

Circular Economy's Engagement into Agri-Food Sector Sustainability During Covid-19 & post Covid-19 Period- A mixed Methods approach

Presented to

6th Advances in Management and Innovation Conference 2022

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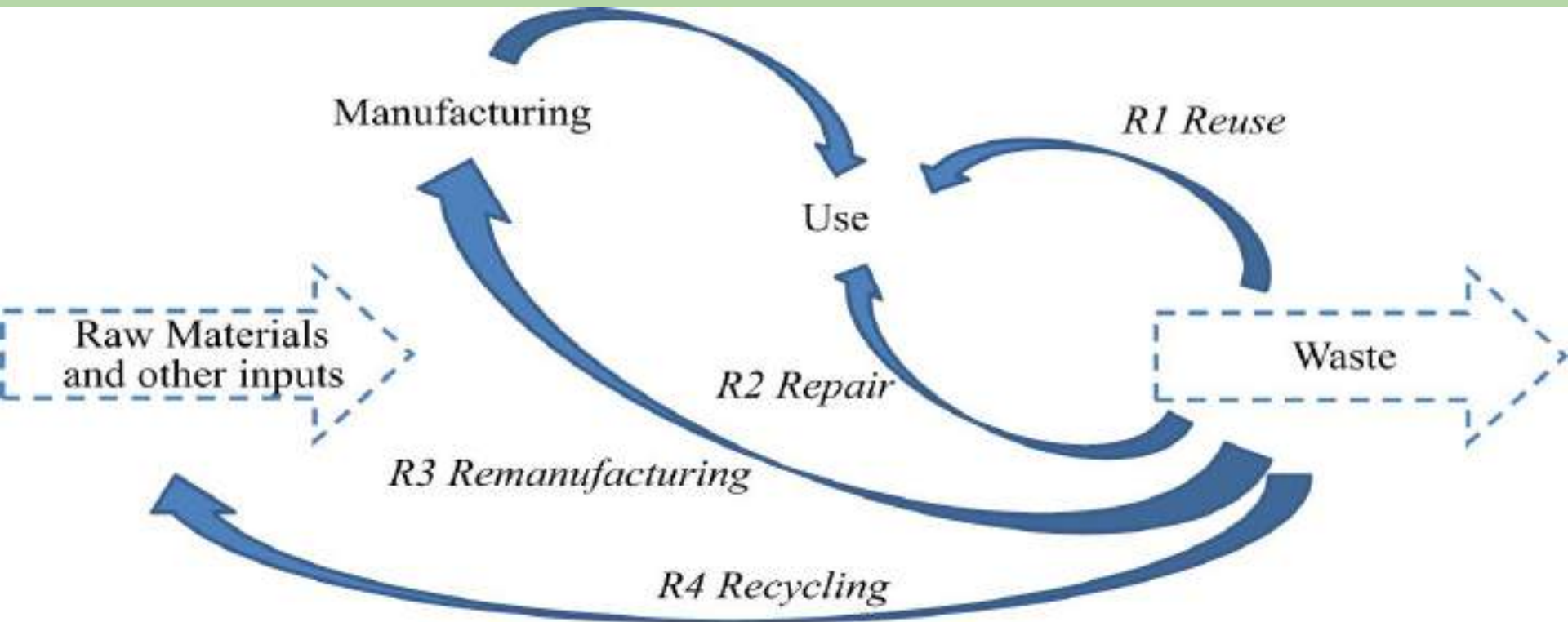


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Background



Importance



Source(s): Adapted from Stahel, 1982

UN (2015), Agenda 2030

SDGs 12. Responsible consumption and production

Ensure sustainable consumption and production patterns

- Target 12.2: By 2030, achieve the sustainable management and efficient use of natural resources.
- Target 12.3: By 2030, halve per capita global food waste at the retail and consumer levels and reduce food losses along production and supply chains, including post-harvest losses.
- Target 12.5: By 2030, substantially reduce waste generation through prevention, reduction, recycling and reuse.
- Target 12.6: Encourage companies, especially large and transnational companies, to adopt sustainable practices and to integrate sustainability information into their reporting cycle.
- Target 12.7: Promote public procurement practices that are sustainable, in accordance with national policies and priorities.
- Target 12.8: By 2030, ensure that people everywhere have the relevant information and awareness for sustainable development and lifestyles in harmony with nature



Importance of agribusiness in Mexico

More representative agri-products are beer, avocado, berries, tomato, tequila, peppers and beef meat.

