accountability 56, 126
Adorno, T. 16
advanced liberalism 46, 47, 48, 57, 199
responsibilization of the consumer 40, 41–3
agency, relocating 11–19
American Express 14
Amin, A. 64–6, 68
Amnesty International 157
Anderson, E. 57
anti-consumerism 14, 16
and ethical consumption, distinction between
reflexivity, lack of 94
anti-globalization campaigns 13, 37
anti-obesity agenda 63
anti-sweatshop campaigns
consumerist turn 15
justice 6–7, 8, 9
union-based 14
argumentative interactions, focus group research 122
articulation
of background 77–81
of consumption and the consumer 85–90
of the ethical consumer 97–107
attitudinal research 117–18
auditing, ethical 98
Austin, J. L. 117, 120
Australia, organic food sector 40
background, articulating 77–81
Bakhtin, Mikhail 120
banking, ethical 13, 14
Barber, Benjamin 30
Baudrillard, Jean 16
Bauman, Zygmunt 16, 30–1, 32, 39, 61
Beck, Ulrich 31, 32, 34, 36, 39
best-in-sector buying 14
Billig, M. 118
Blair, Tony 98
blame discourses 118
Bloch, Maurice 77–8
Body Shop, the 14
Ethical Trade Initiative 155
political consumerism 37
Roddick, Anita 93
Boltanski, L. 53
boycotts 14, 37, 176
brand names, focus group research 129–30, 142, 143
Bristol, Fairtrade City campaign 50–1, 195–6
fair trade and ‘the politics of place beyond place’ 191–5
putting fair trade in place 189–91
re-imagining Bristol 186–9
spatialities of fair trade, rethinking the 182–5
Bristol Zoo 182, 196
British Wind Energy Association 176
Brown, Gordon 98
Burke, Kenneth 120
business ethics 11, 16
‘buycotting’ 14
buyers’ guides 90–2, 94, 96
Cadbury’s 17
Cafédirect 157, 165, 177
CAFOD 163
calculative practices 49–50, 98, 102–5, 106
charitable donations 19
child labour 141–3
choice
antinomies of 61–4
ethical problematization of ‘the consumer’ 27–9, 33
focus group research 133–4, 148, 150
political 33, 36
problematizing 70–7, 87–8, 100–1, 114
problematizing consumption 83–6, 87–8, 98–102
sets 101, 102
Christian Aid
Bristol Fairtrade City campaign 187
campaigns 176, 177, 193
choice, consumer 101
Fairtrade Foundation 163
influence 18, 106
political consumerism 37
citizenship
advanced liberal governmentality 41, 42–3
agency, relocating 12, 15
individualization 29
moralization of consumption 3, 33
political consumerism 33–4
problematizing consumption 84–5, 98–9, 101
responsibilization of the consumer 41, 42–3, 44
civic engagement and public participation 16
choice as a dimension of 99
and individualization 30
problematizing consumption 84, 85
code-oriented morality 55
Cohen, G. A. 5–6, 7
collective activism 85, 96, 166, 177
commodity chains 158
Company Reform Law Bill 167
complementary interactions, focus group research 122
complexity of ethical consumption 137, 139, 141
Conder, Brian 168, 170, 174
consequentialist reasoning 55
constructivist concept of personhood 57
Consumer Association 104
contact activism 85, 96, 166, 177
conversation analysis 121, 123
Co-operative Group 88
Bristol Fairtrade City campaign 187
differentiating ethical consumers 100
Ethical Purchasing Index 49
Fair trade movement 143–4, 156, 187
focus group research 143–4
influence 18, 106
political consumerism 37
Shopping with Attitude, news coverage 103–4
co-operative movement 14, 37
Corporate Responsibility (CORE) Coalition 167
corporate social responsibility
agency, relocating 11, 14, 16
Ethical Purchasing Index 99
responsibilization of the social field 42
Coskuner-Balli, G. 136
cost issues in ethical consumption 127–32, 143–4, 145
Costa Coffee 157
Crewe, L. 119
critical discourse theory 120, 121
Crossley, N. 154, 181
Crowther, Bruce 193
culture-governance thesis 38
culture jamming 14
Davenport, E. 161, 162
Davies, B. 121
Day Sclater, S. 116
Dean, M. 38, 39, 55
governmentality theory 40, 44–5, 48
de-fetishization of commodities 159
demands of ethical consumption, focus groups’ reactions to 134
democracy 98
democratic deficit 94
demonstration effects, fair trade movement 18
demoralization of consumption 3
Demos 56, 101
Department for International Development 185
Department of Trade and Industry, Trade Policy Consultative Forum 166
desire, consumption as 67
devices to enable ethical consumption 19
differentiation of ethical consumers 100
discourse
consumer action 14
consumer engagement 19
grammars of responsibility 149–52

