



CirCIE 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

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Under the auspices of



SMile 2019

6th Sustainable Mobility
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Plan of the presentation

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

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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

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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

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Conceptual framework

Theory of Planned Behaviour

Attitudes

Social norms

Perceived behavioral control

New Environmental Paradigm

Reality to limits of growth

Anti-anthropocentrism

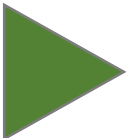
Fragility of nature's balance

Anti-exceptionalism

Possibility of an eco-crisis



Intention



Behaviour





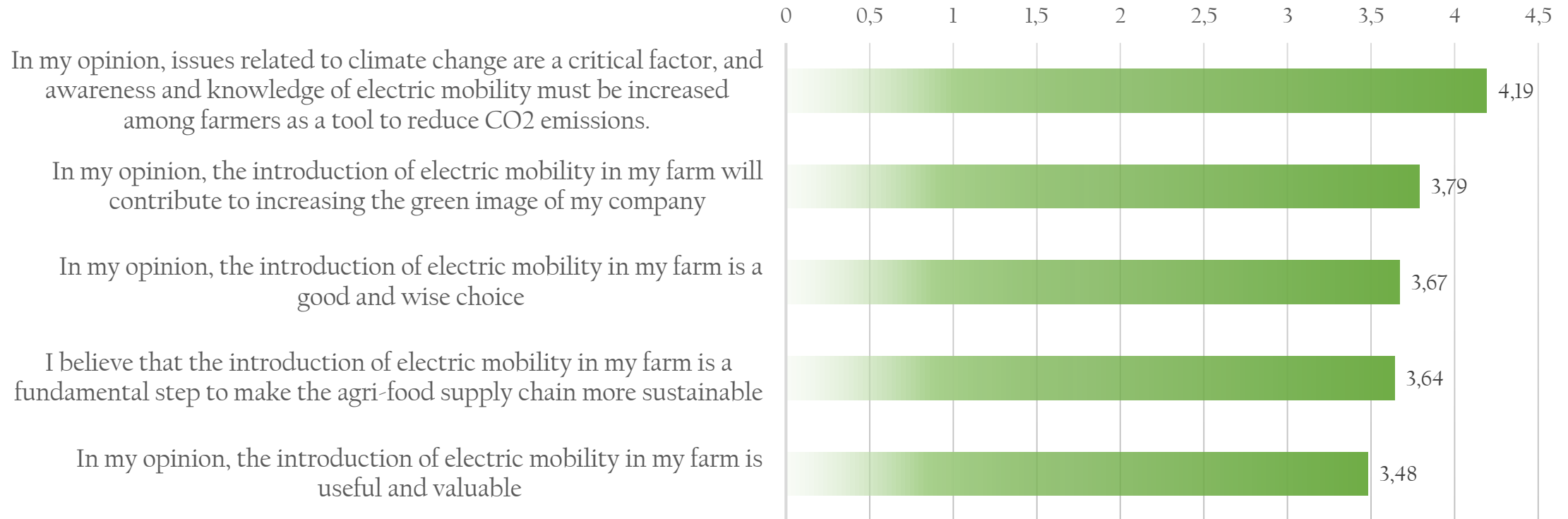
Methodological approach

- 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
- Farmer'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



