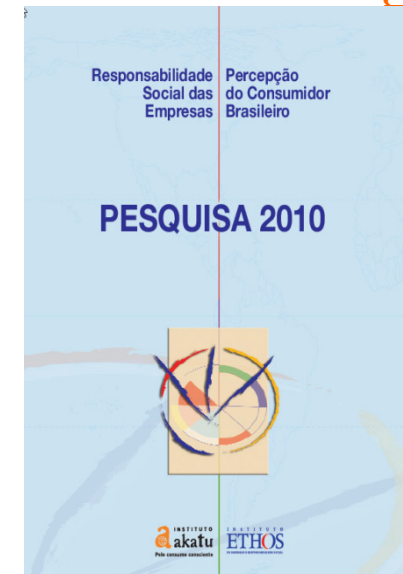
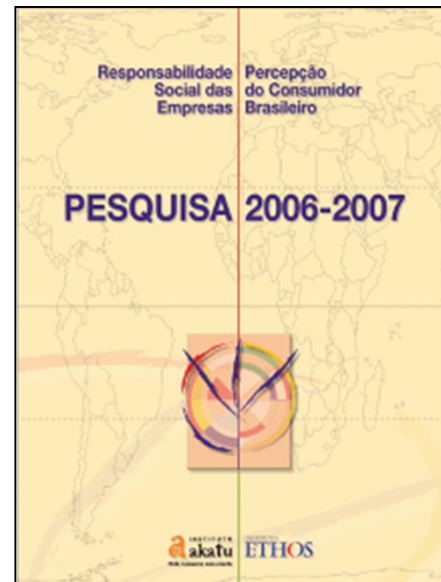
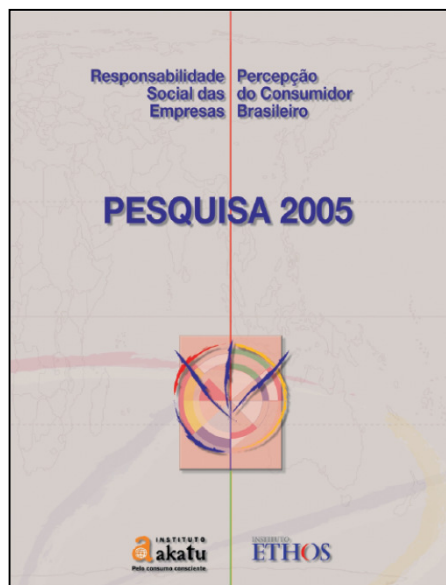
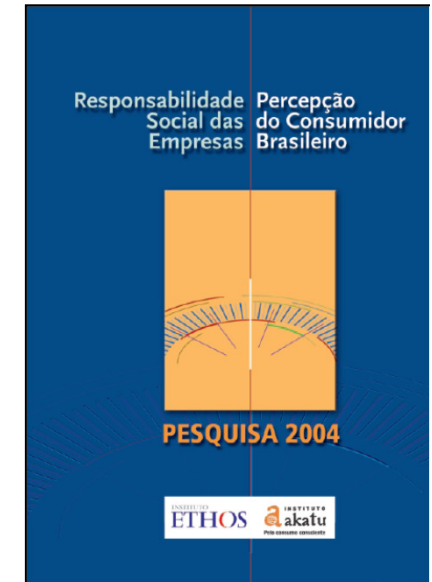
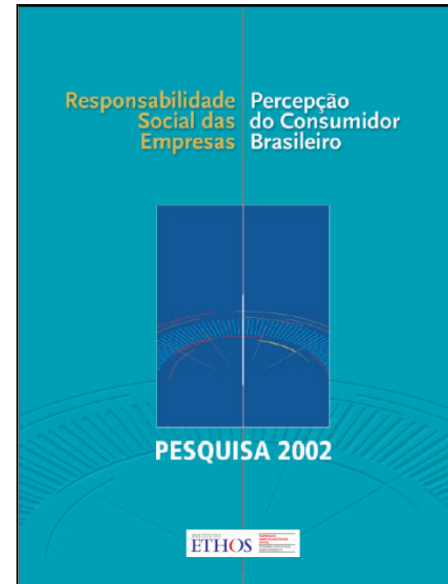
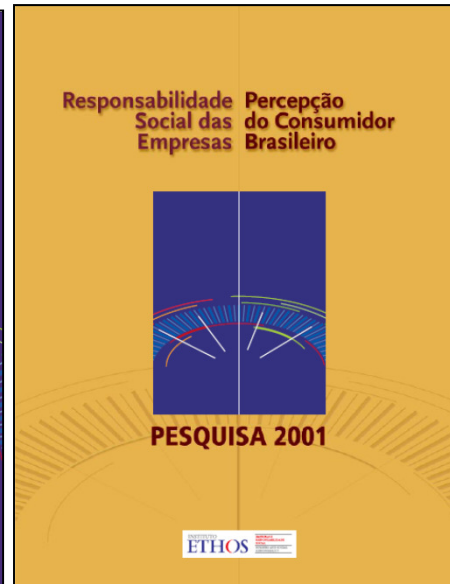


