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INCLUSIVE DEVELOPMENT OF THE AGRICULTURAL SECTOR ON THE BASIS OF SHARING AND CIRCULAR ECONOMY

Introduction. *Inclusive development of agricultural enterprises is possible under the conditions of implementing a sharing and circular business model.* ***The purpose of the article*** *is to propose a basic model of the interconnection of the structural elements of the circular and sharing economy, which formed the basis of the modern development of the agricultural sector, and to present their innovative, ecological, and inclusive actualization.* ***Methods.*** *To achieve the specified goal, the work used the methods of grouping, analysis and synthesis, generalization, comparison, and the systemic method.* ***Results.*** *The fact that the inclusive development of the agricultural sector based on environmental friendliness, waste-free production, and rational and economical use of resources is one of the goals of sustainable development is substantiated and revealed. The constituent structural elements of the circular and sharing economy, which formed the basis of the development of the agricultural sector, making it inclusive, are presented. It's indicated that the sharing economy model is used in various sectors of the economy: mobility industry, retail trade, entertainment, multimedia, telecommunications, agricultural, energy, financial sectors, tourism, and hospitality.* ***Conclusions****. It is substantiated that the joint use of movable and immovable property will allow business entities to spend less on purchasing new means of labor and invest more in innovating business processes, accelerating the transition to green technologies and the formation of a circular economy.*

Keywords: *circular economy, capital investment, agriculture, sharing economy, inclusiveness, agricultural sector.*

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ІНКЛЮЗИВНИЙ РОЗВИТОК АГРАРНОГО СЕКТОРУ НА ЗАСАДАХ ШЕРИНГОВОЇ ТА ЦИРКУЛЯРНОЇ ЕКОНОМІКИ

Інклюзивний розвиток підприємств аграрної сфери можливий за умов впровадження шерингової і циркулярної моделі ведення бізнесу. Спільне використання ресурсів, обладнання, машин і аграрної техніки дозволяє малим сільськогосподарським підприємствам поновити діяльність в умовах воєнного стану та започаткувати роботу за замкнутими аграрними бізнес-циклами. Мета статті – запропонувати базову модель взаємозв'язку структурних елементів циркулярної та шерингової економіки, що лягли в основу сучасного розвитку аграрного сектора. Для досягнення визначеної мети, в роботі використано методи групування, аналізу та синтезу, узагальнення, порівняння та системний метод, що дозволили комплексно опрацювати наявні наукові здобутки з питань інклюзивного розвитку аграрного сектору за шерінговими і циркулярними бізнес-моделями, розв'язати поставлені перед науковцями завдання. В статті обґрунтовано факт того, що інклюзивний розвиток аграрного сектору на засадах екологічності, безвідходного виробництва та розумного і ощадливого використання ресурсів є однією з цілей сталого розвитку. Представлено структурні елементи циркулярної та шерингової економіки, що лягли в основу розвитку аграрного сектора роблячи його інклюзивним. Вказано, що модель шерингової економіки використовуються в різних секторах економіки, а саме: індустрія мобільності, роздрібна торгівля, сектор розваг, мультимедіа і телекомунікацій, аграрний, енергетичний і фінансовий сектори, туризм та готельне господарство. Автори провели порівняльний аналіз

капітальних інвестицій за видами активів в сільське, лісове і рибне господарства України у 2024 році. Практична цінність дослідження полягає в обґрунтуванні того, що спільне використання рухомого і нерухомого майна дозволить суб'єктам господарювання зекономити на закупівлі нових засобів праці, а більше інвестувати в інноватизацію бізнес-процесів та прискорити перехід до запровадження зелених технологій й становлення циркулярної економіки. Науковці стоять на позиції того, що реалізація аграрної бізнес-діяльності, на основі замкнутих виробничих циклів, дозволяє досягнути умов при яких сировина, комплектуючі та безпосередньо сільгосппродукти зберігають свої ціннісні та якісні характеристики довше.

Ключові слова: *циркулярна економіка, капітальні інвестиції, сфера сільського господарства, економіка спільного використання, інклюзивність, аграрна галузь.*

Problem statement and its relevance. In the 21st century, social, environmental, and economic goals are achieved through the popularity of the sharing economy and the closed production cycle. The formation of a new quality of social relations, new environmental assets, and the institution of information are built into the model of the sharing economy requested by the agricultural sector. High-quality collective social relations on property, based on trust, are the path to a new highly moral and reputational economy.