dilemmas of responsibility 137–49
justifying practices 115–17
researching the (ir)responsible consumer 117–24
versions of responsibility 124–37
positioning theory 115–16, 120–2, 123, 126
practice-based perspective 77–80, 116
discursive psychology 120
methodological approach 55–6
non-representational tradition 121
positioning 121
dispersed practices 67–8, 75, 76
distributive justice, global 4–6
downsizing 14
Dreyfus, H. 77, 80
Dulsrud, A. 35
Edwards, D. 122
egalitarian theory of justice 5–7
Elliott, A. 29
entrepreneurialism, Fairtrade 178
environmental policy analysis 120
Equop 187
Escobar, A. 190
Esso 14, 37, 176
ethical auditing 98
ethical banking and investment 13, 14
*Ethical Consumer* 10, 89, 91, 92
Ethical Consumer Research Association (ECRA)
awareness, raising 103
choice, consumer 101
ethical consumption activity 14
Harrison, Rob 10
mission statement 91
mobilizing the ethical consumer 92–3, 95, 96
news coverage 105
problematicing consumption 89
ethical practice, telos of 55
ethical problematication of the consumer 20–1, 52–60, 81
governing consumption 48–52
grammars of responsibility 113–14
political consumerism 33–9
responsibilization of the consumer 39–44
teleologies of consumerism and individualization 27–32
what type of subject is ‘the consumer’? 44–8
Ethical Purchasing Index (EPI) 49–50
articulating the ethical consumer 99–100, 102, 103
ethical substance of practices of the self 54–5
Ethical Trading Initiative 155, 174
ethical work 55
ethics-oriented morality 55
Eugene, Sherrie 190
Europe, fair trade movement 158
European Fairtrade Association 165
European Union (EU) 188
Fabian Society 56, 88, 101

factual versions concept 126–35, 151

Fairtrade City certification see under Fairtrade Foundation

Fairtrade Fortnight 105, 188

Fairtrade Foundation (FTF) 156, 157, 163–4

choice, consumer 101
differentiating ethical consumers 100
Fairtrade Fortnight 105, 188
Fairtrade Town/City certification 51, 181–2, 185–6
Bristol see Bristol, Fairtrade City campaign
Garstang 182, 185, 192, 193, 194
global fair trade network 157
growth in fair trade markets 157
influence 18, 106
mainstreaming fair trade 159
news coverage 105
political consumerism 37
Traidcraft 163, 165

Fairtrade Labelling Organizations International 156

fair trade movement 14–15, 17–18, 179–80
doing fair trade 170–9

Fairtrade urbanism 22, 195–7
‘politics of place beyond place’ 191–5
putting fair trade in place 189–91
re-imagining Bristol 185–9
re-thinking the spatialities of fair trade 181–5
focus group research 128, 139, 141, 143–6, 150
grammars of responsibility 139, 141, 143–6, 150
locating the fair trade consumer 153–5
managing fair trade, mobilizing networks 163–9
re-evaluating fair trade consumption 155–63

