

**Sustainability thought 168: How can the conjunctural paradigm framework shift from the socially distorted green market price led system stability framework to the sustainability market price led system stability framework be pointed out?**

**By**

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**Abstract**

It can be said that under social externality neutrality assumptions when the green market price accounts for the environmental cost of production associated with economic activity as well as its economic costs; and it is in place since the moment the green markets are set up it will lead in the long term to no environmental problems and it will not create social problems as well since it is not affected by social sustainability gap pressures by assumption. In other words, no price distortion in environmental terms and by assumption no price distortions in social terms should be expected to lead to no environmental problems and to no social problems as there is environmental cost responsibility with no social consequences by assumption, which means that in the green market under social externality neutrality assumptions there will be no environmental overshooting as the market operates within the environmental carrying capacity of the system as well as there will be not social overshooting concerns as the market generates no social externalities by assumption.

It can be said that under no social externality neutrality assumptions when the green market price accounts for the environmental cost of production associated with economic activity as well as its economic costs, but no social costs associated with economic activity even when they are real; and the green market price is in place since the moment the green markets are set up it will tend in the long term towards no environmental problems and it will create extreme social problems. In other words, no price distortion in environmental terms, but price distortions in social terms should be expected to lead to no environmental problems and to extreme social problems at the same time as there is environmental cost responsibility and social cost irresponsibility at the same time. And this means that in the green market under no social externality neutrality assumptions there will be no environmental overshoot as the market will then be working within the environmental carrying capacity of the system, but there will be extreme social overshooting at the same time as the market will be working beyond the social carrying capacity of the system.

It can be said that as the sustainability market price accounts for the social costs and the environmental cost of production as well as its economic costs it will tend in the long term to no socio-environmental problems. In other words, no price distortion in social and environmental terms should be expected to lead to no environmental problems and to no social problems at the same time as social and environmental cost responsibility would lead to no social overshoot and to no environmental overshoot at the same time as the sustainability market would then be working within social and environmental carrying capacity of the system.

If we look at the socially distorted green market price led framework as lower level sustainability framework and we look at the sustainability market price led framework as the higher level sustainability framework, then we can look at the sustainability market price led framework as one coming from making the socially distorted green market price led framework systematically socially friendly. In other words, when the socially distorted green market led framework reflects social responsibility it leads to the sustainability market led framework. And this raises important questions such as how can the conjunctural paradigm framework shift from the socially distorted green market price led system stability framework to the sustainability market price led system stability framework be pointed out?. What are the implications of this?. Among the goals of this paper is to provide answers to the questions listed above.

## **Key words**

Green market, sustainability market, green market price, sustainability market price, green consumption, sustainability consumption, green production, sustainability production, green population dynamics, sustainability population dynamics, extreme environmental overshoot, no environmental overshoot, social overshoot, no social overshoot, extreme social-environmental overshoot, environmental problems, no environmental problems.

## **Introduction**

**a) Linking the nature of the green market price led framework under social neutrality assumptions to no environmental problems and no social overshooting behavior**

**i) The green market model structure under social externality neutrality assumptions**

As the green market(GM) is an economy(B) and environment(C) only market where both the economy and the environment matter equally, then under social externality neutrality assumptions social issues(a) associated with eco-economic activities can be left out of the green market model structure(GM), as situation that can be represented in simple terms as:

**1) GM = BC**

The expression above tell us in the green market(GM) only eco-economic(BC) goals matter as it is a win-win economy(B) and environment(C) model. Hence, the green market(GM) is based on eco-economic responsibility. Notice that in the green market(GM) expression above social issues(a) do not matter by assumption so the social cost associated with eco-economic activity( $SM = 0$ ) is externalized; and hence, social issues(a) are not reflected in the model structure of the green market(GM).

## **ii) The green market price structure under social externality neutrality assumptions**

As in the green market(GM) both economic costs(ECM) and environmental costs(EM) at a profit "i" matter since environmental costs(EM) are internalized here and social cost do not matter( $SM = 0$ ) by assumption, then its market price can be stated as follows:

