

*Addressing inequality
through the Sustainable
Development Goals:*

**A CRITIQUE AND
ALTERNATIVE
FRAMEWORK FOR SDG
ANALYSIS AND
IMPLEMENTATION**



**Joanna
Stanberry**

**Janis
Balda**

**Peter
Case**

OUTLINE

1

The failure of growth-oriented development and neoliberal capitalism in relation to the Sustainable Development Goals (SDGs)-- synergies & tradeoffs

2

***Picturing:* A pragmatic framework and dialogical locus to focus on significant 'hidden' barriers that often remain obscured in SDG implementation research & practice**

3

Biodiversity & Business Example: The Waorani, the Yasuní National Park, the Huaorani Ecolodge, and Big Oil



CONTEXT: CAPITALISM

- “Some critical management scholars have come to the radical conclusion that we should terminate our relationship with capitalism (Alvesson, 1984; Burrell; 2011). Others argue that capitalism is not a “fixed and unforgiving force” but, rather, a “heterogeneous and continually dynamic process of increasingly global connection” often made through awkward, makeshift and surprising links (Thrift, 2006, p. 280). Rather than an outright rejection of capitalism, this perspective invites radical forms of inventive collaboration in research and practice (Suchman, 2013, P. 24).” [Alternative models of capitalism]
- The failure of growth-oriented development and neoliberal capitalism in relation to sustainable development goals (SDGs).
- The picturing process brings to light significant ‘hidden’ barriers that often remain obscured in the fragmentation of efforts to study and implement the SDGs.





Parts 2 & 3

PICTURING

2. What is Earth System Governance

- What is the context for my (our) research?
- What is *Picturing*?

3. A whistle-stop *Picturing* tour of the Huaorani Ecolodge: Locating 'Business' amidst biodiversity (SDG 15) and economic growth (SDG 8):

Conclusion: Lost in Translation

What is Earth System Governance?



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centre for sustainability challenges

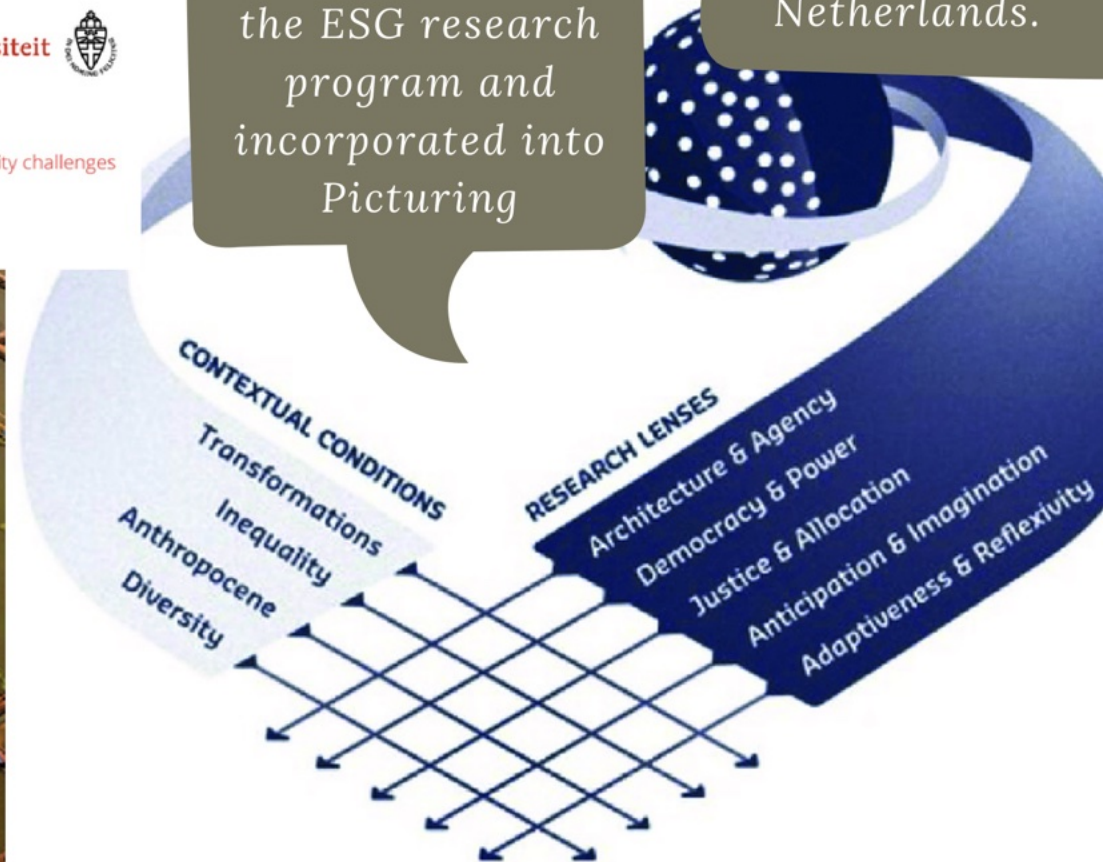
ESG Conference
Peter, Janis, and
Joanna are going
to in October



Founder: Frank
Biermann
research
professor of
Global
Sustainability
Governance
Utrecht
University,
The
Netherlands.