Fairtrade Town certification see under Fairtrade Foundation

Fairtrade urbanism see under fair trade movement
Flyvbjerg, B. 80
focus group research 121–3, 149–52
dilemmas of responsibility 137–49
versions of responsibility 124–37
Food Ethics Council 101
Foucault, Michel
discourse as a medium of power 120
governmentality and ethics 27, 39, 45, 46–7, 51
ethical problematization of the consumer 52–3, 54–5, 58, 59
responsible of the consumer 40, 42
modes of problematization 20, 39, 199
Foulkes, George 185
Freidberg, S. 98
Friends of the Earth 96, 105, 176
Future Foundation, The 88, 101
Gabriel, Y. 43
Galbraith, J. K. 16
Gap 14, 37, 155
Garfinkel, Harold 52
garment sector 14–15
Garstang, Lancashire 182, 185
local links 192, 193, 194
genealogical perspective 15, 20, 39
responsible of the consumer 40, 41, 43
GeoActivist initiative 168
GeoBars 165
GEPA 156
Giddens, Anthony 31–2, 36, 39, 81
Ginsborg, Paul 71, 72, 73, 74, 76
Global Action Plan 56
global distributive justice 4–6
Good Shopping Guide, The 92
Goodman, M. 85, 159
governmentality theory 39, 44–8, 58–9, 199
articulating the ethical consumer 98
ethical problematization of the consumer 52–9
governing consumption and governing the consumer 48–52
problematizing consumption 86, 87, 88–9
responsibilization of the consumer 40–3, 59
grammars of responsibility 21–2, 149–52
dilemmas of responsibility 137–49
justifying practices 113–17
researching the (ir)responsible consumer 117–24
versions of responsibility 124–37
Green Alliance 56, 88, 101
Green Consumer Guide, The 90, 96
Gregson, N. 119
Guardian, The 105
Habermas, J. 33, 52, 53, 152
Hacking, Ian 49, 50, 54, 57
Hajer, M. 28, 86
Hammersley, M. 51–2
Harré, Rom 116, 120, 121
Harrison, Rob 10
Heidegger, Martin 79
Hickman, Leo 105
Hilton, M. 3, 16
historicism 31, 32, 39–40
political consumerism 34, 35, 36
Hobson, K. 73
Hodges, I. 54, 113
Honneth, A. 53
Horkheimer, Max 16
‘How to’ guides 90–2, 94, 96
identity 39
advanced liberalism 41–2
calculative practices 50
and collective participation 16
governmentality 48–9
mobilizing the ethical consumer 97
narrative-self 57
neoliberalism 29
individualistic action 85, 96, 166, 177
individualization
political consumerism 34–5, 36, 37
problematizing consumption 86
provisioning perspective versus 69
teleologies of 27–32
individualized collective action 34–5, 36, 37
influencing, arts of 56–7
information-led understanding of consumption 11, 16–17, 56, 200
focus group research 131, 140
governmental shift away from 63
individualization of responsibility 28
practice-based perspective 69, 74
infrastructure of consumption 72, 73
integrative practices 67–8
International Fairtrade Association 165
International Monetary Fund 94
interpretative rules and regulations 51–2, 123, 134
investment, ethical 13, 14
Jackson, Tim 118
Jacobsen, E. 35
Jacques, M. 28
Jubilee 2000 debt campaigning 167
justice
egalitarian theory of 5–7
global distributive 4–6
responsibility and the politics of consumption 4–10
social justice campaigns 18
justifying practices 113–17
Kant, Immanuel 54
Kraft Foods Corporation 160
labelling 19
Labour Behind the Label 96
Labour Party 98, 100, 166, 176
Lang, T. 43
Lasch, Christopher 30
Lee, R. 10
Lemert, C. 29
Lemke, T. 45
Leyshon, A. 10, 11
liberal paternalism 88
life politics 30–1
Linehan, C. 121
Littler, J. 13, 94
local links, Fairtrade Town/City campaigns 192–4
local networks of global feeling 22, 179–80
doing fair trade 170–9
locating the fair trade consumer 153–5
managing fair trade, mobilizing networks 163–9
re-evaluating fair trade consumption 155–63
Lockie, S. 40
logos, campaigns against and ethical consumption, distinction between 13
mobilizing the ethical consumer 95
political consumerism 37
Low, W. 161, 162
mainstreaming of fair trade 17, 159–60, 161–2, 165, 174
spatialities of fair trade, rethinking the 184
