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Sustainability thoughts 139: How can the 2012 road to transition from environmental pollution based traditional economies to the environmentally clean economies that the world never built be pointed out?

By

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SYNOPSIS

This article by Lucio Muñoz points out using dirty market and clean market theory that building the 2012 road to transition from environmental pollution based traditional economies to the environmentally clean economies requires two steps: i) The setting up of green markets as environmental pollution reduction markets, and ii) the transition of those green markets towards the environmentally clean economy through increasingly and permanently closing the renewable energy technology gap.

The article first introduces the idea of dirty markets and clean markets to stress that there is an environmental pollution problem separating the environmental dirty market and the environmentally clean market. Second, it indicates that the closing of the environmental pollution problem needs to be done in two steps: i) to set up environmental pollution reduction markets; and ii) to close the renewable energy technology gap to lead environmental pollution reduction markets towards environmentally clean markets. Third, it highlights that: i) the road to transition towards environmentally clean markets has 3 components, the environmentally dirty market, the environmental pollution reduction market, and the environmentally clean markets; ii) the internalization of the environmental pollution problem shifts the environmentally dirty market to the environmental pollution reduction market; and iii) the closing of the renewable energy technology gap leads the environmental pollution reduction market towards the environmentally clean market. Ideas on the road to transition from non-renewable energy based

economies to renewable energy based ones have been pointed out recently(Muñoz 2014). Fourth, based on the theory above it states that there is an environmental externality problem between the environmentally dirty traditional market and the environmentally clean market. Fifth, it shows that the closing of the environmental externality problem needs to happen in two steps: i) we need to set up green markets; and ii) we need to close the renewable energy technology gap to lead green markets towards environmentally clean markets. Rio + 20 called for the move towards green market thinking(UNCSD 2012a; UNCSD 2012b). Sixth, it mentions that: i) the road to transition towards environmentally clean markets has 3 components, the environmentally dirty traditional market, the green market, and the environmentally clean markets; ii) the internalization of the environmental externality problem shifts the environmentally dirty traditional market to the green market; and iii) the closing of the renewable energy technology gap leads the green market towards the environmentally clean market. Eighth, it mentions that green market paradigm shift avoidance to go the way of dwarf green markets as it happened since 2012 breaks both the road to transition from environmentally dirty traditional markets to green markets as well as the road to transition to the environmentally clean economy, which has consequences.

The article concludes that there is a road to transition from environmentally dirty traditional markets to environmentally clean markets that includes first setting up green markets as pollution reduction markets, and then we can lead those green markets towards environmentally clean markets slowly but surely by closing the renewable energy technology gap, but that road was not built in 2012 or since.

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