Digitalization of business models and full automation of business processes of inclusive development of the agricultural sector of the economy makes it possible to build network relationships between economic agents and achieve synergistic effects as a result of the joint use and consumption of resources. Digital technologies, modern communication means, and devices are the main drivers of the models of functioning of the circular and sharing economies. Models of economical consumption and use of resources are gaining considerable popularity in light of the limited resources and the boundlessness of society's desires to consume.

Analysis of recent research and publications. The names of I. Scoones [10], J. Velasco-Munoz et al. [13], J. Velasco-Munoz et al. [12], etc. are associated with the study of innovative changes in the agricultural sector in the near future based on the principles of the circular economy and the sharing economy and the world practice of their implementation.

Inclusive development and adaptation of agriculture to climate change were studied by X.-S. Luo D. Muleta, Zh. Hu, H. Tang, Zh. Zhao, Sh. Shen, B.-L. Lee [6]. Foreign scholars K. Alloh, J. Abrham, P. Sanova, M. Cermak, S. Petrzilka, F. Schilla studied the sustainability of the sharing economy in the agricultural sector and the hospitality industry [2]. Scientists analyzed the connections between urban development, community, and rental housing; studied the work on platforms to reduce food waste and energy efficiency and the presence of a carbon footprint. A deep theoretical and methodological analysis of the emergence of the sharing economy through the prism of clustering was carried out by scientists C. Netto, J. Tello-Gamarra [7].

The team of researchers T. Rodrigues, F. Leitao, K. Thome, G. Cappellesso in their scientific publication, presented the practices of the sharing economy in the agricultural sector through the prism of resource integration and interdependencies between economic entities [9]. The trends in the development of the sharing economy through the prism of business model transformation and business sustainability in a changing society were analyzed by scientists A. Spalenza and A. Rigo [11]. They identified two opposite poles of the sharing economy, namely: social disruption and a new way of doing business [11, p. 792], and also expressed their research biases, indicating approaches and trends.

We also did not stay away from scientific research in the agricultural sector and studied the features of the development of farming and the restoration of agricultural enterprises in wartime conditions in the context of implementing the strategic goals of European integration and digitalization of the Ukrainian economy [15]. We raised the issue of the post-war economic recovery of Ukraine and achieving sustainable development goals through the prism of the development of circular and sharing economies [5]. At the same time, a significant number of urgent issues to be resolved, namely: the structural elements of the circular and sharing economy, which underlie the development of the agricultural sector, require additional study and disclosure. In particular, there is no clear understanding of the role of these economies for the inclusive development of the agricultural sector.

The purpose of the article is to present the structural elements of the circular and sharing economies that form the basis for the development of the agricultural sector; to indicate the trends observed in Ukrainian agriculture over the past 10 years; to identify the features of the inclusive development of the agricultural sector based on the principles of the sharing and circular economies.

Research methodology. To achieve the goal of scientific research, a solid and reliable database is taken as the basis. A significant role belongs to theoretical and research developments presented in scientific publications in rated and cited journals indexed in the Scopus database, which is distinguished by the high quality of scientific articles and openness. This provides the study with representative and relevant materials in the field of inclusive development of the agricultural sector on the basis of closed production cycles and sharing.

The data sources for the scientific article are the reporting materials of the State Statistics website of

Ukraine, which includes information for 2013–2023 on capital investments by type of assets in the agricultural, forestry, and fishery sectors of Ukraine, the volume of products sold (goods, services) by business entities in the agricultural, forestry, and fishery sectors of Ukraine. This allows for a qualitative comparative analysis and identification of factors for the rapid achievement of the Sustainable Development Goals (SDG). The presented materials provide an idea of the actual state of affairs in the agricultural sector of Ukraine.

The following methods were used in the article: visualization – to present the basic structural elements of the circular and sharing economy, which formed the basis of the modern development of the agricultural sector; analysis, synthesis, induction, and deduction were used to present proposals for the inclusive functioning of agricultural enterprises according to the sharing model; the comparison method helped to identify the characteristic features of the inclusive development of the agricultural industry based on the circular and sharing economies.

