

CIrClE 2019

Challenges for the Islands in the era of the Circular Economy

The entrepreneurial propensity towards the adoption of electric mobility in the short food supply chain

Prof. Antonino Galati University of Palermo, Italy





SMile 2019

6th Sustainable Mobility & Intelligent Transport conference





Plan of the presentation

- 1. Reference framework
- 2. Aim of the study
- 3. Conceptual framework
- 4. Methodological approach
- 5. Results
- 6. Conclusion and implications



Reference framework

SFSCs, such as farmer's market, community supported agriculture, etc., connect consumers to the food production system in ways that can help both to increase the level of trust, linked to the wholesomeness of food products, and reduce food and packaging waste

There is a general conviction that SFSCs contribute to reach the goal of a "sustainable agriculture"

The sustainable character of SFSCs was called into question as regards its contribution to the reduction of CO2 during the transportation phase with several implications on climate change

The introduction of electric vehicles in SFSCs is a more promising option for an overall sustainable management scheme





Aim of the study

• Investigate the propensity of entrepreneurs operating in the short food supply chain to introduce electric vehicles in their business, with a view to satisfy triple facet of the sustainability, namely that economic, environmental and social

Attitudes

Social norms

Perceived behavioral control

Reality to limits of growth

Anti-anthropocentrism

Fragility of nature's balance

Anti-exceptionalism

Possibility of an eco-crisis

Conceptual framework

Intention



Behaviour







Methodological approach

- A direct survey was carried out in the period February March 2019
- A questionnaire was developed, according to the reference conceptual framework, and organized in four sections aimed to investigate the entrepreneurial propensity to adopt EVs in their business
- Famer's associations managing farmer's market in the Province of Palermo have been contacted
- A sample composed by 42 entrepreneurs operating in the SFSC and participating to the farmer's markets has been investigated



Results - Attitudes

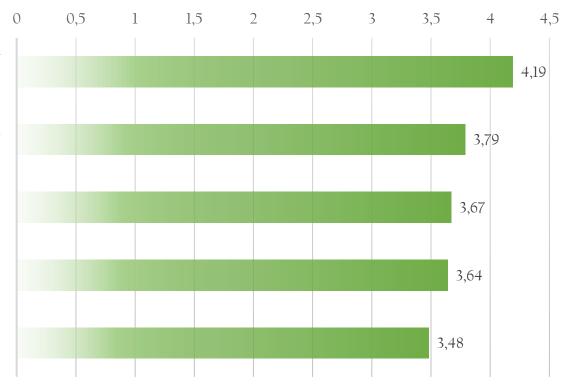
In my opinion, issues related to climate change are a critical factor, and awareness and knowledge of electric mobility must be increased among farmers as a tool to reduce CO2 emissions.

In my opinion, the introduction of electric mobility in my farm will contribute to increasing the green image of my company

In my opinion, the introduction of electric mobility in my farm is a good and wise choice

I believe that the introduction of electric mobility in my farm is a fundamental step to make the agri-food supply chain more sustainable

In my opinion, the introduction of electric mobility in my farm is useful and valuable



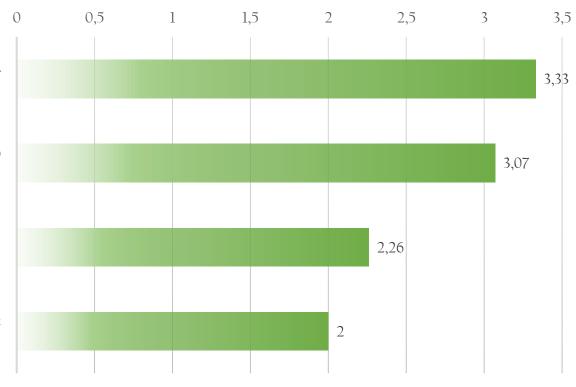
Results – Social norms

In my opinion, more and more farmers will adopt sustainable practices in the future linked to distribution through the use of electric vehicles

The people, whose I appreciate opinions, will approve my choice to introduce electric mobility into my farm

Other farmers I know believe that electric mobility is an important issue and they are engaged in its introduction to their farms

People whose I appreciate opinions, ask me to introduce electric mobility in my farm



Results – Perceived behavioral control

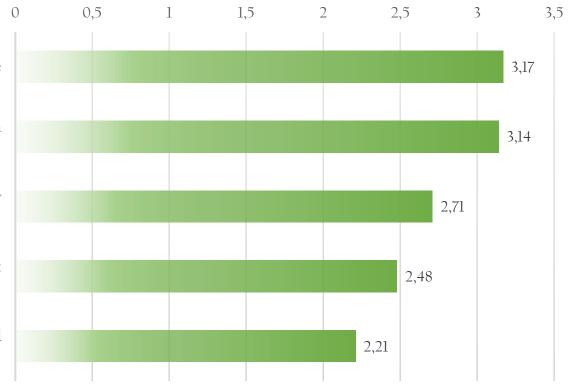
The adoption of electric mobility in my farm depends exclusively on me

I am quite confident in my abilities and skills for introducing electric mobility in my farm

The introduction of electric mobility in my farm is quite simple and I can easily manage it

The tangible and intangible resources in my farm are sufficient for the correct management of the distribution of food products through electric mobility

I am quite aware and informed about the support policies for electric mobility and I do not need any other information about it





• Based on the New Environmental Paradigm (NEP) we can state that among respondents there is a great awareness of the importance associated to the protection of natural resources exploited by humans and causing a serious natural disasters.

• Entrepreneurs who frequently participate in the farmers' markets, since their corporate headquarters is located near the same markets, show a greater willingness to introduce e-mobility in the SFCS





What are the main desirable measures?

- Non-repayable grant, incentive for the relief of the insurance premium, and eco-incentive for the purchase of electric vehicles
- On the contrary, support tools related to the reduction of costs associated with circulation are less appreciated by interviewees.





Greater pro- environmental attitudes

Inclined to gratify the expectations of others

Greater perception of control

Greater awareness of human action on the environment

Young farmer

Manages a firm close to the farmers' market

Propensity to introduce *e-mobility* in the business







Implications

- This preliminary study provides interesting political and managerial implications
- Policymakers could take inspiration from these results to define future plans considering concrete measures appreciated by farmers and ensuring the e-mobility spread
- Educational programs addressed to entrepreneurs in order to increase their environmental awareness should be envisaged
- On the managerial point of view, this study could increase awareness among agricultural producers participating in initiatives such as the short food supply chain to make it more sustainable



Thank you for your attention



Prof. Antonino Galati, Department of Agricultural Food and Forest Science, E-mail: antonino.galati@unipa.it



CIrClE 2019

Challenges for the Islands in the era of the Circular Economy under the auspices of







Thursday 28 - Friday 29 March 2019, Nicosia, Cyprus