Core framework
the ESG research
program and
incorporated into
Picturing

“Our vision is to understand, imagine and help realize just and sustainable futures by stimulating a pluralistic vibrant and relevant research community”



What is this research?

Emergent!



A component of Joanna's PhD research-- local learning for sustainable futures

South American Context: Venezuela, Bolivia, Brazil, & Ecuador

Janis--Law career in global NGOs, Academic career in management & business for sustainable development



...where the need is greatest

Picturing

Picturing aims to provide a pragmatic dialogical locus for arousing human-environment wakefulness and opening possibilities for reflexive action.

...So that no one is left behind

SDG 17 Earth System Governance

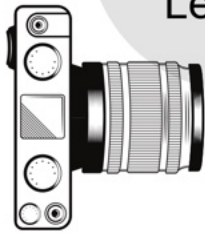
Picturing partnerships in the tropics

Contextual Conditions

- Transformations (a)
- Inequality (b)
- Anthropocene (c)
- Diversity (d)

Research Lenses

- Architecture & Agency
- Democracy & Power
- Justice & Allocation
- Anticipation & Imagination
- Adaption & Reflexivity



ESG
Research
Lenses



ESG
Contextual
Conditions

*Picturing forms the
normative nexus for
practice and research
towards SDG 17*



How do we
achieve it?

?

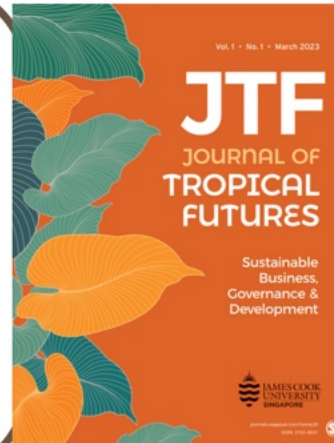
Journal of Tropical Futures
OnlineFirst, June 26, 2023
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<https://doi.org/10.1177/27538931231170509>

Sage Journals

Conceptual Paper

**A conceptual review of Sustainable Development
Goal 17: Picturing politics, proximity and
progress**

Joanna Stanberry ¹ and Janis Bragan Balda ²





Last year we regretfully had to temporarily close our award-winning Huaorani Ecolodge due to oil-related seismic exploration beginning in the area. It was a crushing decision to have to shutter one of the most successful community-based tourism partnerships in the entire Amazon basin.

Huaorani Ecolodge was a cooperative effort: the Huaorani helped to build it, while Tropic developed the programs, helped with financing and promoted it to tourists. The Lodge was a long-term investment.

During its operation, the Lodge has won numerous awards, provided work for 80 local people and profits for the communities, as well as having helped to establish a 55,000 hectare reserve.

SDG 17

Huaorani Ecolodge Case Study

Biodiversity & Business

The Waorani, the Yasuní National Park, the Huaorani Ecolodge, and Big Oil

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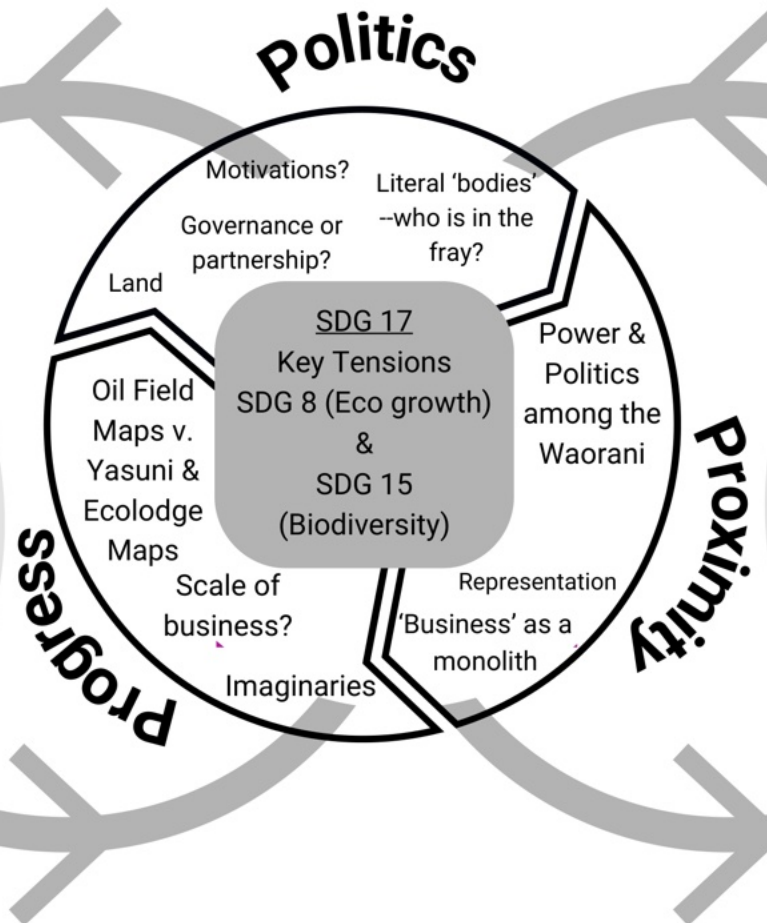
Emergent Questions