Presentation of the main research material. The sharing economy model is used in various sectors of the economy, namely:

– Mobility industry, represented by car sharing, ride sharing, parking space rental, navigation programs (Zipcar, BlaBlaCar, Uber, BMW DriveNow, Car2Go, and MOL Bubi);

– Retail and consumer goods through shared meals, shared items, shared restrooms, shared gardens (Threadflip, Poshmark, Peerby, Shareyourmeal, and Yummber);

– Tourism and hospitality, developing through housing exchange and rental, coworking (Airbnb, KAPTAR, Couchsurfing, and HomeExchange);

– Entertainment, multimedia and telecommunications sector, implemented through online streaming of music and video (YouTube, Netflix, Fon, Ott One, UPC Wi-Free, Spotify, and Deezer);

– The financial sector is developing through crowdfunding, joint co-lending of innovations (Zopa, InnoCentive, Kickstarter, Lending Club, Creative Selector, and MagNet Bank);

– The energy sector is developing through public projects of solar, wind and virtual power plants (Sunshot, Wien Energie, Tesla, Mosaic, and Solar Share);

– Direct human development through finding remote work, performing household tasks, online learning (SkillShare, Polyglot klub, TaskRabbit, and Sorted) [8, p. 7].

Inclusive development of the agricultural sector based on environmental friendliness, waste-free production, and rational and economical use of resources is one of the SDG. Digitalization of business processes and their full automation bring the work of agricultural enterprises to the level of technological waste-free production, improving the results of their socio-economic efficiency. The emergence and development in the last 10 years of such a type of economy as circular is caused by the need for a new "strategy capable of fulfilling the dual goal of improving the economic efficiency of agricultural activities while minimizing the impact on the environment by reducing resource input and waste generation" [12].

We agree with the opinion of scientists J. Velasco-Munoz, J. Mendoza, J. Aznar-Sanchez, A. Gallego-Schmid that "in the current context of resource scarcity, global climate change, environmental degradation, and growing demand for food, the circular economy represents a promising strategy for supporting sustainable, restorative, and regenerative agriculture" [13]. In addition, "the five pillars of agriculture, which are essential for doubling farmers' incomes and maintaining stable income growth in the long term, should not be overlooked, namely: increasing labor productivity as a path to higher production productivity; reducing production costs; optimal monetization of production; continuous production technology; risk assessment at each level of the value chain in agriculture" [4, p. 680].

Within the framework of the study, the interpretation of the sharing economy by scientists A. Spalenza and A. Rigo is valuable. They consider it "as a new business proposition that organizations use to change the way they work and enter the market, in which sustainability looks like a new way of life, providing competitive advantage and profit for the organization in a constantly changing society" [11, p. 802]. "The sharing economy in agri-food production is closely related to the integration of resources, and this reality generates the interdependence of participants in rural settlements" [9].

The importance of developing "the sharing economy is that small-scale organic producers can overcome certain problems by sharing resources and aggregating peer-to-peer activities through a cooperative platform based on the sharing economy" [3]. The sharing of resources and equipment can both strengthen and weaken traditional business processes in agriculture. Thus, "livestock farming has much in common with traditional agrarian conditions, through the same production relations and the productive forces associated with them. It is about the nature of livestock as "capital"; multiple forms of ownership and flexible property relations and different styles of mobility that respond to non-equilibrium ecological dynamics" [10, p. 16].

Agriculture and food systems require transformations to address the related global challenges of climate change and food security, with the development of a more resilient system at the core. Adaptation approaches should be developed based on an understanding of the mechanisms of impact and based on local specificities [6], including the implementation of the SDG, circular production and sharing.

Analysis of Fig. 1 showed a general trend of increasing the volume of products produced from 2013 to 2023 by business entities in the agricultural, forestry, and fisheries sectors, even despite its decrease in 2022 by 1.4 times compared to 2021. We consider it positive that over 10 years, Ukraine has increased the volume of products produced in this sector by 4.05 times.

