

# How can I be a **RESPONSIBLE CONSUMER?**

“Every time you spend money,  
you’re casting a vote for the  
kind of world you want.”  
(Anna Lappe)



# What's a Responsible Consumer?

A responsible consumer is a citizen of the world, and he acts like that.

When he's making his choices, he doesn't base his decision only in his personal interests.

He also considers that his choice will have an impact in the society and in the environment.

After evaluating the situation, he can decide, consciously, if he wants to contribute to it, or not.



# Behavior of a responsible consumer

## 1. Be proactive

- Search for information about the business' social costs and environmental impacts, as well as projects developed by the company and its posture in the community;
- Seek about the company's commitment with CSR;
- Pay attention to the company's behavior in matters such as: business transparency, protection of the environment, respect towards consumers, quality in the workplace, commitment with the country's development, who are the company's partners and suppliers, etc.

# Do You Know Your Product?

- **Shark's Fin Soup** is a popular soup item of Chinese cuisine usually served at special occasions such as weddings and banquets, or as a **luxury item** in Chinese culture
- It is documented in ancient Chinese medical books that shark fin's help:
  - Rejuvenate body
  - Enhance appetite
  - Beneficial to kidney
  - Prevents cancer
- Demanded in **China** & **Hong Kong**



# Do You Know Your Product?

- No scientific proof supports that shark fins prevent cancer.
- Contains high level of **mercury**
- FDA have advised soon-to-be pregnant, pregnant women, nursing mothers and young children to avoid consumption of shark fin
- Estimated that **10–100 million** sharks are slaughtered each year for their fins
- Numbers of some shark species have dropped as much as 80% over the last 50 years
- Largest supplier is **Spain**, followed by **Norway, Britain, France, Italy** and **Portugal**



# THE UGLY TRUTH



# BE PROACTIVE!

- **SAY NO TO SHARK FIN SOUP!**

(GORDON RAMSAY IN COSTA RICA ON SHARK  
FIN INDUSTRY: ANIMAL CRUELTY VIDEO)

# Behavior of a responsible consumer

## 2. Develop a critical position

- Develop a critical and reflective position about the company's acts in the context of the local region, country and world, considering the **environmental, social and economical responsibility**;
- Evaluate the impacts of your decision when buying some products/services on the society and on the environment;
- Encourage businesses that have socially responsible attitudes;
- Get involved.



