



ESTUDOS DO  
CONSUMO

# 6º ENEC

## CALL FOR PAPERS

6th National Meeting on Consumption Studies  
2nd Portuguese-Brazilian Meeting of Consumption Studies

### Dates

September 12, 13, and 14, 2012

### Time

9 am to 6 pm

### Location

Escola Superior de Propaganda e Marketing / ESPM / Auditorium  
Rua do Rosário, 90 - Downtown - Rio de Janeiro/RJ - Brazil

### Theme

**Sustainable Living: Everyday  
Consumption Practices**

## **DESCRIPTION**

In most contemporary societies, socio-environmental sustainability has become a central topic of discussion over the past few decades. The impact of carbon emissions, consumption of non-renewable water and energy, the loss of biodiversity, or the need for residue reduction and recycling – among many other issues – have become the object of international agreements, public policies, business initiatives, media reportage, action by social movements, and heated academic debate. Today, there seems to be some consensus over the fact that, even with dramatic changes in public policies, production technologies, and energy sources, these environmental impacts will, to a large extent, continue.

This is mainly because such impact is also produced in the domestic sphere, that is, in how natural resources and the planet's energy are used by a "global consuming class" of 1.7 billion people spread over all continents. What this means is that, more than ever, sustainability needs to be discussed with the final consumer as a starting point. Sustainable living is the concept that summarizes the relationship between quotidian consumption practices and sustainability. On the one hand, this concept encourages us to rethink the very relationship between consumption and production. On the other, the task of redefining and changing social practices is more complex than what media campaigns and public policies would lead one to believe. After all, practices are constituted through sayings and doings that develop and are then reassembled and dismembered into other practices; each of which implies new forms of consumption.

The 6th National (and 2nd Portuguese-Brazilian) Meeting on Consumption Studies seeks to discuss, both theoretically and methodologically, the concept of sustainable living, and to analyze, sociologically, the social practices and lifestyles that make up contemporary living. As such, we are interested in theoretical and empirical papers covering topics such as domestic practices; water and energy consumption; urban mobility, transport and logistics; the use of ecological technologies in the domestic sphere; particular modes of living; or new ways of articulating production and consumption. At the same time, we also welcome papers engaging in discussions over symbolic and practical conceptualizations of what it means to "live sustainably" in contemporary societies.

## **CALL FOR PAPERS**

We invite researchers and graduate students (Master's and Ph.D.) to submit abstracts based on theoretical-conceptual discussion and/or empirical research. Each abstract should be submitted to one of the panels listed below and should engage with its proposed themes. Authors and co-authors are welcome to submit as many abstracts as they wish. Panel chairs will then review all abstracts submitted to their panel and make their decisions about presentation. Upon notification of acceptance, authors are expected to submit the complete paper in accordance with the dates below.

## SCHEDULE

Deadline for abstract submission: May 30, 2012

Results of abstract submission announced: June 30, 2012

Deadline for submission of completed papers: August 15, 2012

## ABSTRACT FORMATTING

Authors should send their abstracts electronically ([www.estudosdoconsumo.com.br](http://www.estudosdoconsumo.com.br)).

Abstracts should be between 3,000 and 4,000 characters long (spaces included).

Languages accepted are Portuguese, English, and Spanish.

## PANELS

Panel	Title	Chairs
1	Politicization and Environmentalization of Consumption	Fátima Portilho (CPDA/UFRRJ) Fabián Echegaray (Market Analysis)
2	Consumption and Social Inclusion	Letícia Veloso (PPGS and PPGSD/UFF) Sandra Rubia da Silva (UFSM)
3	Fashion, Taste, and Aesthetics	Lívia Barbosa (CAEPM/ESPM-SP) Mylene Mizrahi (PPGSA/IFCS/UF RJ)
4	Globalization and the Circulation of People and Goods	Marta Rosales (CRIA/FCSH/UNL - Portugal)
5	Trends in Food Consumption	Renata Menasche (UFPEl and PGDR/UFRGS) Janine Colaço (UFG)
6	Consumption, Marketing, Communications, and Society	Eduardo Ayrosa (FGV-RJ) José Carlos Durand (Grupo FOCUS/Unicamp)
7	Citizens and Consumers on the Web: Drama, Confrontation, and Participation	Laura Graziela Gomes (PPGA/NEMO/UFF) Eliane Tânia Freitas (UFRN)
8	Informal, Illicit, and "Alternative" Markets	Rosana Pinheiro Machado (ESPM-RS) Lênin Pires (FD/InEAC/UFF)

## REGISTRATION

All participants should register online at [www.estudosdoconsumo.com.br](http://www.estudosdoconsumo.com.br). Registration costs are different for each category and for pre-payment:

Category	Until August 15th	During meeting (Sept. 12, 13, 14)
Professional	150,00 Reais	200,00 Reais
Student (Graduate)*	100,00 Reais	150,00 Reais
Student (Undergraduate)*	60,00 Reais	100,00 Reais

\* Please provide proof of school enrolment.

## **FURTHER INFORMATION**

E-mail: [estudosdoconsumo@gmail.com](mailto:estudosdoconsumo@gmail.com)

Website: [www.estudosdoconsumo.com.br](http://www.estudosdoconsumo.com.br)

## **ORGANIZING COMMITTEE**

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## ORGANIZED BY:



## INSTITUTIONS

### **Escola Superior de Propaganda e Marketing (ESPM-RJ/SP)**

CAEPM – Centro de Altos Estudos da ESPM



### **Universidade Federal Rural do Rio de Janeiro (UFRRJ)**

CPDA - Programa de Pós-Graduação de Ciências Sociais em Desenvolvimento, Agricultura e Sociedade

Núcleo de Estudos Redes, Mercados e Valores



### **Universidade Federal Fluminense (UFF)**

PPGA - Programa de Pós-Graduação em Antropologia

PPGS - Programa de Pós-Graduação em Sociologia

PPGSD - Programa de Pós-Graduação em Sociologia e Direito

NEMO - Núcleo de Estudos da Modernidade



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