The volume of products sold during the same period increased similarly, which is evidenced by the demand for all products produced by economic agents in the agricultural, forestry, and fisheries sectors (Fig. 2). However, in 2023, the ratio between products sold and produced was 0.98:1. We consider this indicator to be high. After all, in 2022 the ratio was 0.93:1, and in 2021 – 0.92:1, which is a worse state of affairs.

Given the stated purpose of the study, it makes sense to present the volumes of capital investments by individual types of assets in the agricultural, forestry and fisheries sectors of Ukraine (Table 1).

Thus, the largest amount of funds was invested in tangible assets (residential and non-residential buildings, engineering structures, machinery, inventory, land, and vehicles) in 9 months of 2024. Capital investments in software and databases are small, which, in our opinion, slows down the process of inclusiveness and digitalization of business processes and slows down the innovative development of the agricultural, forestry, and fisheries sectors.

In conditions of martial law and during the reconstruction of the agricultural sector of Ukraine, it is worth relying on

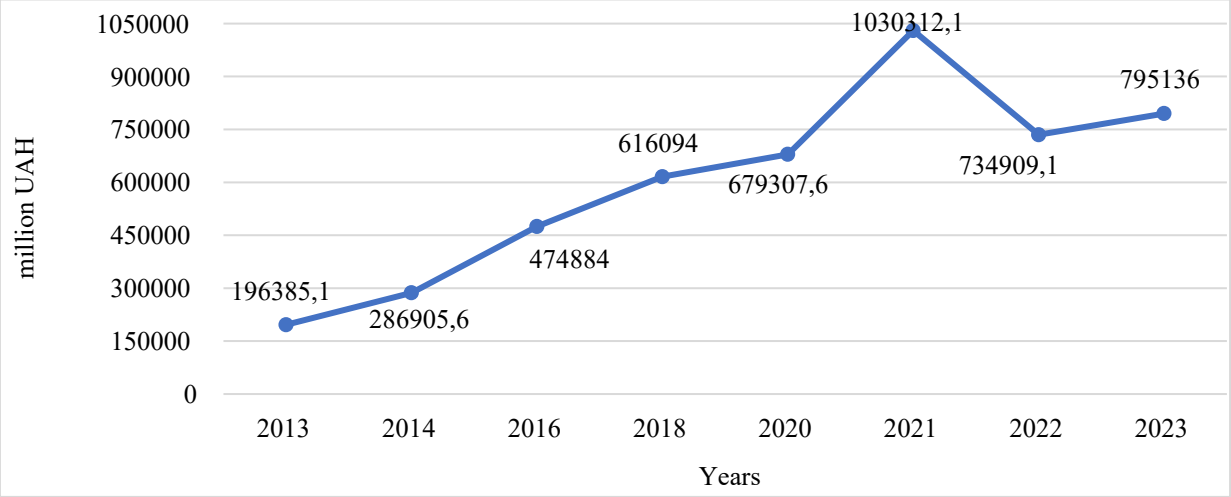

Fig. 1. Volume of products (goods, services) produced by business entities in the agricultural, forestry and fisheries sectors of Ukraine from 2013 to 2023

Source: compiled based on source data [16]

