 = f(FI)], those under partially responsible development[D2 = f(PR)], and those under fully responsible development(D3 = f(FR)]. Each type is described below in detail.

a) Fully irresponsible development(FI)

Fully irresponsible development((FI) is based on full externality assumptions and full exclusion. Its structure is reflected in Figure 3 below:

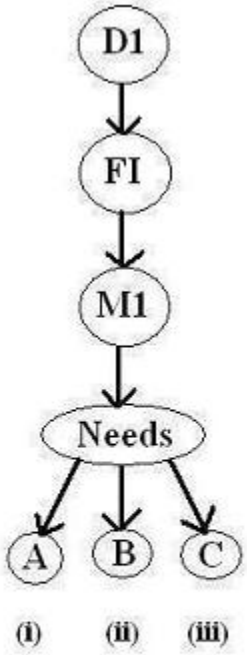

Figure 3 Fully irresponsible development
The red socialism model at poin (i); the perfec market model at point (ii) and the deep environmental model at point (iii).

Figure 3 above helps us to highlight that there are 3 types of fully irresponsible models: 1) the red socialism model(RSM = Abc = A) at point (i), which assumes economic and environmental externality neutrality; 2) the traditional market model(TM = aBc = B) at point (ii), which assumes social and environmental externality neutrality; and 3) the deep environmental model(ENM = abC = C) at point (iii), which assumes social and economic externality neutrality. All those 3 models are fully exclusive and full externality assumption based. Notice that in Figure 3 above each model from (i) to (iii) cares about only the endogenous factor in dominance, they do not care about factors assumed to be external; and therefore, the cost of externalities they create is no reflected in the pricing mechanism of those markets.

b) Partially responsible development(PR)

Partially responsible development(PR) is based on partial externality assumptions and partial inclusion. Its structure is reflected in Figure 4 below:

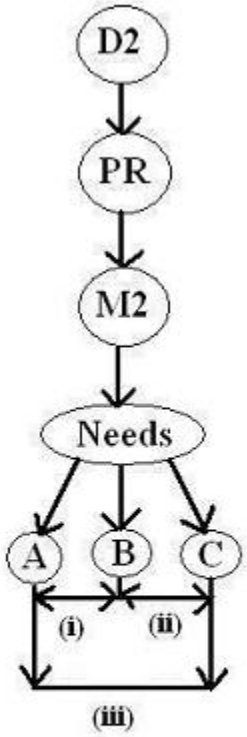

Figure 4 Partially responsible development
The socio-economic model or red market at point (i); the eco-economic model or green market at point (ii): and the socio-environmental model at point (iii).

Figure 4 above helps us to indicate that there are 3 types of partially responsible models: 1) Economy friendly red socialism model or red markets(RM = ABc = AB) at point (i), which assumes only environmental externality neutrality; 2) the eco-economic or green market model(GM = aBC = BC) at point (ii), which assumes only social externality neutrality; and 3) the socio-environmental model(SENM = AbC = AC) at point (iii), which assumes only economic externality neutrality. All those 3 models from (i) to (iii) in Figure 4 above are partially exclusive and partial externality assumption based. Notice that in Figure 4 above each model cares only about the factors that are in partnership they do not account for the factors outside the partnership; and therefore, the cost of externalities they create is no reflected in the pricing mechanism of those markets.

c) Fully responsible development(FR)

Fully responsible development(FR) is based on no externality assumptions and full inclusion. Its structure is reflected in Figure 5 below:

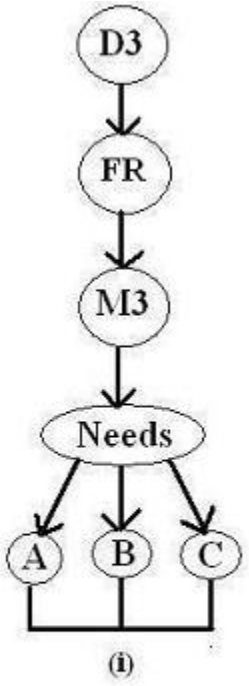

Figure 5 Fully responsible development(FR) The sustainabiliy model at point (i) as there is full inclusion.

Figure 5 above helps us to indicate that there is only one type of fully responsible development model, the sustainability market(S = ABC = ABC) at point (i), which has no externality assumptions. The sustainability market(S) is fully inclusive and no externality based. Notice that in Figure 5 above all components are important endogenous issues so their impacts on other components are accounted for as there are no externality assumptions and there is full inclusion. And therefore, under sustainability markets(S) all externality costs created are accounted for and reflected in the pricing mechanism.

Development and the responsibility framework(RF)

If we put all the three development frameworks discussed above, fully irresponsible(FI), partially responsible(PR) and the fully responsible(FR) together we have the responsibility framework(RF) shared in Figure 6 below:

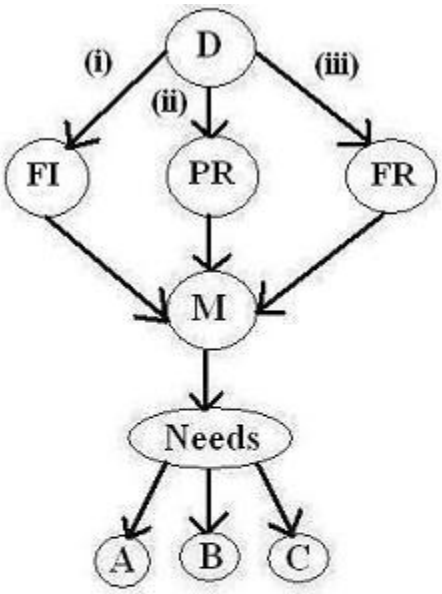

Figure 6 The responsibility framework
The market M acts according to the type of development that it is followed, fully irresposible(I), partially responsible(PR), and fully responsible(FR) to meet needs.

