

Supra-Recycling an Opportunity for the Generation of Environmental-Cultural Ventures

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ABSTRACT

Entrepreneurship has established itself as a source of commercial resources and an engine for actions that promote competitiveness, innovation, creativity, and productivity. On the other hand, the local discourse is considered an internal composition that encompasses objects and places that are related to the cultural identity of a region. In this sense, both contexts are integrated through the incorporation of upcycling processes, for the transformation of solid waste and converting them into commercial products related to cultural heritage and cultural identity. The objective of the research was to determine the influence of the local discourse as an alternative for the undertaking of new businesses, taking advantage of the waste generated by the province of Tungurahua, Ecuador. It is a study of qualitative approach, a descriptive type; using the in-depth interview as an instrument for collecting data. The results indicated the feasibility of developing products while rescuing the culture of the region, following the use of recyclable materials, emerging what is known as a management plan for cultural products. The conclusions denote the business opportunity to undertake through strategic alliances, achieving cultural recognition, and long-term sustainable development.

Keywords: Culture, Economic growth, Entrepreneurship, Social development, Upcycling

INTRODUCTION

As is generally known, the ventures have established themselves in micro, small, medium, and large companies (Bushe, 2019) which are and have been the main source in terms of the generation and movement of capital, through which, people have generated resources and satisfying different needs, through their initiative, creativity and capacity (De Oliveira et al., 2020; Franco, Haase and António, 2020). It is linked to the development of a business idea within a certain context (Majdouline, El Baz, and Jebli, 2020) that generates an impact on the human being from the social, economic, cultural, political, and environmental aspects (Muhammad et al., 2020). As such, this impact has a great influence on the development of society,

given that in the first instance it helps its economic growth and consequently contributes to the social welfare of the people, since it provides the resources that allow improving human development, as well as generation of jobs, it contributes to improving their economic situation.

On the other hand, innovation is part of entrepreneurial activities, maintaining an approach with actions attached to creativity, a taste for risk, and the acceptance of social mobility (Meseguer-Sánchez et al., 2020). Likewise, the province of Tungurahua represents a rich space concerning culture and customs of each place, which is attracted and preferred by tourists thanks in large part to its demographic location, where the local discourse is considered an important aspect. within the contextualization of social environments (Lauto, Pittino, and Visintin, 2020; Shim, Kim, and Na, 2018). Local discourse is seen as a composition that frames objects and places that are directly related to cultural identity (Gürel and Tat, 2017). One characteristic is that it allows the incorporation of upcycling processes, for the transformation of solid waste and converting them into commercial products that have a certain cultural identity (Solís, 2019).

In this same order of ideas, it is necessary to mention that the importance of sustainable development lies in the struggle to obtain a life full of non-toxic pleasures, where the physical environment favors the development of men and other species that inhabit the environment. Planet (Mensah, 2019). The importance lies in providing, through the optimal use of natural resources, a healthy and pleasant life that ensures good living and the preservation and care of the environment (Dresch, Collatto, and Lacerda, 2018). Regarding upcycling, it is considered as the process of transforming one waste into another of equal or greater value, which may be useful (Luciotti et al., 2018). It constitutes the process of transforming waste and reusing it, representing a business model that, together with one or several factors such as innovation and creativity, helps to contribute to the undertaking of new businesses that allow the generation of economic resources and conservation of the environment.

Given the above, it is important to highlight the role of the State to promote or encourage all these issues directly related to sustainable development and the undertaking of new businesses (Stubbs and Cocklin, 2008). This brings with it a series of factors that affect innovative development, highlighting the low initiative of the State to invest in entrepreneurial projects, lack of coordination in the use of national culture and tourism, the incursion of non-national products, and showing innovative projects that boost the country's economy. One of the consequences of all this is that businessmen prefer to invest large capital in foreign products, disregarding the raw material that the country possesses, leaving aside the export and internal consumption of national products (Shah Bin Mazla et al., 2020).

MATERIALS AND METHODS

The methodology used is a qualitative approach, with an ethnographic design since these studies aim to examine and understand social systems, intending to produce deep interpretations and cultural meanings, from the

perspective of the participants (Hernández-Sampieri and Mendoza, 2018). In this sense, the research is considered a field since data was taken directly from in-site reality as it is presented (Nájera and Paredes, 2017). The researchers collected the information through key informants, conducting in-depth interviews as an information collection instrument, with data triangulation being the methodological technique. The population consisted of 10 experts (five specialists and five key informants). The participation of the informants was carried out voluntarily. The data obtained was processed through the qualitative data analysis ATLAS.ti8, which allowed discovering patterns framed towards structuring, categorization, contrast, and interpretation.

RESULTS AND DISCUSSION

Next, the results are disclosed, taking into consideration the different positions of the key informants and their direct relationship according to their experiences in the areas where the research is carried out. This contrast of ideas allowed comparison of networks that allow to visually identify the relationships of the identified dimensional axes.

Dimensional Analysis

The points of encounter and disagreement between the groups (environmental-cultural undertakings and upcycling) that constitute the guiding categories and the groups of documents (specialists, experts, and key informants), allowed the structuring of 43 codes that constitute the primary categories of the investigation (Guevara, 2020). In the case of environmental-cultural undertakings, 28 codes were identified, among which the following stand out: agrotourism, demographic use, handicrafts, social benefits, quality, clients, communication, consumers, customs and traditions, culture, education (Acosta-Vargas, 2018; Guevara, 2019), entrepreneurship, experience, forms of life, fruit growing, gastronomy, indigenous people, indigenous legion, tourist places, business opportunities, agricultural production, artisanal products, sense of belonging and regionalism, services, society, treatment of tourists, and cultural values.