Make Poverty History campaign 167, 175
market campaigns 10, 17, 18
market citizenship 33
market populist paradigm 98–9
Marks & Spencer 157
Marx, Karl 2
Massey, D. 182, 184, 191
McCarthy, J. 121
McCarthy, T. 47, 58
McDonald’s 37
media attention 103–5
Micheletti, Michelle 9, 14, 33–4
Miller, Daniel 38, 136, 150
Miller, Peter 49, 86
mobilization of the ethical consumer 85, 90–7
of local networks 163–9
modernity 9, 30–2
modular nature of consumer-based activism 37
moralization of consumption 1–3, 16, 33
Morgan, K. 51
Morley, A. 51
multinational corporations 94, 95
Myers, G. 122
narrative-self 57
National Consumer Council 88, 101, 102
Neale, B. 81
necessity, consumption as 67
Needham, C. 29
neoliberalism 11, 16, 20, 48, 199
articulating the ethical consumer 98
ethical problematization of the consumer 57
governmentality theory 44, 45, 47, 51
individualization 29, 87
mobilizing the ethical consumer 94
responsibilization of the consumer 41, 42
subject-effects 114
Nestlé 14, 17, 37
New Economics Foundation (NEF) 88
choice, consumer 101
Ethical Purchasing Index 49
shared learning processes 56
New Internationalist 90
New Labour 98, 100
news coverage 103–5
Nicholls, A. 154
Nietzsche, Friedrich 54
Nike 37, 141–2
‘No-Logo’ campaigns and ethical consumption, distinction between 13
mobilizing the ethical consumer 95
political consumerism 37
normativity and norms 37–8
ethical problematization of the consumer 52–4, 57–8
governmentality theory 47
interpretation of rules and regulations 51–2
lay normativity 37, 53, 115
Norris, P. 36
O’Leary, T. 49
O’Neill, Onora 4–5, 124
Office of Government Commerce (OGC) 188
One World outlets 156
Opal, C. 154
organic food 40
Organic Food Week 105
Oxfam 157
choice, consumer 101
Fairtrade Foundation 163
Fairtrade Town/City device 182, 187
influence 18, 106
Make Trade Fair campaigns 193
political consumerism 37
shops 157, 169
Palmer, Stuart 167
participant observation 78
paternalism
articulating the ethical consumer 102
liberal 88
soft 88
Pattie, C. 85, 96, 166
personalization agenda 28, 98
personhood
constructivist concept 57
positioning 126
place specificity, fair trade 189–91
pluralism, articulating the ethical consumer 98–9
Pogge, Thomas 4, 5, 6, 7
political consumerism 12, 13, 19, 33–9
activities 14
fair trade movement 158
politicizing consumption
agency, relocating 11–19
justice, responsibility and the politics of consumption 4–10
moralization of consumption 1–3
practice-based perspective 64–6, 68, 74
problematizing consumption 19–23
politics in an ethical register
beyond the consumer 198–9
doing responsibility 200–2
politics of shame 93
positioning 115–16
discursive 115–16, 120–2, 123, 126
methodological approach 55–6
positive buying 14
postmodernity 30–1
post-moralistic approach to politicizing consumption 3, 9
poststructuralism 57, 123
power, and shared responsibility 8, 9
practical reasoning 124
dilemmas of responsibility 137–49
versions of responsibility 124–37
practising consumption 21, 81–2
antinomies of consumer choice 61–4
articulating background 77–81
problematizing choice 70–7
theorizing consumption practices 64–70
price issues in ethical consumption 127–32, 143–4, 145
Princen, T. 69
privilege, and shared responsibility 8, 9
problematization
of choice 70–7, 87–8, 100–1, 114
of consumption 1, 19–23, 107–9
articulating consumption and the consumer 85–90
articulating the ethical consumer 97–107
consumer choice and citizenly acts 83–5
mobilizing the ethical consumer 90–7
ethical problematization of the consumer 20–1, 52–60, 81
governing consumption 48–52
grammars of responsibility 113–14
political consumerism 33–9
responsibilization of the consumer 39–44
teleologies of consumerism and individualization 27–32
what type of subject is ‘the consumer’? 44–8
provisioning perspective 69–70
psychology, discursive 120
