

## Sustainability Thoughts 141: Using the Golden Trojan Paradigm Theory to Point Out the Structure and Current Implications of Partial Solutions and Full Solutions to the Development Problems Detailed by the WCED in 1987

Lucio Muñoz

Independent Qualitative Comparative Researcher / Consultant, Vancouver, BC, Canada

**Abstract:** From 1987 to now we have been trying to solve the development problems the Brundtland Commission detailed for us in "Our Common Future" perhaps without realizing that the golden paradigm of Adam Smith had not performed as expected since 1776 because it was a golden trojan paradigm, under which the expectations of the golden paradigm are inverted so that instead of expected optimal outcomes, like optimal population dynamic impacts and optimal system stability impacts due to market dynamics we witness the slow coming of non-optimal outcomes that through time become overpopulation problems and environmental problems as the optimal traditional market by assumption turns out to be an increasingly distorted market in reality. Hence, there is a need to understand the possible solutions, partial and full solutions, to the golden trojan traditional market paradigm problem 1776-1987 documented by the Brundtland Commission. And this raises the question: how the golden trojan paradigm theory can be used to point out the structure and current implications of partial solutions and full solutions to the development problems detailed by the WCED in 1987. Among the goals of this paper is to provide an answer to this question.

**Keywords:** Golden paradigm, flawed paradigm, golden trojan paradigm, traditional market, population dynamics, system stability, overpopulation, environmental problems, optimal market, distorted market, cost externalization, cost internalization, environmental externality.

### INTRODUCTION

#### 1) The Golden Trojan Traditional Market Paradigm 1776-1987

When we assume that a flawed paradigm is a golden paradigm, we create a golden trojan paradigm, one where the expected outcomes long term turned out to be the opposite ones as those

expected. The case and structure of the golden trojan traditional market paradigms 1776-1987 that the Brundtland Commission (WCED 1987) was dealing with in 1987 has been recently point out (Muñoz 2024a), and it is summarized in Figure 1 below:

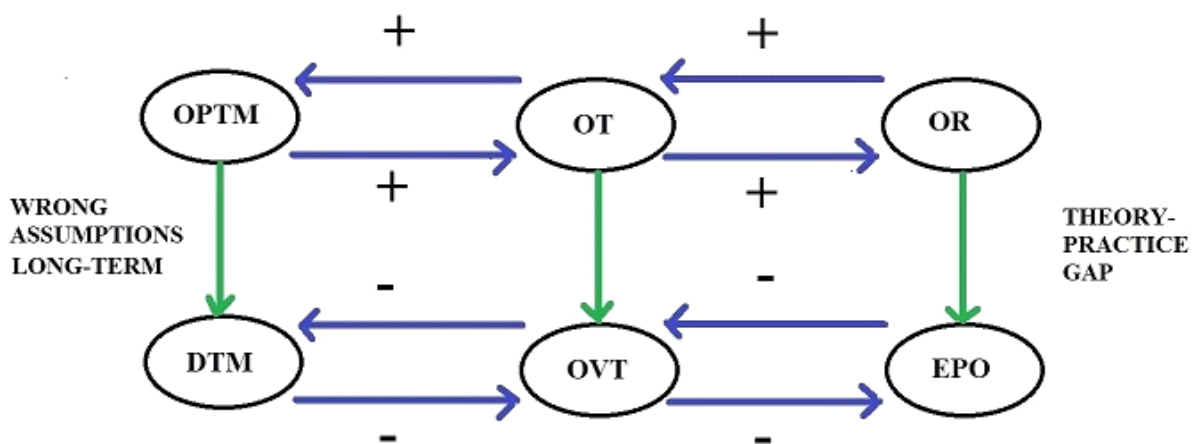


Figure 1 The structure of the golden trojan traditional market paradigm problem: We assume that a distorted traditional market (DTM) is an optimal traditional market (OPTM) but instead of optimal outcomes in the long term 1776-1987 we ended up with over population problems and environmental problems

Figure 1 above describes the structure of the golden trojan traditional market paradigm, where Adam Smith(Smith 1776) assumed that a distorted traditional market (DTM), one with embedded abnormalities that should have been expected to grow through time, was an optimal traditional

market paradigm (OPTM), which through time led not to the expected optimal impacts on population dynamics (OT) and system stability (OR), but to overpopulation problems (OVT) and environmental problems (EPO) documented by the Brundtland Commission in 1987(WCED 1987).

Notice in Figure 1 above that the wrong assumptions led to a theory-practice gap that slowly allowed for critical problems to develop in plain sight as we did not expect them: the expectation of optimal outcomes leads to a process of ignoring and/or downplaying non-optimal outcomes when they start to come out after economic expansions until they reach the extreme stage; and this continues until they can no longer be ignored or downplayed such as it is the case of the coming of overpopulation problems and environmental problems 1776-1987 depicted in Figure 1 above. It has been pointed out that the mismatched theory-practice displayed by Adam Smith's traditional market thinking (Smith 1776) since 1776 has forced us to go backward in terms of economic thinking when addressing sustainability issues (Muñoz 2012) related to the critical problems it created.