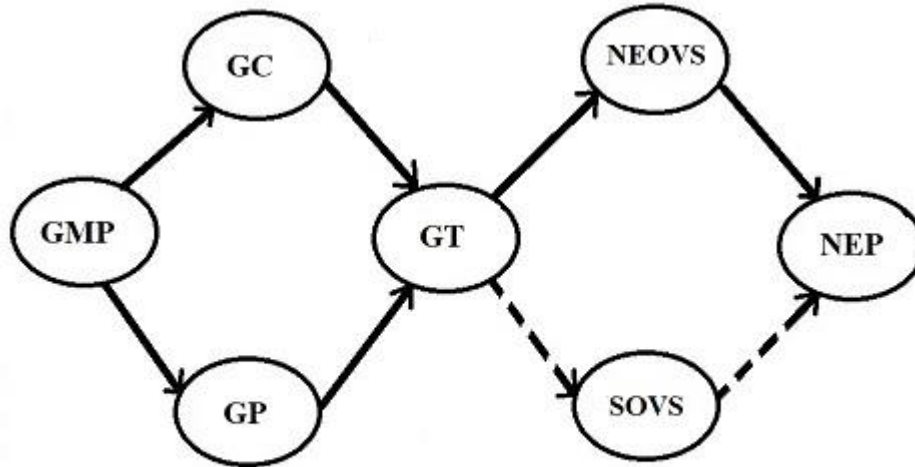
$$2) \text{ GMP} = \text{ECM} + \text{EM} + i$$

The expression above indicates that in the green market price(GMP) both economic costs(ECM) and environmental costs(EM) of production are accounting for in the search for profits "i", social costs(a) are left out so the social cost margin is zero( $SM = 0$ ). In other words, social issues(a) do not affect green market(GM) activity and green market(GM) activity does not create social problems as a result of the social externality neutrality assumption.

## **iii) The expected working of green markets in the very long term under social externality neutrality assumptions since they are set up**

It can be said that under social externality neutrality assumptions when the green market price accounts for the environmental cost of production associated with economic activity as well as its economic costs; and it is in place since the moment the green markets are set up it will lead in the long term to no environmental problems and it will not create social problems as well since it is not affected by social sustainability gap pressures by assumption. In other words, no price distortion in environmental terms and by assumption no price distortions in social terms should be expected to lead to no environmental problems and to no social problems as there is environmental cost responsibility with no social consequences by assumption, which means that in the green market under social externality neutrality assumptions there will be no environmental overshooting as the market operates within the environmental carrying capacity of the system as well as there will be not social overshooting concerns as the market generates no social externalities by assumption.

The idea that green market pricing(GMP) led system stability frameworks tends in the very long term towards no environmental problems(NEP) as it leads to green consumption, green production and green population dynamics has been shared recently(Muñoz 2023) in ways consistent as the one indicated in Figure 1 below:



**Figure 1** The green market price(GMP) led system stability framework under social externality neutrality assumptions: There is no environmental overshoot(NEOVS) and there is no social overshoot(SOVS) by assumption.

Figure 1 above tells us that in the long term under social externality neutrality assumptions when the market operates at the green market price(GMP) since there are no environmental cost distortions and no social cost distortions it will tend towards no environmental problems(NEP) as indicated by the continuous black arrow; and it will create no social overshooting behavior(SOVS) as indicated by the broken arrow; and this is because of its environmental cost responsibility(EM ) as environmental costs are real and an accounted for and because of its assumption of social externality neutrality assumption. In other words, Figure 1 above describes a world under social externality neutrality assumptions where green market prices(GMP) promote green consumption(GC), green production(GP), and green population dynamics(GT), which moves toward no environmental problems(NEP) as there is no environmental overshoot(NEOVS) as indicated by the continuous black arrow; and there is no social overshoot(SOVS) as indicated by the broken black arrow at the same time as no environmental overshoot and no social overshoot takes place. As the nature of the green market price(GMP) is environmentally friendly, then consumption(GC), production(GP), and population dynamics(GT) are environmentally friendly too. Notice that the idea above can be seen as a not business as usual way of addressing the environmental issue highlighted in 1987 by the Brundtland Commission(WCED 1987) to address the environmental shortcomings embedded in Adam Smith's traditional market model(Smith 1776); and consistent with the green market, green growth, and green economy idea that the United Nations Commission on Sustainable development(UNCSD 2012a; UNCSD 2012b) apparently had during the Rio + 20 Conference, as it has the structure of a perfect green market(Muñoz 2016) that meets perfect green market competition expectations(Muñoz 2019) under social externality neutrality assumptions.