# Research in Brazil

# Previous research on ethical consumption and SCR done by AKATU and partners



Consumo consciente para um futuro sustentável.



# Behaviour

In the surveys, respondents give information about 13 types of consumption behaviour, divided in **four thematic groups**



# Segmentation



Consumo consciente para um futuro sustentável.



1. Avoid leaving the light on



2. Close the tap whilst brushing teeth



3. Turn off electronic gadgets



4. Plan before buying food



5. Ask for receipt



6. Plan before buying clothes



7. Reuse paper



8. Read labels



9. Family separate domestic waste for recycling



10. Wait for food to cool down before putting into the fridge



11. Buy recycled products



Buy organic products



13. Share information about companies and products

The 13 types of behaviour are used to segment the population in four groups:

**Indifferent:** Adopt a maximum of 2 types of behaviour

**Beginners:** adopt 3 to 7 types of behaviour

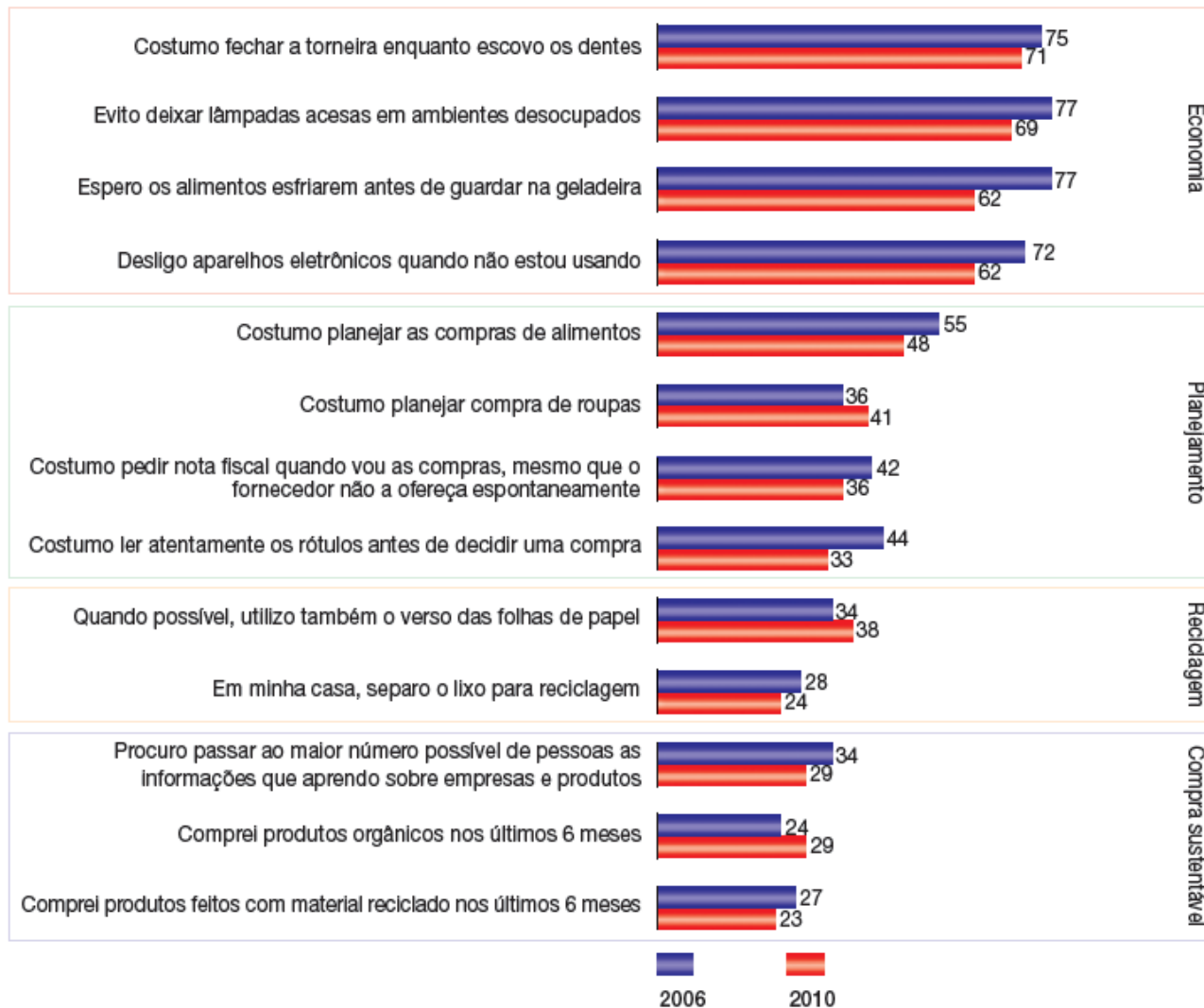
**Engaged:** adopt de 8 to 10 types of behaviour

