

Ecological Modernization or Green Radicalism?

A content analysis of publications written by environmental
organizations in Sweden and the United Kingdom

Fanny Sandholm Duberg

Abstract

This study has through the methodology of a content analysis examined how three non-governmental organizations; *Friends of the Earth*, *World Wildlife Fund* and *Greenpeace*, describe the subjects economy and consumption. The material of the study is based on publications written by the organizations during the time period 2005 to 2015. The publications have been taken from two different national contexts in an ambition to achieve a broader understanding of how these subjects are described. These are the national contexts of Sweden and the United Kingdom. The theoretical framework for this study has been based on two different environmental perspectives: *ecological modernization* and *green radicalism*. Ecological modernization is understood to be the dominating direction of thought and green radicalism thereby represents a more challenged understanding of the environmental issues. The conclusions of this study indicate that the type of organization may influence how economy and consumption are described. The national context does not seem to affect the description to the same extent.

Key words: ecological modernization, green radicalism, non-governmental organization, economy, consumption

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1 Introduction

Since the publication of the *Brundtland Commission* in 1987 expressions like sustainable environment and green capitalism have been on the carpet. A couple of years later a climate summit was held in Rio de Janeiro in 1992. This meeting can be seen as one of the first attempts for the world to unify in their concern for the environment. Similar to today's situation, this was a meeting where many different definitions of the environmental issues and solutions came up (Hajer 1997:1).

What are the solutions to the environmental issues the world is facing? The answer is multifaceted, and just as there are disagreements concerning the answers to this question there are also many different thoughts about the issue itself. What is the primary problem? What is the biggest threat against the environment? This thesis will focus on economy and consumption as principal causes to the world's environmental issues. But even for this particular subject there are several explanations to what the problem really is. Scientists, politicians and activists are at odds. There are those who are claiming that the problem is the current economical system. Solutions to the environmental problems cannot be found within the confines of capitalism and concepts such as economical growth needs to be considered. On the other side there are those who argue for the so-called *Ecological modernization* as a solution. The problem is not the capitalist system as such but rather how we are using the system. We may need to rethink how we use the economy and for example what growth is based on, but capitalism in itself does not stand in conflict with the environment.

The view on economics and consumption from an environmental perspective can be seen as divided into two main directions of thoughts that are defining different environmental issues. At the same time people seem to becoming more and more concerned about the environment. Membership of environmental groups is higher than ever before and people seem to want change (Death 2014:1-2). Non-governmental organizations (NGOs) are trying to make an impact on world politics. They want to see improvements in the fight for the environment. According to several scientists NGOs also have a good chance to make their voices heard (Betsill – Corell 2008:1; Dryzek et al 2003:192). There is one question though; what is the environmental problem described to be regarding economics and consumption according to environmental organizations? What improvements do they want? Do they agree or are they of different opinions?

2 Aim and research question

The aim of this study is to achieve an understanding for of how economics and consumption is described by environmental organizations. Building on problem solving theory this thesis makes the assumption that it is of importance to understand what the problem is defined to be within a subject in order to be able to find a solution (Bacchi 2009:45; S.Choo 2014:1462).

In this study, publications from three non-governmental environmental organizations (NGEOs): Greenpeace, Friends of the Earth (FoE) and World Wildlife Fund (WWF) are analyzed in a content analysis. The publications are taken from two different contexts: the Swedish context and the British context. These two countries are chosen as representatives for two rather different national contexts. Sweden is known as a country with a strong welfare state with a progressive environmental thinking (Dryzek 2013:174). The United Kingdom on the other hand is known as a liberal country with a not as strong welfare state as Sweden (Dryzek et al 2003:10), and with no specific reputation regarding how they tackle environmental issues. This thesis aims to study whether environmental organizations description of economics and consumption is standardized, if the national context affects the description of the subject or if it may have something to do with which organization is responsible for the publications. Altogether it is formulated in the following research question:

What is the environmental problem described to be regarding economics and consumption according to environmental organizations?

The relevance of studying NGEOS is found in their position in the political debate. It is argued that NGEOS involvement in politics have escalated through the years (Betsill – Corell 2008:1) and also that there is a great dependence of NGOs in the political world (Dryzek et al 2003:192). With this kind of impact on the environmental debate it is of importance to make visible what thoughts that are described in the publications by NGEOS. The aim of this study is descriptive and has the ambition to highlight possible patterns in the way in which NGEOS describe economy and consumption.

Below follows a section about previous research on the subject and afterwards a section about the material that has been used in the study. The theoretical framework is then presented and followed by the section about methodology and an explanation of how the analytical tool has been constructed for the content analysis. Finally, the results of the content analysis is presented and analyzed, followed by the conclusions of the study.

3 Previous research

The purpose of this section is to position this study in relation to previous research. This study aims to contribute to the research on the subjects of NGEOs and their agenda setting as well as to the research field regarding definitions of environmental issues and solutions.

Maarten A. Hajer; author to the book *The Politics of Environmental Discourse: Ecological Modernization and the Policy Process* (1997), argue that environmental issues often are described and analyzed within the discourse ecological modernization. Ecological modernization is the perspective where it is argued that economy benefits from environmentalism. According to this perspective economical growth might need to be based on something other than it is based on today, but growth as such is not the source to our environmental issues (Hajer 1997:27). Hajer expresses a concern over ecological modernization as the dominating discourse on the subject. He discusses the fact that it might be difficult for competing perspectives of analysis to make their voices heard (Hajer 1997:294). As a solution Hajer advocates for a more open debate concerning the environment where critical thoughts and different definitions of environmental issues are welcomed (Hajer 1997:281).

John S. Dryzek et al have written the book *Green States and Social Movements: Environmentalism in the United States, United Kingdom, Germany and Norway*. This book looks at the environmental movements effectiveness in four different national contexts (Dryzek et al 2003:1). The study concludes that the state and social movements depend on each other; together they lay the foundation for politics. The authors argue that there are two paths to ecological modernization and that these different paths are likely to attract different types of environmental groups. One group can be described as moderate and mainstream. This group connects their environmental concerns to the economic imperatives of the state. Another group can be described as more radical and have an ambition to highlight issues such as environmental justice (Dryzek et al 2003: 192-193).