ESG Research Lenses

- Structure of ecolodge governance?
- What are the enablers and detractors of agency in Waorani-Ecuador (governmental) negotiations?
- What other 'unseen' allocations of resources that could disrupt political norms?
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ESG Contextual Conditions

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- Inequality: Capitalism to regenerative and circular, upends inequity, resource misallocation, 'rights' to land
- Anthropocene: 'Peak' oil? Debt to China and global markets? Biodiversity tipping points
- Diversity: Heterogenous communities



Environment

'They come, they photograph, but don't help': how ecotourism in the Amazon shortchanges the locals

The Huaorani Ecolodge promises a unique and immersive cultural experience - but at the expense of the people who struggle to maintain a life in the rainforest

Megan Alpert

Wed 11 Mar 2015 18.52 GMT



115



A 2015 Guardian article describes several problematic aspects of the management of the Ecolodge as it relates to the Waorani. For example, Alpert writes “Felipe and his family had painted their faces with achiote and shown them a traditional song and dance” and in describing the system of inequitable tipping a Waorani worker named Nenekoa states “They dance so that the tourists will pay, but they don't pay.” However in an academic case study of the Huaorani Ecolodge Hölcke (2012) reports that the consultant who advised the forming of the partnership recommended, “not including parties, ceremonies, dances, traditional music and songs in the list of attractions. He was afraid these cultural events could lose their original meaning and character.” (p. 122).

The relationship between the community and TROPIC clearly degraded, evidenced by a study Pontón and Ulloa (2019) conducted to evaluate how the relationship measured up against the Global Ecosphere Reserve ® Standard (GER) criteria for sustainable ecotourism. They determined three main shortcomings that have negatively influenced the management of the Ecolodge and correspond to:

- 1. Weak communication between the community and the tour operator, which has violated the relationships between the parties and disagreements have arisen in decision-making,**
- 2. Lack of a tourism management evaluation system that reflects the benefits, impacts negatives and needs of the local population, which has caused a stagnation of activities alternatives for community benefit and**
- 3. The absence of documented labour policies has caused a lack of commitment by part of the workers and the quality of the service has diminished.**