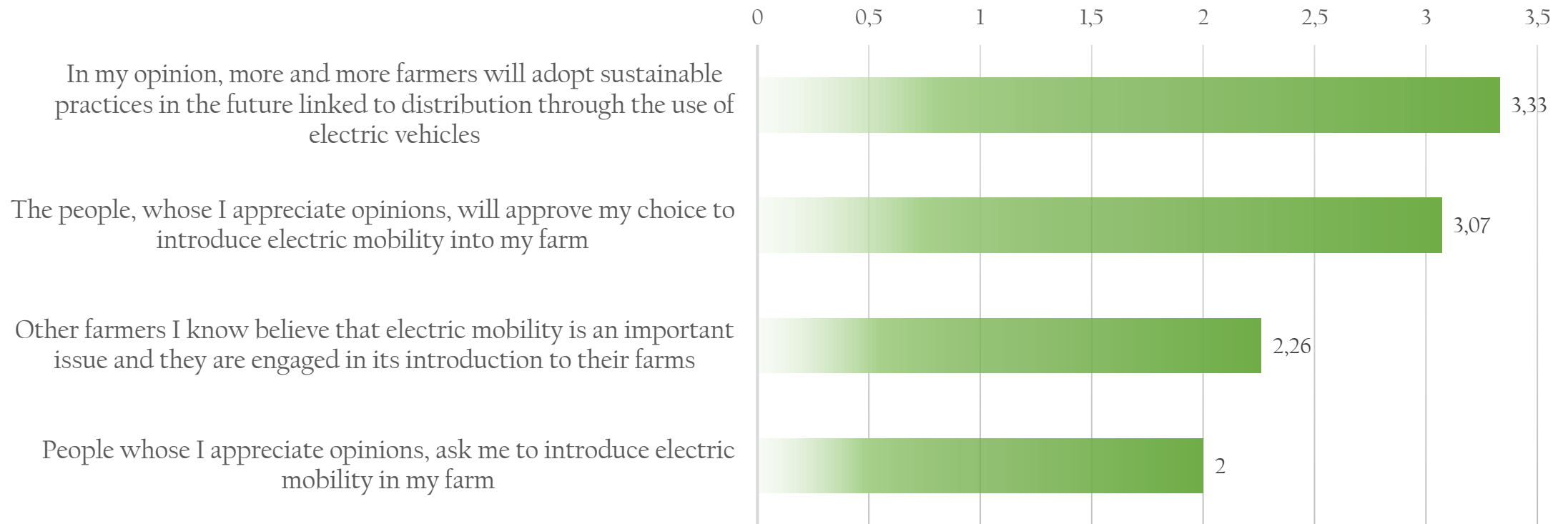


Results - Attitudes



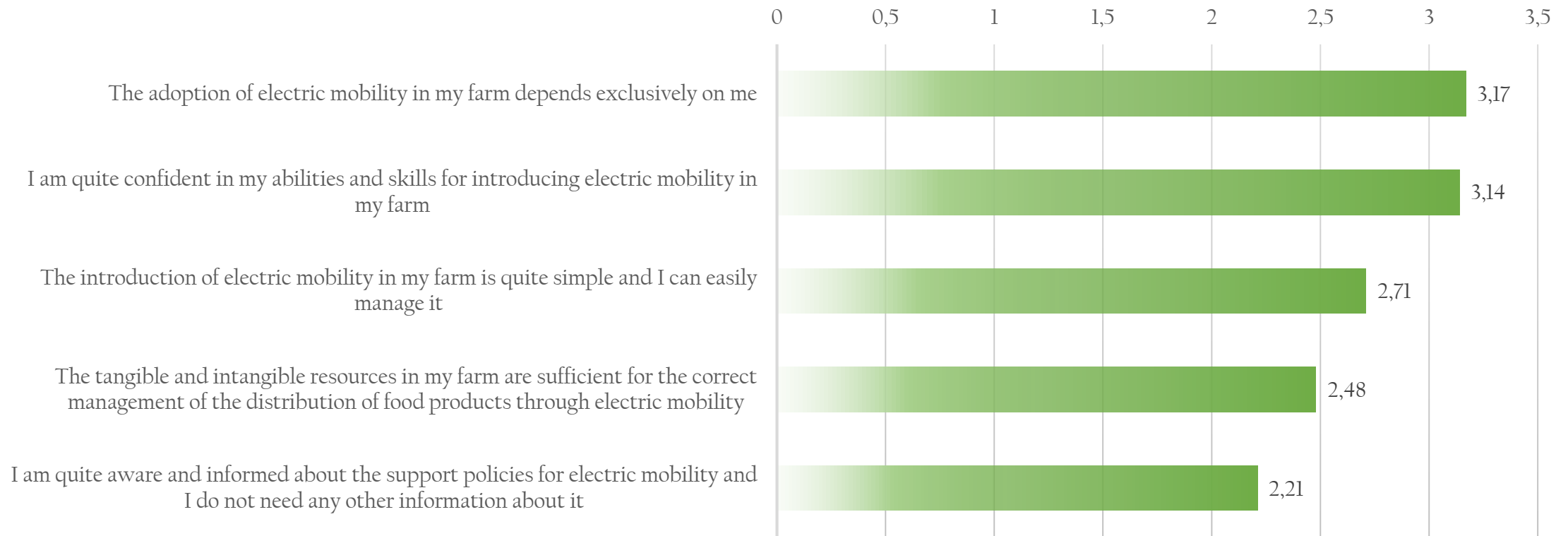


Results – Social norms





Results – Perceived behavioral control





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- 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

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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.

