Leveraging buying power: ethical consumption and sustainable procurement in Chile and Brazil

Workshop with Policy Makers
Dec 7, 2012, Rio de Janeiro
Overview

1. Introduction to the Choices Project
2. Choices Project and UNEP’s SPPI
3. Data from Chile
4. Data from Brazil
5. Conclusions
6. Discussion
The ESRC-DFID Choices Project Team

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Research Aims

1) Explore, how "ethical consumption" is constructed, in discourse and practice, in Chile and Brazil.

2) Explore what evidence there is of "ethical" consumption attitudes and behaviours.

3) Analyze what criteria citizens in Chile and Brazil expect their respective governments to use in public procurement.

Then, work with policy makers and NGOs to support the trend towards sustainable consumption and sustainable public procurement.
Project Overview: Main Phases

Blog, tweet, write, present at conferences, relate to Press

Link with relevant public events and NGOs

Be in contact with key policy makers

Start

Oct 2011

Oct-Jan 2012 Collaboration between Brazil, Chile, UK

Focus Group Research

Feb 2012

16 FGs in Brazil

16 FGs in Chile

Survey Design & Execution

June-Sept 2012

Survey in Brazil

Survey in Chile

Dissemination and Campaigning

Dissemination Workshop

Nov/Dec 2012

Dec 2012-March 2013

Link with relevant public events and NGOs

Be in contact with key policy makers

Blog, tweet, write, present at conferences, relate to Press
DATA FROM CHILE
DATA FROM BRAZIL
CONCLUSIONS – Ethical Consumption

• Need to connect existing practices with new discourse

• with growing material affluence, there is a risk of rising ecological un-sustainability – societal shift needed to break the “more stuff = happiness” link

• Need to demonstrate alternative thinking – e.g. Sustainable procurement demonstration of sustainable purchasing decision

• Big obstacle: generalised distrust

• However, experts and NGOs seen as trusted sources of information
CONCLUSIONS – Sustainable Procurement

• E-procurement systems offer the chance to track exactly the rise in sustainable procurement – which criteria are used?

• Need to sensitise citizens that it is *their* public purchases

• Consider participation in setting criteria

• Big obstacle: generalised distrust in procurement processes – but also a chance to represent the state in a more positive light

• Similarity between countries: environmental criteria

• Significant difference between Chile and Brazil: extent to which state is ready to use procurement as social policy
Immediate suggestions from the Choices team:

• Our reports and research capture in great detail the current situation and trend in ethical consumption and sustainable procurement in Chile and Brazil.

• We are keen to explore linkages between research and policy, as well as with NGOs

• We can help by providing research – tell us your research needs

• There is the opportunity to share our ideas arising from discussions in the context of UNEP’s international SPPI initiative, where both Brazil and Chile are already represented

• National collaboration and international collaboration
Your views:

• Based on the findings, how can sustainable procurement be further promoted?

• What is the right division of labour? What is the role of the state?

• Who should set criteria? Is there a role for greater public participation?

• How can the distrust problem be addressed?

• Experts and NGOs are seen by members of the public as trusted sources of information – how can we help?
For updates see http://sustainablechoices.info

Obrigada.
Gracias,
Thank You!