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Título

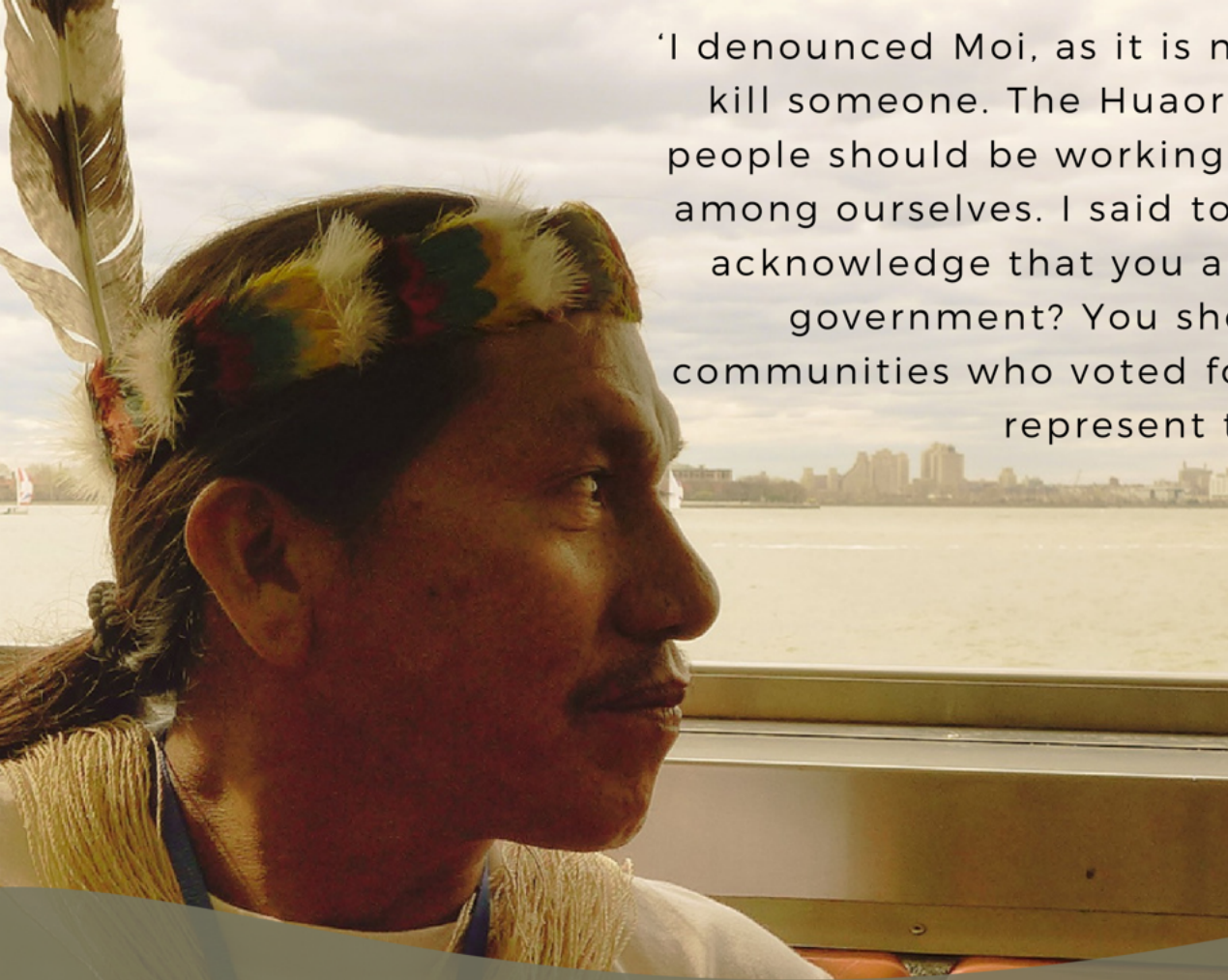
Estrategias Operacionales,
Comunicativas y de Coordinación
entre el Huaorani Ecolodge y su
Entorno Comunitario a partir
del Proceso de Certificación
Global Ecosphere Retreats en
la Provincia de Pastaza - Ecuador

Autores:

Patricia Elizabeth Barberán Pontón

Ruth Magdalena Lopez Ulloa

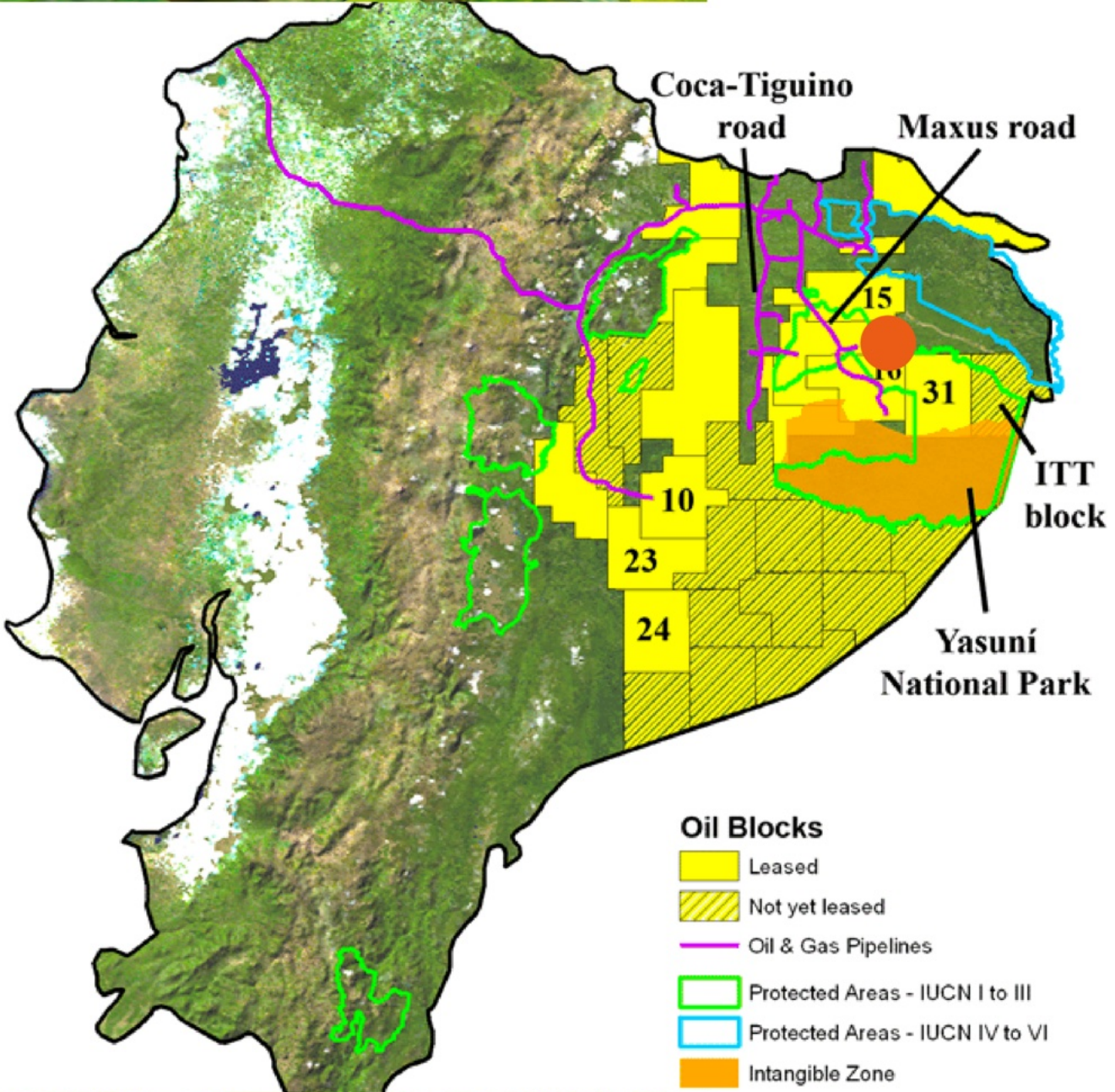
'I denounced Moi, as it is not good to threaten to kill someone. The Huaorani and Taromenane people should be working together, not fighting among ourselves. I said to Moi: "Why do you not acknowledge that you are on the side of the government? You should support the communities who voted for you and sent you to represent them."'