**Conscious:** adopt 11 to 13 types of behaviour

# Behaviours

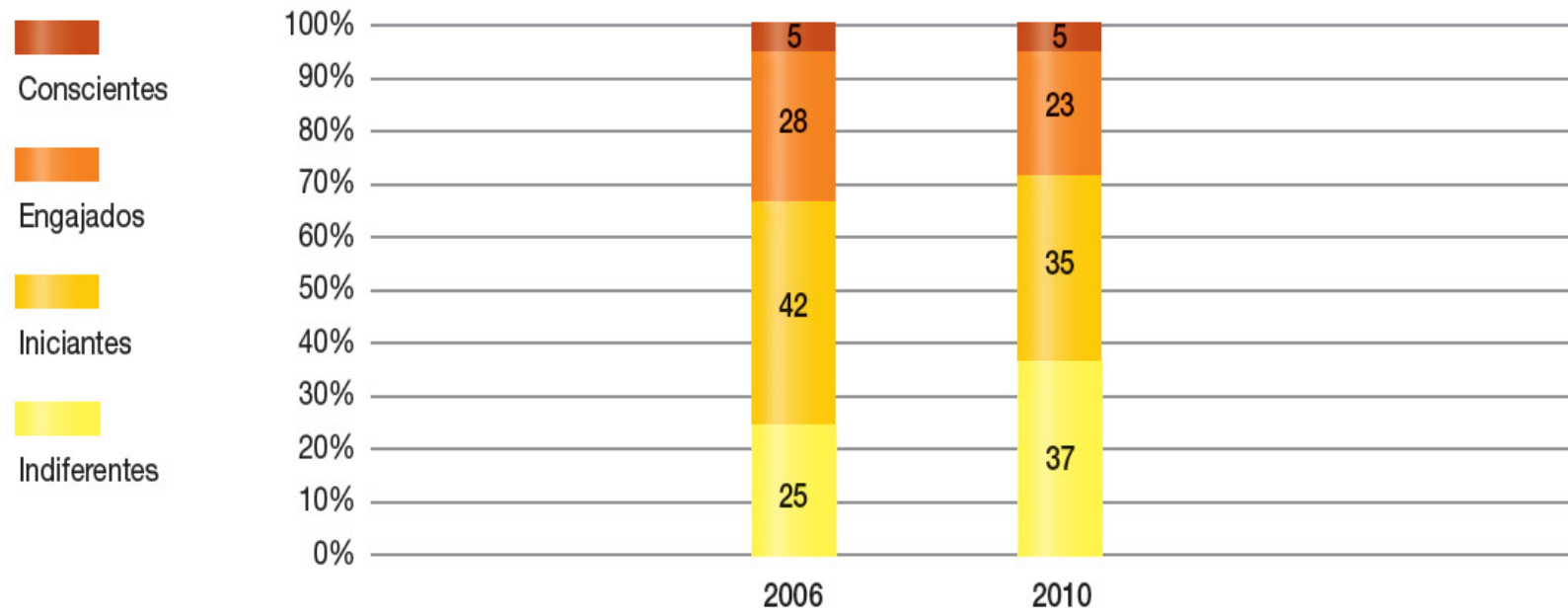


**Gráfico 2 - Adesão aos comportamentos de Consumo Consciente (% de resposta “sim” ou “sempre”).**



# Comparison

Grafico 1 – Segmentação de