Another scientist that has been writing on the subject is Erik Swyngedouw (2014). Swyngedouw refers to the environmental debate as a contradictive relationship. On one hand it seems like there is a broad concern for the environment among representatives from many different groups (politicians, scientist, activists etcetera). This has been shown in for example environmental policy, something that seems to have become a relevant subject for almost all policy domains. On the other hand the debate seems to be less politicized than before. The defined problems and presented solutions are similar and reduced to concern issues and activities regarding technology (Swyngedouw 2014:23). According to Swyngedouw environmental politics is only discussed within certain confines for

the social, economy and politics and these confines are hard to question. Swyngedouw chose to describe these confines with the following words:

Institutional liberal democracy as the sphere for public decision-making and market-led capitalism as the naturalized configuration for organizing the transformation and allocation of nature/resources. (Swyngedouw 2014: 24)

Much work has been done separately on the subjects of environmental discourses and NGOs impact on politics. This study aims to combine these fields of research in an ambition to make visible which environmental discourse(s) NGEOs can be seen to connect with in their publications. By means of the research design of this study where three different organizations and two national contexts will be reviewed in a content analysis, the ambition of this study is to give a broader picture of in which way economics and consumption are described by these organizations. Much of the previous research has been done through discourse analysis, which is good in many ways. This study will be able to contribute with another type of result though. The result of this study will be easily reproduced in future research and is therefore enabling a deeper analysis of NGEOs and for example how their public publications changes over time. In other words this study is of scientific relevance. The social relevance of this study is based on the environmental issue known as one of the biggest challenges to humanity. Any research that in one way or another contributes to a greater knowledge of the environmental issue and how it possible could be solved is of relevance for any society. Below follows a presentation of the material used in the study.

4 Material

This section aims to present the material used in this study, as well as make visible what kind of fortitudes and deficiencies that are to be found in the material. The material used in this study is public publications from three global environmental organizations: Greenpeace, Friends of the Earth (FoE) and World Wildlife Fund (WWF). The publications used in this study have been taken from the Swedish and the British official websites of the organizations. This has been done for all of the publication with one exception; a shorter paper book from FoE Sweden was sent from the organization to be analyzed manually. The material is spread over the time period 2005 to 2015 and concerns the subjects economics and consumption. It has been gathered through the search function that is available on the website of each organization. The two words economy and consumption have been searched to assure that all of the material for the study somehow concerns the chosen subjects.

The amount of material varies between the organizations and depends on how much that has been published on the chosen subjects. The material has not been readily available for organizations like Greenpeace Sweden, Greenpeace UK, WWF UK and FoE Sweden. For those four, all available material for this period of time has therefore more or less been taken into account for the study. For FoE UK and WWF Sweden the material has been available on a broader scale and the sampling has been done with consideration for how well the chosen subjects economy and consumption is presented; in other words the more that has been written about this subjects in the publications the better. The amount of material used in this study is spread between the organizations as follows:

Friends of the Earth UK: 6 reports and 11 articles

Friends of the Earth Sweden: 1 book and 12 articles

Greenpeace UK: 2 reports and 11 articles

Greenpeace Sweden: 3 reports and 17 articles

WWF UK: 4 reports and 14 articles

WWF Sweden: 9 reports and 10 articles

The amount of material and the variety between the organizations can be seen as problematic for the study. The dependability of the results could possible be better with a more wide-ranging material. For this study though, I would like to claim that the sampling process is interesting to consider as a part of the result. Because of the aim of this study; *an understanding of how economics and consumption is described by environmental organizations*, the differences in available material between the organizations, can be seen as important for an understanding of the

bigger perspective. For this reason the sampling process will be further discussed in the analysis.

To avoid a misalignment of the result, the results of the content analysis will be presented in relative numbers. This will enable comparison between the organizations and between the national contexts. For this reason it should not be seen as a problematic to use the material presented above for the following content analysis. It should be taken into consideration once again that a more extensive and even material would possibly make the results of the study even more valid.

Below follows a presentation of the theoretical framework and the methodology that has been used in the study. Afterwards the theory is operationalized into an analytical tool followed by the results of the content analysis that will be first presented and then analyzed.

5 Theoretical framework

There are several voices heard in the debate concerning the world's environmental challenges, not least for the subjects of this study: economics and consumption. Some scientists argue that solutions for the environmental issues can be found within the confines of today's economical system. Others seem to think that we need to rebuild the whole economical system and thereby rethink concepts such as economical growth (Newell 2012:148; Klein 2014:25). There is a consensus about one thing though; today's situation is not a sustainable alternative for the future (Newell 2012:158; Newell – Paterson 2010:1). In this study these two normative directions of thoughts regarding economics and consumption are presented under the names *Ecological modernization* and *Green radicalism*.

The aim of this section is to give an account of the theoretical framework that has been presented within these two directions of thoughts. Firstly, the concepts capitalism, consumption and environmental organization will be defined. The definitions will be followed by the main arguments from the advocates of ecological modernization. The next part will focus on the main arguments from green radicalism. These thoughts will then be operationalized into an analytical tool that will be used in the content analysis that follows.

5.1 Theoretical definitions

There are several theoretical definitions of capitalism. This thesis presents two of them. Peter Newell defines capitalism as economical globalization (2012:3). Economical globalization in turn could be defined as:

The widening and deepening of the international flows of trade, capital, technology and information within a single integrated market. (Petras – Veltmeyer 2001:11)

The Swedish National Encyclopedia presents another definition of capitalism:

Capitalism is an economical system where the means of production preferentially is in private ownership, and where the production is controlled by market forces. [...] Capitalism was thus in its very essence expansive; it assumed a continual increase in resources and production in order to function well. (Nationalencyklopedin 2015)

Both of these definitions will be taken into account in this thesis. The reason for that is established in the literature concerning economics viewed from an environmental

perspective, where capitalism is referred to as something clearly global (see for example Newell 2012:2) as well as something that depends on economical growth (see for example Newell and Paterson 2010:1).

Consumption is defined as *the movement of exchange between vender and buyer in capitalist relations* (Brooks – Bryant 2014:72). According to Brooks and Bryant consumption is in several ways connected to environmental politics (2014:72).

An environmental organization is defined as: *a non-governmental organization that operates for nature conservation and a superior environment*. Examples of environmental organizations, which are also analyzed in this study, are Greenpeace, FoE and WWF (Nationalencyklopedin 2015).

5.2 Ecological modernization

The literature focusing on defining environmental issues and solutions concerning economics and consumption can be described as divided into two main directions of thoughts. In the following part arguments from the direction of thought called *Ecological modernization* will be presented.

Ecological modernization and sustainable development are concepts that have been widely established since the publication of the Brundtland Commission in 1987 (Dryzek 2013:147). Advocates for ecological modernization argue that capitalist economy goes hand in hand with a sustainable environmental future. The capitalist political economy needs to become more environment friendly, but not in a way that requires a different kind of economical system (Dryzek 2013:170).