## **2) The Implications on Policy Planning and Policy Making under a Golden Trojan Paradigm Influence**

Notice that the distorted reality created by the golden trojan traditional market problem through time indicated in Figure 1 above has implications for the thinking being used to address critical population and pollution issues since 1987 as this corrective thinking may be inconsistent with the actual nature of the golden trojan traditional market problem for different reasons, depending on the school of thoughts that holds that thinking that is trying to correct the problems created by the golden trojan traditional market. For example: a) the UN Sustainable Production and Sustainable Consumption thinking (UN 2020) is based on the assumptions that sustainable production and sustainable consumption is possible under golden trojan traditional market conditions. In other words, they apparently believe that optimal production and optimal consumption is possible under distorted traditional market pricing with no population dynamic impacts coming from the action of distorted market dynamics, positive or negative; b) The ecological overshoot thinking (Rees 2022) is apparently based on a way of thinking that is not concerned with the origin of the overpopulation problem; and on the assumption that population dynamics are independent from traditional market dynamics so even overpopulation dynamics has no impact on market dynamics, a situation inconsistent with the nature of the golden trojan traditional market problem; c) The World Commission on Environment and Development thinking (WCED

1987) recommended sustainable development based market solutions to the golden trojan traditional market problem as it relates to the pollution problem apparently assuming that market and population dynamics are independent factors too and hence, overpopulation impacts are external factor to the traditional market dynamics model they criticized, a situation inconsistent with the factor dependent nature of the golden trojan traditional market paradigm; d) The United Nations Commission on Sustainable Development (UNCSD 2012a:UNCSD 2012b) thinking suggested green market solutions that later became dwarf green market solutions to the golden trojan traditional market problem as it relates to the environmental pollution problem apparently assuming that market dynamics and population dynamics are independent factors too; and apparently thinking that you can arrive to green markets without fully correcting distorted traditional markets; and assuming that these markets dynamics do not affect even overpopulation dynamics, positively or negatively; and f) The UN Population Program thinking (UN 2022) seems to address the golden trojan traditional market problem as it relates to the population problem apparently assuming that market and population dynamics are independent factors too so negative or positive population dynamics have no impacts on market dynamics; and assuming too that population problems can be solved under a world of distorted market prices.

## **3) The Need to Understand the Structure of the Possible Solutions, Partial and Full Solutions, to the Golden Trojan Traditional Market Paradigm Problem 1776-1987 Documented by the Brundtland Commission and their Implications**

Therefore, from 1987 to now we have been trying to solve the development problems the Brundtland Commission (WCED 1987) detailed for us in "Our Common Future" perhaps without realizing that the golden paradigm of Adam Smith had not performed as expected since 1776 because it was a golden trojan paradigm, under which the expectations of the golden paradigm are inverted so that instead of expected optimal outcomes in the long term, like optimal population dynamic impacts and optimal system stability impacts due to market dynamics, we witness the slow coming of non-optimal outcomes that through time became overpopulation problems and environmental problems as the optimal traditional market by assumption turns out to be an increasingly

distorted traditional market in reality. Hence, there is a need to understand the structure of the possible solutions, partial and full solutions, to the golden trojan traditional market paradigm problem 1776-1987 documented by the Brundtland Commission and the main implications and their policy and knowledge implications. And this raises the question: how can the golden trojan paradigm theory be used to point out the structure and current implications of partial solutions and full solutions to the development problems detailed by the WCED in 1987? Among the goals of this paper is to provide an answer to this question.

### Goals of this Paper

1) To point out the nature of the partial solution to the golden trojan traditional market problem when market dynamic tools are used under population dynamics impact neutrality assumptions; 2) To stress the nature of the partial solution to the golden trojan traditional market problem when population dynamics tools are used under market dynamics impact neutrality assumptions; 3) To highlight the nature of both partial solutions to the golden trojan traditional market problem in the same plane when market dynamic tools and population dynamics tools are acting independently of each other; 4) To indicate the structure of the perfect general full solution to the golden trojan traditional market paradigm problem when under market dynamics and population dynamics dependency based on shifting distorted traditional markets to higher level optimal markets through distortion internalization; and 5) To present the structure of the perfect green market solution to the golden trojan traditional market paradigm problem when under market dynamics and population dynamics dependency based on shifting distorted traditional markets to optimal green markets through environmental distortion internalization.

### METHODOLOGY

First, the terminology and operational concepts and tools are shared. Second, the nature of the partial solution to the golden trojan traditional market problem when market dynamic tools are used under population dynamics impact neutrality assumptions is stressed. Third, the nature of the partial solution to the golden trojan traditional market problem when population dynamics tools are used under market dynamics impact neutrality assumptions is pointed out. Fourth, the nature of both partial solutions to the golden trojan traditional market problem in the same plane when

market dynamic tools and population dynamics tools are acting independently of each other is highlighted. Fifth, the structure of the perfect general full solution to the golden trojan traditional market paradigm problem when under market dynamics and population dynamics dependency based on shifting distorted traditional markets to higher level optimal markets through distortion internalization is described. Sixth, the structure of the perfect green market solution to the golden trojan traditional market paradigm problem when under market dynamics and population dynamics dependency based on shifting distorted traditional markets to optimal green markets through environmental distortion internalization is presented. And seventh, some food for thoughts and conclusions are shared.