### **Implication 1**

*We can see based on Figure 1 above that there are no social limits to eco-economic growth in the green market(GM) under social externality neutrality assumptions. The green market(GM) then can expand for ever without creating social issues.*

**b) Linking the nature of the green market price led framework under NO social neutrality assumptions to no environmental problems and to extreme social overshooting behavior**

**i) The green market model structure under No social externality neutrality assumptions**

As the green market(GM) is an economy(B) and environment(C) only market where both the economy and the environment matter equally, then under no social externality neutrality assumptions social issues(a) associated with eco-economic activities are real and they can NOT be left out of the green market model structure(GM) as it is affecting its sustainability, as situation that can be represented in simple terms as:

**3) GMa = BCa**

The expression above tell us that in the green market(GMa) only eco-economic(BC) goals matter as it is a win-win economy(B) and environment(C) model as social issues(a) even so they are real( $SM > 0$ ) do not matter and they are left out the pricing mechanism making green market distorted in social terms. In other words, we can see that there is a social sustainability gap( $SSG = a$ ) affecting the working of the green market(GMa) under no social externality neutrality assumptions; and therefore, social issues(a) are reflected in the model structure of green markets(GMa) under no social externality neutrality assumptions.

**ii) The green market price structure under No social externality neutrality assumptions**

As in the green market(GMa) both economic costs(ECM) and environmental costs(EM) at a profit "i" matter since environmental costs(EM) are internalized; and even when the social costs( $SM > 0$ ) are real, they are not accounted for, then its green market price(GMPa) under no social externality neutrality assumptions is a distorted green market price in social terms(a) and it can be stated as follows:

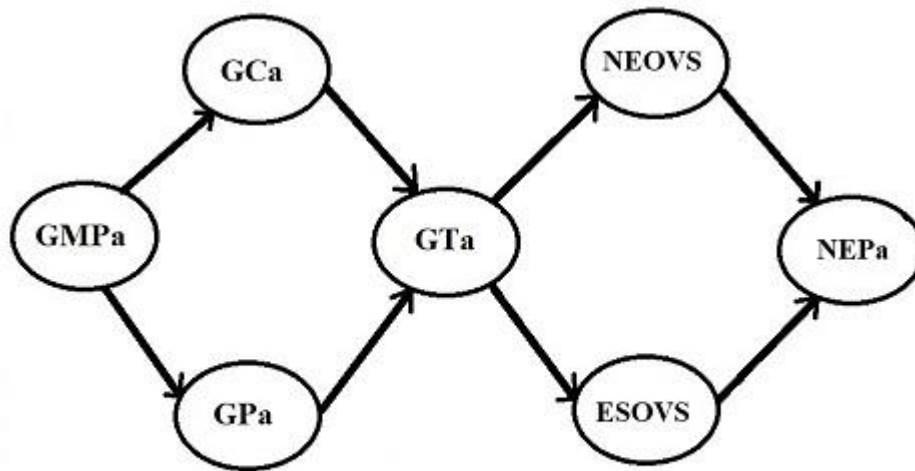
**4) GMPa = ECM + EM + i**

The expression above indicates that in the socially distorted green market price(GMPa) both economic costs(ECM) and environmental costs(EM) of production are accounting for in the search for profits "i", and the social costs(a) even though they are real as the social cost margin( $SM > 0$ ), they are left out of the pricing mechanism, In other words, social issues(a) do affect the sustainability of socially distorted green market prices(GMPa) under no social externality neutrality assumptions.

**iii) The expected working of green markets in the very long term under no social externality neutrality assumptions since they are set up**

It can be said that under No social externality neutrality assumptions when the green market price(GMPa) accounts for the environmental cost(EM) of production associated with economic activity as well as its economic costs(ECM), but no social costs(SM = 0) associated with economic activity even when they are real(SM >0); and the green market price(GMPa) is in place since the moment the green markets(GM) are set up it will tend in the long term towards no environmental problems(NEP) and it will create extreme social problems(ESOVS). In other words, no price distortion in environmental terms, but price distortions in social terms should be expected to lead to no environmental problems(NEP) and to extreme social problems(ESOVS) at the same time as there is environmental cost responsibility and social cost irresponsibility at the same time, And this means that in the green market(GMa) under no social externality neutrality assumptions there will be no environmental overshoot(NEOVS) as the market will then be working within the environmental carrying capacity of the system, but there will be extreme social overshooting(ESOVS) at the same time as the market will be working beyond the social carrying capacity of the system.