The key factor for ecological modernization is that money is available for environment friendly development of business. Business should have all incentives possible to contribute to the ecological modernization (ibid.). Business aims to be efficient and competition encourages companies to be as resource efficient as possible. It should be in the nature of a company to minimize their costs and therefore also minimize the waste in the production and the throughput of resources overall (Newell 2012:61). Pollution is an indicator of wasteful activities and less pollution can therefore be seen as more efficient production. Another reason for business to embrace ecological modernization is the facts of problem solving. If a problem is not solved in the present, there will be a problem left to solve in the future. Solving environmental problems in the future may be more expensive for business than solving them today. Thirdly, there is money to make in the business of green consumption. Consumers increasingly demand products produced in an environment friendly way and there are also possible profits to make in the business of selling pollution preventions and abatement products (Dryzek 2013:171). According to the opinions of ecological modernization there are many reasons for business to support ecological modernization and if they do support the movement, it will lead to environmental improvements. The solutions of the environmental issues are found within the business and within capitalism.

Traditionally economical growth has been demanding for the environment. Successful ecological modernization won't have such a problem (Dryzek 2013:171). Ecological modernization or *Climate capitalism* as some scientists choose to call it, is a model that combines capitalism's need for economic growth with the thought of a sustainable environment (Newell – Paterson 2010:1). Today, capitalism has no concept of sufficiency (Newel – Paterson 2010:8). There is a close connection between economical growth and increased CO₂ emissions. To achieve ecological modernization we need to decouple CO₂ emissions growth from economical growth. Growth needs to be based on something other than what it is based on today (Newell –Paterson 2010:10; Dryzek 2013:171). The growth presented in ecological modernization is a growth where environmental values go hand in hand with economical values (Dryzek 2013:171). In practice, an example of ecological modernization could be the use of emissions trading (Newell – Paterson 2010: 28). An example of this is the offsets that consumers are sold, either when buying a flight ticket or in general when buying products. These offsets both ease consumers' sense of guilt and also claim to contribute to a low-carbon development (Newell – Paterson 2010:108).

5.3 Green Radicalism

In contrast to what has been written above there is also a lot of research arguing that solutions for the world's environmental challenges cannot be found within ecological modernization and the economical system we have today. This direction of thought is in this study referred to as *Green Radicalism*. The capitalist development demands on the ecological system are wide-ranging and do not go hand in hand with what is needed for the current economic system. According to the author Max Koch it is not possible for a capitalist development to ignore the tension between the needs for the economy and of the ecological system (Koch 2012:36). An example of a state of condition when the tension between the economical and the ecological becomes apparent concerns the rainforest. The rainforest is in some places cut down for production purposes. Because of this the biological diversity is being diminished; the biological diversity that also produces the seeds that this industry is in need of (Koch 2012:39). Another author known for her criticism against capitalism, arguing for a sustainable environmental perspective is Naomi Klein. In her book *This changes everything – capitalism vs. the climate* she describes her analysis of the situation of today's society:

[...]Our economic system and our planetary system are now at war. Or, more accurately, our economy is at war with many forms of life on earth, including human life. What the climate needs to avoid collapse is a contraction in humanity's use of resources; what our economic model demands to avoid collapse is unfettered expansion. (Klein 2014:21)

There are several thoughts on economics such as those concerning consumption and economic growth and how they potentially affect and destroy the environment (Brooks – Bryant 2014:76; Price et al 2014:169). Karl Marx is one of those who in early times

problematized consumption. In his work *Capital* he describes how consumers are disconnected from social and environmental relations that constitute the production on the market. He means that consumers buy things regardless of the conditions of the production (Brooks – Bryant 2014:73; Klein 2014:168). Marx describes this in his work on *commodity fetishism*; the theory that describes how social relationships between people involved in production tends to appear as the relationship between things. Consumers buy things independent of condition of production (Brooks – Bryant 2014:73). According to Brooks and Bryant these thoughts are easily applicable on today's concept of consumption and production, for example on the relationship of exploitation of both people and the environment. Another example of this is the overproduction of goods we have and in extension also the overconsumption (Brooks – Bryant 2014:74).

Something that complements Marx's thoughts about consumption is Klein's writing about *extractivism*. Extractivism can be used to describe the relationship between humans and the earth as a relation based purely on taking. Klein explains this as *the reduction of life into objects for the use of others, giving them no integrity or value of their own*. She is arguing that we are living in an extractivist economy, in other words an economy where the links among these components of life are ignored (Klein 2014:169). In Klein's opinion this kind of economical system should be seen as a threat against the environment (Klein 2014:170). Tim Jackson also problematize how modern society has certain thoughts about how to perceive well-being and how increasing consumption seems to be equal to improved well-being. He also points out how this can be seen at the state level were Gross Domestic Product (GDP) often is used as a measurement for wealth (2011:189). Klein means that we need to leave the thoughts of profit behind us and instead start to consume less. People need to be aware of how much energy they actually use. We need to change how often we drive our car, how often we fly, where we get our food from to mention a couple of examples (Klein 2014:90).

Altogether these directions of thoughts could be outlined to a couple of defined problems and suggested solutions. Firstly, ecological modernization suggests a system where growth is based on sustainable alternatives. An example of this is emissions trading. Secondly, we have green radicalism. Advocates of green radicalism are critical to the possibility of finding solutions for the environmental issues within this economical system. Brooks and Bryant, Marx and Klein all problematize consumption as an extension of capitalism. Klein suggests that we should consume less, to mention one example.

Below, the methodology used in this study is presented. Afterwards this theoretical framework is operationalized into the analytical tool that is going to be used in the following content analysis.

6 Methodology

The aim of this study is, as mentioned above, to achieve an understanding for how economics and consumption are described by environmental organizations. The method chosen for this purpose is content analysis. Content analysis is a method with the ambition to make valid conclusions from texts to the contexts of their use (Krippendorff 2004:18). A content analysis can be done in several ways and the aim of the content analysis can be numerous. Texts can be understood and read from a range of different perspectives; characters, words or sentences of a text can be counted, one can categorize the phrases of a text or analyze its metaphors, just to mention a couple of examples of variations of content analysis (Krippendorff 2004:22). This study is a problem-driven analysis where phrases and words will be categorized using the constructed analytical tool below. A problem-driven analysis descends from epistemic questions and is done in the belief that systematic reading of texts could provide possible answers to a specific research question (Krippendorff 2004:342-343).

This study makes the assumption that all reading of texts is qualitative. This assumption is based on Klaus Krippendorff's problematizing of the distinction between quantitative and qualitative in content analysis (Krippendorff 2004:16), a problematizing that is also supported by Theorell and Svensson (2007:264). Krippendorff argue that all reading of texts is qualitative, even when certain distinctions of a text later are converted into numbers (2004:16). The study also makes the assumption that text as such is written for a reason and thereby means something to someone and is produced with the purpose to deliver a message to someone else. For this reason it is interesting to study text of a certain context (Krippendorff 2004:19).