### Terminology

-----  
-----

M = Market dynamics	T = Population dynamics
R = System stability dynamics	OM = Optimal market dynamics
OT = Optimal population dynamics	OR = Optimal system stability dynamics
DM = Distorted market dynamics	DT = Distorted population dynamics
DR = Distorted system stability dynamics	TM = Traditional market dynamics
OPTM = Optimal traditional market dynamics	
EPO = Environmental problems	
DTM = Distorted traditional market dynamics	
OVT = Over population problems	
OPM = Optimal higher-level market	OGM = Optimal green market
HOM = Higher level optimal market	HOT = Higher level optimal population dynamics
HOR = Higher level optimal system stability	EM = Environmental Margin
OGT = Optimal green population dynamics	
OGR = Optimal green system stability	
M-T-R = Market, population, and system stability framework	
DM-DT-DR = Distorted market, population and system stability framework	
DTM-DT-DR = Distorted traditional market, population and system stability framework	
MDTM-OVT-EPO = Most distorted traditional market, over population and environmental problem framework	
OM-OT-OR = Optimal market, population, and system stability framework	

---

-----  
-----

### Operational Concepts and Internalization and Externalization rules

#### A) Operational Concepts

- i) **Golden Paradigm**, one where there are no abnormalities.
- ii) **Flawed Paradigm**, one where there are abnormalities embedded in it.
- iii) **Golden Trojan Paradigm**, one where a flawed paradigm is taken as a golden paradigm.
- iv) **Optimal Market**, one that accounts for all costs associated with production.
- v) **Distorted Market**, one that accounts for only some costs associated with production.
- vi) **Optimal Trojan Market**, one that assumes that cost externalization is optimal.
- vii) **Optimal Traditional Market**, one where all market costs are accounted for.
- viii) **Distorted Traditional Market**, one where only the economic costs are accounted for.
- ix) **Optimal Trojan Traditional Market**, one that assumes that accounting for only economic costs is optimal.
- x) **Market and Population Independence Assumption**, the one that holds that market and population dynamics affect system stability independently and without affecting the other, whether they act independently through a positive or negative loop.
- xi) **Market and Population Dependency Assumption**, the one that holds that market dynamics affects population dynamics, which affects system stability, creating a positive or negative loop.
- xii) **Traditional Market and Population Independence Assumption**, the one that holds that traditional market and population dynamics affect system stability independently and without

affecting the other, whether they act independently through a positive or negative loop.

**xiii) Traditional Market and Population Dependency Assumption**, the one that holds that traditional market dynamics affects population dynamics, which affects system stability, creating a positive or negative loop.

#### b) Internalization and Externalization Rules

If A, B, and C are active social, economic, and environmental costs associated with production respectively; and a, b, and c are passive social, economic, and environmental costs, then the cost externalization rules  $E [ ]$  and cost internalization rules  $I [ ]$  work as follows:

#### D) Cost Externalization Rules

$$E[A] = a \qquad E[B] = b$$

$$E[C] = c$$

#### ii) Cost internalization rules

$$I[a] = A \qquad I[b] = B$$

$$I[c] = C$$

#### iii) Cost externalization and internalization rules

$$I[E[A]] = I[a] = A \qquad I[E[B]] = I[b] = B$$

$$I[E[C]] = I[c] = C$$

### The Golden Trojan Traditional Market Paradigm Problem 1776-1987 Under Partial Solutions

#### a) The Partial Solution to the Golden Trojan Traditional Market Paradigm Problem 1776-1987 Through the use of Market Dynamic Tools under Population Impact Neutrality Assumption

When we use market dynamics-based tools to address the golden trojan pollution issues highlighted by the Brundtland Commission in 1987 under the assumption that they do not affect population dynamics, we arrived at a situation summarized in Figure 2 below:

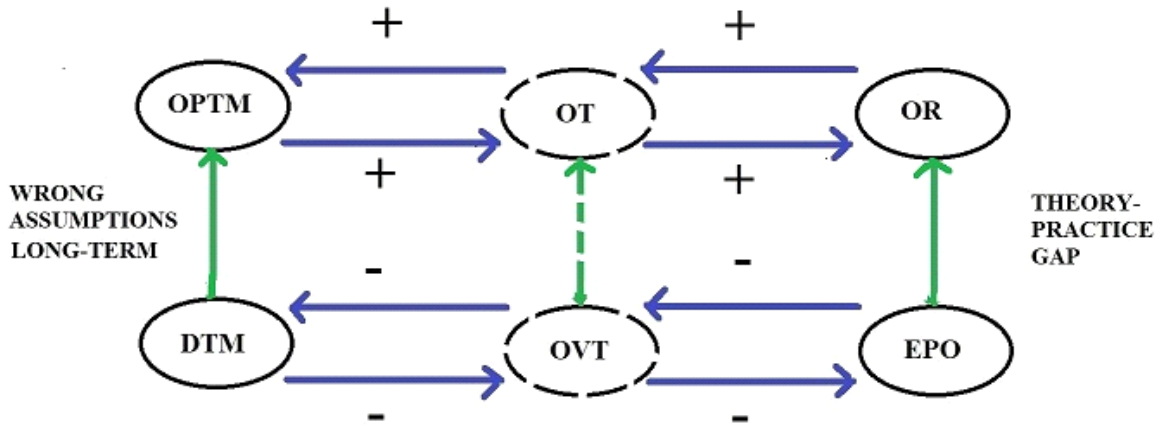


Figure 2 The partial solution to the golden trojan traditional market problem through the use of market dynamics tools under population dynamics impact neutrality assumptions

