

The Interplay of Market Ontologies and Sustainable Development Goals

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Background: United Nations sustainable development goals (SDGs) call for worldwide action to promote prosperity and end poverty for every country and person while protecting the planet. Current ontologies behind the SDGs are sociocentric; they identify the planet (animals and nature) as an object, not as a subject.

Purpose of the study: To extend the axioms of S-D logic to include nature. The axioms of S-D logic potentially could, but current wording does not, include nature as an actor / beneficiary in value cocreation and resource integration. We adopt the neo-animistic approach to examine value cocreation by multiple actors in resource integration. Actor in neo-animism understands all living beings as actors in necessary communication with one another and resource interdependent upon one another.

Method Using conceptual methods to examine how the axioms of S-D logic can support SDG goals, we use the theory of constraints: a chain is no stronger than its weakest link.

Findings This study claims that the nature is the weakest link in framing the SDGs full potential for resource integration and value cocreation.

Contribution The study proposes a Neo-Animistic S-D logic model to support design of co-creating eco-ecological prosperity.