For a content analysis to achieve high reliability and validity there are a couple of things that are of importance. For the analysis to be reliable it needs to be navigated by rules that are clearly stated and implemented equally to all units of analysis (Krippendorff 2004:19). In the attempt to achieve high reliability this study is explicitly done through studies of the written word in the hands of the analytical tool presented below. No "readings between the lines" has been done. This is a decision that can be discussed. Discourse analysis; a method known for studying what is written "between the lines", is good for many reasons. By the use of content analysis, instead of a discourse analysis, there is a chance that some information has been lost. On the other hand, it is not ideal to study a larger amount of material and the reliability is harder to achieve because of the varieties of interpretations that possibly are done in the hands of a discourse analysis.

For the validity the most important is that the researcher's processes of sampling, reading and analyzing co-occur with what is told to be in focus for the study (Krippendorff 2004:19; Teorell – Svensson 2007:57). For this study it has been assured through the construction of the analytical tool that is used in this study. The analytical tool has been constructed based on the thoughts presented in the literature. The analytical tool consists of both main-categories and sub-categories. The aim of using sub-categories is based on the ambition of clarifying the main-categories. By the use of the qualitative data analysis program (presented below in more detail) the process of analyzing has been well structured; something that is important for both validity and reliability. Ideally for the aim of this study, though would be to possibly combine the method of a content analysis with an even more qualitative analysis of either a sample of the publications or all of the publications. If this had been possible a deeper understanding of the subject I will present would have been achieved. Because of the given time limits for this thesis, this has not been possible.

6.1 Nvivo - Qualitative data analysis

In this study a qualitative data analysis program called *Nvivo* has been used. Firstly, the application *Ncapture* was used to capture material from the environmental organizational official websites. The material was then analyzed with the constructed analytical tool below. The text search function in the program was used to track the following words: economy, consumption, growth and capitalism. Other grammatical forms of the words were included. Afterwards a more narrow analysis of the context in which each word was written was done. Depending on the context the word was categorized for one or several of the categories according to the instruction of the analytical tool. *Nvivo* has been used for all of the material except for the smaller book written by Friends of the Earth - Sweden. In this case the content analysis has been done manually.

As for most of content analysis, the categories used in this study have been constructed on the bases of verbal designations that are common and widely understandable. Finding these verbal designations are more or less complicated depending on the subject. Ideally for a content analysis would be to use dictionary definitions for the categories to avoid an unreliable coding (Krippendorff 2004:133). In this case it is not possible because of the chosen subject. Instead theory is used to support the categories; an extensional list has been done for each category in the purpose to facilitate for the coder and to increase the intersubjectivity of the study. In these lists, all the instances that define each category are enumerated (Krippendorf 2004:134), which is presented in the section *Analytical tool*.

7 Analytical tool

For the content analysis an analytical tool has been constructed based on the theoretical framework that was presented in a previous chapter. The aim of this section is to make clear how this analytical tool is supposed to be used in order to satisfy the reliability requirements of an analysis (Krippendorff 2004:125). As written above the discussion concerning economy and consumption from an environmental perspective can be seen as divided into two main directions of thoughts. For this reason the analytical tool has been constructed as two main categories divided on two themes: positive and negative views of the current economical system and positive and negative views of consumption. For each of these groups there are several sub-categories that will be presented in connection with the presentations of the main categories. The aim of using sub-categories is to map out to what subjects the expressions most often belong and thereby make the main-categories easier to understand. The expectation of this is a deeper understanding of what is stressed in the publications concerning economics and consumption. The words of interest for this content analysis are economy, capitalism, growth and consumption. Depending on the context of these words the expressions will be coded for one or several of the categories presented below. To facilitate this process every category has got a figure where instances for each category are enumerated.

This study aims to describe how the subjects economy and consumption are described by NGEOs. The purpose is not to represent the organizations official standpoints on these issues. All expressions of positive or negative views of the current economical system and consumption will therefore be taken in consideration in this content analysis. In Appendix 1 there are examples of phrases coded for the different categories to be found.

7.1 Positive views of the current economical system

A positive view of the current economical system in this analytical tool is opinions representing some kind of appreciation, optimism or acceptance of economy, capitalism or economical growth in the context of today and environmental issues. The sub-categories that are used for this main category *Positive view of the current economical system* are *Economical growth* and *Green economy*. This part of the analytical tool is based on the thoughts of ecological modernization that are presented in the first part of the theoretical framework.

Economical growth is said to be a presumption for capitalism (see p. 8). Descriptions of capitalism's aim of growth as a factor that leads to a sustainable environment will be coded as a positive view of economy under the sub-category economical growth. An example of this is when the word economical growth is used in combination with words like green or sustainable. The reason for this is grounded in Newell and Paterson's reasoning about climate capitalism and in Dryzek's reasoning about ecological modernization (see p. 10). Another example of when this sub-category will be used is regarding the theoretical thoughts about what alternatives economical growth could be based on for an environment friendly future (see p. 10).

Green economy is a sub-category that is used for expressions that transmit a view where economy is consistent with a sustainable future for the environment (see p. 10). It could for example be an expression that encourages adjusting to a green or sustainable economy, or an expression that refers to a low-carbon economy. Figure 1 gives a more detailed description of what kind of expressions that are supposed to be coded for the categories mentioned. The expressions that follow after each of the sub-categories are examples of combinations of words that fit in for these categories. Every concept coded for a sub-category will also be coded for a main-category.

Figure 1. Positive view of the current economical system

<p>Positive views of the current economical system;</p> <ul style="list-style-type: none"> - Economical growth; sustainable growth; green growth; alternative growth; low-carbon growth; decoupling growth; clean growth. - Green economy; green economy; sustainable economy; ecological economy; low-carbon economy; green jobs; decarbonized economy; green investments; carbon reduced economy; green capitalism; sustainable capitalism.
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7.2 Negative views of the current economical system

Expressions that will be coded as a negative view of the current economical system in this analytical tool are phrases that express some kind of dissatisfaction with the current economical system capitalism and/or economical growth in the context of environmental issues. The sub-categories that are used for the main category *Negative view of the current economical system* are *Anti-Economical growth*, *Anti-capitalism* and *Alternative models*. This part of the analytical tool is based on the thoughts of green radicalism, which are presented in the second part of the theoretical framework.

A phrase will be coded as a negative view of the current economical system under the sub-category *Anti-Economical growth* when there is an expression of skepticism against growth and/or profit. An example of this is when economical growth is written in combination with a word like unsustainable. This sub-category is based on Naomi Klein's reasoning about economy and the need of leaving the thoughts of profit behind us (see p. 11). The second sub-category *Anti-capitalism* has been based on Klein, Brooks and Bryant opinions of today's economical system as insufficient to save the planet (see p. 10).

The last sub-category for this main category is *Alternative models*. This is a category based on the different opinions expressed in the section about green radicalism (see p. 10-11). If capitalism is not possible from an environmental sustainable perspective, what is the alternative? Are there any alternatives presented by the organizations? Expressions that indicate a quest towards another economical system will be coded for this sub-category.