Figure 2 above points out the nature of the partial solution to the golden trojan traditional market problem when market dynamic tools are used under population dynamics impact neutrality assumptions as indicated by the broken circles around OT and OVT. See that here, distorted traditional markets (DTM) continue to be taken as optimal markets (OPTM), but instead of optimal outcomes (OR) we get worse non-optimal environmental problem outcomes (EPO), and hence, as markets expands the environmental problem gets worse (EPO); and no matter how bad the pollution outcome is from golden trojan economic activity, no impact on population dynamics is assumed to take place. See that the United Nations sustainable production and sustainability consumption idea (UN 2020) in the context of Figure 2 above has or it is expected to have positive impacts on system stability OR it needs to assume that the distorted market (DTM) is an optimal one (OPTM), but the golden trojan market leads to worsening environmental problems (EPO) while assuming that population dynamics is not affected. There is a theory-practice inconsistency due to wrong assumptions as

indicated in Figure 2 above when using this partial market solution.

**IMPLICATION 1:**

You cannot get optimal outcomes when using distorted market tools by assuming them optimal as under golden trojan market activity you will get worse and worse non-optimal outcomes in the long term. In other words, in the long-term golden trojan market paradigms, under no population dynamics impact assumptions, will tend towards worsening environmental problems.

**b) The Partial Solution to the Golden Trojan Traditional Market Paradigm Problem 1776-1987 through the use of Population Dynamic Tools Under Traditional Market Impact Neutrality Assumption**

When we use population dynamics-based tools to address the golden trojan overpopulation issues stressed by the Brundtland Commission in 1987 under the assumption that they do not affect traditional market dynamics, we create the situation shown in Figure 3 below:

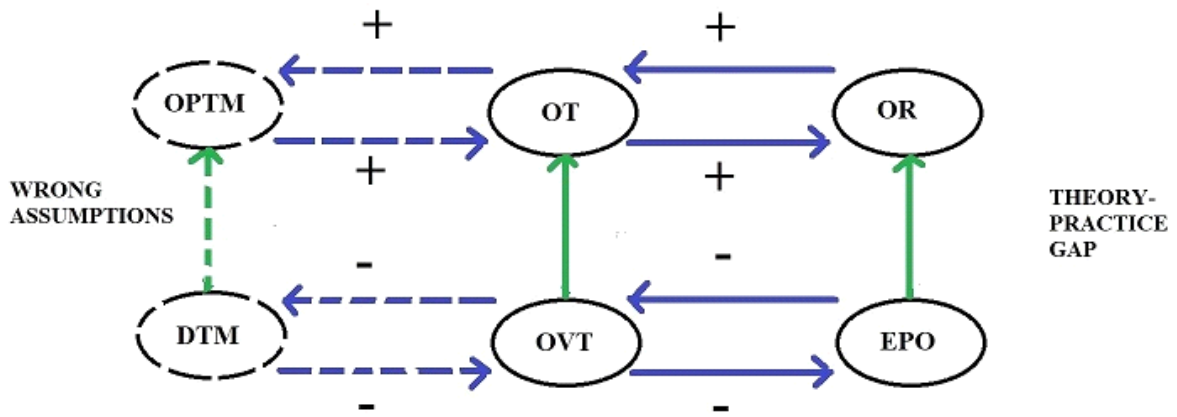


Figure 3 The partial solution to the golden trojan traditional market problem through the use of population dynamics tools under market dynamics neutrality assumptions

Figure 3 above stresses the nature of the partial solution to the golden trojan traditional market problem when population dynamics tools are used under market dynamics impact neutrality assumptions as indicated by the broken circles around OPTM and DTM. See that here, market dynamics, optimal (OPTM) or distorted (DTM), have no impact on population dynamics, and this framework is not interested in where the overpopulation problem came from, since it starts from the point of view that regardless of market dynamics, overpopulation problems (OVT) and environmental problems (EPO) can be managed in ways to move them towards optimal population levels (OT) and optimal system stability levels (OR) as way to manage population numbers and overshoot away from negative impacts; and no matter how much the overpopulation problem (OVT) and the environmental problem (EPO) is reduced under golden trojan population dynamics activity, no impact on traditional market dynamics is assumed to take place.

See that the ecological footprint idea (Rees 2022) in the context of Figure 3 above starts with overpopulation (OVT) having a negative impact on system stability creating environmental problems (EPO) via overshoot independently of traditional market activity taking place at the same time and without any concern about where the overpopulation problem came from in the first

place as it came somewhere and somehow from optimal population dynamics under the golden trojan traditional market problem 1776-1987. There is a theory-practice inconsistency due to wrong assumptions as indicated in Figure 3 above when using this partial population dynamics solution.

