**Project Information**

**Sustainable Consumption, the Middle Classes and Agri-food Ethics in the Global South**

For more information visit: <https://research.ncl.ac.uk/scarfethics/>

Sustainable food consumption in the global South is of critical importance. Expanding middle class consumption in global South countries is seen simultaneously as providing a potential stimulus to global economic growth and a threat to environmental sustainability. The UN's Sustainable Development Goal 12 (Ensure Sustainable Consumption and Production) recognises the need to support developing countries in strengthening their technological capacity to enable more sustainable patterns of consumption, to promote sustainable public procurement practices, and to ensure that consumers have the relevant information and awareness for sustainable lifestyles. This research evaluates the mobilisation and practice of sustainable consumption in the global South through an examination of systems of food provision and regulation, everyday consumer habits, and trends and fashions in food consumption. It draws on case study research in Brazil, China, and South Africa.

The research is organised into four phases. The first focuses on institutional and cultural drivers of sustainable food consumption. It analyses policy and media reports, business strategies, codes, campaigns and initiatives in the policy and popular domain. Key informant interviews are conducted with government departments responsible for food procurement and standards, campaigners, and leading food retailers, wholesalers and restaurateurs. The second phase, focusing on consumer habits and everyday trends, comprises research in middle-class residential areas of Guangzhou, Rio de Janeiro and Johannesburg. Interviews address household food consumption practices, judgments about 'good' food, and popular influences on food ethics and environmental values. Digital ethnographies examine the online practices of consumers, including how they collect information, shop or review online, and the influence of social media on ethical judgment and creating markets for sustainable foods. Accompanied shopping interviews and co-cooking sessions capture the nuances of food choices, moral judgments, engagement with government and corporate ethical initiatives, and the ordinary ethics of food purchase and use. The third phase, focusing on fashion and trends, uses text mining of social media to trace lines of influence in sustainable food consumption. To widen the reach of the research, and provide material with traction with policy and commercial actors, the final phase gathers quantitative data through a web-based survey of the drivers of sustainable food consumption and the behavioural intentions arising from these. The research is an innovative analysis of different global South contexts in which shifts towards sustainable food consumption are likely to have global impact. The three case studies offer comparisons of the potential of different drivers of food sustainability.

If you are happy to participate in this research, please read and sign the consent form and confidentiality agreement overleaf.(Two copies to be signed by both participant and researcher, one kept by each):

**Sustainable Consumption, the Middle Classes and Agri-food Ethics in the Global South.**

**Consent & Confidentiality Agreement – Participant’s copy.**

**Please circle:**

**Project Consent:**

I understand that anonymity and confidentiality will be maintained: **yes | no**

I voluntarily agree to participate and to the use of my data for the purposes specified above. **yes | no**

I agree for my interview to be recorded **yes | no**

**Consent to participate in the UK Data Archive:**

This project is funded by the UK Research Council who would like to hold a copy of your anonymised transcript in the UK Data Archive. Consent to this does not impact on your participation in the ‘Sustainable Consumption, the Middle Classes and Afri-food Ethics in the Global South’ project. (http://www.data-archive.ac.uk/about) **yes | no**

*Signature of Interviewee: ...................................................................................................* Date: ……………………….

*Print Name: ...............................................................................................................................................................*

*Email / Phone: ...........................................................................................................................................................*

**Note: These contact details will be kept separately from any information you give.**

*Signature of Researcher(s):*

*Researcher 1: .......................................................................................................................* Date: ……………………….

*Researcher 2: .......................................................................................................................* Date: ……………………….

Tick as Appropriate:

⎕ Professor Alex Hughes – Principal Investigator. Contact: alex.hughes@newcastle.ac.uk

⎕ Professor Cheryl McEwan - Co-Investigator. Contact: Cheryl.McEwan@durham.ac.uk

⎕ Professor Mike Crang - Co-Investigator. Contact: M.A.Crang@durham.ac.uk

⎕ Professor Dorothea Kleine – Co-Investigator. Contact: d.k.kleine@sheffield.ac.uk

⎕ [Insert in-country Co-I and Research Assistant names for each country case study, as appropriate]

⎕ Dr Suzanne Hocknell – Research Associate. Contact: suzanne.hocknell@ncl.ac.uk

If you have any concerns/questions about the research you would like to discuss further, please contact:

Professor Alex Hughes: [alex.hughes@ncl.ac.uk](mailto:alex.hughes@ncl.ac.uk); +44 (0) 191 208 5176 [and in-country Co-I as appropriate].

**Sustainable Consumption, the Middle Classes and Afri-food Ethics in the Global South.**

**Consent & Confidentiality Agreement - Research Team’s copy.**

**Please circle:**

**Project Consent:**

I understand that anonymity and confidentiality will be maintained: **yes | no**

I voluntarily agree to participate and to the use of my data for the purposes specified above. **yes | no**

I agree for my interview to be recorded **yes | no**

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⎕ Dr Suzanne Hocknell – Research Associate. Contact: suzanne.hocknell@ncl.ac.uk