1 Article

Sustainability and new advances from a post-Marxist approach: The Mexican case

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9 Abstract: This article analyses from a post-Marxist view, particularly, an ecological and 10 gender-oriented perspective, the perception and attitudes of the Mexican people by gender, 11 political affiliation and income level towards such current environmental issues as global warming, 12 water shortage, water pollution and the influence of economic growth on the environment, among 13 others. It highlights the influence of political ideology on the environment and of gender awareness 14 on conservation and a more positive attitude towards ecological issues, despite women having 15 usually been excluded from the administrative and decision-making arenas. A new theoretical 16 model is proposed related to the Responsibility Footprints, a new concept more critical than the 17 neoliberal Corporate Social Responsibility. The data for this study come from the 2012 International 18 Social Survey Program. The results analysed brought to light some relevant questions for designing 19 public policies that will greatly bolster initiatives to prompt better female professional involvement 20 in the conservation of natural resources.

Keywords: Environment; Mexico; responsibility; footprint; gender.

23 1. Introduction

This paper studies the ecological awareness in Mexico from the perceptions, opinions and attitudes of the surveyed Mexican people on some environmental issues of great social interest, from climate change to water shortage or pollution, that are mainly studied here from sociological variables as political affiliation, income or gender. These attitudes are closely related to the ecological footprint, water footprint or others ecological indicators, in addition to the urban environment, development and welfare of countries [1-3].

30 Many researchers study the ecological risks by several dichotomous variables [4-6]: 31 urban-rural, laypeople-experts, developing-developed regions, but they are frequently less related 32 to the gender. The importance of this study stems from the synergetic influence of political 33 awareness, on the one hand, and women's role in the conservation of natural resources, as well as 34 their more positive attitude towards environmental issues, on the other, despite women having 35 mainly been vetoed from the greater public and private administrative and decision-making scene, 36 the majority being employed in cheap manual labour on farms under male supervision -with a 37 predominantly right-wing political bent- [7].

The World Economic Forum has been publishing a worldwide report since 2006 which measures the gender gap (through the Gender Gap Index: GGI) from 4 distinct perspectives: economics, education, health and politics. The GGI varies between 0 and 1, being the value 1 the maximum in terms of gender equality. On average, among the 134 countries surveyed, 42 the greatest gender inequalities on an economic and political levels were also found in Latin 43 America. In 2010, the data for Latin America were characterized by great regional, social and 44 economic inequality, women occupying the lowest subordinate positions [8].

Particularly, Latin America had the lowest levels of gender inequality in the areas of health and education (Table 1). More specifically, the gender gap in Mexico in 2010 was one of the highest within the group of Latin American countries, both on a global scale and in each of the categories covered by the Gender Gap Index (GGI), excepting health. The GGI could also be considered another alternative index that could be defined as the Gender Responsibility Footprint which would be calculated as a complementary value to the GGI, that is to say, GRF= 1 – GGI.

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Table 1. Latin America Gender Gap Index, 2010 Global Education Health Policy Economy Country Rank Index Rank Index Rank Index Rank Index Rank Index 24 0,7253 84 1,0000 69 0,9743 18 0,3176 Cuba 0,6092 1 Costa Rica 28 0,7194 98 0,5787 46 0,9954 66 0,9747 14 0,3287 29 0,7187 87 0,6024 47 0,9953 1 0,9796 20 0,2976 Argentina Nicaragua 30 0,7176 94 0,5915 24 0,9996 57 0,9758 19 0,3037 Panama 39 47 0,7072 0,6925 55 0,9934 65 0,9753 48 0,1677 90 Ecuador 40 0,7072 0,5985 78 0,9879 57 0,9758 28 0,2665 Chile 48 42 1 0,7013 108 0,5338 0,9963 0,9796 21 0,2957 Honduras 54 0,6927 96 0,5904 30 0,9991 53 0,9762 35 0,2052 Colombia 55 0,6927 44 40 0,9791 45 0,6941 0,9956 83 0,1018 0,6895 107 Peru 60 81 0,6201 89 0,9796 0,9658 37 0,1926 Venezuela 64 83 0,9991 0,9796 0,6863 0,6145 31 1 55 0,1521 Bolivia 76 0,6751 91 0,5957 97 0,9592 82 0,9719 46 0,1735 Mexico 91 0,6577 110 0,5212 61 0,9910 1 0,9796 61 0,1390 109 109 0,9453 0,9796 Guatemala 0,6238 0,528 101 1 116 0,0423

Note: GGI between 1,00 = gender equality maximum and 0,00 = gender equality minimum. Poinst are weighted by volume of population. Rank over the total countries N = 134.