'Seven companies have been working in Huaorani territory and we have become poorer

Who is to blame? Not us... We have been conservationists. We want our territory to be respected. Let us live the way we want to live.'

Alicia Cawiya



Picturing
**LOCATING
'BUSINESS'**

Politics?
Proximity?
Progress?





Picturing
**LOCATING
'BUSINESS'**

Progress?

How Indigenous Ecotourism Protects the Rainforest in Ecuador

In the image below, the pink is representative of the deforestation heading towards the forests of Ecuador and into Peru. The highlighted area shows the Sani Isla indigenous community in the buffer zone stopping deforestation from reaching further.

1. The Ecuadorian Amazon is under imminent threat from oil and mining, even in national parks.
2. Yasuni National Park in Eastern Ecuador has 10+ oil concessions inside its borders.
3. Oil companies offer Amazon indigenous communities jobs, roads, hospitals, and more in exchange for drilling rights.
4. In such remote areas, there are few other options for making income. As a result, many communities lose their forests and eventually move away.
5. Indigenous-led ecotourism can provide alternative employment and sustainable income that can be spent on healthcare and schools while protecting communities and forests.
6. Tourism provides local jobs in guiding, cleaning, and administration. Visitors pay to see pristine forests and wildlife, and enjoy traditional culture.

Operation Wallacea
October 20, 2021

In Ecuador, indigenous ecotourism projects like Sani Lodge (owned by Sani Isla) form an important buffer to slow the spread of deforestation downriver into the lowland Amazon. Tourism provides income that replaces the potential benefits (without as many destructive pitfalls) that industries like oil and logging could bring to remote communities in the forest.

This month in our newsletter, we talked about how the Sani Isla community in Ecuador has used ecotourism to protect > 40,000 ha of virgin rainforest for over 20 years and the role indigenous communities have in protecting biodiversity worldwide.

Over 68% of the Ecuadorian Amazon is divided into oil blocks, threatening some of the most biodiverse places on Earth with pollution and deforestation. In fact, even Yasuni National Park - one of the world's most important biosphere reserves - has 10+ oil concessions within its borders.

However, deforestation on indigenous territories is nearly 3x lower than outside these areas. The Kichwa-speaking Sani Isla community has partnered with Opwall for > 5 years to study and conserve the wildlife in their reserve, the largest private protected area in the Ecuadorian Amazon. Check out the rest of this email to learn why and how indigenous communities, like Sani Isla, work to protect the forest.

You can sign up to receive our newsletter here: <http://ow.ly/xTXG50GImbW> See less

7 2 4

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Most relevant

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GreenBiz

La vue de Montreal: Biodiversity gets its moment at COP15

Will increased business support at COP15 help galvanize action on nature and biodiversity?

By **Pete May**

December 19, 2022



Picturing

LOCATING 'BUSINESS'

Politics?

