

# Strategies for Sustainability of Environmental & Resources Efficiency

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## Abstract

The best global model for expanding Alternative Energies and Environmental Protection is through using market equilibrium, whereas governmental subsidies and fiscal stimulus to be just supplementary. Accelerated Globalization and rising Productivity' Market equilibrium depends on matching consumption demand and supply through price deleveraging. Hence is achievable in a more fair market competition only by changing market (i.e. economic) agents: from presently used trickle-down economics that stimulate big business and big investors to a more market related economics (Marketism) that would stimulate Small & Medium Businesses and Investors (SME&I) boost business activities and related employment, fiscal reserves and over all market utilized consumption.

## Introduction

Longer-term market development strategies for environmental protection and the adoption of environmentally friendly energy generation and alternative ways of consumption to reduce pollution and waste are essential. Such strategies should be done on a global scale too, whereas the interdependence is real. Shocks apparently emanating in the United States have led to the largest global slowdown since the 1930s.

In general, the alternative energies' technologies and environmental protection are expensive prepositions unreachable by less-developed markets (i.e. economies). While market (i.e. economic) stagnation has been accelerated by the last 2007-9 Great Recession the probabilities for many greatly underdeveloped markets to adapt some advance technologies for environmental protection and reduce pollution and wasting recourses are

practically incomprehensible. The ongoing globalization and rising productivity have established some very new market (i.e. economic) conditions of deindustrialization of some developed markets as the US, most EU, and Japan ones, and conditions of lack of possibility for industrialization of other undeveloped markets as Eastern Europe, Southern Europe, many African and e.g. markets. “This climb is a permanent, irreversible change. With China and India -- which together account for almost 40 percent of the world's population -- resolutely moving up this ladder, structural economic changes in emerging countries will only have more impact on the rest of the world in the future.”

The long-term recessions could hardly be self-adjusting by cyclical market forces as it was observed in the last recession this is why the governments intervened in the markets (i.e. economies) through stimulus packages, equity acquisition in the AIG and GM cases, or even farther through Quantitative Easing. Hence, market equilibrium was not left on its self-adjusting powers but it was reached by direct governmental actions to ensure the overall market stability.

The trickle-down economics considers self-adjusting business cycles as necessities for cutting redundancies; a system of market forces based on rising productivity and investment of shady business practices and reduced business laws of tricked-up concentration of capital promoting large transnational corporations and large investors. Capital that would trickle-down to markets (e.g. economies); these agents are supposed to prompt and maintain market (i.e. economic) development (i.e. growth). A system that had brought economic growth for a few Centuries in the US, many EU markets (i.e. countries) and Japan the successfully built developed markets (i.e. economies). However, with the most recent accelerated Globalization, rising Productivity, China's industrialization, the overall advances in technologies and Internet the global market equilibrium has been greatly affected\*. Hence, the marginalizing US income and declining middle class and “Transnational Corporations, which are considered by the modern economics as frontiers of high productivity and global growth, however their actions have had negative effect in many occasions on the market development of countries as Bulgaria, Romania, Latvia, etc., countries losing equity by letting existing infrastructure deteriorate, reducing their Social Policies and Medicare, and finally deepening into general disproportioned inequality and weak consumption (market demand) into national debt.;

For the last 20 years and the last 2007-9 Recession's severity was the best example for the imbalance (i.e. disequilibrium) in the local and global "demand-to-supply" marketplaces. The Imbalance (i.e. disequilibrium), which could not have been adjusted but by direct governmental interference and when under the emerging conditions in the European Union interference was not properly applied the consequences were recessionary well observed (e.g. the EU marketplace). Modern days global monetary and fiscal policies by the MDIE that have changes after 1979 from PMAF to AMPF policies. A large deleveraging of foreign assets by Belgium and Swiss banks (about 30 percent of foreign assets), followed by British and German banks (with deleveraging of respectively 24 percent and 21 percent), US and Dutch banks (13 percent), and French banks (10 percent, however the up to 40 deleveraging by all factors of banking can cause high losses and a collapse of international banking activities."

The faster action by the Chinese, the Japanese and the US governments' the better results were observed, the slower and indecisive action by the EU the worst and less successful market (i.e. economic) results. Most studies reach the broad conclusion that fiscal policy is cyclical in developing markets and countercyclical or acyclical in industrialized ones,

Long-term strategies to protect the environment directly reflect a consistent global market development. Hence, pricy technologies for reducing pollution and deforestation could be achieved under the most recent global market conditions only by business diversification, business enhancement, and overall development in a more secure marketplace. The Rule of Law of contract laws, intellectual protection laws, adequate insurance and bonding, etc raises the market security establishing conditions for more lend-able SME&I and less-developed markets, which combined with the artificial for the markets Social and Environmental Expenses becoming more equitable in such more secure marketplace might invoke major market noise. In Maslov the theory of complexity in monetary policies, which could be achieved by diversity in currencies in this paper is extended to micro-macro market complexity of putting new weights on business from easy business of shady practices into more regulated business. The new complexity (entropy) on a global scale from micro-macro market level will bring similar effect to the real marketplace (i.e. Economy), thus the complexity needed will stop the coming debt disaster and reverses it under the new conditions into global development.