consumidores de acordo com grau de assimilação do Consumo Consciente



Graphic 1- Segmentation of consumers according to the degree of assimilation to conscious consumption

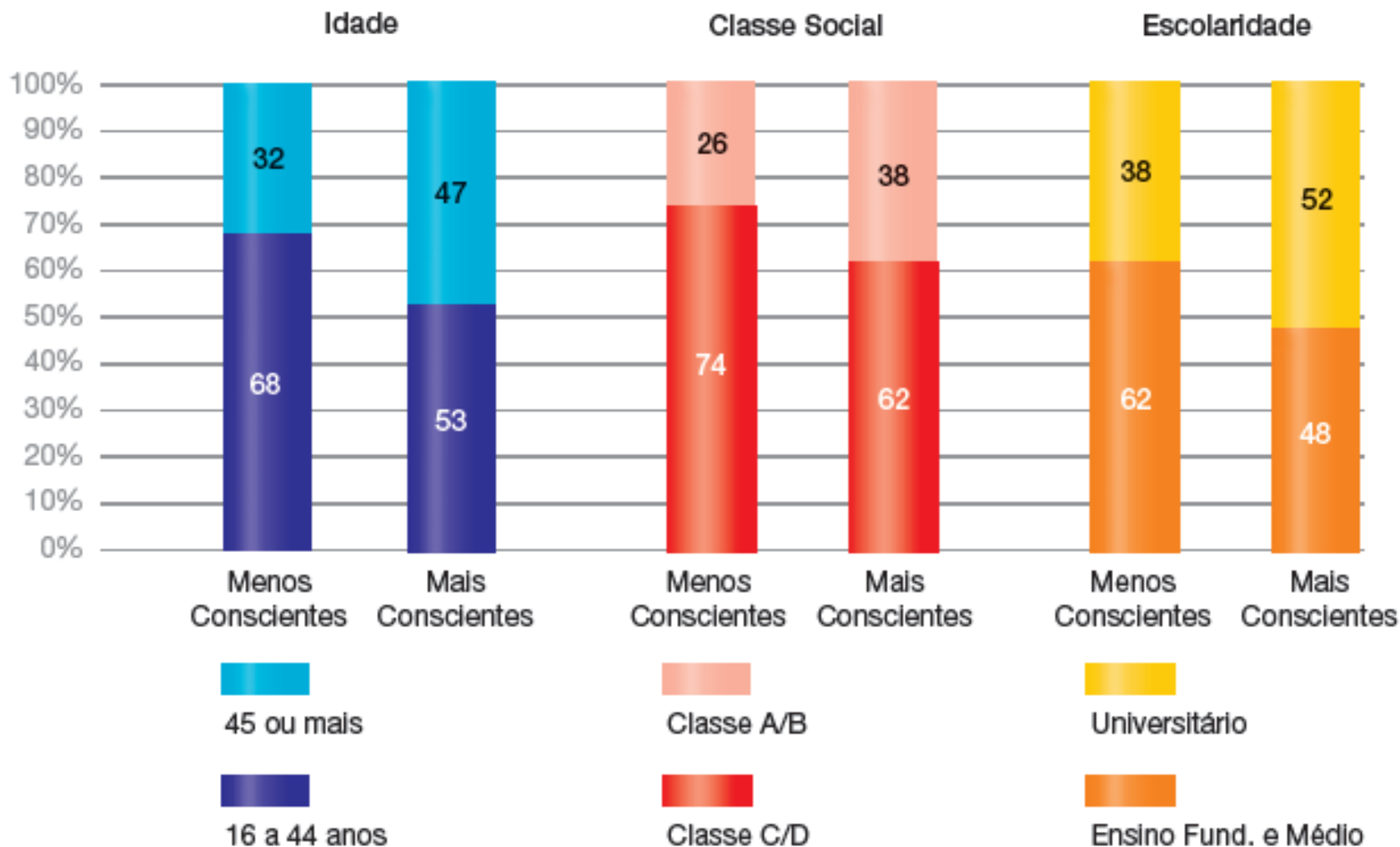
Level of conscious consumers– 5%.

