



SUSTAINABLE DEVELOPMENT GOALS, PERCEIVED TERRITORIAL CAPITAL AND FEELING OF BEING ABLE TO LIVE ON ITS TERRITORY: A SURVEY OF YOUNG PEOPLE IN CAMEROON

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PROBLEM (1)

Fair Trade is supposed :

- to improve the living conditions of the families of producers, but also of all the populations living on a territory
- to meet several of the Sustainable Dvpt Goals of the UN

One of the main issues regarding these SDGs is their measurement :

- For now, mainly objective indicators are retained,
- by aggregating data from national statistics and international organizations

PROBLEM (2)

BUT :

- ✓ “National statistics”: discuss the impact of FT would rather require measurement at a local or territorial level
- ✓ “ Objective (official) indicators”: subjective assessments should also be considered (the real perception of development by the inhabitants of the territory)

SO, we propose to contribute to the measurement of the SDG while:

- Basing our measurement indicator on the individual subjective perceptions of the inhabitants of the area
- Relying in the concept of (perceived) territorial capital (as defined by Servillo et al. 2012)

OBJECTIVES OF THIS RESEARCH

Proposing and testing a measurement tool (scale) :

- based on the concept of « perceived territorial capital » : definition and operationalization of the concept (Servillo et al., 2012; Camagni, 2017)
- based on individual subjective perceptions of the young inhabitants (15-25 years) of the area
- tested among a sample of young people in Cameroon

Our general hypothesis : *usefull to study the resources a territory provides according to its young people so that they can feel able to build the life they want (cf Sen's capability approach) .*

CONTENTS

- ▶ Methodology
- ▶ Qualitative study
- ▶ Development and test of the measurement scale
- ▶ Conclusion

METHODOLOGY

- ▶ Firstly : To develop a measurement scale of the territorial capital concept, we conducted two qualitative surveys (n = 40). They are intended to identify territorial resources related to the categorization of Servillo et al. (2012).
- ▶ Secondly : we conduct a quantitative survey (n = 367) in four territories in Cameroon to validate the various dimensions of the territorial capital concept and to study their respective impact on two psychological variables: a) the feeling of being able to stay in one's territory and b) anticipated regrets* (if not building its life in one's territory)

*In the theory of planned behavior (Ajzen, 1991) these two variables are supposed to explain the intent to live in its territory by young inhabitants.

QUALITATIVE STUDIES

- ▶ The first one took place in a village located in the Bamileke country, a mid-mountain area in Western Cameroon. Twenty semi-structured interviews were conducted on the basis of grid constructed to identify the benefits and barriers associated with the idea of staying on one's territory.
- ▶ The second was carried out in an urban setting (the city of Douala). The same interview grid was used.

► The results: classified according to the notion of territorial capital

Environmental capital

Enjoying a healthy climate

Living in a place without pollution

Antropic capital

Health infrastructure

School infrastructure

Access to the internet

Transportation infrastructure
(railways, roads)

Access to drinking water

Access to electricity

Economic capital

Access to capital and funds

Purchasing local products at affordable prices

Being able to feed myself at low cost

Finding housing at an affordable price

The level of economic activity in the region

Take advantage of a family economic asset

The possibility of practicing agriculture

Human and social capital

Living close to my family

Living close to my friends

The intellectual level of the inhabitants

The level of open-mindedness of people

Enjoying a safe place of life

Institutional capital

Getting involved in the local development

Cultural capital

Being able to keep alive the cultural heritage

Enjoying my regional culture

Accessing entertainment

Development and test of the measurement scale

Beliefs about territorial resources identified in the qualitative surveys were measured either as benefits or as barriers (total: 34 items):

- ▶ Benefits are measured with items such as "staying in my territory would allow me to ..." and with a 7-point Likert scale ranging from 1 (totally disagree) to 7 (totally agree).
- ▶ Barriers were measured with items such as "please evaluate how the factors below constitute a barrier that could prevent you from staying on your territory" and with a 7-point Likert scale

Development and test of the measurement scale (2)

- ▶ **Dependent variables** : measured with a 7-point Likert scale (Cronbach alpha: Perceived Behavioral Control:0.654 ; Anticipated Regrets: 0,766 ; Intent: 0,816).
- ▶ **Administration** : took place in four different areas: an urban center, two territories in the Bamileke region (Bafoussam and Dschang), and in the Penja area.
- ▶ Sample characteristics are the following: women (57.8%); average age : 20,2 years old; 52.1% are high school students and 40.3% are middle school student.

Development and test of the measurement scale (3)

- ▶ Several exploratory factor analyses were conducted under SPSS 23, using a principal component analysis (Promax rotation method). All the benefits and barriers have been incorporated into the same analysis. (We remove from the analysis items which loading are <0.5 or those which loading are distributed on several components. It concern eleven items).
- ▶ The last structure matrix showed a 7-component solution (23 items) with a variance extracted close to 60% (60.3%).
- ▶ All retained items loaded highly (above 0.65) on the appropriate factor and no item loaded on more than one factor, supporting the independence of the constructs and providing strong empirical evidence of their validity. (All Cronbach alphas were above 0.65, indicating satisfactory reliability).

Development and test of the measurement scale (4)

In a final step, the seven dimensions were labelled in comparison with Servillo et al. (2012) original framework.

Several adaptations appear:

- The cultural capital dimension disappears to blend in the human and social capital.
- Human and social capital doubles up by revealing another dimension: the cognitive infrastructure (e.g. the openness of the inhabitants).
- Economic capital also doubles up with a general dimension (access to capital, economic activity, water and electricity networks) and a dimension centered on the possibility of living at low cost (the possibility of practicing agriculture, purchasing food and housing at low cost).

Development and test of the measurement scale (4)

- ▶ To evaluate the scale's nomological validity, we investigated the relationship of its individual dimensions to the relevant constructs: the feeling of being able to stay in one's territory (i.e. the perceived behavioral control) and anticipated regrets.
- ▶ For that we conduct confirmatory factor analysis and structural equation modeling with Amos 20. The model adjusts well with data
- ▶ The seven dimensions explain 45.8% of perceived behavioral control and 29.5% of anticipated regrets. These two variables explain 60.6% of behavioral intention formation with a very strong impact of perceived behavioral control (0.653, $p < 0.001$) and a lowest impact of anticipated regrets (0.292, $p < 0.001$).

Development and test of the measurement scale (4)

Four dimensions impact one or the other of the two dependent variables.

- ▶ Human and social capital is the most predictive dimension.
- ▶ Environmental capital impacts anticipated regrets with a high score.
- ▶ Institutional capital and cognitive infrastructure impact perceived behavioral control

Therefore, retention of young people on a territory seems to go through policies that aim to increase these four kinds of resources.

CONCLUSION

- ▶ We expect this tool will
- ▶ enable FT actors to measure their impacts on local populations, and to identify the factors that can contribute to the retention of young people in their territories.
- ▶ allow an operational way of measuring the SDGs at the individual level
- ▶ Of course, it will be difficult to isolate the specific impact of fair trade on perceived territorial capital. Conducting longitudinal analyzes on particular territories can be useful to approximate this impact at the best. It can also be used to compare the performances (and their dimensions) of different territories.

Thank you
for attention