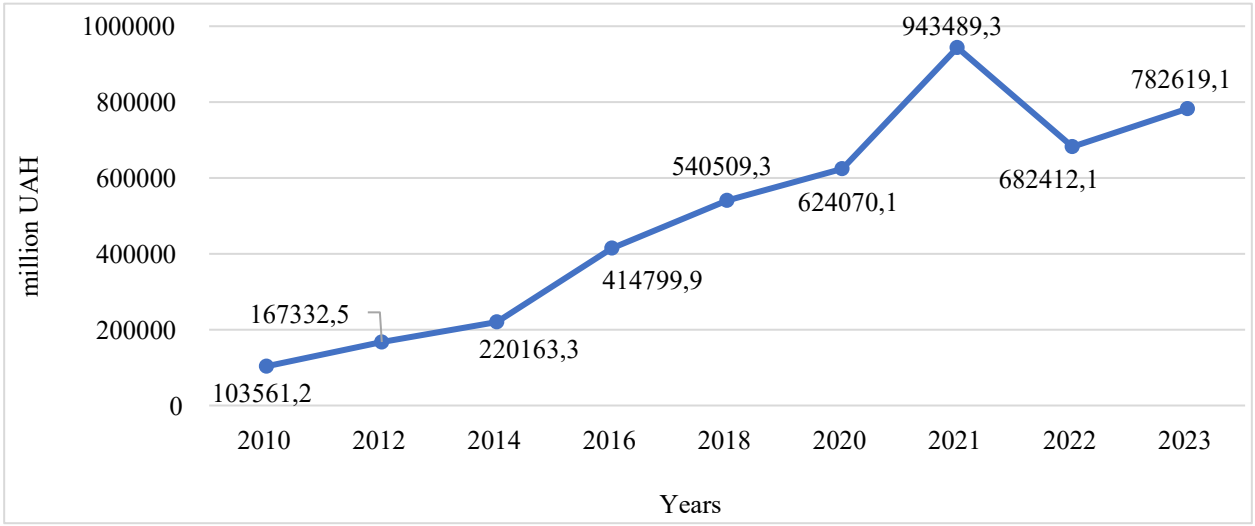

Fig. 2. Volume of products sold (goods, services) by business entities in the agricultural, forestry and fisheries sectors of Ukraine from 2010 to 2023

Source: compiled based on source data [16]

Table 1

Capital investments by type of assets in agriculture, forestry and fisheries of Ukraine in 2024, Thousand UAH

Types of assets	Period 2024		
	Jan.–Mar.	Jan.–Jun.	Jan.–Sept.
Residential buildings	16 216	25 297	38 801
Non-residential buildings	927 025	2 270 489	4 112 343
Engineering structures	328 813	866 931	1 349 765
Machinery, equipment and inventory	4 240 354	9 430 962	15 156 868
Vehicles	1 798 969	3 834 202	5 827 538
Land	341 664	707 709	1 131 355
Long-term biological assets of crop and livestock farming	1 258 260	2 154 909	2 879 201
Software and databases	21 669	53 718	71 491

Source: compiled based on source data [14]

the use of machines, equipment, non-residential buildings, and engineering structures that are already available to business partners and are not used by them due to the closure of the business, its relocation, or expansion. That is, to establish joint cooperation on the basis of joint use of existing means and objects of labor. This issue becomes especially important in times of limited resources for doing business, and it also has a positive effect on the cost of production, in part by reducing it.

The development of agricultural enterprises is experiencing a particular economic boost due to the activation of consumer-to-consumer sales through the reuse of things. The speed of the emergence of the sharing economy is achieved through the use of digital tools and the Internet.

The shared use of equipment, machines, vehicles, and engineering structures will allow business entities to spend less on purchasing new means of labor and invest more in innovating business processes, accelerating the transition to the introduction of green technologies and the formation of a circular economy. Fig. 3 presents the structural elements of the circular and sharing economies that would contribute to the environmentally friendly development of the agricultural sector of the national economy in the post-war period.

Social, environmental, and economic effects in the agricultural sector of the economy can be achieved by changing business processes in the agricultural ecosystem on the basis of resource sharing and a closed production cycle. In the agricultural sector, the circular economy "should be considered as an economic model that is environmentally friendly, which allows creating new opportunities for agricultural business and employment while at the same time positively affecting the well-being of society" [12]. "For smallholder farmers in rural settlements, the sharing economy is a new model of interconnection