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Source: Our own from [8].

With respect to 2009, Mexico climbed by 7 points mainly due to the combined effects of three factors: small increments in female participation in the workforce (from 44% to 46%), in income (from US\$ 7,311 to \$ 8,375) and in higher education registration (from 26% to 27%). Nevertheless, the rate of women's participation in the labour force was still almost half of that of men and the wage gap was wide, which meant that Mexico was still within the lower rankings.

Usually when speaking of ecological awareness we use the well-known 'U'-shaped Kuznets'
curve to correlate an environmental index with the income per capita [9-13]. Other newer indexes,
which are not quantifiable in terms of money, are the following:



b)For gender issues: the Civilization Footprint, the Gender Gap Index and the Use of TimeIndex.

Thus, for example, the Water Footprint in Mexico varies a lot depending upon the region [3]. About three quarters of the population live in areas of severe water stress, which accounts for almost 100% of the Mexican Water Footprint. While the global estimation of the Civilization Footprint is an equivalent value to 5 years of time saved by a man married to a woman [14]. Moreover, it has been observed that the wider the gender gap implies a lower degree of competitiveness, lower per capita GDP and lower Human Development Index [8].

73 This paper brings to light the invisible pillars of labour exploitation on a global scale, that is, 74 women's unpaid work and the unappreciated wealth and services provided by the environment; 75 thus relativizing the emphasis on business ethics from a neo-liberal approach. Particularly, the social 76 and environmental footprints of the Mexican people with regard to issues of such social interest as 77 global warming or the influence of economic growth on the environment, are viewed from the 78 standpoint of a new theoretical framework: This new model stems from an ethical and gender 79 perspective based on "responsibility footprints" that broadens and reconfigures the neoliberal 80 approach of Corporate Social Responsibility (CSR).

81 In this new approach, from a post-Marxist point of view, diverse environmental, social and 82 economic indexes are incorporated into the CSR approach, thus integrating the measurement of 83 responsibility into the usual ethical parameters of CSR [15]. The objective is twofold. On the one 84 hand, to broaden the analytical framework of CSR by introducing the responsibility footprints as a 85 key element for contrasting the results published in the CSR Annual Reports (inspection and 86 relativization). On the other hand, to systematize and integrate the measurement of environmental 87 impact (ecological, carbon and water footprints) and social impact (gender and poverty indexes) 88 within a broader analytical framework such as that of CSR. Hereinafter this new framework will be 89 referred to as CSR-F (CSR-Footprint).

This proposal is based on the anthropogenic impact [16] and the need to explain and raise awareness on the major changes undergone in the processes of capital accumulation and the acquisition of capital gain, which no are no longer exclusively restricted to the work context but transcend it. As Moruno says: "The extraction of surplus value is no longer limited to the working day; it now extends beyond it to include all aspects of everyday life, because the whole of society, its production, public services, transport...everything contributes to the accumulation of financial capital through debt" [17].

97 Therefore, the Responsibility Footprint (RF) is understood to represent the difference between a 98 concrete value on a given environmental or social impact scale and its optimum value. The criteria 99 for determining the optimum value varies according to the methodology and characteristics of the 100 variables under study, including weighing the consequences and the necessary correction factors. 101 Worthy of mention among these factors would be those that modulate responsibility according to 102 the prior level of awareness about the topic under study. Thus, the same amount of responsibility 103 will not be allotted to those who, knowing in advance about the negative effects of a given economic 104 maneuver, proceeded ahead with it, than to those who ignore them. 105

105 The advantage of this definition is that it is flexible enough to be adapted to 106 multiple indexes and situations. Thus, the criteria for determining the optimum value in per capita 107 indexes would include the whole of the population; and in indexes dealing with maximum and 108 minimum values it would be based on the complement. The level of complexity increases when 109 comparing past and present situations, particularly when one is substituted for the other.

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110 In which case, we may be speaking about "responsibility scenarios" (comparative static 111 analysis), thus making determining the evolution of the corresponding Responsibility 112 Footprints possible. This would be only a step away from dynamic analyses. In the end, dynamic 113 analyses are the best ones to reflect the essence of the idea of responsibility, in other words, the 114 capacity to guarantee sustainability of life and our ecosystems. Furthermore, they show us that 115 growing footprints, even 'dino footprints', are a sign of an activity in extinction. From this stance, the 116 degrowth theory takes on a distinct dimension, because it is no longer a question of suggesting an 117 ambiguous proposal in which we do not know how much responsibility we have for this degrowth, 118 or how to allot it. By using 'dino footprints' we can determine who and to what extent should adapt to 119 the new situation or become extinct.