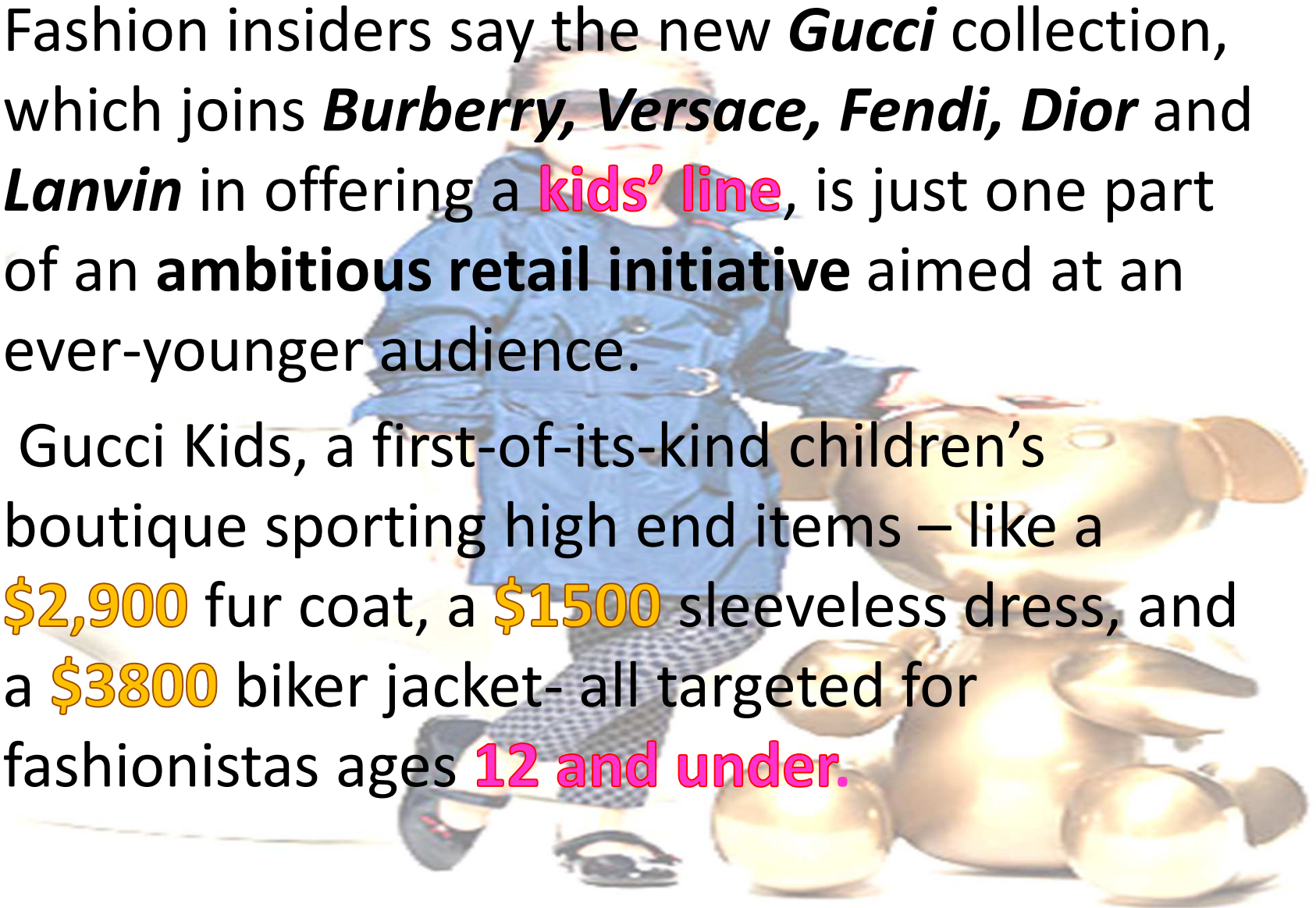
# Kids Couture: GUCCI

(Video)



## 'Kiddie Couture': Too Hot, Too Soon?

- Fashion insiders say the new **Gucci** collection, which joins **Burberry**, **Versace**, **Fendi**, **Dior** and **Lanvin** in offering a **kids' line**, is just one part of an **ambitious retail initiative** aimed at an ever-younger audience.
- Gucci Kids, a first-of-its-kind children's boutique sporting high end items – like a **\$2,900** fur coat, a **\$1500** sleeveless dress, and a **\$3800** biker jacket- all targeted for fashionistas ages **12 and under**.



# 'Kiddie Couture': Too Hot, Too Soon?

- In 2011, sales of **children's clothing** in the U.S. exceeded \$32 billion, and **\$800 million** of that was spent on **designer labels** alone
- Interview: Girls age 5-12, said that while they may be small, fashion, for them, is already big.
- The girls' mothers, however, expressed concern that the new luxury collections are another sign of the **growing pressure** on both moms and the girls to look a certain way.
- Worried that it's harder than ever to teach girls **values**, like **beauty not being determined by a fancy label or a pricey garment**

# Behavior of a responsible consumer

## 3. Analyze the production process

- Consider not only the product/service quality, but also the entire production process involved;
- “Consume without destroying”;
- Look for information about who are the company’s partners and suppliers, and if they are also committed in CSR.

## 4. Be conscious

- Be absolutely conscious about your choice;
- Analyze your options and their consequences, then make the best decision.

# American Apparel®

## Explore our Factory

At American Apparel we proudly produce one million garments each week at our Sweatshop-Free factory in Downtown Los Angeles, and provide more than 10,000 jobs all over the world.

Click on any window for a peek at what goes on inside →



# KENTUCKY FRIED CHICKEN (KFC)

- KFC Corporation, based in Louisville, Kentucky, is the **world's most popular chicken restaurant chain**
- KFC began with Colonel Harland Sanders in 1952 & now has **15,000 restaurants in 109 countries**
- Famous Kentucky Fried Chicken recipe blends 11 SECRET herbs and spices
- KFC prides itself as a fast-food restaurant that give customers great tasting chicken





- KFC suppliers cram birds into huge waste-filled factories, breed and drug them to grow so large that they can't even walk, and often break their wings and legs.
- At slaughter, the birds' throats are slit and they are dropped into tanks of scalding-hot water—often while they are still conscious.

**(VIDEO)**

# Behavior of a responsible consumer

## 5. Know your rights

- The Consumer Code (introduced on October 23, 2005) resumes all the regulation related to the consumer law;
- Don't be afraid of fighting for your rights;
- Stand up when necessary;
- Website about consumer's rights: [www.aduc.it](http://www.aduc.it)



# Four Basic Consumer Rights

- The Right to **Safety**—Because many products (automobiles, foods, drugs, etc.) are dangerous
- The Right to **Be Informed**—To know what a product really is
- The Right to **Choose**—Fair competition
- Right to **Be Heard**—To effectively communicate desires and grievances