**IMPLICATION 2:**

Implementing overpopulation-environmental management programs assuming that they are independent from the distorted traditional markets driving the golden trojan overpopulation problem; and therefore, without a link to from where these problems came from is bound to continue to allow the golden trojan traditional market problem to continue to persist leading to worse and worse population dynamics and environmental impacts as time passes.

**c) The Partial Solution to the Golden Trojan Traditional Market Paradigm Problem 1776-1987 through the use of Both Market Dynamics Tools and Population Dynamic Tools Under Golden Trojan Paradigm Conditions**

It is possible to appreciate both partial solutions to the golden trojan traditional market problem at work at the same time to solve the same pollution problem supposedly produced independently by both traditional market dynamics and population dynamics as described in Figure 4 below:

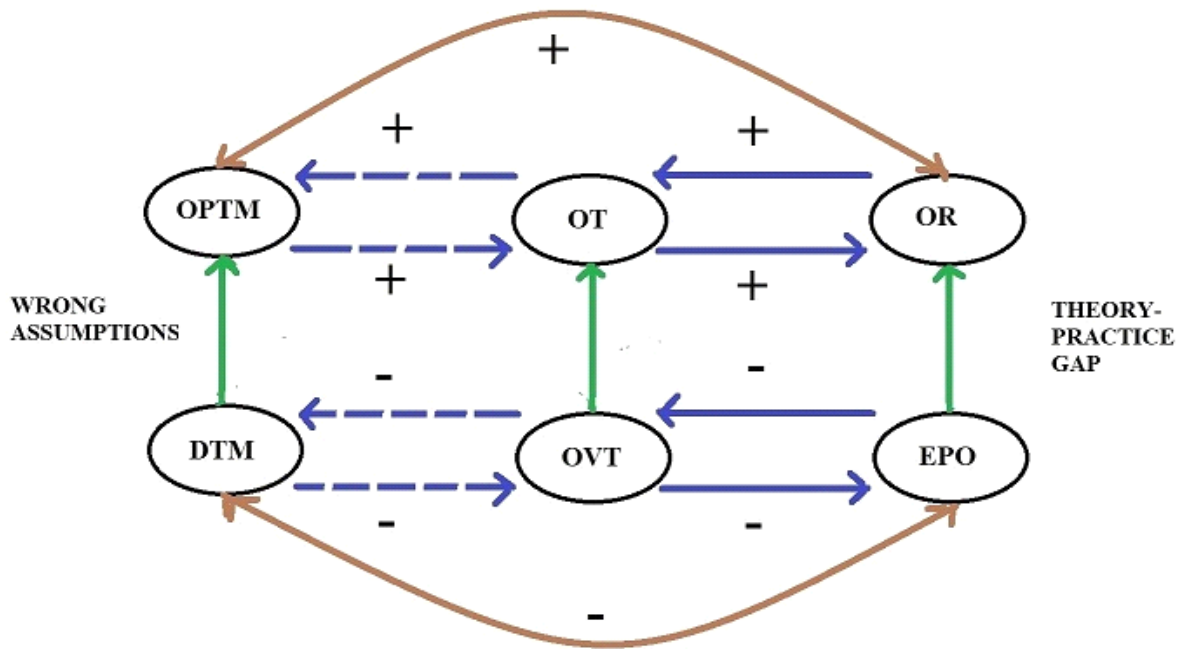


Figure 4 The compartmentalized world created by the two partial solutions being implemented at the same time to address the golden trojan traditional market problem

Figure 4 above highlights the nature of both partial solutions to the golden trojan traditional market problem in the same plane when market dynamic tools and population dynamics tools are acting independently of each other, they do not affect each other. You can see that the wrong assumptions and the theory-practice gap leads to those using market dynamics tools to address the golden trojan traditional market driven environmental problem (EPO) assuming that distorted market tools taken as optimal (DTM = OPTM) will have positive impacts on system stability (OP) and no impacts on population dynamics when they should expect negative impacts on environmental pollution (EPO).

You can see that the wrong assumptions and the theory-practice gap leads to those using population dynamics tools to address the golden trojan traditional market driven environmental problem (EPO) assuming that an overpopulation problem that came from nowhere can be managed in a way to solve the environmental problem issue (EPO) in isolation from distorted traditional market activity; and hence, without any impact, positive or negative, on business dynamics.

**IMPLICATION 3:**

The golden trojan traditional market paradigm problem indicates that the root cause of environmental problems is a distorted market price that is assumed to be optimal and that over population dynamics is the long term consequence

of the working of golden trojan traditional markets; and hence, both partial solutions without correcting the golden trojan traditional market paradigm should be expected to lead, not to increasing optimal outcomes, but to increasing negative ones, be it in terms of increasing negative population dynamics impacts and increasing negative system stability impacts.