120 Other advantages include: providing the judicial power with the tools to judge cases of clear-cut 121 irresponsibility in the management of certain economic projects, in which the pursuit of profit takes 122 precedence over any other consideration, whether it be of an ecological or a social nature. In this 123 regard, this newly proposed CSR-F model is distinct from the liberal CSR one. The latter depends on 124 voluntariness and is neither regulated by law nor subject to auditing, whereas the new model is 125 established by law and, therefore, compulsory. This perspective opens up a whole new field for the 126 design of labels and responsibility certificates which is broader in scope and more thorough than the 127 traditional labelling for ecologically grown food or organic and fair trade products.

One of the most interesting comparative static or dynamic analyses is the study of the evolution of a RF in a situation where CSR practices have been adopted and in another where such undertakings were handled by the public sector. In other words, this analysis would shed light on the consequences of the transferal of democratically established responsibility (rights) to private responsibility models (charity). The Gini index is one of the classic economic inequality indexes which can be easily analysed from a responsibility footprint perspective, along with the long-forgotten exploitation index par excellence: capital or corporate gain.

The key to this new proposal consists in conjoining a critical slant (politics, ethics) and technical analyses, incorporating the Marxist principle of not merely interpreting reality, but changing it. Figure 1 sums up the proposed theoretical framework (CSR Footprint), in which the well-known economic exploitation and environmental impact indexes are joined with the lesser-known social impact indexes referring to women.

Other indexes associated with the Responsibility Footprint (RF) include the speed and acceleration of degradation (entropy) of the sustainability of life and ecosystems (SDEGR and ADEGR). These indexes are calculated from the inversely proportional relationship between an environmental impact index (EII) and a social impact index (SII), taking the population density (PD) into account. Therefore it is necessary to express environmental indexes in terms of m³/inhab*yr and social indexes in terms of units of time:

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 $S_{DEGR} = \int A_{DEGR} dt$

A_{DEGR} = EII * PD / SII \rightarrow units: (m³/inhab*yr) * (inhab/m²) / yr = m/yr² (2)

As can be seen, population density is not a relevant factor in lessening degradation acceleration, as the key resides in the distribution of said population within an area, but not its number, as Malthusian theories usually claim. In other words, the problem does not reside in the fact that there are many poor, but in the fact that there are unpopulated areas due to the concentration of income and wealth in urban agglomerations with high ecological impacts.



190 2. Materials and Methods

According to [3] and [18], although more than 70% of the population live in a severe drought area, only 13% show water footprint percentages higher than those really corresponding to their population. The most important case is Sonora (Administrative Hydrological Zone II) whose footprint is almost 17 times more than that which should correspond to its population. Even more interesting is the fact that the out-lying regions have a greater Responsibility Footprint while 63% of the population is concentrated in the central ones (AHZs IV, VIII, IX, X, XIII) (see Appendix A).

197 In order to analyse the current situation of gender-based social awareness with regard to water 198 and other environmental issues in more detail, the Mexico data collated by an international panel 199 will be employed. Particularly, the data for this study stem from the 2012 International Social Survey 200 Program (ISSP) [19], an annual continuous international survey that has been collating data on 201 diverse areas of applied social research from different countries since 1984.

The organism in charge of gathering the data in Mexico was the Institute of Marketing and
Opinion of Zapopán, Jalisco. The surveys were carried out between August and September, 2011
with a sampling of 1,637 people over 18 years of age.

Table 2 shows the technical file of the survey: universe, sample size, sampling method, etc. Table 3 sums up the classification of the sampling according to State and gender. It can be observed that 56,7% of the people interviewed were women and the remaining 43,3% were men. A little more than 5% belonged to indigenous groups.

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Table 2. Technical profile of the study Main items Description Universe Population over 18 years old Data collection method Personal interview Sample N = 1.637Sampling method Stratified random sampling Data collection date 17/08/2011 - 18/09/2011 Interviewer Instituto de Mercadotecnia y Opinión (IMO), Zapopan, Jalisco Sociological data. Labour information. Questions about Sections of the questionnaire environmental perceptions, opinions and attitudes.

