

# Responsible Consumption

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FONDAZIONE CENTESIMUS ANNUS  
PRO PONTIFICE



40  
Nashville  
1/2 MILE



# Which pair of shoes?

A	B	C
		
€ 40	€ 55	€ 80

# T-shirt social experiment

Play clip

Link:

[https://www.youtube.com/watch?v=KfANs2y\\_frk](https://www.youtube.com/watch?v=KfANs2y_frk)

# People behind the products



- Farmers
- Herders
- Miners
- Factory workers
- Truck drivers
- Ship captains
- Pilots
- Marketing people
- Government employees
- Bankers
- Customs officers
- Importers
- Retailers,
- Customers, etc.

# Changes in the Marketplace



# What do we consider when we go to buy things?

- ▶ PRICE
- ▶ QUALITY
- ▶ DESIGN
- ▶ POPULARITY

# Other factors to consider

- PRICE
- QUALITY
- DESIGN
- POPULARITY

▶ **Who made it?**

▶ **Where was it made?**

▶ **How was it made?**

# Who made it?

- ▶ Which brand?
- ▶ Do I recognise the brand?
- ▶ How much do you know about the company behind the brand?
  - ▶ Ethics
  - ▶ Practices
  - ▶ Record on Health and Safety (H&S)

# Where was it made?

- ▶ Which country?
- ▶ How far did it travel?
  - ▶ Carbon footprint
  - ▶ Supply chain logistics
  
- ▶ Should we encourage local communities?
  - ▶ For example, Farmer's markets?



# How was it made?

- ▶ Health and Safety for workers and their families?
- ▶ Any possible child labour?
- ▶ Source of electricity?
  - ▶ Renewable: Solar, wind, hydro, tidal, thermal?
  - ▶ Non-renewable: Coal, oil, natural gas?
  - ▶ Nuclear
- ▶ Impact on the environment?
  - ▶ Toxic chemicals and processes
  - ▶ Organic?
  - ▶ Respect for Natural resources
  - ▶ Any recycled material used?

# Cocoa case study

- ▶ Video on how is chocolate made
- ▶ Link: [https://www.youtube.com/watch?v=xF-DPugR0Ts&list=PLm7oMD8ZdP1rkkxFiM\\_IUMDetMb3pB\\_ey](https://www.youtube.com/watch?v=xF-DPugR0Ts&list=PLm7oMD8ZdP1rkkxFiM_IUMDetMb3pB_ey)
- ▶ Learning activity, need 10 volunteers to participate.

# We are all connected

- ▶ Show solidarity with each other
- ▶ Wouldn't you want someone to support you?

# Why should we care?

- ▶ We want to live in a World where products are safe for us to use.
- ▶ And safe for people to produce them.
- ▶ We would like to live in a clean environment.

# Fairtrade

- ▶ Workers get a living wage, or profits to ensure they can afford basic needs such as, food, healthcare & education for their family.

Video: Playing Fair - Fairtrade footballs

Link:

<https://www.youtube.com/watch?v=wTrFOLLvIGs>



# Fairtrade premium

- ▶ Helps provide better access to Food, Healthcare, and Education
- ▶ Access to clean water
- ▶ Micro loans, microfinancing programs

# Vote with your euro

- ▶ You can make a difference!
  - ▶ Reward the ethical producers and companies, and encourage the others to become more ethical.
  - ▶ Do some research on the product.
  - ▶ Think about:
    - ▶ WHO made it?
    - ▶ Where it was made?
    - ▶ HOW it was made?
- EVALUATE and decide

A	B	C
		
<p>€ 40</p>	<p>€ 55</p>	<p>€ 80</p>
<p>Pakistan</p>	<p>Thailand</p>	<p>Poland</p>
<p>Child labour</p>	<p>Some H&amp;S issues</p>	<p>Fair working conditions</p>
<p>Low environmental impact</p>	<p>Medium environmental impact</p>	<p>Some components made from recycled materials</p>

# Resources

- ▶ The Good Trade <http://www.thegoodtrade.com/features/fair-trade-clothing>
- ▶ Shop Ethical <http://www.ethical.org.au/3.4.2/get-informed/clothing/clothing-companies/>
- ▶ Ethical Consumer <http://www.ethicalconsumer.org/buyersguides/clothing.aspx>
  
- ▶ Fairtrade USA <http://fairtradeusa.org/>
- ▶ Fairtrade foundation <http://schools.fairtrade.org.uk/>
- ▶ World Fair Trade Organization WFTO <http://wfto.com/>
- ▶ Catholic Relief Services Fairtrade: <http://www.crsfairtrade.org/>

# Thank you



# Bibliography

## Acknowledgements

### Image resources

Clothing rack: *Brentwood TN Guide*

Tennis shoe clipart: *Clipart Panda*

People: *iStock*

Shoemaker: *Dreamstime*

### Video resources

2 euro T shirt: Fashion Revolution

My Fairtrade Adventure: Where does our food come from?

Playing fair, the story of fairtrade footballs: Fairtrade Foundation