Figure 2. Negative views of the current economical system

Negative views of the current economical system;

- **Anti economical growth;** unsustainable growth; growth is impossible; growth should not be the driving force; dysfunctional growth; shift away from the current growth model.
- **Anti capitalism;** unsustainable economy; economies and environment are clashing; conflict between economy and nature; green capitalism does not work.
- **Alternative models;** collaborative economy; new economical models; circular economy; sharing economy; alternative economy.

7.3 Positive views of consumption

Expressions that will be coded as a positive view of consumption in this analytical tool are phrases that express some kind of appreciation, optimism or acceptance of consumption. This part of the analytical tool is based on the thoughts of ecological modernization. The sub-category that is used for the main category *Positive view of consumption* is *Green consumption*. An expression will be coded as a positive view of consumption if consumption is presented like some kind of solution for environmental issues or as something essential (see p. 9). Another example of when a phrase will be coded as an expression for a positive view of consumption under the sub-category green consumption is when it expresses some kind of encouragement of consuming, for example consumption of ecological products.

Figure 3. Positive views of consumption

Positive views of consumption; consumption is not bad; needed consumption; consumption is good for the environment
- **Green consumption;** ecological consumption; ethical consumption; sustainable consumption; careful consumption; consumption form renewables; organic consumption; buy energy efficient; buy secondhand.

7.4 Negative views of consumption

Expressions that will be coded as a negative view of consumption in this content analysis are phrases that express some kind of dissatisfaction concerning consumption. This part of the analytical tool is based on thoughts of green radicalism. The sub-categories that have been used for the main category *Negative view of consumption* are *Negative impact*, *Overconsumption*, *Reduce consumption* and *Encouragement of changed behavior*.

The first sub-category *Negative impact* is based on Klein's thoughts about extractivism, Marx's theory *Fetishism of the commodity* and Brooks and Bryant's reasoning about consumption (see p. 11). Extractivism describes the relationship between nature and humanity as a relationship based on purely taking. Expressions that signalize that consumption has a negative impact on the environment will be coded for the category *Negative impact*. An example of this could be expressions that are mentioning exploitation of the nature in connection with consumption.

Based on Brooks and Bryant's thoughts of overconsumption (see p. 11) the second sub-category *Overconsumption* was created. A phrase will be coded for this category if there is an expression of concern about how much humanity consumes. The third and fourth sub-categories *Reduce consumption* and *Encouragement for changed behavior* are both based on Klein's thoughts about the need for less consumption and a change in our consumption patterns (see p. 11). Phrases coded for the category *Reduce consumption* basically need to express some kind of encouragement of reduced consumption. Phrases coded for the category *Encouragement of changed behavior* need to either express some kind of suggested solution for change or basically speak about changing consumption instead of reducing consumption. An example of a suggested change that would be coded for this category is a proposal for collaborative consumption.

Figure 4. Negative views of consumption

Negative views of consumption;

- **Negative impact;** unsustainable consumption; consumption is degrading the stability of ecosystems; problems of consumerism; consumption is causing damage; consumption is a threat; greening consumption is not enough; consumption is having a devastating effect.

- **Over consumption;** consume more than we need; increased consumption over our resources capacities; overconsumption of resources.

- **Reduce consumption;** reducing resource use; decrease resource use; a redistribution of consumption; reduction in total consumption; reduce unsustainable consumption; cut consumption.

- **Encouragement of changed behavior;** sharing things; changes of consumption patterns; collaborative consumption; promoting changes in consumption; need to make changes in in our consumption.

7.5 Neutral views

Words like economy and consumptions are words with a broad usage. It is likely that these will figure in the material in other contexts than those of interest for this study. The aim of this study is to describe how the environmental problem regarding economics and consumptions is described by environmental organizations. Ignoring expressions that do not fit in for the categories presented above would possibly distort the result, and I have therefore chosen to code such expressions as neutral. An expression will be counted as neutral if it does not fit in for any of the above-presented categories and therefore stands in no connection to any of the proposed words presented in the figures 1-4. Examples of neutral expressions are to be found in Appendix 1.

8 Result

This section aims to present the results of the content analysis for each organization. The diagrams show how the coding has been spread over the main categories and the tables show how the coding is spread over the sub-categories. The neutral categories will not be included in the tables of the sub-categories. The result is presented in relative numbers. For these numbers the amount of expressions for each category has been divided with the total amount of expressions that was found in the publications for each of the organizations.

8.1 Friends of the Earth

The biggest part of the expressions, 36 %, from publications made by *Friends of the Earth UK* is coded for the main category *Consumption – Negative*. 27 % of the expressions are coded for *Economics – Negative* closely followed by the category *Economics – Positive* with 25 % of the expressions. 6 % of the expressions are coded for *Consumption – Positive*. 3 % of the expressions are coded for *Consumption – Neutral* and 3 % are coded for *Economics – Neutral*.

Figure 5. Friends of the Earth - UK

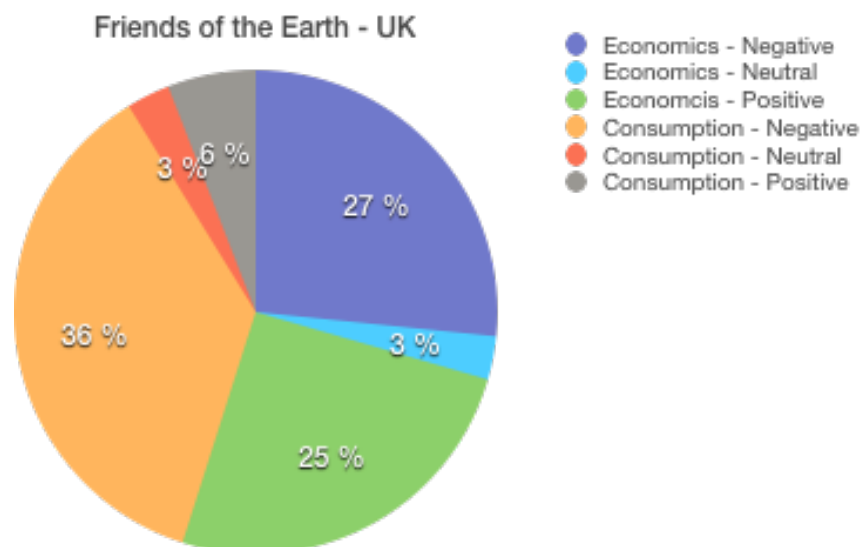


Table 1. Sub-categories: Friends of the Earth – UK

Economy- Negative	Economy-Positive	Consumption –Negative	Consumption- Positive	
Alternative model: 21 %	Green economy: 24 %	Change behavior: 7 %	Green consumption: 6 %	
Anti-capitalism: 4 %	Anti-economical growth: 1 %	Reduce consumption: 10 %	Only positive: 0 %	
Economical growth: 2 %	Only positive: 0 %	Over consumption: 3 %		
Only negative: 0 %		Negative impact: 16 %		
		Only negative: 0 %		
27 %	25 %	36 %	6 %	n: 102

For *Friends of the Earth Sweden* the biggest part of the expressions, 38 %, are coded for the category *Consumption – Negative*. The second biggest part of the expressions, 28 %, is coded for the category *Economics – Negative*. 14 % of the expressions are coded for the category *Economics – Neutral* followed by *Consumption – Neutral* with 10 % of the expressions. The smaller parts of the expressions 6 % and 4 % have been coded for the categories *Consumption – Positive* and *Economics – Positive*.