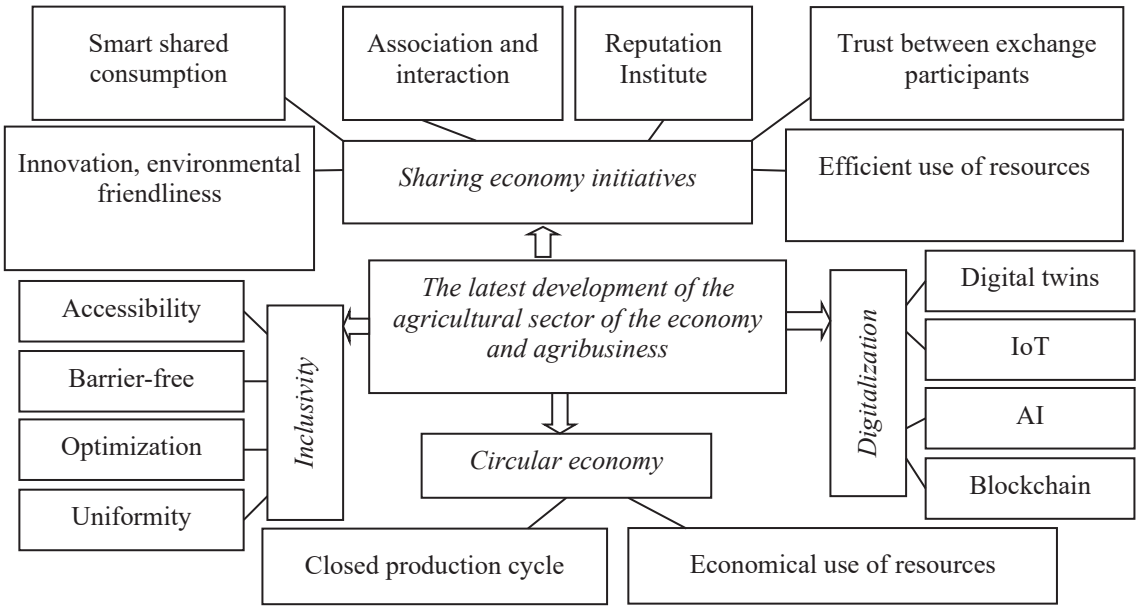

Fig. 3. Structural elements of the circular and sharing economy, which formed the basis of the modern development of the agricultural sector

Source: Author's development

and management that surpasses the orthodox paradigm of extraction, production, consumption, and disposal, popularized by the linear model of the economy" [9]. In the sharing economy in the agricultural sector, we can observe polarization in property relations and some new forms of inequality in agribusiness. This is due to the special importance of interpersonal aspects of economic relations and the formation of a new quality of social ties that provide economic agents with new opportunities to achieve both business goals in the agricultural sector and personal ones.

The development of the agricultural sector on the basis of a sharing economy expands the capabilities of economic agents, as it involves collective production and purchase of resources and equipment, joint rental of production facilities and bearing risks in the event of business failures, distribution of rights and responsibilities, and the possibility of obtaining benefits from new intelligent agricultural equipment for those who cannot afford to buy it but can rent it. In addition, the digitization of business processes has a positive impact on the functioning of the agricultural sector on the basis of sharing. "Suppliers value technologies because they support interaction with market needs… economic agents benefit from technologies because they increase consumer satisfaction… the government benefits from technologies because they increase the efficiency of the economy" [1, pp. 9–10]. Sharing and renting throughout the sharing economy is based on trust, which is critically important. In the context of digitalization, the level of trust is enhanced by the possibility of transparent information about the tenant and the landlord, management of the system of authentication of a person, property, communication mechanisms, search for partners and working comments of the parties working together.

Conclusions. The flexibility of the farmer, his quick reaction, the use of digital technologies, and the hypervariability of the environment, along with social and market uncertainty and political turbulence, are shaping a new agricultural policy. Recently, traditional models of agribusiness have been questioned, and therefore there is a need for transformation and rapid changes on the basis of sharing in the dynamic and changing conditions of agribusiness. Inclusive development can allow weak agribusiness to receive support from large agribusiness through increased interaction and the use of agricultural equipment on a sharing basis. In turn, by emphasizing the development of agricultural enterprises based on a circular economy, the goal is to preserve renewable resources and reduce the negative impact of agricultural activities on the environment.

The implementation of agricultural business activities based on closed production cycles allows achieving conditions under which raw materials, components, and agricultural products retain their valuable and qualitative characteristics longer. The utilization of agricultural sector waste in a circular economy is repeated and complete, and agribusiness uses renewable energy sources.

Further scientific research should be conducted in particular to find "tools for a smooth transition" to the rails of the sharing economy in the agricultural sector. The reason for this is that the development of the agricultural sector on the basis of the sharing economy deprives the possibility of increasing consumption (for example, agricultural equipment), as a result of which financial injections may decrease and unemployment may increase. The issues of quality, reliability, availability of goods/services, their compliance with new quality standards, and environmental safety are left open. After all, the sharing economy is about using equipment of previous generations to its full capacity, and such equipment is weaker, less efficient, unecological and difficult to repair by all indicators.

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