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

Workshop with Stakeholders
Dec 6, 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

Co-Investigator: Prof Roberto Bartholo, RA Rita Afonso, RA Isabella Nunes, Dalberto Adulis (Akatu)

Co-Investigator: Dr Tomás Ariztía, RA Nurjk Agloni, José-Manuel Melero (CR)

Principal Investigator: Dr Dorothea Kleine, Project Manager: Dr Graca Brightwell

Rob Harrison (ECRA)
Research Aims

1) Explore, how "ethical consumption" is constructed, in discourse and practice, in Chile and Brazil. Compare the context of the two countries, and identify key differences with the hegemonic Northern "ethical consumption" discourse;

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
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 – May 2012

16 FGs in Brazil

Survey Design & Execution

June-Dec 2012

Survey in Brazil

Dissemination and Campaigning

Dec 2012

Survey in Chile

Dec 2012-March 2013

Dissemination Workshop

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

Link with relevant public events and NGOs

Be in contact with key policy makers
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

• Develop a media strategy (traditional and social media)

• Need to demonstrate alternatives

• Big obstacle: generalised distrust

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

• Need to sensitise citizens that it is their public purchases

• Consider participation in setting criteria

• Big obstacle: generalised distrust in procurement processes

• However, experts and NGOs seen as trusted sources of information

• 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 will help with mapping and linking organisations working on sustainable consumption in Brazil, Chile and beyond

• We are keen to explore linkages between academia, NGOs, business and public institutions

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

• This afternoon, Rob Harrison from Ethical Consumer Magazine/ECRA will facilitate a workshop which we hope will lead to some concrete collaboration and action
Your views:

• Based on the findings, how can sustainable/ethical consumption be promoted?

• How can we address the need for information and the distrust problem?

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

Obrigada.
Gracias,
Thank You!