211 Source: Our own from ISSP [19].

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From the sampling data several different gender-based environmental awareness indexes were drawn up. Furthermore, several trial estimates stemming from econometric models (binomial and ordered probits, and ordinary least squares) were carried out although no conclusive results were found. In particular, two indexes on Environmental Awareness (EAI) and Perceived Water Shortage (PWSI) were drawn up. The EAI was construed as a weighted value drawn from a set of variables related to

The EAI was construed as a weighted value drawn from a set of variables related to environmental protection; whereas the PWSI was construed initially in the same way, but focused on the variables related to how water pollution and supply are perceived.

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Table 3. Sample classification by State and gender

Mexican State	Male	%	Female	%	Total	%
Baja California Sur	26	3,67	25	2,69	51	3,12
Chiapas	57	8,04	97	10,45	154	9,41
Chihuahua	34	4,80	37	3,99	71	4,34
Distrito Federal	104	14,67	189	20,37	293	17,90
Guerrero	23	3,24	16	1,72	39	2,38
Hidalgo	25	3,53	16	1,72	41	2,50
Jalisco	30	4,23	67	7,22	97	5,93
México	127	17,91	113	12,18	240	14,66
Michoacán	22	3,10	41	4,42	63	3,85
Nayarit	44	6,21	51	5,50	95	5,80
Nuevo León	55	7,76	26	2,80	81	4,95
Querétaro	22	3,10	109	11,75	131	8,00
San Luis Potosí	34	4,80	30	3,23	64	3,91
Tlaxcala	12	1,69	36	3,88	48	2,93
Veracruz	94	13,26	75	8,08	169	10,32
Total	709	100,00	928	100,00	1.637	100,00
Percentage	-	43,30	-	56,70	-	100,00

Note: 5,4% of surveyed belonged to indigenous groups.

224 Source: Our own from ISSP [19].

225 3. Results and discussion

- Tables 4 to 6 summarize the main characteristics of the sampling regarding political affiliation of those interviewed. Table 4 specifically breaks down gender-based political affiliation and the Mexican party system.
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	Гаble 4: Sa	mple clas	sification	by po	olitical	affiliation
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Table 4. Sample classification by pointear animation						
Mexican Parties	Male	%	Female	%	Total	%
National Action Party - PAN	109	16,08	117	13,42	226	14,58
Institutional Revolutionary Party -	240	25.40	219	26 17	558	26.00
PRI	240	55,40	516	30,47	558	30,00
Democratic Revolution Party - PRD	69	10,18	93	10,67	162	10,45
Labour Party – PT	7	1,03	5	0,57	12	0,77
Environmentalist Green Party -	4	0 50	7	0.80	11	0.71
PVEM	4	0,39	/	0,80	11	0,71
Convergente	3	0,44	3	0,34	6	0,39
Social Democratic Party - PSD	1	0,15	1	0,11	2	0,13
New Alliance Party - PANAL	3	0,44	2	0,23	5	0,32
No party preferente	242	35,69	326	37,39	568	36,65
Total	678	100,00	872	100,00	1.550	100,00

231 Source: Our own from ISSP [19].

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A 60% of party sympathizers and voters were concentrated into 3 majority parties, two right-wing (PAN and PRI) and one left-wing (PRD). No significant differences were found by gender. Noteworthy, however, is the fact that half of the vote was concentrated into two right-wing parties, one moderate and one extreme, which confirms Marx's observation that the ruling ideas are those of the ruling class.

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 Table 5: Ranking of 'the most important issue today' for México

 by political affiliation (left/right) and gender

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Ran	king	Topic	Male	Female	Total
Left	Right	(global rank)	(N=703)	(N=925)	I Otal
3	1	1. Crime	30,2	27,9	28,9
1	2	2. Education	26,9	25,1	25,9
2	3	3. Health care	19,8	25,3	22,9
4	6	4. Economy	7,3	6,4	6,8
5	4	5. Poverty	6,5	6,5	6,5
7	5	6. Environment	5,1	4,5	4,8
6	7	7. Terrorism	2,6	2,6	2,6
8	8	8. Immigration	1,6	1,5	1,5
9	9	9. None of these	0,1	0,2	0,2
-	-	Total	100,0	100,0	100,0

241 Source: Our own from ISSP [19].

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Table 6: Ranking of 'the most important <u>ecological problem</u>' for México by political affiliation (left/right) and gender

Ranl	king	Easteriest weeklame	Male	Female	Tatal
Left	Right	- Ecological problems	(N=689)	(N=899)	Total
4	5	1. Air pollution	26,1	27,8	27,1
1	1	2. Water pollution	20,5	21,7	21,2
2	2	3. Water shortage	18,1	14,3	16,0
5	3	4. Climate change	10,7	9,8	10,2
7	4	5. Domestic waste disposal	8,4	11,1	9,9
3	6	6. Chemicals and pesticides	9,4	7,8	8,5
6	8	7. Nuclear waste	3,8	2,4	3,0
8	7	8. Genetically modified foods	1,7	2,3	2,1
9	10	9. Using up our natural resources	0,9	1,9	1,4
10	9	10. None of these	0,3	0,8	0,6
		Total	100,0	100,0	100,0