Figure 6. Friends of the Earth - Sweden

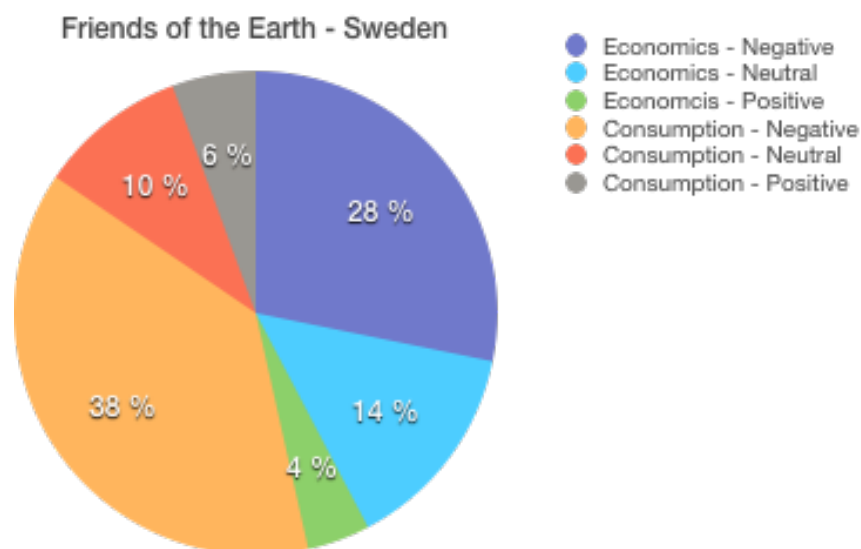


Table 2. Sub-categories: Friends of the Earth - Sweden

Economy- Negative	Economy-Positive	Consumption –Negative	Consumption- Positive	
Alternative model: 15 %	Green economy: 0 %	Change behavior: 4 %	Green consumption: 3 %	
Anti-capitalism: 7 %	Anti-economical growth: 4 %	Reduce consumption: 18 %	Only positive: 3 %	
Economical growth: 4 %	Only positive: 0 %	Over consumption: 2 %		
Only negative: 2 %		Negative impact: 14 %		
		Only negative: 0 %		
28 %	4 %	38 %	6 %	n: 71

8.2 WWF

34 % of the expressions found in the publications from WWF UK have been coded for the category *Economics – Positive*. Closely follows the category *Consumption – Negative* with 33 % of the expressions. 15 % of the expressions are coded for the category *Consumption – Positive*. 8 % of the expressions have been coded for *Consumption – Neutral* and the smallest part of the expressions, 6 % and 4 % have been coded for the categories *Economics – Negative* and *Economics – Neutral*.

Figure 7. WWF - UK

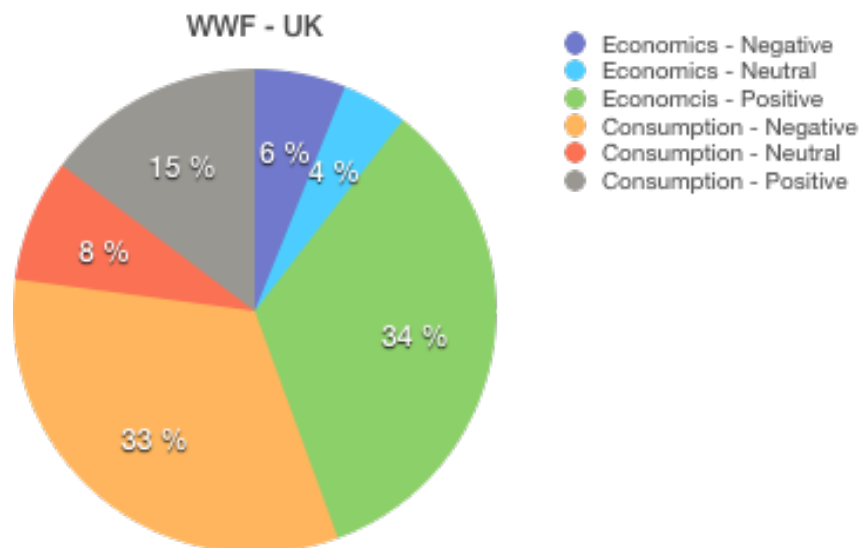


Table 3. Sub-categories: WWF - UK

Economy- Negative	Economy-Positive	Consumption –Negative	Consumption- Positive	
Alternative model: 0,5 %	Green economy: 30 %	Change behavior: 8,5 %	Green consumption: 13 %	
Anti-capitalism: 2 %	Anti-economical growth: 4 %	Reduce consumption: 16 %	Only positive: 2 %	
Economical growth: 2 %	Only positive: 0 %	Over consumption: 1 %		
Only negative: 1,5 %		Negative impact: 7,5 %		
		Only negative: 0 %		
6 %	34 %	33 %	15 %	n: 245

For WWF Sweden the biggest part of the expressions, 48 %, have been coded for the category *Economics – Positive* followed by the second biggest category *Consumption – Negative* with 28 % of the expressions. The rest of the categories are coded for a comparatively small amount of the expressions. 8 % are coded for *Consumption – Positive*, 7 % are coded for the category *Consumption – Neutral*, 5 % are coded for *Economics – Negative* and at last 4 % are coded for the category *Economics – Neutral*.