This paper adopts the necessary technologies and approaches to prevent global warming and exhaustion of resources into a system of relative market equilibrium under the conditions of global market long-term development. However, to succeed such substantial and fundamental change of approaches toward less developed markets is needed, whereas from general market (i.e. economic, business approaches) that promote big business and big investors into one that does promote and maintain relatively fair market competition.

The Marketism is based on free entrepreneurship as the motor for market development (i.e. economic growth). Moreover, the Social and Infrastructural expenses along with Lower Interest Loans and Subsidies are included as market agents to prompt market development, however artificial to the markets agents that to be used only in cohesion with the natural for the markets free business market agents. The Marketism accepts randomness as market (i.e. business) development (i.e. cycles) whereas the market tools coming out of the market agents (i.e. economic agents) are used to succeed market equilibrium. The accumulated in time market redundancies under this new system of Marketism should be extinguished and deleveraged by using thus natural and artificial market agents, whereas parameters in more like system resembling Quantum Physics called Quantum Economics.

### **Marketism and Environmental Strategies**

Market development (i.e. economic growth) not relying on the governments but mostly on the free entrepreneurship in the conditions of Global Warming and Decreasing Earth Resources could be only achieved if global market security is enhanced that is in the fundamentals of the Marketism, whereas Environmental Strategies are not anymore uncompetitive redundancies but part of the market entropy. The Capitalism is based on lower economic security, relatively high lending interest rate (exclude Tier I), shady business practices, Currently, these standards do not create binding legal obligations on U.S. corporations and state law fiduciary duty standards do not compel corporate Boards of Directors to act in furtherance of sharply fluctuating business cycles, etc the Marketism is based on higher market security, relatively lower lending rates, the rule of law in business, adjusted randomly market fluctuations by using statistics to locate and parameters to disperse negative built-ups. The formal firms are the most severely affected by financing obstacles. The

Environmental Strategies could become part of the Marketism in a more diverse business entropy being redundant under the Capitalism as uncompetitive. Under the Capitalism, the Environmental Strategies could be developed through governmental subsidies and fiscal breaks only.

### **Market Security**

The productivity and the investment are the agents for economic growth in the Capitalism: business laws and regulations, taxation to the rich, social and infrastructural expenses, consumer protection laws, even intellectual property laws, and the environmental and consumer protection laws, e.g. are breaks in the way to economic growth. However, in time, under the social and market pressures the business laws and intellectual protection laws have been better implemented by the best-developed economies than by the developing and undeveloped economies. The developing and undeveloped economies are pressured by the International Organizations (WTO, the WB, and the IMF) toward lower taxation, relaxed business laws and regulations to attract foreign investment “IMF-supported market reforms, with their emphasis on fiscal reforms, have affected the procyclical behavior of government spending in developing countries.”. and thus to boost productivity. Pro big business has been considered the only way for global economic growth, therefore some time fraudulent corporate actions have been overlooked. “Corporations may have assets and liabilities, but they don’t commit crimes — their officers, executives and employees do. And the 23-page letter agreement between Tyson and the Department of Justice, the criminal information, and the S.E.C.’s public statement of facts all withheld names, identifying the participants only as “senior executive,” “VP International,” “VP Audit” and so on.” generally and 151–153 the transnational corporations : “a large fraction of disputes related to foreign investments nowadays is settled by private arbitration and not by national courts. So corporate law firms and accounting firms add yet additional layers to routine transnational rule-making.” In history such approach had worked fine until the major changes in the last 20-25 years, whereas the major tip-off in industrial production has occurred with the mentioned above\* The out of balance system brings the necessities for the Marketism becoming achievable as never before in history. The priority of this new system is to improve the market security establishing the conditions for lower lending rates, and to boost SME&I and

Less Developed Countries' market participation. On regional markets or on the global marketplace the effect of improving the market security is to lower interest lending rates that will allow more participants, more business entropy and more consumption (i.e. market demand). By its nature, such change is a market revolution; however, in details it is a very practical micro and macro economic modification of simplified close to the market forces amendments. Achieved high market security would allow long-term environmental strategies' market related utilization, for these becoming part of the global market competition.