Under social unfriendliness(a), the structure of the green market price(GMP) led system stability framework under social externality neutrality assumptions in Figure 1 above can be transformed into the structure of the socially distorted green market price(GMPa) led system stability framework under no social externality neutrality assumptions as shown in Figure 2 below:



**Figure 2** The socially distorted green market price(GMPa) led system stability framework under no social externality neutrality assumptions: There is no environmental overshooting(NEOVS) behavior and there is not extreme social overshooting(ESOVS) behavior.

Figure 2 above says that in the long term under no social externality neutrality assumptions when the market operates at the socially distorted green market price(GMPa) since there are no environmental cost distortions(EM), but there are social cost distortions(SM > 0, but not accounted for) it will tend towards no environmental problems(NEP) and it will create extreme social overshooting behavior(ESOVS) at the same time; and this is because of its

environmental cost responsibility(EM ) as environmental costs are real and an accounted for and because there is no social externality neutrality assumption. In other words, Figure 2 above summarizes a world under no social externality neutrality assumptions where socially distorted green market prices(GMPa) promote socially unfriendly green consumption(GCa), socially unfriendly green production(GPa), and socially unfriendly green population dynamics(GTa), which moves toward no environmental problems while social overshooting takes place(NEPa) as there is no environmental overshoot(NEOVS), but there is extreme social overshoot(ESOVS) at the same time as indicated by the continuous black arrows in Figure 2 above as only extreme social overshoot(ESOVS) takes place. As the nature of the distorted green market price(GMPa) is socially unfriendly, then consumption(GCa), production(GPa), and population dynamics(GTa) are socially unfriendly too.

## **Implication 2**

*We can see based on Figure 2 above that there are social limits to eco-economic growth in the socially unfriendly green market(GMa) under no social externality neutrality assumptions. The socially unfriendly green market(GMa) has social limits as if it expands sooner or later it will collapse because of its social sustainability gap(SSG = a).*

### **c) Linking the nature of the sustainability market price led system stability framework with no socio-environmental problems**

#### **i) The sustainability market model structure**

As the sustainability market(S) is a society(A), economy(B) and environment(C) model where the society, the economy and the environment are equally important, then its market structure can be represented in simple terms as indicated below:

#### **5) S = ABC**

The expression above tell us in the sustainability market(S) only socio-economic(ABC) goals matter as it is a win-win-win society(A), economy(B) and environment(C) model. Hence, the sustainability market(S) is based on socio-eco-economic responsibility. Notice that in the sustainability market(S) expression above all components are in dominant form as there are no externalities here, which means that the sustainability market(S) is not constrained by sustainability gaps(SG = 0).

#### **ii) The sustainability market price structure**

As in the sustainability market(S) all costs, social costs(SM), economic costs(ECM), and environmental costs(EM) matter in the search for profit "i", then its market price can be stated as follows:

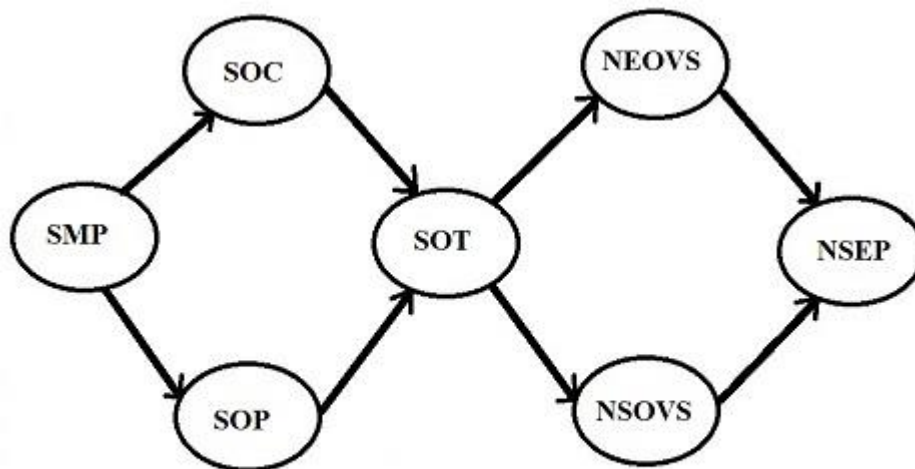
$$**6) SMP = ECM + EM + i + SM**$$

The expression above shows that in the sustainability market price(SMP) the social costs(SM), the economic costs(ECM), and environmental costs(EM) of production are accounting for in the search for profits “i”.