12th place in Agri-food production.

11th place in stock and crops.

15th place in fisheries and aquaculture.

21st place of people working in the Agri-sector.

2.7% the Agri-food sector raised during the covid-19 at 2021.

Source: (HSBC, 2022; SADER, 2022).



Importance of doing this research in Mexico

10th place in population (127.8 K in 2020).

23% of Mexicans live in rural areas.

13% of the workforce is occupied by the Agri-sector 13% (estimated).

-4.6% of de GDP, Covid-19 impacted negatively industrial and services sectors (4th trimester 2021).

4.9% Agri-sector has raised compared with the same period of 2020.

85% of the producers are small or medium scale and generate 60% of the jobs.

Source: (FAO, 2022).



Research Questions



To what extent does Mexican agri food sector engage with circular economy and sustainability? And how ?



Methodology

Mixed Methodology-Approach

Ethical approval

- Phase One:

-Pilot Study on 12 respondent- questionnaire was revised.

In order to answer the research questions, An online field survey was conducted. So far we have 425 respondents.

The questionnaires divided into four sections

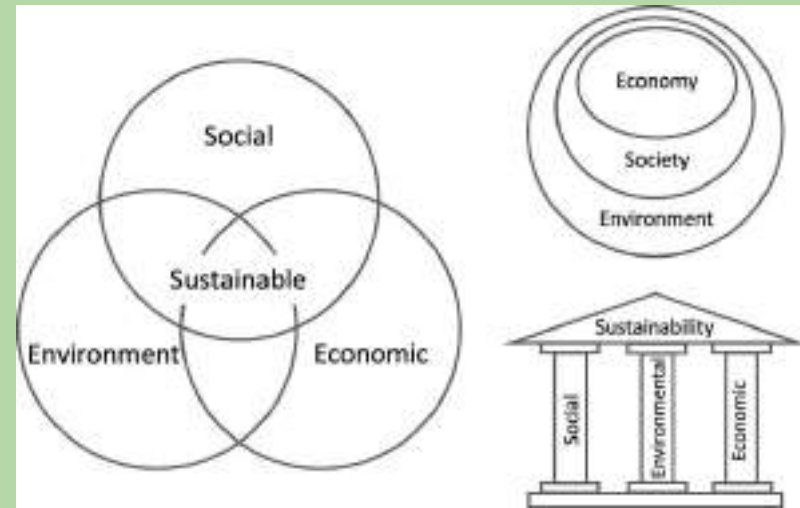
Economic

Social

Environmental

Internal Process and communication

- Data will be analysed by using IBM Statistical Package for the Social Sciences version 25.0 (SPSS).



Methodology cont's



Phase two:

A key characteristic of qualitative research is to focus “on naturally occurring, ordinary events in natural settings so that we have a strong handle on what real life is” (Miles & Huberman, 1994, p.10). This approach is often preferred when there is empirical knowledge available on particular subject and information is captured through participant who has a comprehensive insight of that topic (Creswell, 2003).

- We are aiming to conduct 20-30 each will last for (30-45 min) interviews with agribusiness and farm owners.

- We will be using Creswell's (2014) approach for data analysis in qualitative part, exploiting a thematic analysis approach (Roulston, 2001).





Expected Results

- *Barriers to implement the circular economy in agri-food

- *Laws for Circular Economy implementation

- * What effects can occur from the economic point of view in terms of energy recovery, waste recovery, getting resources back

- *Social creation of jobs, job safety, training opportunities, skill development

- *Environment protection, Greenhouse Gas effects, NO_x, CO₂, SO_x



Where do we want to take this study

We aim to publish this study in:

Business strategy and Environment

Production and planning

Journal of Environmental management





**ANY
QUESTIONS?
COMMENTS?
SUGGESTIONS?**

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References:

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- Miles, M. B., Huberman, A. M., & Saldana, J. (2014). Qualitative data analysis: A methods sourcebook. (3rd ed.). Thousand Oaks, CA: Sage
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