Similarly, concerning the upcycling dimension, a total of 15 codes were identified, among which are evident: economic benefits, leather manufacturing, care for the environment, solid waste, local discourse, the identity of people, market niches, learning opportunity, brand positioning, preservation of the planet, commercial products, natural resources, respect for the environment and safety. Each of the indicated codes maintains a dense and rhizomatic rooting that comes from the number of citations with a certain code, while the density refers to the number of links that have been established (data saturation).

Additionally, it is necessary to mention that the questions were clear and direct to make the most of the expertise of the different stakeholders through the interviews carried out. In the case of the experts, the items were addressed to the theme of the local discourse and the importance that it has towards the cultural identity of the Tungurahua region. For

their part, the specialists focused on local discourse, culture, sustainable development, and entrepreneurship. The existing possibilities of marketing products were inquired about, taking into account the local discourse and the human skills of the Tungurahua region. Finally, the information provided by the key informants allowed us to know the existing reality between the combination of local discourse with upcycling and to learn about the existing possibilities of entering the market, having as a possibility the opening of entrepreneurial businesses that allow the economic development of the city, the region, supported by residual raw materials, in addition to taking advantage of cultural resources and their potential for tourism.

After the processing of the interviews, in the case of the specialists, 54.94% of the stories processed were addressed to the theme of environmental-cultural undertakings, while the remaining 47.06% focused on the theme of upcycling. In the case of the experts, 58.33% addressed information corresponding to environmental-cultural undertakings, while the remaining 41.67% directed the information towards upcycling. In the case of the key informants, 83.33% spoke about environmental-cultural undertakings, while the remaining 16.67% directed their ideas towards upcycling.

Based on the above, it can be mentioned that 60% of the stories are associated with the variable environmental-cultural undertakings where, according to the coding carried out, associated terms such as agrotourism, demographic use, handicrafts, social benefits, quality stand out. , clients, communication, consumers, customs and traditions, culture, education, ways of life, gastronomy, indigenous people, tourist places, business opportunity, agricultural production, handcrafted products, sense of belonging, services, society, treatment of tourists, and values cultural. On the other hand, the remaining 40% of the stories were directed towards the supra-recycling variable, highlighting, according to the coding carried out, terms such as economic benefits, product creation, leather production, environmental care, solid waste, local discourse, the identity of people, market niches, learning opportunity, brand positioning, preservation of the planet, commercial products, natural resources and respect for the environment.

One of the main categories is culture, which should be seen as a process of identification that allows one to know deeply the roots of a region (Wiktor-Mach, 2018). On the other hand, it is important to mention that people who wish to venture into the topic of recycling to boost their businesses must necessarily take into consideration the importance of local discourse to build a local reality through symbolic elements; that is, to capture the local culture in a product or service (Tanabe, Nakanishi, and Nakashima, 2022). Concerning recycling, this activity can be seen as an interesting way to develop entrepreneurial businesses from the reinsertion of disposable products to the commercial community, however, it is made clear that the information must be reached and followed by all residents so that itself has novel results (Xiao-Hui, 2022).

The union of productive actors could be an interesting sample to begin the creation of new market patterns, the union of productive sectors such as the leather sector and the automotive sector would be interesting since

they have common products that converge during their assembly (Hemonnet-Goujot, Kessous, and Magnoni, 2022). Based on the above, it is seen the need to incorporate solid waste materials in favor of creating new products that add value to existing ones, for example, taking into account the relationship with art, color combinations can be made from the opening residual chemical materials and transforming them into bright colors to make works of art, the idea is to be innovative, to be creative and productive to be prosperous models in unexplored areas (Bofylatos, 2022).

Only the creativity of combining products through upcycling and basic production materials will represent the true advance and interesting contribution to entrepreneurial businesses, this type of initiative could attract the attention of consumers, where they will want to obtain products that are made, not only with normal materials but with products created from the transformation of solid waste, contributing at the same time to the recovery of the planet and the productive economy of a region. Finally, with the information collected as a result of the processing of the information, an agreement is reached that if there is the possibility of migrating towards this type of entrepreneurial business that allows the resurgence of a province and; At the same time, to sustainable development, as well as the rebirth of innovation and creativity, it also draws attention to how upcycling can have a positive impact on the entire population in general.

CONCLUSION

Concerning the results obtained from this study, there is the feasibility of the positive influence of the local discourse in the province of Tungurahua, towards the alternative of making marketing products in general with the combination of common materials and upcycling, however, there are some differences of criteria, when the triangulation between the positions related to the local discourse was analyzed, along with sustainable development and business entrepreneurship.

The feasibility of upcycling is viable and seen as a new management model, since it integrates the local discourse and the cultural identity of the province, becoming an entrepreneurial system that opens new businesses in the region. The focus is directed towards the elaboration of products taking into account what exists and merging it with the entrepreneurial project, including factors such as local discourse, culture, and recycling. The objectives are similar to the scope of upcycling; however, it would be relevant to develop an information campaign so that the population understands its importance and scope. Reporting on those sectors that are most relevant in terms of solid waste collection would be a good start as a focal point for this process.

Finally, there is the feasibility of undertaking a new business model, using several factors investigated here, such as local discourse, sustainable development (up recycling), and innovation; with the decision to manage a plan through cultural products, where it is possible to recognize culture, entrepreneurship and the development of sustainable projects, as well as the commercialization of products based on solid waste management.

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