### Market Changes and Enhancements

The market (i.e. economic) agents that work to prompt economic growth (i.e. market development) of the Capitalism do not necessary prompt market development (i.e. economic growth) of the Marketism:

Capitalism	Marketism
Shady business contract laws	Strict rule of law in business
Limited liability corporate legal form	Unlimited liability corporate legal form decision makers form
Business and market exchanges regulations	Business and market exchanges laws
Vague liability and project insurance	Comprehensive liability and project insurance, and bonding
Vague intellectual property protection	Comprehensive intellectual property protection
Vague environmental and consumer protection	Comprehensive environmental and consumer protection
Social and infrastructure as expenses	Social and infrastructure as partial equities

WB and IMF as lender	WB and IMF as promoter and controller
Pro cyclical economics	Counter-cyclical economics
Low Governmental employment and low taxes	Balanced governmental employment and taxes to overall market activity
Productivity and investment as main economic agent	Business entropy (i.e. noise) and diversity as main market agent
National budget as leading indicator to a country's economy	Inflation/deflation as leading indicator to a country's market
Big business and investors as beneficiaries compare to SME&I same for small and underdeveloped countries	All market participants including Small and Medium business and investors, small and underdeveloped markets as beneficiaries
Pro supply economic policies	Pro market equilibrium market economics
Global currencies merging (i.e. EU)	Global currencies entropy

The Marketism utilizes on these changes and enhancements to marginalize engraved for centuries market insufficiencies in order to accelerate market activities and overall market entropy under a market environment of well developed global industrial basis and capabilities of the US, Japan, China, Germany, and etc.

### **Environmental Protection one of the Agents for Development**

If higher market security enhances market entropy (i.e. business activities) and diversity the particular and important market agent - Environmental Protection is to be fundamental to carry on even further this market entropy and the following market development. Markets, which are creating conditions for faster market development and could be pushed by targeted market leaps or consistent pressures on some particular market segments that could bring overall accelerated market development. Alternative energies, farming, and

technologies are the one to improve environmental protection, lower pollution and reduce the usage of Earth resources; however, if these are competitive market activities, boosted through subsidies and low rates lending it (the environmental protection) could be the major agent for overall market development. The most important, as mentioned above, is such market agent to be natural to the market competition (not artificial as it is now, because of the uncompetitiveness of high prices, low productivity, ineffectiveness it brings). Thus, if the system of economics creates more diverse and comprehensive market conditions the entropy (i.e. noise) of such market environment would utilize the Environmental Protection as market more efficient agent. By itself, such market efficiency would create employment and working competitiveness being rightly subjective to current market equilibrium. Whereas improving productivity and international investment is a market agent that increase market entropy by its improving efficiency and competitiveness in an market environment of dominance for Large Businesses and Investors, the improving productivity and international investment enhanced by inclusion of more participants is a market agent to increase the market entropy in a market place overloaded with industrial goods and manufacturing capabilities in a market entropy of no oligopolies (i.e. dominance) but relatively fair market competition.

In a market place with high entropy of business activities the overcapitalization, which in case provoked the 2007-9 Recession would not do such harmful effect because the energies that built such overcapitalization would disperse into other market sections, however preventive actions should be used, too. The transmissionability of a more diverse and active marketplace is to be increasing, therefore any monetary and fiscal actions would have more and faster effect on the overall market (i.e. economy). Generally, under the conditions of lower lending interest rates the market as a whole would be able to accumulate and go through longer-term negative recessionary periods without structural disintegration.

### **Environmental Protection and Lower Lending Rates**

Lower lending rates mean generally higher business activities, on a global scale consequential of less poverty and underdevelopment. For the environmental protection to become globally effective an global market prospective is feasible only. Pollution from



exhausted aging vehicles and primitive heating, deforestation, uncontrollable waste disposal, e.g. are uncontrollable in underdeveloped and undeveloped markets (i.e. countries, economies), but international dependence from pollution is enveloping Earth. Moreover, if hypothetically the global marketplace driven by productivity and international investment noise is industrialized, and global economic growth is succeeded by the currently accepted economics the disproportioned pollution and exhaustion of resources would destroy it all. If, however, the underdevelopment continues the pollution and waste would destroy it too, maybe a bit later.

Considering these two possibilities only a third, more comprehensive is possible whereas many markets (i.e. economies, countries) are given conditions to develop but not by industrialization. I.e., immediately, the question appears, is it possible, anyway?

### **Industrialization and Market Development**

The industrialization is the highest point of development in the Capitalism; the technologies and R&D, education and middle class, taxation and fiscal policies are all directly related to the industrial production, therefore with the decline in industrial production overall economic decline is imminent.