245 Source: Our own from ISSP [19].

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Table 5 answers the question, "What is the most important issue facing Mexico", according to the

248 political leanings of those interviewed. Slight discrepancies in the ordering of the first three concerns

were observed. The main concern for right-wing sympathizers was the high murder rate, whilst for left-wing ones it was health. Curiously enough, the right-wing supporters showed greater sensitivity towards environmental problems, as they placed them in fourth position (ahead of poverty), whilst these problems were situated in 7th position by the left-wing supporters (behind poverty). By gender, the major difference between men and women was found in the fact that a higher percentage of women showed more concern about health issues (25.3% as opposed to 19.8%).



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Figure 2. Percentages of the sentence '*progress harming environment*' by age group (N = 1.529)

The focus of Table 6 is on environmental problems, summarizing the main concerns according to political affiliation and gender. Generally speaking, the issues of most concern were air and water pollution. However, there are striking differences with respect to political affiliation. Thus, the principle problem for the left is global warming, whereas for the right it is wastewater management. With respect to gender, women are more concerned about genetically-modified food and household waste management, while the main problems for men are water shortage and pesticide use.

Figures 2 to 6 illustrate some additional problems of interest focusing on other classifying variables like age and level of income, besides gender. With respect to income distribution by gender (Figures 3 and 4) we find that women make up the majority in the lower income brackets whilst the converse percentage is true for men, and more so as the level of income grows, whether it be on an individual or family level. The results shown in the indexes drawn up from the opinions of the interviewees are noteworthy (the Environmental Awareness Index and the Perceived Water Shortage Index).



Figure 3. Sample

distribution by personal



305 Specifically, a U-shaped pattern emerges similar to the Environmental Kuznets curve, in such a 306 way that the concern for water pollution and shortage (PWSI) and for environmental issues (EAI),

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- Figures 5 and 6 respectively, start at a point that descends at the same rate as the income bracket 308
- rises, until it once again begins to rise when personal income also gets higher. As concern for water
- 309 issues is slightly higher in men than in women (PWSI), which might be explained by the fact that 310
- men are more devoted to agriculture than women, thus their interest in this area; the opposite occurs 311 regarding other environmental concerns (EAI) where women show a slightly higher percentile than
- 312 men, with the exception of their higher income bracket (Figure 6).

313 4. Conclusions

314 The main novelty of this study is its approach beyond the technical aspects in which 315 multidimensional analysis is usually carried out, either socially or environmentally. Explanatory 316 analyzes that do not serve to transform reality in a Marxian sense. In this non-transformative line is 317 the neoliberal proposal of the CSR, a methodological framework that emerged in the business world 318 to improve the corporate image and design the ethical discourse of companies. A mechanism to 319 reinforce the political economy of capital over labor by increasing its social power [20], as Kalecki 320 reminded us: "The struggle for the rights of workers... can never be a substitute for the necessary 321 battle to destroy the power exercised over the whole of society by the big capitalist interest groups" 322 [21].

323 The results of the analysis seem to confirm the reflections of Marxist ecologist James O'Connor 324 [22] on the way politics and ideology affects environmental issues, particularly when it comes to 325 ordering the problems that Mexico as a country has to face, whether they be of a general or a 326 specifically environmental nature.

327 The results have also given rise to questions which are relevant when it comes to designing 328 public policies to bolster initiatives oriented towards a bigger and more professional participation of 329 women in the conservation of natural resources, as well as fostering co-responsibility between men 330 and women. Among these initiatives are, for example, microloans and changes in legislation in 331 favour of recognising women's right to manage farms, as well as deeper structural changes which 332 would guarantee a better redistribution of income based on gender.

- 333 Further research is needed to calculate the diverse indexes associated with the Responsibility 334 Footprint paradigm, broadening this study to other countries, as well as estimating eventual 335 relationships associated with the Kuznets Curve, based more on time series data than on 336 cross-sectional ones.
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- 345 study; in the collection, analyses, or interpretation of data; in the writing of the manuscript, and in the decision
- 346 to publish the results.

347 Appendix A



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Figure A1. Administrative Hydrological Zones in Mexico according to CONAGUA [18].

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