Ethical consumption in Brazil and Chile.

Institutional context and path of developments.

Tomas Ariztia Escuela de Sociología, UDP- Dorothea Kleine, Geography Department, RH.
Graca Brightwell, Geography Department, RH - Nurjk Agloni, Escuela de Sociología, UDP.
Rita Afonso. LTDS - COPPE/UFRJ - Roberto Bartholo. LTDS - COPPE/UFRJ.
The project.

Connecting ethical/sustainable consumption with ethical/sustainable procurement.

– Raise different understandings and practice of sustainability by Chilean and Brazilian citizens.

– Explore how people locally understand "ethical" choices in their own buying decisions and what criteria they want the state to use when making purchasing decisions in their name.

– Different stages: Lit review (institutional contexts), survey and qualitative research (Consumers), involvement and participation with public procurement bodies (policy and advocacy)
The project.

Connecting ethical/sustainable consumption with ethical/sustainable procurement.

– Raise different understandings and practice of sustainability by Chilean and Brazilian citizens.

– Explore what people 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.

– Different stages: LIT REVIEW (INSTITUTIONAL CONTEXTS), survey and qualitative research (Consumers), involvement and participation with public procurement bodies (policy and advocacy)
Starting point: beyond choosing self.

- **NORTH CENTRED.** 90% of the consumer studies in this area relate to North American and European consumers (Cotte and Trudel 2009).

- **CHOOSING SELF. (Individualized ethic and values)**
  - Needs to be widened: to take into account the historical and geographical context, as well as culturally and politically specific opportunities and constrains that frames practices and cultures of ethical consumption (Warde 2005)
  - More precisely, we argue that ethical (sustainable) consumption decisions are *mediated* by practices, systems of provision, local cultures and institutions.
**CHALLENGE**: mapping local and historical configurations of ethical consumption practices and discourses.

- Different levels:
  - (a) Institutional and historical contexts of development (Lit review).
  - (b) Discourses and practices of consumers (Focus Groups, Survey).

**Mapping institutional contexts of development in Chile and Brazil.**

(Methods: two literature review in Chile and Brazil)

**THE CASE OF CHILE**

**THE CASE OF BRAZIL**
CHILE

Ethical and sustainable consumption taking momentum: increasing in practices (Akatu Index), but more centrally increasing in discourses and institutional spaces.

- Government programs (SERNAC, Educational), Mass Media (special number, newspapers), public discussion on sustainability, More research (4 new surveys)

How did ethical consumption has spread in Chile?

A. Small producers. 300 small producers of ethical products and goods with explicitly defined environmental or social criteria. And also **Mediators (stores)**.

B. NGOs circuit working on ethical consumption: Fragmented and relatively new (political context, not connected with state, different types that work independently)
C. Private sector (corporations)
- Exports oriented companies (Labeling system – Organic wine, FSC)
- RSE Discourse.
  - Increasing centrality and visibility (Eg. ISO: 26000)

D. And the State?: secondary role.
Now is taking off.
- Increasing labeling system
  - Sello PYME, Ecoeficiencia.
- Education campaigns (in sustainability mainly).
- Promoting sustainable consumption as part of private sector agenda.
  - The state only new with focus on “RSE” ISO 26000
Systematic Increasing of ethical consumerism (Barbosa et al 2011)

- **Private sector.**
  - RSA 26000.
  - Campaigns and Eco project (Akatu, Ethos)

- **Central role of NGOs.**
  - Central in understanding ethical consumers and campaigning for change.
    - Consumers organizations (IDEC)
    - Others Organizations focused on ethical consumption (Rede Ecológica, Alana, Instituto Kairos)
BRASIL

**State.** “Catalyst for ethical consumption behaviour through widely articulated government campaigns, by developing new policies and by passing legislation.”

- **Explicit policies (2011)**

- **Intertwined by NGO and movements.**
  - Example: Red Economic Solidaria, Ecologist movement (Samira Crespo)
CONCLUSION

• Different institutional context of development.

  – Chile: “market led”
    • Companies, RSE discourse
    • Small producers
    • ONG
    • Recent government involvement (by relying on an RSE discourse).

  – Brazil. “NGO and State led”
    • Government as a central actor (intertwined by NGOs discourses)
    • Complex and rich ecosystem of NGOs at different levels.
    • Active private sectors trough RSE involvement.
MORE INFO AT.

http://choices.concoctions.ca/

tariztia@gmail.com
ritafonso@globo.com