Proximity?

Progress?

Michael Torrance, chief sustainability officer for BMO Capital, said: "The private sector is sending positive signals by engaging positively here at COP15. Not quite as strong as COP27; not every business is here, but business plays a big role in pushing government to set clear policy direction."

<https://www.greenbiz.com/article/la-vue-de-montreal-biodiversity-gets-its-moment-cop15>

The ASEAN Centre for Biodiversity (ACB) and the Ministry of Energy and Natural Resources of Malaysia held the fourth and last virtual session of the Third ASEAN Conference on Biodiversity (ACB 2020).



SDG 17

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politics

Progress

Proximity

Motivations?
Governance or partnership?

Literal 'bodies' -who is in the fray?

Land

Oil Field Maps v. Yasuni & Ecolodge Maps

Scale of business?

Imaginarities

Power & Politics among the Waorani

Representation
'Business' as a monolith

SDG 17
Key Tensions
SDG 8 (Eco growth) & SDG 15 (Biodiversity)

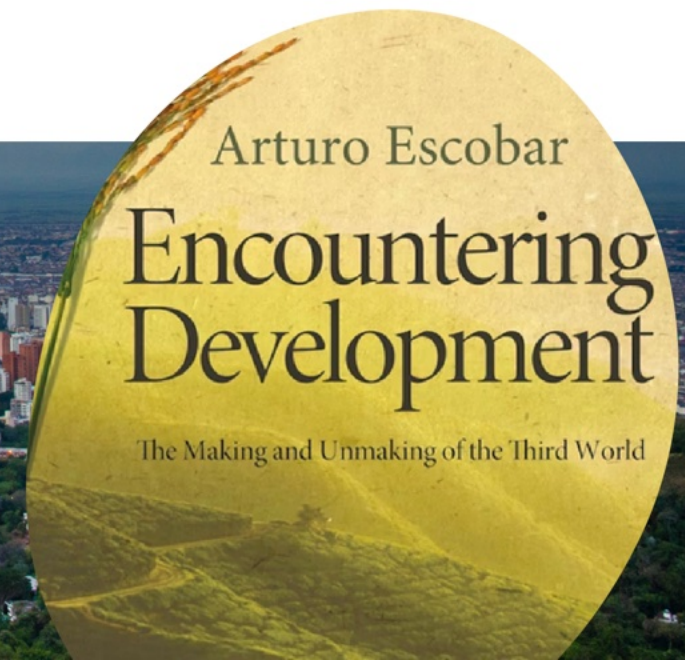
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LOST IN TRANSLATION

The normative SDG aim that 'no one be left behind' is often lost in translation.

- The SDG discourse still tends to be primarily focused on western and (re)distributive notions of justice, ignoring the understanding of justice formed and practiced in different communities, particularly those outside the industrialised North (San Martín & Wood, 2022).
- Arturo Escobar explains, critically, that human economic activity follows a single, universal path of progress from simple to complex societies, and that development means the “modern” progressively encroaching on the traditional (2011, pp. 77-78).



LOST IN TRANSLATION

- SDGs “undermine political struggles of those demanding more ecologically sustainable and socially just approaches to development” (Schleicher et al. 2018, p. 46).
- The importance of localized agency in governance:
- As Amartya Sen puts (2013, p. 7), humans should be viewed, “not as patients whose interests have to be looked after, but as agents who can do effective things.”
- Reflection on the publication of the JTF article.



BUSINESS AND BIODIVERSITY: ACHIEVING THE 2050 VISION FOR BIODIVERSITY CONSERVATION THROUGH TRANSFORMATIVE BUSINESS PRACTICES.

BIODIVERS CONSERV 32, 3607–3613 (2023).

[HTTPS://DOI.ORG/10.1007/S10531-023-02575-1](https://doi.org/10.1007/s10531-023-02575-1)

Due to their massive resources and global reach, businesses could contribute immensely to global efforts to reduce biodiversity loss. Within the last few years, businesses have indeed shown interest in biodiversity conservation. However, their current efforts are too limited and perfunctory to be consequential for achieving the 2050 vision for biodiversity...

- 1. making biodiversity protection every business's business—i.e., incentivizing micro, small, and medium enterprises alongside large corporations to adopt biodiversity conservation measures,**
- 2. giving biodiversity a central stage in the corporate sustainability discourse—i.e., correcting the carbon tunnel vision of corporate sustainability,**
- 3. holding companies accountable for biodiversity impacts across their entire supply-chains,**
- 4. developing biodiversity-friendly organizational cultures so that employees become biodiversity champions, and**
- 5. creating third-party certifications to benchmark and evaluate biodiversity-friendly business practices. Effective implementation of these five strategies will require voluntary commitment from companies and enabling regulations.**

ENTERPRISES OF THE COMMUNITY TOURISM

Currently, in the Waorani nationality there are seven active ventures related to community tourism: *Nanpaweno*, *Miwaguno*, *Yawempare*, *Guillero* and *Bameno*, located in the Yasuní National Park, **plus** *Quehueiri'ono* and *Nenkepare*, communities located in the Waorani Ancestral Territory (Street 2019). No results are presented for the *Bameno* community. Because during the time allocated for collecting information, the Waorani communities in the Shiripuno area were in a situation of tension, therefore, the conditions were not suitable to continue the planned route.