**d) The Dilemma of trying to solve the Golden Trojan Traditional Market Problems Using Solutions Inconsistent with Its Nature**

As it can be seen in Figure 1 in the introduction, the golden trojan traditional market is driven by distorted traditional market dynamics, which in the long-term has led to overpopulation problems, and therefore, it is based on dependent causality as overpopulation is a consequence of distorted market dynamics long-term. Hence, current market-environmental solutions such sustainable development goals (WCED 1987), the United Nations sustainable production and consumption program (UN 2020), and United Nations dwarf green markets programs (UNCSD 2012a; UNCSD 2012b) implemented under distorted traditional markets should not be expected to have the positive impacts expected in terms of environmental problems due to the golden trojan traditional market's effect. And current population dynamic thinking (UN 2022; Rees 2022) under traditional market dynamics neutrality assumptions should not be expected too to have the positive impacts expected in terms of population dynamic

problems again due to the golden trojan traditional market's critical problem generation effect. And when put together, we can see in Figure 4 above that the structure of the partial solutions or independent solutions to the environmental problem created by the golden trojan paradigm, namely market dynamics and population dynamics under independent assumptions, do not fit the structure of the golden trojan paradigm problem as shown in Figure 4 and compared to Figure 1 structure above as the wrong assumptions lead to theory-practice gaps or inconsistencies, which allows for negative impacts to take place instead of the expected positive ones.

**The Golden Trojan Traditional Market Paradigm Problem 1776-1987 Under Full Solutions and Conjunctural Paradigm Shift Thinking**

**a) The full general solution to the golden trojan traditional market problem 1776-1987 through market distortion internalization**

To break the golden trojan traditional market problem we need to correct the assumptions that created the golden trojan market in the first place, the assumption that markets can expand without producing social and environmental externalities was wrong, externalities are produced when markets expand, and this problem could have been avoided and it can be corrected through externality cost internalization (I[E]); and when we do this correction the distorted traditional market (DTM) shifts to a higher level optimal market (HOM) breaking the golden trojan paradigm problem by shifting a negative development loop into a positive one as indicated in Figure 5 below:

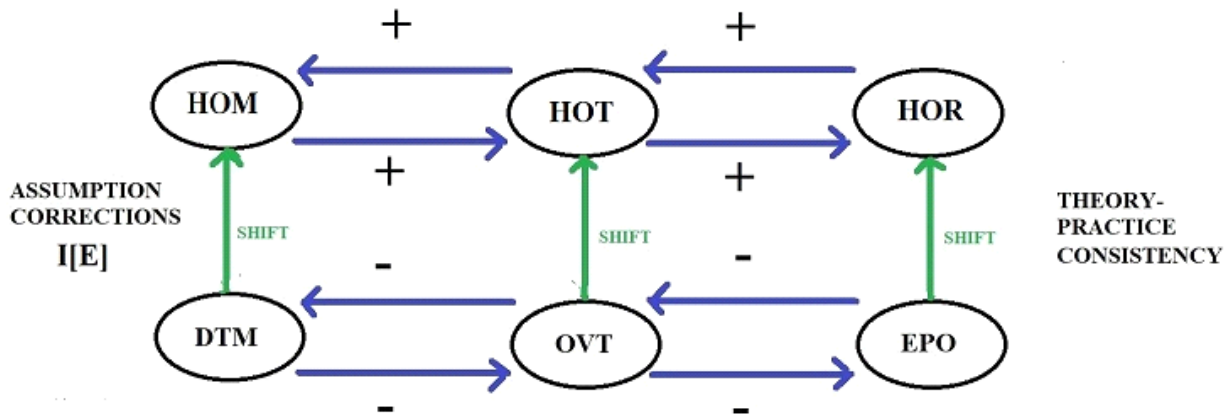


Figure 5 The general full solution to the golden trojan traditional market problem under market dynamics and population dynamics dependency assumption

Figure 5 above indicates the structure of the perfect general full solution to the golden trojan traditional market paradigm problem when under market dynamics and population dynamics dependency based on shifting distorted traditional markets to higher level optimal markets through distortion internalization. Notice that when the distorted markets are corrected (I[E]) to reflect externalities and shifts to higher level optimal models (HOM), we reestablish theory-practice consistency principle as now externality issues are internal issues in optimal market thinking.

You can see in Figure 5 above that when the externality distortions that created the golden trojan traditional market paradigm in the first place are internalized (I[E]) then the distorted traditional market (DTM) shifts towards a higher level optimal market (HOM) leading overpopulation dynamics (OVT) and environmental problems (EPO) towards higher level optimal population

dynamics (HOT) and towards higher level optimal system stability (HOR) respectively in a process of conjunctural causality and systematic framework shift as indicated by the green arrows from DTM to HOM, from OVT to HOT, and from EPO to HOR. In other words, the internalization of the distortions (I[E]) transforms the negative loop of the distorted traditional market (DTM) into the positive loop created by the higher level optimal market (HOM) seen at the top of Figure 5 above, where the higher level optimal market (HOM) leads to higher level positive optimal impacts on population dynamics (HOT), which has a positive impact on higher level optimal system stability (HOR), and this makes a positive loop that positively feeds from HOR to HOT to HOM, which through time should be expected to lead population dynamics and environmental problems towards higher level population dynamics and



system stability optimality, and away from critical population and environmental problems.

**IMPLICATION 4:**

The general full solution to the golden trojan traditional market problem is to internalize the cost externalization distortions to the distorted traditional market to a higher-level optimal market to break the negative loop feeding overpopulation and environmental problems and transform it into a positive loop that leads development away from overpopulation and environmental problems through time. The full solution is consistent with the conjunctural factor dependency nature of the golden trojan traditional market problem, but instead of feeding a negative loop, it feeds a positive loop.