**iii) The expected working of sustainability market since they are set up**

Hence, it can be said that as the sustainability market price(SMP) accounts for the social costs(SM) and the environmental cost(EM) of production as well as its economic costs(ECM) it will tend in the long term to no socio-environmental problems(NSEP). In other words, no price distortion in social and environmental terms should be expected to lead to no environmental problems and to no social problems at the same time as social and environmental cost responsibility would lead to no social overshoot(NSOVS) and to no environmental overshoot(NEOVS) at the same time as the sustainability market(S) would then be working within social and environmental carrying capacity of the system.

The idea that the sustainability market pricing(SMP) led system stability frameworks tends in the very long term towards no socio-environmental problems(NSEP) is presented in Figure 3 below:



**Figure 3** The sustainability market price(SMP) led system stability framework; There is no environmental overshoot(NEOVS) and there is no social overshoot(NSOVS), and hence, there is no socio-environmental problem(NSEP)

Figure 3 above tells us the following: i) In the very long term the sustainability market price(SMP) leads to no socio-environmental problems; ii) this is because the sustainability market price(SMP) encourages sustainability based consumption(SOC), sustainability based production(SOP), and sustainability based population dynamics(SOT) behavior; iii) which in turn, induce no environmental overshoot(NEOVS) and no social overshoot(NSOVS) at the same time. As the nature of the sustainability market price(SMP) is socially and environmentally friendly, then consumption(SOC), production(SOP), and population dynamics(SOT) are socially and environmentally friendly too.



### **Implication 3**

*We can see based on Figure 3 above that there are no socio-environmental limits to socio-eco-economic growth in the sustainability market(S). The sustainability market(S) then can expand for ever without creating social and environmental issues as it tends towards no socio-environmental problems in the long term.*

#### **d) Linking socially distorted green market price led system stability framework thinking under no social externality neutrality assumptions and sustainability market price led system stability framework thinking**

If we look at the socially distorted green market price led framework as lower level sustainability framework and we look at the sustainability market price led framework as the higher level sustainability framework, then we can look at the sustainability market price led framework as one coming from making the socially distorted green market price led framework systematically socially friendly. In other words, when the socially distorted green market led framework reflects social responsibility it leads to the sustainability market led framework. And this raises important questions such as how can the conjunctural paradigm framework shift from the socially distorted green market price led system stability framework to the sustainability market price led system stability framework be pointed out?. What are the implications of this?. Among the goals of this paper is to provide answers to the questions listed above.

### **Goals of this paper**

a) To share the structure of the conjunctural shift from socially unfriendly green market price led system stability frameworks to sustainability market price led frameworks; and b) to point out the main model, the policy, and the system stability implications of this.

### **Methodology**

First, the terminology, some operational concepts and merging rules are shared. Second, the conjunctural shift from socially unfriendly green market price led system stability frameworks to sustainability market price led frameworks is shown. Third, the main model, the policy, and the system stability implications of this are shared. And finally, some food for thoughts and relevant conclusions are provided.

### **Terminology**

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M = Market structure dynamics      T = Population dynamics  
 R = System stability      MP = Market price  
 C = Consumption      P = Production  
 OVS = Overshoot      NOVS = No overshoot  
 A = Dominant / active component      a = Dominated / passive component  
 M-R framework      T-R framework  
 M-T-R framework      TM = Traditional market price  
 OMP = Optimal market price      DMP = Distorted market price  
 MDMP = Worse distorted market price      OC = Optimal consumption  
 MDC = Most distorted consumption      OP = Optimal production  
 DP = Distorted production      MDP = Most distorted production  
 OT = Optimal population dynamics      DT = Distorted population dynamics  
 MDT = Most distorted population dynamics      OR = Optimal system stability  
 DR = Distorted system stability      MDR = most distorted system stability  
 EP = Environmental problems      OVC = Overconsumption  
 OVP = Over production      OVT = Over population  
 OM-OT-OR framework      DM-DT-DR framework  
 DC = Distorted consumption      MDM-MDT-MDR framework  
 OVT-EP = Overpopulation and environmental problems framework  
 DM = Distorted market      DTM = Distorted traditional market  
 OM = Optimal market      OTM = Optimal traditional market  
 DTMP = Distorted traditional market price      MDTMP = Most distorted traditional market price  
 MDTM = Most distorted traditional market      OTMP = Optimal traditional market price  
 GM = Green market      GMP = Green market price  
 LCGMP = Lowest environmental cost green market price      TM = Traditional market