During the study, in addition to the communities mentioned, two were known in the area related to tourist activities; One of them, *Boanamo*, is inactive for tourism purposes since a Taromenane attack carried out in 2016 and *Ñoneno*, which only receives income from tourists who visit the community thanks to tourist packages managed by an external private operator.

Therefore, no results were generated and they did not enter into the analysis of community tourism, seen as a management model.

P i c t u r i n g

LOCATING 'BUSINESS'

Politics?

Proximity?

Progress?

COMMUNITY MANAGEMENT
INDICATORS FROM THE AXES OF
COMMUNITY-BASED TOURISM. CASE:
ENTREPRENEURSHIP OF THE
WAORANI NATIONALITY IN YASUNÍ

Calle-Calderón, A.; Salazar-Duque, D.
Indicadores de gestión comunitaria a
partir de los ejes del turismo
comunitario. caso: Emprendimientos
de la nacionalidad Waorani en
Yasuní. Rev. Chakiñan 2020, 15, 123-
140.



Lu, F., & Wirth, C. (2011). Conservation Perceptions, Common Property, and Cultural Polarization among the Waorani of Ecuador's Amazon. *Human Organization*, 70(3), 233-243. <https://doi.org/10.17730/humo.70.3.13504v21wrgt2607>

Picturing

LOCATING 'BUSINESS'

Politics?

While there was no consensus on the drivers of resource scarcity, 21 out of the 30 respondents said they thought Waorani were in some way responsible for faunal scarcity.

“

A man from a community along a road abutting Yasuni National Park said, "Some foreigners think that this here is the Yasuni National Park. This is not the Yasuni National Park. This is Waorani Territory. This is our own territory, our own land. Our grandparents killed here. Our blood wet the soil. Therefore, we have the right to live here."

A man talking about the conservation area recently designated near his community said, "The government has told us that we should not hunt. They don't understand because no one can tell us what we can do in our territory, not even the government"



A pool of oil-industry waste located in the village of Pacayacu in Sucumbios province, one of the sites the indigenous people visited on the Toxic Tour. Image by Daniela Aguilar for Mongabay.



Graddy-Lovelace, G., Harnish, A., & Hazlewood, J. A. (2016). 41. World Is Burning, Sky Is Falling, All Hands on Deck!: Reflections on Engaged and Action-Oriented Socio-Environmental Scholarship. In *The Environment in Anthropology* (Second Edition) (pp. 445-481). New York: University Press. <https://www.degruyter.com/document/doi/10.18574/nyu/9781479862689.003.0045/html>