**b) The Full General Green Market Solution to the Golden Trojan Traditional Market Problem**

**1776-1987 through Traditional Market Distortion Internalization**

To break the golden trojan traditional market problem using the green market solution (GM) we need to correct the assumptions that created the golden trojan market in the first place, the assumption that markets can expand without producing environmental externalities was wrong, environmental externalities are produced when markets expand, and this problem could have been avoided and it can be corrected through environmental externality cost internalization (I[E<sub>C</sub>]) and when we do this environmental cost correction the distorted traditional market (DTM) shifts to an optimal green market (OGM), which is a higher level optimal market (HOM) breaking the golden trojan paradigm problem as indicated in Figure 6 below:

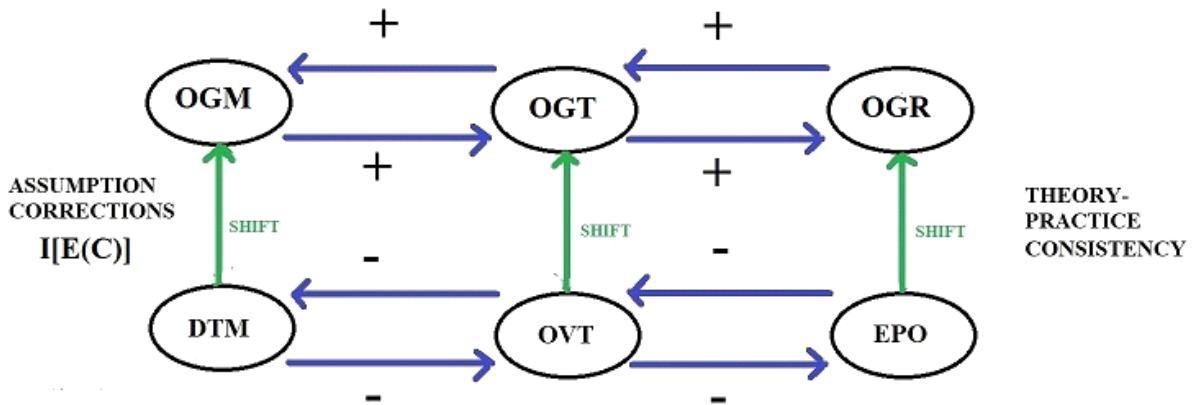


Figure 6 The green market solution to the golden trojan traditional market problem under market dynamics and population dynamics dependency assumption

Figure 6 above presents the structure of the perfect green market solution to the golden trojan traditional market paradigm problem when under market dynamics and population dynamics dependency based on shifting distorted traditional markets to optimal green markets through environmental distortion internalization. Notice in Figure 6 above that when the distorted markets are corrected to reflect environmental externalities and shifts, we reestablish theory-practice consistency principle as now environmental issues are internal issues in optimal green market thinking.

You can see in Figure 6 above that when the environmental externality distortions that created the golden trojan traditional market paradigm in the first place are internalized (I[E<sub>C</sub>]) then the distorted traditional market (DTM) shifts towards an optimal green market (OGM) leading overpopulation dynamics (OVT) and environmental problems (EPO) through time

towards optimal green population dynamics (OGT) and towards optimal green system stability (OGR) respectively in a process of conjunctural causality and systematic framework shift as indicated by the green arrows from DTM to OGM, from OVT to OGT, and from EPO to OGR.

In other words, the internalization of the environmental distortions (I[E<sub>C</sub>]) transforms the negative loop of the distorted traditional market (DTM) into the positive loop created by the higher level optimal green market (OGM) seen at the top of Figure 6 above, where the higher level optimal green market (OGM) leads to higher level positive optimal impacts on green population dynamics (OGT), which has a positive impact on higher level system stability (HOR), and this makes a positive loop that positively feeds from HOR to HOT to HOM, which through time should be expected to lead the world away from population dynamics and environmental problems and

towards higher level green population dynamics and green system stability optimality.

#### **IMPLICATION 5:**

The full solution using perfect green market thinking to the golden trojan traditional market problem is to internalize the environmental cost externalization distortions to shift the environmentally distorted traditional market to a higher-level optimal market in the form of optimal green market to break the negative loop feeding overpopulation and environmental problems and transform it into a positive loop that leads development away from overpopulation and environmental problems through time. The full green market solution is consistent with the conjunctural factor dependency nature of the golden trojan traditional market problem, but instead of feeding a negative loop, it feeds a positive green loop.

#### **c) The Missed Opportunity to Solve the Golden Trojan Traditional Market Problem through a Perfect Green Market Fix in 2012 Rio + 20**

In 2012 Rio + 20 the world seemed to be ready to go the way of green markets, green growth and green economies the messaging before, during, and soon after the UNCSO conference, at least to me, which meant they were ready to correct the distorted traditional market to reflect the environmental cost associated with production as that is the only way to shift distorted traditional markets to perfect green markets, leaving distorted traditional market thinking behind as requested by the Brundtland Commission in 1987, and braking the golden trojan traditional market paradigm problem in the process. Had the UNCSO succeeded in implementing green markets, they would have broken the golden trojan traditional market paradigm depicted in Figure 1 above, leading the world long term away from over population dynamics, away from environmental problems, and closer to a world under environmentally clean economies. But they avoided to go green markets since then, creating the period known now as the green market paradigms shift avoidance period (Muñoz 2024b), which has added more complications to a world still under the golden trojan traditional market problem's influence from the circular economic thinking angle.