TMP = Traditional market price	LCTMP = Lowest cost traditional market price
GC = Green consumption	GP = Green production
GT = Green population dynamics	NOVS = No environmental overshoot
EOVS = Extreme environmental overshoot	EP = Environmental problems
NEP = No environmental problems	EM = Environmental cost margin
ECM = Economic cost margin	i = Profits
S = Sustainability market	SMP = Sustainability market price
NSEP = No socio-environmental overshoot	SBC = Sustainability based consumption
SBP = Sustainability based production	SBT = Sustainability based population dynamics
NEOVS = No environmental overshoot	EOVS = Environmental overshoot
ESOVS = Extreme social overshoot	NSOVS = No social overshoot
NOVS = No overshoot	EEOVS = Extreme environmental overshoot
GMa = Socially unfriendly green market	GMPa = Socially unfriendly green market price
GCa = Socially unfriendly green consumption	SM = Social margin

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## **Operational concepts and merging rules**

### **i) Operational concepts**

- 1) Responsible market price**, *a price that reflects all the cost of production.*
- 2) Irresponsible market price**, *a price that does not reflect all the cost of production.*
- 3) Responsible population behavior**, *one that lives under the carrying capacity of the system so it does not overshoot.*
- 4) Irresponsible population behavior**, *one that goes over the carrying capacity of the system so it overshoots.*
- 5) Responsible production**, *the one driven by a responsible market price.*
- 6) Irresponsible production**, *the one led by an irresponsible market price.*

- 7) **Responsible consumption**, *the one driven by a responsible market price.*
- 8) **Irresponsible consumption**, *the one led by an irresponsible market price.*
- 9) **Right market price**, *a responsible market price.*
- 10) **Distorted market price**, *an irresponsible market price.*
- 11) **Wrong market price**, *a distorted market price.*
- 12) **Right production**, *a responsible production level.*
- 13) **Wrong production**, *an irresponsible production level.*
- 14) **Right consumption**, *a responsible consumption level.*
- 15) **Wrong consumption**, *an irresponsible consumption level.*
- 16) **Right population**, *a responsible population.*
- 17) **Wrong population**, *an irresponsible population.*
- 18) **Right system stability impact**, *a responsible stability impact.*
- 19) **Wrong system stability impact**, *an irresponsible stability impact.*
- 20) **Optimal price**, *a right market price.*
- 21) **Non-optimal market price**, *a wrong market price.*
- 22) **Best market price**, *an optimal market price.*
- 23) **Worse market price**, *the worse wrong market price.*
- 24) **Most distorted market price**, *the most irresponsible market price.*
- 25) **Optimal consumption**, *the right consumption level.*
- 26) **Distorted consumption**, *the wrong consumption level.*
- 27) **Most distorted consumption**, *the worse consumption level*
- 28) **Optimal production**, *the right production level.*
- 29) **Distorted production**, *the wrong production level.*
- 30) **Most distorted production**, *the worse production level.*
- 31) **Optimal population**, *the right population level.*

- 32) **Distorted population**, *the wrong population level.*
- 33) **Most distorted population**, *the worse population level.*
- 34) **Optimal system stability impact**, *the most responsible system stability impact.*
- 35) **Distorted system stability impact**, *an irresponsible system stability impact.*
- 36) **Most distorted system stability**, *the most irresponsible system stability impact.*
- 37) **Green market**, *the one cleared by the green market price.*
- 38) **Traditional market**, *the one cleared by the traditional market price.*
- 39) **Green market price**, *the one that reflects both the environmental and the economic costs of production.*
- 40) **Traditional market price**, *the one that reflects only the economic cost of production.*
- 41) **Sustainability market**, *the one cleared by the sustainability market price.*
- 42) **Sustainability market price**, *the one that reflects the social, economic, and environmental costs of production at the same time.*

## **ii) Merging rules**

### ***a) The case of frameworks***

Let's assume we have a stability system with 4 components A, B, C and D and 4 different frameworks:  $F1 = A-D$ ,  $F2 = B-D$ ,  $F3 = C-D$ , and  $F4 = A-B-D$ , where D is the stability issue and the other components are the root causes and/or consequences, then the following merging rules hold:

- 1)  $F1-F2 = (A-D)(B-D) = A-B-D$  as  $DD = D$
- 2)  $F1-F3 = (A-D)(C-D) = A-C-D$  as  $DD = D$
- 3)  $F2-F3 = (B-D)(C-D) = B-C-D$  as  $DD = D$
- 4)  $F1.F4 = (A-D)(A-B-D) = A-B-D$  as  $AA = A$  and  $DD = D$
- 5)  $F2.F4 = (B-D)(A-B-D) = A-B-D$  as  $BB = B$  and  $DD = D$
- 6)  $F3.F4 = (C-D)(A-B-D) = A-B-C-D$  since  $DD = D$

### ***b) The case of dominant component based systems***

Let's assume we have a development model with 3 components A, B, and C; and we have 4 possible dominant component based models: M1 = A, M2 = B, M3 = C, and M4 = BC, then the following merging rules hold:

1)  $M1.M2 = (A)(B) = AB$

2)  $M1.M3 = (A)(C) = AC$

3)  $M1.M4 = (A)(BC) = ABC$

4)  $M2.M3 = (B)(C) = BC$

5)  $M2.M4 = (B)(BC) = BC$

*c) The case of dominant and dominated component based systems*

Let's assume we have a development model with 3 components A, B, and C; and we have 5 possible dominant and dominated components based models: M1 = Abc, M2 = aBc, M3 = abC, M4 = aBC, and M5 = ABC, then the following merging rules hold under win-win situations:

1)  $M1.M2 = (Abc)(aBc) = ABC$

2)  $M1.M3 = (Abc)(abC) = AbC$

3)  $M1.M4 = (Abc)(aBC) = ABC$

4)  $M2.M3 = (aBc)(abC) = aBC$

5)  $M2.M4 = (aBb)(aBC) = Abc$

6)  $M4.M5 = (aBC)(ABC) = ABC$

**d) The case of shifting frameworks when correcting lower frameworks**

Let's assume that we have a lower level system stability framework with 3 components F1 = K-L-M; and that we have a higher level system stability framework with 3 components F2 = X-Y-Z, where X = corrected K or the higher level form of K, where Y = corrected L or the higher level form of L, and where Z = corrected M or the higher level form of M, then the framework shifts work as follows:

**Shift**

**F1 = K-L-M-----→F2 = X-Y-Z since K---→X, L---→Y, and M---→Z systematically.**

Notice that if "M" is the system stability issue linked to "K", then "Z" is the stability issue after correction linked to "X".

**The structure of the conjunctural shift from the socially distorted green market price led system stability framework to the sustainability market price led system stability framework**

When we put together the structure of the socially distorted green market price(GMPa) led system stability framework in Figure 2 above with the sustainability market price(SMP) led system stability framework in Figure 3 above and link them conjuncturally we can put together structure of the conjunctural shift from green market price led frameworks to sustainability market price led frameworks as shown in Figure 4 below:

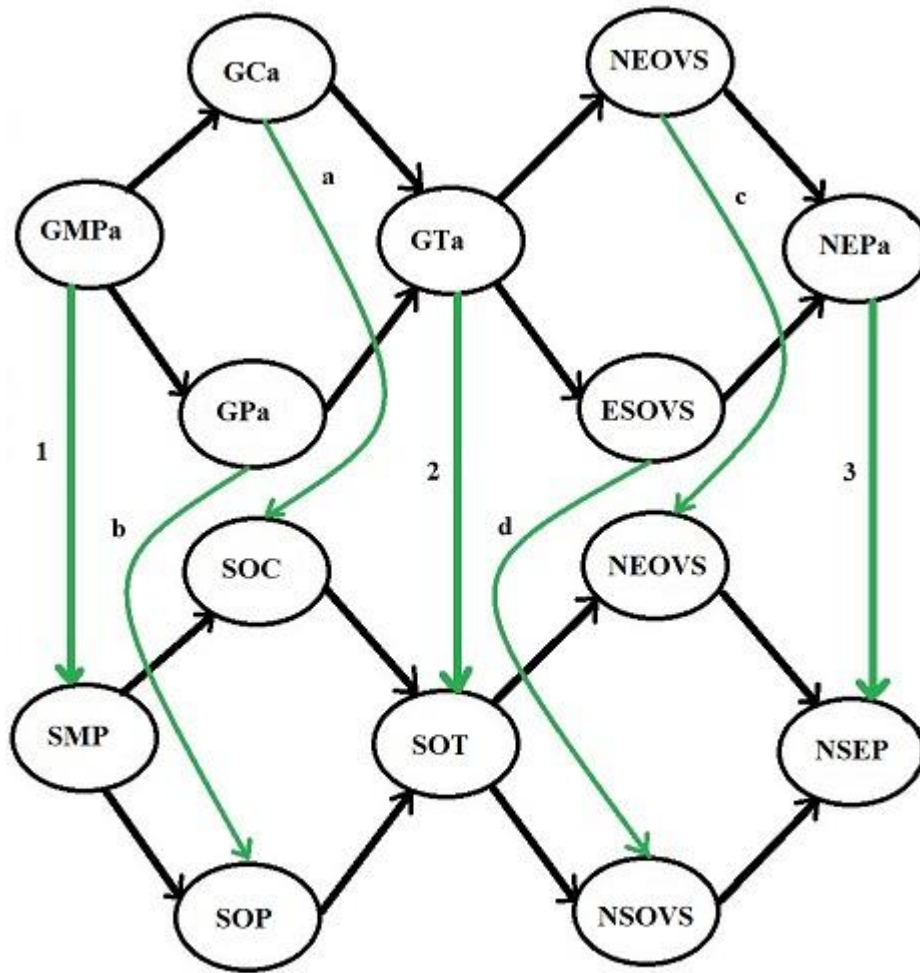


Figure 4 The shift from the green market price(GMPa) led system stability framework under no social externality neutrality assumptions to the sustainability market price(SMP) led system stability framework.

We can point out 3 general thoughts based on Figure 4 above: i) Making the socially unfriendly green market price(GMPa) led system stability framework socially friendly transform it into the sustainability market led framework leading to paradigm shift GMPa---→SMP; ii)

This shift to sustainability market prices(SMP) means a shift from socially unfriendly green market population dynamics(GTa) to a socially friendly population dynamics(SOT) so that GTa → SOT; and iii) This shift also means a move from toward not environmental problems under social sustainability pressures or extreme social overshoot(NEPa) to a system under no social pressure(NSEP).

We can use Figure 4 above to describe the whole conjunctural framework shift from the lower level socially distorted green market price(GMPa) led framework to the higher level sustainability market price(SMP) led framework that results from correcting the socially distorted green market price(GMPa) through social cost internalization or the internalization of its social cost margin(SM), a correction that leads to the shift from socially distorted green market prices(GMPa) to a socially friendly market price or sustainability market price(SMP) as indicated by the green arrow 1; and this correction conduces to the following: i) To the making of green consumption and green production socially friendly as it induces a shift from socially unfriendly green consumption GCa to socially friendly consumption SOC as indicated by green arrow ‘a’ as well as a shift from socially unfriendly green production GPa to socially friendly production SOP as shown by green arrow ‘b’; ii) To making socially unfriendly green population dynamics(GTa) socially friendly population dynamics(SOT) as it shifts from socially unfriendly green population dynamics(GTa) to socially friendly population dynamics(SOT) as indicated by the green arrow 2; iii) To the staying in the no environmental overshoot (NEOVS) position as both markets are environmentally responsible as indicated by the by the green arrow ‘c’; and to the moving away from extreme social overshoot(ESOVS) to no social overshoot(NSOVS) as indicated by the green arrow ‘d’; and iv) To the shift from the world tending towards no environmental problem(NEPa) under social sustainability pressures to the world of no socio-environmental problems(NSEP) as indicated by the green arrow ‘3’.

#### **Implication 4**

*The conjunctural shift from the socially distorted green market price led system stability framework is a shift toward a socially responsible sustainability market price led system stability framework that comes from placing the socially distorted green market price led framework under systematic social responsibility.*

#### **Food for thoughts**

a) Is the expansion of sustainability markets limited by sustainability gaps? I think No, what do you think?; b) Can green markets under binding social sustainability gaps fail as they expand and expand? I think yes, what do you think?; and c) Are sustainability markets perfect markets? I think yes, what do you think?



## Conclusions

First, it was stressed that under no social externality neutrality assumptions the green market and its green market price are socially distorted instruments as they do not reflect social cost responsibility. Second, it was highlighted that when we make the socially distorted green market price led system stability framework systematically socially friendly it shifts conjuncturally to the sustainability market price led system stability framework, a framework that is systematically socially friendly. Third, it was pointed out that making the socially distorted green market price led system stability framework systematically socially friendly makes green consumption, green production and green population dynamics socially friendly too. In general, it was shown how useful conjunctural paradigm shift thinking and theory can be to understand the implications of shifting from lower level system stability frameworks such as the socially distorted green market price led framework to higher level system stability frameworks like the sustainability market price led system stability framework.

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