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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



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Co-Investigator: Prof Roberto Bartholo, RA Rita Afonso,  
RA Isabella Nunes,

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(Akatu)



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



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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



**UNEP**

# 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

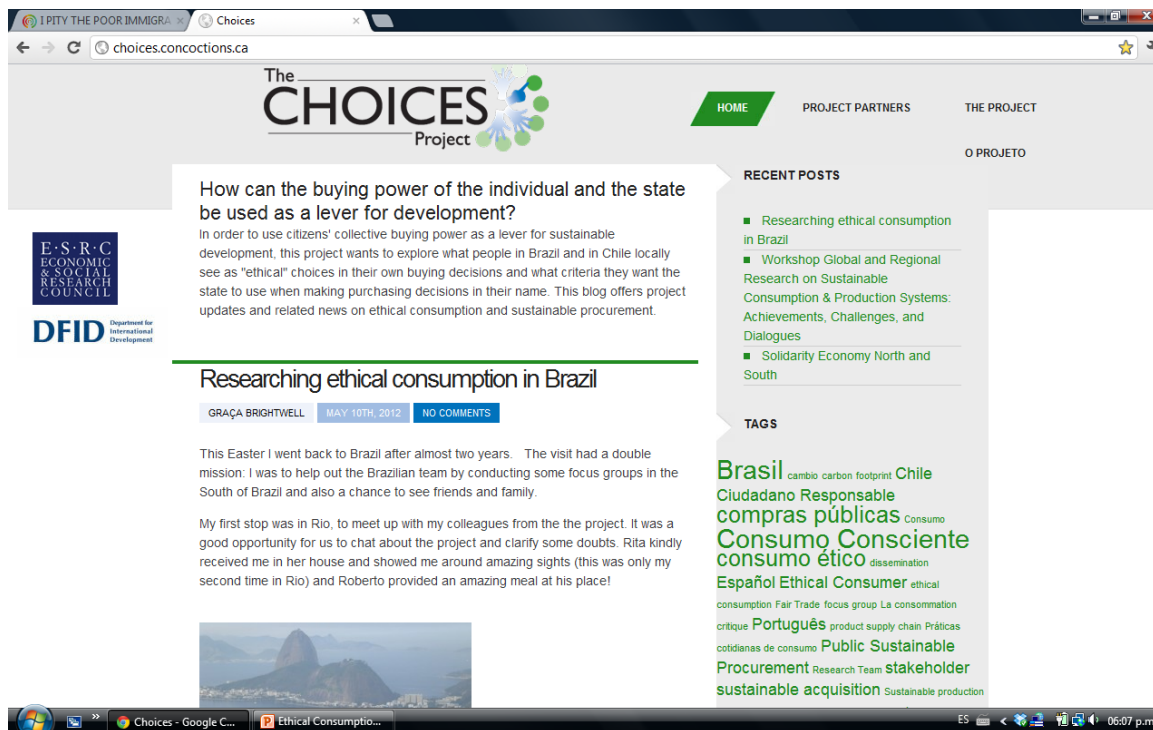
## Immediate suggestions from the Choices team:

- 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>



The screenshot shows the website interface with the following content:

- Navigation:** HOME, PROJECT PARTNERS, THE PROJECT, O PROJETO
- Header:** The CHOICES Project logo
- Left Sidebar:** E·S·R·C ECONOMIC & SOCIAL RESEARCH COUNCIL and DFID Department for International Development logos.
- Main Content:**
  - Article Title:** How can the buying power of the individual and the state be used as a lever for development?
  - Text:** In order to use citizens' collective buying power as a lever for sustainable development, this project wants to explore what people in Brazil and in Chile locally see as "ethical" choices in their own buying decisions and what criteria they want the state to use when making purchasing decisions in their name. This blog offers project updates and related news on ethical consumption and sustainable procurement.
  - Section Header:** Researching ethical consumption in Brazil
  - Metadata:** GRAÇA BRIGHTWELL | MAY 10TH, 2012 | NO COMMENTS
  - Text:**

This Easter I went back to Brazil after almost two years. The visit had a double mission: I was to help out the Brazilian team by conducting some focus groups in the South of Brazil and also a chance to see friends and family.

My first stop was in Rio, to meet up with my colleagues from the the project. It was a good opportunity for us to chat about the project and clarify some doubts. Rita kindly received me in her house and showed me around amazing sights (this was only my second time in Rio) and Roberto provided an amazing meal at his place!
- Right Sidebar:**
  - RECENT POSTS:**
    - Researching ethical consumption in Brazil
    - Workshop Global and Regional Research on Sustainable Consumption & Production Systems: Achievements, Challenges, and Dialogues
    - Solidarity Economy North and South
  - TAGS:**
    - Brasil
    - ciudadano
    - carbon footprint
    - Chile
    - Ciudadano Responsable
    - compras públicas
    - Consumo
    - Consumo Consciente
    - consumo ético
    - dissemination
    - Español
    - Ethical Consumer
    - ethical
    - consumption
    - Fair Trade
    - focus group
    - La consommation
    - critique
    - Português
    - product supply chain
    - Práticas cotidianas de consumo
    - Public Sustainable
    - Procurement
    - Research Team
    - stakeholder
    - sustainable acquisition
    - Sustainable production

Obrigada.  
Gracias,  
Thank You!