Figure 8. WWF - Sweden

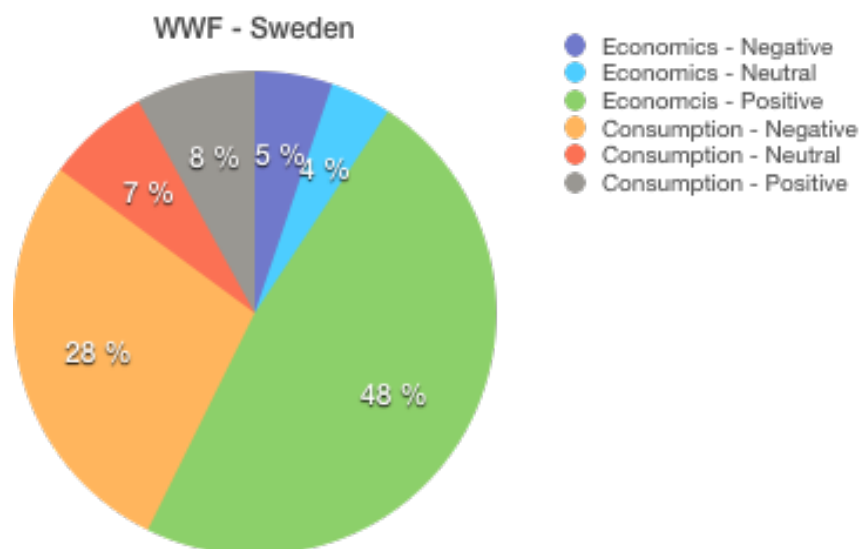


Table 4. Sub-categories: WWF - Sweden

Economy- Negative	Economy-Positive	Consumption –Negative	Consumption- Positive	
Alternative model: 3 %	Green economy: 46 %	Change behavior: 5 %	Green consumption: 8 %	
Anti-capitalism: 1 %	Anti-economical growth: 2 %	Reduce consumption: 2 %	Only positive: 0 %	
Economical growth: 0 %	Only positive: 0 %	Over consumption: 4 %		
Only negative: 1 %		Negative impact: 17 %		
		Only negative: 0 %		
5 %	48 %	28 %	8 %	n: 173

8.3 Greenpeace

For Greenpeace UK the biggest part of the expressions, 35 %, are coded for the category *Economics – Positive*. 28 % of the expressions are coded for *Consumption – Negative* followed by 17 % of the expressions coded for *Economics – Neutral*. 15 % of the expressions are coded for *Consumption – Neutral* and the smallest part of the expressions are coded for the categories *Consumption – Positive* and *Economics – Negative* with 3 % and 2 % of the expressions.

Figure 9. Greenpeace - UK

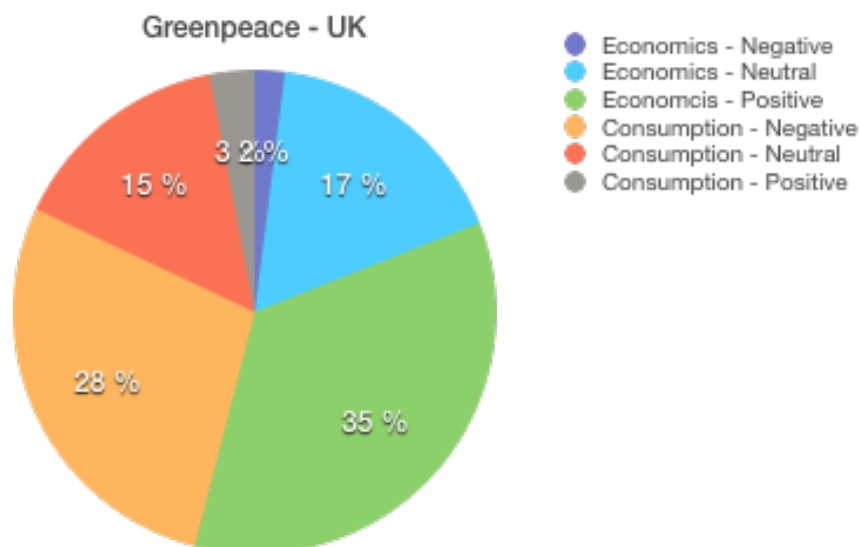


Table 5. Sub-categories: Greenpeace - UK

Economy- Negative	Economy-Positive	Consumption –Negative	Consumption- Positive	
Alternative model: 0 %	Green economy: 26 %	Change behavior: 2 %	Green consumption: 3 %	
Anti-capitalism: 0 %	Anti-economical growth: 9 %	Reduce consumption: 19 %	Only positive: 0 %	
Economical growth: 0 %	Only positive: 0 %	Over consumption: 0 %		
Only negative: 2 %		Negative impact: 5 %		
		Only negative: 2 %		
2 %	35 %	28 %	3 %	n: 58

44 % of the expressions from the publications published by Greenpeace – Sweden are coded for the category *Economy – Neutral*. 18 % of the expressions are coded for *Consumption – Neutral*. 13 % of the expressions have been coded for the category *Economics – Positive* and 11 % of the expressions have been coded for *Consumption - Positive*. 10 % and 4 % of the expressions have been coded for the categories *Consumption – Negative* and *Economics - Negative*.

Figure 10. Greenpeace - Sweden

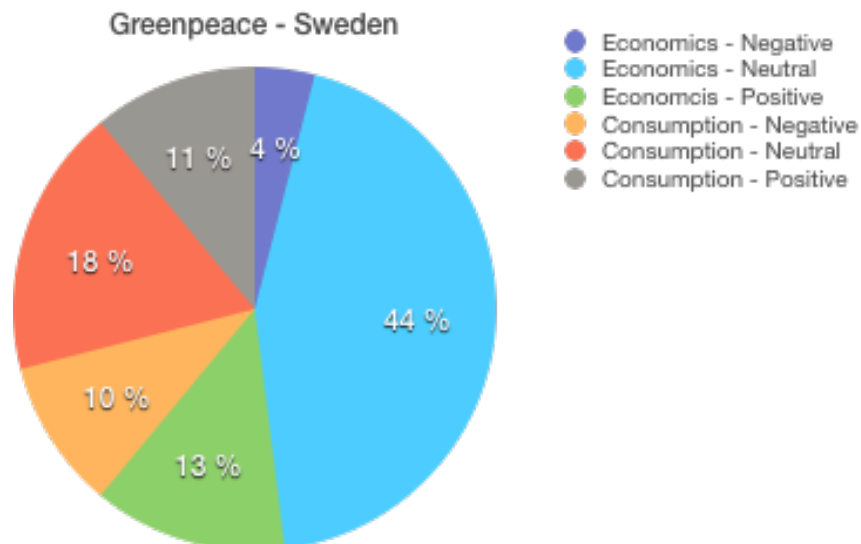


Table 6. Sub-categories: Greenpeace - Sweden

Economy- Negative	Economy-Positive	Consumption –Negative	Consumption- Positive	
Alternative model: 0 %	Green economy: 8 %	Change behavior: 2 %	Green consumption: 11 %	
Anti-capitalism: 0 %	Anti-Economical growth: 5 %	Reduce consumption: 7 %	Only positive: 0 %	
Economical growth: 1,5 %	Only positive: 0 %	Over consumption: 0 %		
Only negative: 2,5 %		Negative impact: 1 %		
		Only negative: 0 %		
4 %	13 %	10 %	11 %	n: 117

In the following part these results will be analyzed and followed by the conclusions of this study.

9 Analysis

The aim of this section is to analyze the results that were presented in the previous section. The analysis is divided into three parts. Firstly, the type of organization and national context will be discussed. Secondly, the combination of ecological modernization and green radicalism will be analyzed and finally the use of methodology and material will be problematized.