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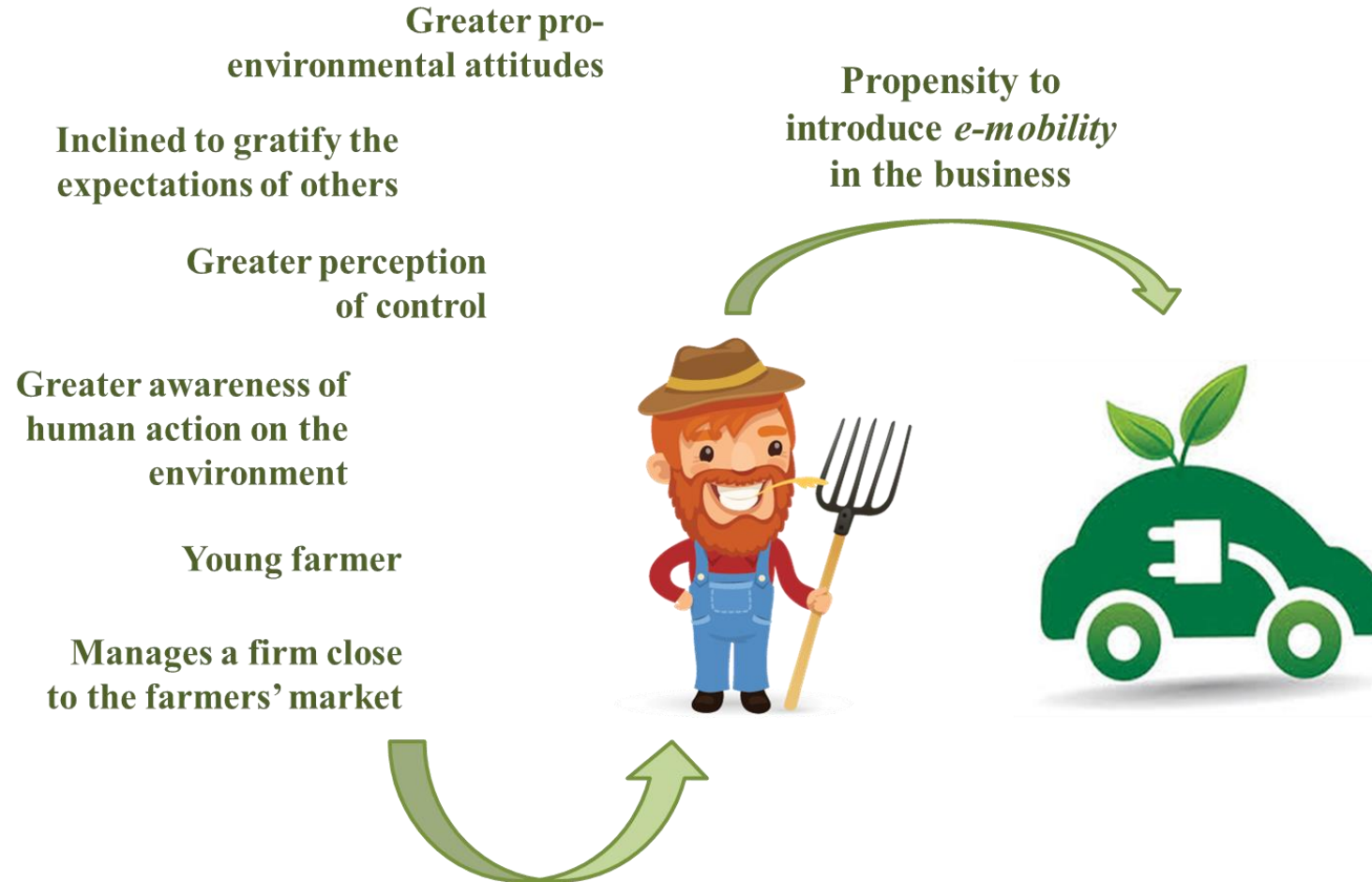




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Implications

- 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



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