Historically, the farming was fundamental for the economy agent the industrial production is the agent now. However, the new global developments\* have reduced the opportunities for many markets (i.e. economies) to maintain needed for their fiscal reserves industrial production and for great many others to industrialize. Thus, developed and developing markets alike could not manage their fiscal balance or develop in case, therefore high unemployment, underemployment, fiscal shortages, declining middle class, deficit and national debt have become synonyms of lack of industrial production. While the Economic Growth was not possible but by industrial production; Market Development is only partially dependent on industrial production. Even productivity and investment agent does not lose importance in Marketism the market entropy from enhanced business activities should become market agent prompting market development, too; the market equilibrium in such conditions should be more market oriented than it is now, whereas governmental involvement would be less in percentage-wise in compression. The improving technologies,

the internet, the high manufacturing capacity of transnationals and China, the easy moving and outsourcing capabilities, the open global marketplace, e.g. are of great balancing supply market agent.

### **International Financial Institutions and the Environmental Protection**

The international financial institutions (WTO, WB, and IMF) are being founded on the principle of lending and bank controlling: lending on relatively high interest rate and short term to less and undeveloped markets (i.e. countries). The high risk of the borrowers justified the high rates and short terms. Progressively global security exchange markets have extended their share by trading sovereign debt on free market principles. Both ways, at and after the 2007-9 Recession the abilities of many countries to repay their debt have been declining and fewer countries were daring to borrow from the international financial institutions changing them to transmitters of subsidies and emergencies help funds. While public flows plunged in all countries, there is an indication that grants were replacing loans in low-income countries, which is consistent with donor commitments. The targeted by the international financial institutions global economic growth has decelerated into global slow down or recession but a few exceptions. This process, however, has had some longer tail of at least 20 years with deteriorating undeveloped markets' borrow-ability and repayment-ability, which process could be connected to the weakening consumption in the most developed economies and the rising industrial capability of China, India, and e.g. that has undercut many undeveloped markets (i.e. countries) of manufacturing and exporting goods. As some of these countries are also heavily dependent on external financing from banks and investors, around 60-70 percent for Greece, Ireland and Portugal, a financing crisis becomes almost inevitable. The return on the invested capital coming through WB and IMF funds for many countries has deteriorated, also "The outflow of foreign capital from emerging and developing countries, with its destabilizing effect on private and public finances in these markets". whereas the globalization has utilized energy and commodity prices rising constantly. Hence, the borrowed capital disappeared into covering previous debt, basic expenses, and corruption instead of prompting economic growth. The international financial institutions started lending on project-by-project basis that made no difference to the conclusions above.

Even the ways of lending of the international financial institutions have practically changed, ideologically and conceptionally they have not evolved: the formal tightening budgets and close deficit observance are in practice as ever. Hence in a volatile and insecure marketplace is well reasonable. However, with the ongoing changes of realities\* the role of the international financial institutions must change too by comprehending and accommodating these realities into regulatory and financial structures prompting market development and managing inflationary processes. From mostly being a lender and collector to mostly being a promoter and controller the international financial institutions should promote the rule of law in business and other Marketism' utilities on the global marketplace, and thru lower lending rates to raise market noise and diversity.

### **Business Laws and Environmental Protection**

Business regulations mostly used for environmental protection should change into business laws apply indiscriminately and unconditionally. Moreover, formal firm growth improves with better enforcement as measured by fair and impartial courts, while informal firm growth is constrained by organized crime, pointing to their inability to take full advantage of the legal and judicial systems. Hence, unless easing business laws in currently used system prompt economics growth the enhanced business laws would have the opposite effect under the Marketism prompting market noise and diverse business environment. When it comes to environmental protection, the effect by such change would have the most positive consequences of all. In a higher security market place in lower lending rates environment whereas governments and international organizations use subsidies and fiscal tools to boost market development through marginalizing market disadvantage for the SME&I the whole new market opportunities will appear... the individual imagination and creativity and the individual entrepreneurship would flourish. Things like consumer protection and environmental protection, the strict business laws e.g. would not prevent businesses and investors from expanding, but in the opposite will level-up competition creating more opportunities in high technologies and more market related education.

## Conclusions

This paper may seem too optimistic and bordering unreality, however the possibilities that could come with rising market security on a global scale may go even further. The inclusion of Environmental Protection in the market competition as an market agent instead of the subsidized by the governments artificial part is a possibility, if not the only one that could save Earth from destruction. The system of Marketism is founded on free entrepreneurship and individual freedoms a natural Historical extension entailed into the best-succeeded economic systems of the past.

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