# Concepts that a responsible consumer need to know

## 1. Fair Trade

- A movement that aims to strengthen the economic position of small scale farmers and their workers, in order to ensure that they are not **marginalized** in the world economy.
- It mainly focused on **developing countries**.
- Marginalised farmers receive only ~**8% of final export price** due to middlemen involvement
- **No Labor Laws** -> Child Labor & Women Exploitation
- Involve agricultural products: **COFFEE, VANILLA, COCOA, COTTON**

# Why Fair Trade?

- Ensures that farmers are **FAIRLY** paid for their effort
- Better & Safer workplace
- Farmers are able to independently negotiate with suppliers on prices rather than through middlemen
- Enhance society lives: Education & Medical Well-being

**(VIDEO)**



# Concepts that a responsible consumer needs to know

## 2. Certifications

- Products of companies that have implemented a management system to improve and demonstrate their commitment to the **environment**;
- ISO 9001, SA 8000, OHSAS 18001, ISSO 14001 and EMAS.



# Concepts that a responsible consumer needs to know

## 3. Eco-friendly products

- Consist of goods and services that cause **minimal or no harm** to the environment; The purpose of eco-labels is to inform and guide consumers that the products they are purchasing are less damaging to the environment;
- Examples: ***The Green Label, The Water Efficiency Label, The Energy Efficiency Label.***



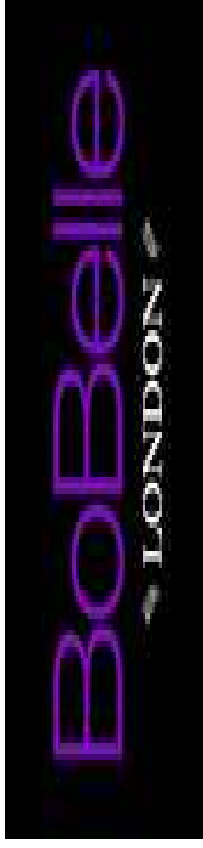
# Style With Heart

<http://www.stylewithheart.com/category/eco-friendly/>

- A website that features **Eco-Friendly & Fair Traded** Fashion Brands for Women, Men & Kids

The screenshot displays the StyleWithHeart website interface. At the top left is the 'StyleWith' logo with a yellow heart icon. To the right is a banner for 'Green People Best Organic Skincare Range' featuring a woman and the Green People logo. Below the logo is a navigation menu with links: HOME | FAIRTRADE | FAIRLY TRADED | ORGANIC | ECO-FRIENDLY | RECYCLED | VINTAGE | OTHER | NEW. A search bar and social media icons (go, f, t) are also present. The main content area is titled 'ECO-FRIENDLY' and includes a paragraph: 'Minimising the impact on the environment is at the heart of the production of these products. There are many stages in the production of clothing and accessories and these brands focus on one or more of them. At the moment, there is no official certification for this type of production.' Below this is a section for 'FEATURED ECO-FRIENDLY BRANDS' with a large image of a woman in a white blouse. A 'WOMEN OUTSIDER' label is overlaid on the image. To the right are three smaller images for 'WOMEN', 'MEN', and 'KIDS' categories, each with a 'CLICK HERE' link. At the bottom, there is a 'FILTER' section with tabs for ALL, WOMEN, MEN, KIDS, and ACCESSORIES. The 'credau' brand logo is visible at the bottom left.

# Style With Heart



**Style With Heart**

**PeopleTree**



**SPRING 2012  
PREVIEW**

*Lighter days and beaming sun means one thing...  
Spring is on its way.*



*Give something special  
this Valentine's Day...  
with a gift that loves the planet!*



# Style With Heart

**American Apparel®**



**GIFTS  
FOR HER**



**VELVET**



**DRESSED  
UP GUY**



**LITTLE  
RED  
DRESSES**



**GIFTS  
FOR HIM**



**PANTIES**

# HOW CAN I BE A RESPONSIBLE CONSUMER?

## Necessity of reflection:

- 1. Before the buying act:** Do you really need this? Do I already have all the information I need about the companies that are offering the products/services?
- 2. In the moment of buying:** What kind of materials do the company uses? How is the production process? Who are the company's partners and suppliers? Is the company committed to CSR? What is the cost of the product vs the impact on the environment?

# HOW CAN I BE A RESPONSIBLE CONSUMER?

## Necessity of reflection:

**3. During the use of the product/service:** How is the more conscious way of using the product, so that you can make it last longer? How can you consume less, and generate less waste to the environment?

**4. After the use (disposing):** What can I do to reduce the impact of waste in the environment? Can I reuse it? Or recycle? Can I donate it to someone that may find it useful?

REDUCE  
RE-USE  
RECYCLE

**“Make an option:  
Consume *less*, and  
consume *better*.”**