Rise in the quantity of indifferent consumers from 25 to 37%.

Decrease in the quantity of engaged and beginners from 28 to 23% and from 42 to 35%.

# Profile of consumers by segment

Gráfico 4 - Perfil dos consumidores por segmento



In the last few years there has been a significant populational growth in the so called 'C' segment , which reached 50.5% of the population in 2009. This represents a contingent of around 29 million people.

Profile of the new 'Brazilian middle class'

- Younger, afrodescents, women as head of families
- Population and income growth make the class C the segment with the most purchasing power in Brazil



# Conclusion 1

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The percentage of conscious consumers remained the same but considering the populational growth it means a growth of 500 thousand consumers adhering to more sustainable values and behaviours.

At the same time, there was a considerable growth ( 25% to 37%) in the consumer segment more distant to these values and behaviours, the group so called 'indiferent'

Economic growth, income rise, access to consumption by the segments with less consumer purchase are factors that stimulate a consumption pattern which is not concerned with its environmental and social consequences. This fact brings two challenges:

1- There is no one that wants to stop this movement of poverty reduction, income distribution and access to consumption. So, fostering a sustainable society has to be made within this context 'unfavourable' to the adoption of conscious consumption practices

2 - It is necessary to recognise that the actions developed by the agents that seek a sustainable society have not been able to raise the group of ethical consumers beyond a niche amongst the Brazilian population. It is necessary to better understand the reasons and find new forms of dialogue and awareness raising amongst consumers .

# Research 2012

# Buying criteria



Consumo consciente para um futuro sustentável.

Buying criteria	Individual	Governament	variation
A company which is committed with reducing energy consumption	89	88,00	=
A product which is certified as environmentally friendly	88	87,00	=
A product in which animal welfare was taken into account	86	89,00	=
A product which is certified as having used fair labour conditions in its production processes	86	86,00	=
A product made by company that has good relationship with the community	85	86,00	=
A product which has the most sustainable label	78	nd	=
A product from a known brand	75	76,00	=
A Brazilian product	73	<b>82,00</b>	9
The most traditional product	71	nd	
The brand most used by people you know	68	nd	
An organic product	67	<b>74,00</b>	7
A highly regarded brand	66	nd	
A well marketed brand	50	nd	
A product from a small company	39	<b>52,00</b>	13

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# Conclusion 2

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Citizens/consumers consider that environmental criteria is a very important consideration in government purchases, however other aspects are also relevant.

Citizens/consumers believe that government should use criteria that themselves consider less relevant in their purchases.