Figure 6 helps us to see the following: a) that development(D) moves from left to right from less responsibility to more responsibility, changing its assumptions respectively; and b) that there are 3 different development routes: The fully irresponsible route indicated by arrow (i); the partial responsibility route shown by arrow (ii); and the full responsibility route given by arrow (iii). Hence, the responsibility framework(RF) gives an idea of how different responsibility options placed in order in increasing responsibility are linked to social(A), economic(B) and environmental(C) needs and related externalities. Notice in Figure 6 that as we move from less responsibility to more responsibility we also move to less externality assumptions and to less exclusion; and it is clear that the final stop on this development responsibility evolution road is full responsibility(FR) or sustainability markets(S).

Development and the increasing responsibility framework(IRF)

When development paradigms no longer work they shift, a situation captured in the increasing responsibility framework(IRF) shared below in Figure 7:

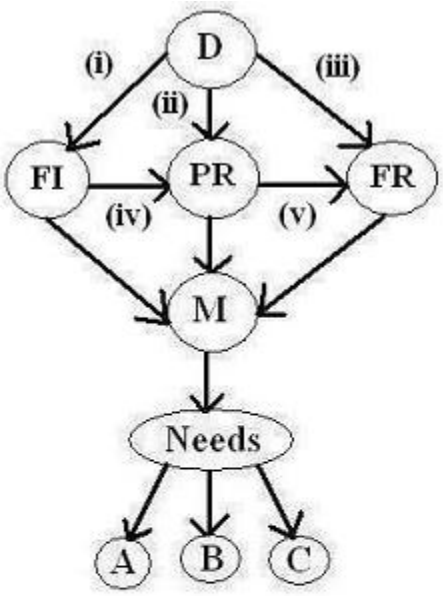

Figure 7 The increasing responsibility framework
As paradigms shift they move towards states of higher responsibility to meet the needs. The shift from fully irresponsible models(I) to partially responsible models(PR) is at point (iv); and the shift from partially responsible models(PR) to fully responsible modes(FR) is at point (v).

Figure 7 above let us highlight the following a) that when fully irresponsible development models(FI) no longer work as business as usual they shift to partially responsible ones(PR) as indicated by arrow (iv); and b) that when partially responsible models(PR) no longer work as business as usual they shift to fully responsible ones(FR) as indicated by arrow (v). Moreover, Figure 7 helps us see that a) when paradigm shifts their level of responsibility increases; and b) that the last shift is towards full responsibility(FR). For example, when the traditional market(TM) was deemed environmentally unfriendly it shifted in 2012 to green markets(GM), an environment friendly model: a shift from fully irresponsible model to a partially responsible one. When red socialism(RSM) collapsed in 1991 it shifted to red markets(RM), a shift from a society only model to an economy friendly society model.

Therefore, the increasing responsibility framework(IRF) gives an idea of how different paradigm shifts from less responsibility to more responsibility and how they are linked to social(A), economic(B) and environmental(C) needs and related externality assumptions. Notice in Figure 7 above that as we move from fully irresponsible positions(FI) to partially responsible ones(PR) we move towards partial externality assumptions and partial exclusion; and when we shift towards full responsibility(FR) we shifts towards no externality assumptions and no exclusion; and it is clear that the final stop on this development responsibility evolution road is full responsibility(FR) or sustainability markets(S). And therefore, fully responsible development(FR) is development under no externality assumptions and full inclusion.

Food for thoughts

a) Could the capitalism path have been a shift from the traditional market to the red market and then a shift to sustainability markets(TM---→RM---→S)? I think yes, what do you think?

b) Could the red socialism path have been a shift from red socialism to socio-environmentalism and then a shift to sustainability markets(RSM---→SENM---→S)? I think yes, what do you think?

c) Is the current red socialism path RSM---→RM---→S? I think yes, what do you think?

d) Is the current capitalism path TM---→GM----→S? I think yes, what do you think?

e) Can the responsibility framework and increasing responsibility framework be expressed in terms of market prices? I think yes, what do you think?

Specific conclusions

First, the structure of fully irresponsible, partially responsible, and fully responsible development and their main implications were indicated. Second, I was pointed out that organizing them in one framework leads to the responsibility framework. And finally it was shown that when the notion of paradigm shift is introduced then the responsibility framework is transform in the increasing responsibility framework, which shows that the last stop in this development responsibility evolution road is full responsibility based development or sustainability markets.

General conclusions

It was stressed that the responsibility framework shared can be useful to organize different responsibility structures in a way that gives us a sense of increasing development responsibility. It was highlighted that the increasing responsibility framework can be used to capture the shifting path that specific development paradigms should be expected to follow when specific externality assumptions no longer work and need to shift. And based on the structure of the responsibility framework and of the increasing responsibility framework it was indicated that sustainability markets or full responsibility markets are the last stop in the development responsibility evolution road.

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