

Fair trade and fair consumption: alter-consumption in a globalized world?

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In the vocabulary of globalization, "alter-globalization" has replaced "anti-globalization", the latter having failed to win sufficient support, if only because its opponents were themselves part of the globalization of economic, social and political exchanges. Protest against globalization based on a neo-capitalist economic model has thus taken on a variety of faces, linked to a diversity of contexts: denunciation of social inequalities, opposition to free-trade agreements in Europe and the Americas, and so on (Polet, 2008). At the same time, the more and more assertive consequences of climate change and reduced biodiversity have launched the debate on the Anthropocene, giving rise to new protest movements against major development or commercial projects. This plurality has encouraged the emergence of new paradigms, such as sustainability, transition and degrowth, all of which refer, more or less, to the common denominator of a different kind of globalization. From this perspective, a major part of the debate focuses on consumption: predatory and depleting consumption of the planet's resources, feeding inequality of access to consumer goods through inequality of income and working conditions (Latouche, 2010, Paquot, 2008).

The aim of this communication is to talk about consumption in a context of globalized trade and ecological crisis. We suggest that it is important to look at alter-consumption, taking up one of the great leitmotifs of ecologists: "think globally, act locally". Admittedly, the contours of alter-consumption are difficult to define, bringing together, on the one hand, those who reject a society described as hyper-consumption and its products, advocating degrowth and, on the other, those who want another model of consumption with fairer, more sustainable products. To this end, sustainable and equitable consumption brings into play North-South relations or inequalities. From this perspective, the products we buy become "political objects" that we must invest with our values, to change the world, here, locally, but also elsewhere, somewhere in the world, where employees produce what others consume. Overall, alter-consumption refers to a social and solidarity-based consumption and economy that can be roughly divided into three "categories": sustainable, fair and collaborative consumption (Blanchet, V., Carimentrand, 2012; Decrop, 2017). After placing alter-consumption in a more general context of consumption and its critique, we will focus here on the question of fair and local retailing and collaborative consumption.

Keywords: globalization, alter-globalization, alter-consumption, fair trade, fair consumption

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