Picturing
**LOCATING
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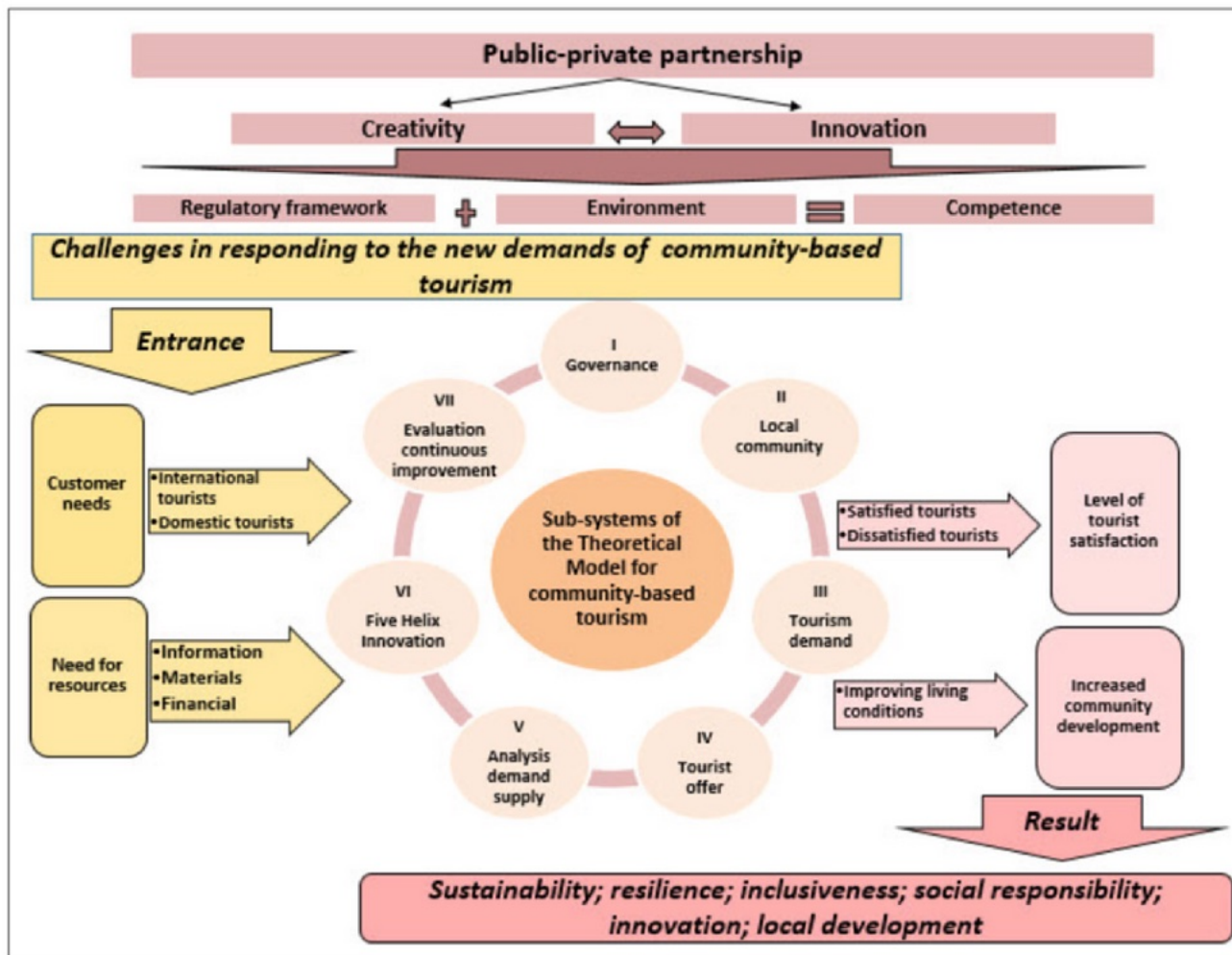
Proximity

“ —

Around the world, at least 116 environmental activists were killed in 2014 amid disputes over hydropower, mining, logging, and agribusiness ventures (Stout 2015; Global Witness 2015). That is nearly twice the number of journalists killed in the same period, according to a report by the UK-based NGO Global Witness (2015).¹ Forty percent of the victims were Indigenous, and the majority of the deaths occurred in Central and South America. One such activist, the Indigenous Ecuadorian leader José Isidro Tendetza Antún, was murdered just days before he was expected to file a complaint against a controversial copper-mining project at the International Tribunal Court for the Rights of Nature. The Tribunal—which was being held concurrently with the December 2014 United Nations Framework Convention on Climate Change Conference (UN FCCC COP 20) in Lima, Peru—was dedicated to his honor (Watts and Collins 2014; Puig 2014; Global Alliance for the Rights of Nature 2014).

Picturing
**LOCATING
 'BUSINESS'**

Progress?



Llupart, N., & Rosa, M. (2022). Theoretical Model for the Analysis of Community-Based Tourism: Contribution to Sustainable Development. *Sustainability: Science Practice and Policy*, 14(17), 10635. <https://doi.org/10.3390/su141710635>

Figure 9. Theoretical model for the analysis of community-based tourism.



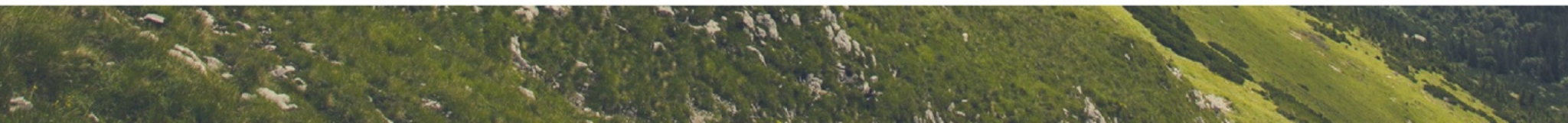
2023 JCU RED SYMPOSIUM

A BROKEN PROMISE? THE 2030 AGENDA'S COMMITMENT TO LEAVE NO ONE BEHIND

**27 – 29 SEPTEMBER,
THE CAIRNS INSTITUTE
JCU NGUMA-BADA CAMPUS, SMITHFIELD**

Addressing inequality through the
Sustainable Development Goals:
*A critique and alternative
framework for SDG analysis and
implementation*

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<https://doi.org/10.1016/j.cosust.2018.09.004>
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