#### **Food for Thoughts**

- i) Under flawed paradigms, should we expect optimal outcomes? I think No, what do you think?
- ii) Under optimal paradigms, should we expect

non-optimal outcomes? I think No, what do you think? iii) Without correcting the distorted traditional market pricing mechanism once and for all, should we expect the end of the golden trojan traditional market problem? I think No, what do you think? and iv) Under golden trojan paradigms, should we expect non-optimal outcomes? I think Yes, what do you think?

#### **CONCLUSIONS**

First, it was pointed out that when looked separately and together the market tools solutions under population dynamics independence and the population dynamics solutions under market dynamics independence do not solve the golden trojan traditional market paradigm problem 1776-1987 as they have a nature inconsistent with its factor dependency structure. Second, it was stressed that dealing with environmental problems using market dynamics tools under population dynamics independence assumptions and without correcting distorted markets under which the golden trojan paradigm works, the expected positive impacts will turn out negative ones. Third, it was highlighted that addressing environmental problems using population dynamics tools under traditional market dynamics independence assumptions and without correcting distorted markets, while this is expected to lead to positive impacts, we should be expected to lead to negative ones because of the golden trojan paradigm effect. Fourth, it was said that when market dynamics tools and population dynamics tools acting on the independence assumption are seen together in the same plane it shows a compartmentalized approach to address the golden trojan traditional market paradigm problem 1776-1987 without correcting distorted traditional markets or assuming independence from them, in both cases expecting positive outcomes, such as positive population dynamics impacts or positive environmental problem impacts, when we should expect negative ones due to the golden trojan traditional market effect. Fifth, it was indicated that the general solution to the golden trojan traditional market problem 1776-1987 is the internalization of the distortions that created the golden trojan traditional paradigm in first place to shift if to a higher-level optimal paradigm where the feedback loop is positive, leaving the negative loop behind. Sixth, it was indicated that the green market solution to the golden trojan traditional market problem 1776-1987 is the internalization of the environmental distortions that created the golden trojan paradigm in first place to shift if to a

higher level optimal green market paradigm where the feedback loop is positive, leaving the negative loop behind. And seventh, it was indicated that in 2012 Rio + 20 and since, the world missed the opportunity to solve the golden trojan traditional market paradigm problem 1776-1987 by correcting the distorted traditional market to reflect the environmental costs associated with production to shift it towards green markets, green growth and green economies, producing positive green market impacts on population dynamics and on system stability.

## REFERENCES

- Muñoz, L. "Complex and man-made markets: Are we currently approaching sustainability in a backward and more chaotic way in terms of economic thinking?" *The Mother Pelican Journal*, August. Ed. Luis Gutierrez, PhD, USA 8.8 (2012).
- Muñoz, L. "Sustainability thoughts 187: If markets were optimal in 1776, then where did the 1987 overpopulation problem come from? Can the dependency theory and the golden Trojan paradigm theory explain this?" *CEBEM-REDESMA Boletín*, La Paz, Bolivia.18.7 (2024a).
- Muñoz, L. "Sustainability thoughts 193: Does the current move from the period of green market paradigm shift avoidance 1987-2022 to formal circular economic thinking 2023-2024 make sense in terms of long-term environmental sustainability? If not, why not?" *International Journal of Education Humanities and Social Science (IJEHSS)* 7.3 (2024b): 566–578.
- Rees, W. "A note on climate change and cultural denial." *The Modern Pelican Journal*, Ed. Luis Gutiérrez, PhD, New Haven, CT, USA 18.1 (2022).
- Smith, A. "The Wealth of Nations." W. Strahan and T. Cadell, London, UK (1776).
- United Nations (UN). "Responsible consumption & responsible production: Why it matters." *Sustainable Development Goal 12*. New York, NY, USA (2020).
- United Nations (UN). "Why population growth matters for sustainable development?" *Policy Brief No. 130*, Departments of Economics and Social Affairs, New York, NY, USA (2022).
- United Nations Conference on Sustainable Development (UNCSD). "Rio+20 concludes with big package of commitments for action and agreement by world leaders on path for a sustainable future." *Press Release* New York, NY, USA, (2012a).
- United Nations Conference on Sustainable Development (UNCSD). *The Future We Want*, New York, NY, USA. (2012b).
- World Commission on Environment and Development (WCED). *Our Common Future*. Oxford University Press, London, UK (1987).

**Source of support:** Nil; **Conflict of interest:** Nil.

### Cite this article as:

Muñoz, L. "Sustainability Thoughts 141: Using the Golden Trojan Paradigm Theory to Point Out the Structure and Current Implications of Partial Solutions and Full Solutions to the Development Problems Detailed by the WCED in 1987." *Sarcouncil Journal of Entrepreneurship and Business Management* 3.11 (2024): pp 1-11.