methodological approach 55–6
non-representational tradition 121
positioning 121
public participation and civic engagement 16
choice as a dimension of 99
and individualization 30
problematizing consumption 84, 85
public policy 27–8, 29
Putnam, Robert 30
quality issues in purchasing decisions 129–30
radical consumption 13
Rainforest Alliance 160
Rawls, John 5, 6–7
Reckwitz, A. 67
recycling boxes 19
reflexive modernization 31–2
relationship purchasing 14, 38, 136, 201
focus group research 130–2
researching the (ir)responsible consumer 117–24
responsibility dilemmas of 137–49
grammars of see grammars of responsibility
responsibilization of the consumer 39–44, 59, 200–2
antinomies of consumer choice 62–3
problematizing consumption 86, 87, 100
transnationalization of 93
versions of 124–37
Ricoeur, Paul 120
risk and choice 100–1
individualization 28, 32
Roddick, Anita 93–4
Ronchi, L. 158
Rose, Nikolas 55, 86–7
advanced liberal governmentality 39, 40, 41–2, 43, 46
Sassatelli, R. 88
Sayer, A. 37, 38, 53, 115
scale frames 187, 189
Schatzki, T. R. 67
Chor, J. B. 61
Schudson, M. 3, 30, 33
selfishness, ‘age of’ 28
Sen, Amartya 101
Seyfang, G. 161
shame, politics of 93
Shamir, R. 42
shared learning processes 56
shared responsibility model 8–9, 10
Shell 138
Shotter, John 116, 120, 124–5, 126
Shove, E. 70, 71–2, 73, 74, 75–6
Shreck, A. 163
simplicity movement 13, 14, 16
slow food movement 13, 16
Smart, C. 81
social connection model of political responsibility 7–8
social justice campaigns 18
soft paternalism 88
Soil Association 37, 105
Soper, Kate 10
spatialities of fair trade, rethinking the 181–5
Starbucks 157, 159
Stark, D. 53
Stokoe, E. H. 122
Stolle, D. 9
storylines, Bristol Fairtrade City campaign 189–90, 192
Strydom, P. 42
subject-formation
governmentality theory 43, 44–8, 49
neoliberalism 29
problematization of consumption 87
subjectivation, mode of 55
Sunstein, C. R. 88
Sustainable Consumption
Roundtable 102
Sustainable Development Commission 102
sweatshops
campaigns against 6–7, 8, 9, 14, 15
focus group research 140, 141–3
Taylor, Charles 79–80
Tearfund 164
technologies
  calculative 49–50, 98, 102–5, 106
  of communication 52
  of power 52
  of production 52
  of the self 52
temporal issues in ethical
  consumption 132–4
Tesco 157, 159
textiles sector 14–15
Thaler, R. H. 88
theorizing consumption
  practices 64–70
Thévenot, L. 53
‘Third Way’ 98–9, 100
Thompson, C. J. 136
Thrift, N. 64–6, 68
Tilly, C. 117
Trade Justice Movement (TJM) 167
Trade Union Congress 158
Traidcraft
  Bristol Fairtrade City campaign 187
  Fairtrade Foundation 163, 165
  GeoActivist initiative 168
influence 18, 106
local networks of global feeling
  155, 179
doing fair trade 170–9
locating the fair trade
  consumer 154
managing fair trade, mobilizing
  networks 164–9
re-evaluating fair trade
  consumption 156, 157
mobilizing the ethical consumer 96
political consumerism 37
Transfair USA 156, 158, 159
transnational corporations 94, 95
transnationalization of
  responsibilities 93
Trentmann, F. 43
Triodos Bank 176, 187
Tropical Wholefoods 157
Tully, J. 76
union-based movements 14–15
United States of America
  anti-sweatshop campaigns 6
  ethical trade campaigns 155
  fair trade movement 158
utilitarian conceptualization of ethical
  consumerism 17
value chains 158
Van Vliet, B. 70, 75
Veblen, Thorstein 16, 61
vegetable box schemes 19, 133
Versteeg, W. 28, 86
voluntary simplicity movement 13, 14,
  16
voting metaphor, mobilizing the ethical
  consumer 96
Vygotsky, Lev 120
Warde, A. 67, 68–9, 76
Watson, M. 68
Wessex Water 182
Wetherell, M. 123, 127
Which? magazine 104
Wild Oats Market 156
Wilkinson, J. 154
Williams, C. 10
Wittgenstein, Ludwig 79, 116–17,
  120
women’s entrepreneurialism 178
World Bank 94
World Development Movement 163
World Trade Organization 94
Young, Iris Marion 6–9, 10