9.1 Organization and national context

Friends of the Earth seem to be the organization that in the greatest extent represents the thoughts of green radicalism. Most of their expressions have been coded for *Economy – Negative* and *Consumption – Negative*. This is the case for both the UK and Sweden. It should be noticed though that FoE UK has a rather large amount of their expressions (25 %) coded for the category *Economy – Positive* as well. FoE Sweden has 4 % of their expressions coded for the same category. The third largest category for the Swedish part of the organization is *Economics – Neutral* with 14 % of their expressions. For the organization FoE it seems like the Swedish part of the organization is a stronger proponent for the perspectives of green radicalism than the British part of the organization.

WWF also has a similar coding for the different parts of the organization. The largest categories for both Sweden and UK are *Economy – Positive* and *Consumption – Negative*. If the national context is taken into consideration it should be pointed out that the Swedish part of the organization has 48 % of their expressions coded for the category *Economy – Positive*. This can be compared to the British part of the organization that has 34 % of their expressions coded for the same category. Sweden may therefore be seen as a stronger advocate for ecological modernization than the British part of the organization. It should be emphasized though that the category *Consumption – Negative* refers to the thoughts of green radicalism.

Greenpeace is the organization with the biggest differences between the different national parts of the organization. The largest categories for Greenpeace UK are, in similarity with WWF, *Economy-Positive* and *Consumption-Negative*. Greenpeace Sweden has most expressions coded for the neutral categories. 44 % of their expressions are coded for *Economy – Neutral* and 18 % of their expressions are coded for *Consumption – Neutral*. Greenpeace UK seems to be a

stronger opponent of ecological modernization than Greenpeace Sweden. The result of Greenpeace Sweden looks a bit different from the results of the other organizations. This will be further discussed in the section *Material and Methodology*. It should be emphasized though that all of the organizations present descriptions of the subjects from all different perspectives, even though they are doing it in different extensions.

Overall, it seems like the description of consumption and economics possibly depend on which organization that stands behind the publications. There seems to be a pattern between the organizations even though the results between the national parts of the organizations do not fully correspond. This can possibly be explained by the theories arguing that the agenda setting of NGOs depends on the intra-networks relations, in other words the relationships within an advocacy network (Carpenter et al 2014:453). What issue an organization chooses to focus on can give a great affect on the agenda setting of another organization. According to Carpenter et al intra-network is of greater importance than what previous has been emphasized in the literature (Carpenter et al 2014:460). This could possibly be an explanation for the result of this study, even though this study concerns opinions within the specific areas economy and consumption.

The national context does not seem to effect the description of economy and consumption to the same extent as the type of organization. Something that should be noted though is the broader propagation of thoughts among the Swedish parts of the organizations. The British parts of the organizations have their differences but the gap between the organizations seems to be smaller than for the Swedish parts. This could be caused by chance since the material between the organizations varies a bit. Alternatively it might be explained by the different political contexts that exist in Sweden and the UK. Dryzek et al describe the political climate for NGEOs in UK as excluding (Dryzek et al 2003:42), meanwhile the Swedish neighbor Norway, with a similar political context to the Swedish, is described as including of NGEOs (Dryzek et al 2003:22). If this is assumed to be the case for Sweden as well the differences in national contexts seen in this study could possible be explained by the fact that the Swedish political context has been more tolerant towards NGEOs than the British context. Therefore a broader range of perspectives has been able to be established in Sweden. A tolerant climate for NGEOs may also encourage additional NGEOs to establish themselves. Based on the thoughts of intra-network this may lead to a broader range of perspectives among the organizations; many organizations in the same national context lead to a need of additional ways of positioning. This might explain why the Swedish NGEOs have a clearer standpoint in this question than the British. This analysis is not certain though and therefore I encourage further research to study how political context affect the range of perspectives among NGEOs.

9.2 The combination of ecological modernization and green radicalism

An interesting part of the result is the fact that three of the six different parts of the organizations have a majority of their expressions coded for the categories *Economy-Positive* and *Consumption-Negative*. This is an unexpected combination of the categories. *Economy – Positive* is based on the thoughts of ecological modernization while *Consumption – Negative* is established in the thoughts of green radicalism. It seems like the organizations behind this part of the result have a positive attitude towards today's economic system. They support the thought of green economy and green growth. They would like the system to become greener but have no intention of changing capitalism as a foundation of it. Concerning consumption these organizations, in contrast to what has been said about economy, advocate for a change in consumption patterns and they agree about the proposition that consumption has a negative impact on the environment.

According to the definitions of capitalism and consumption used in this study, consumption is understood to be an extension of capitalism. Capitalism in turn is in need of economical growth and continued expansion to survive as a system (see p. 8). A well-established assumption is that economical growth comes from consumption. The organizations behind this part of the result do not seem to think that a change in the economical system and a change in consumption is something that needs to go hand in hand.

This might confirm the thoughts of Dryzek et al who argue that one way of action for NGEOs is to connect their movement to the core values of the state (Dryzek et al 2003:163). Both Sweden and UK are states figuring in a liberal context where society is based on capitalism. Attaching to these capitalist values can perhaps make it easier for the movement to influence the environmental debate held in the states. This may be one of the reasons for organizations to express their values in this certain way, independently of how strong opponents of capitalism they are. For further research it might be interesting to study environmental organizations in another political contexts than the western-European.

9.2 Material and methodology

In every study material and methodology should be problematized. As written in the material section there is some variation in the material between the organizations that might affect the results. The distribution of the material is as follows:

Friends of the Earth UK: 6 reports and 11 articles
Friends of the Earth Sweden: 1 book and 12 articles
Greenpeace UK: 2 reports and 11 articles
Greenpeace Sweden: 3 reports and 17 articles
WWF UK: 4 reports and 14 articles
WWF Sweden: 9 reports and 10 articles

Certainly it can be seen as problematic that there is a rather small amount of material for some of the organizations. The more material there is available for a content analysis the easier it should be to see patterns in the material connected to the research question. For this study though I will argue that the differences in the available material between the organizations should be seen as a part of the results of this study. Almost all of the material is taken from the websites of the organizations. Official websites can be argued to be one of the biggest channels available for NGOs to reach their members as well as other interested people (Trall et al 2014:136). Therefore it can be assumed that environmental organizations are largely aware of what they publish on their websites. If material on the subjects economy and consumption, like shown in this study, for example are more easily available for WWF Sweden than for Greenpeace Sweden it might be a sign of differences in prioritizing between the organizations. Publications on the subjects economy and consumption might be more prioritized for WWF Sweden than for Greenpeace Sweden.

Greenpeace Sweden is the organization with the highest amount of phrases coded as neutral expressions; in other words expressions that concern economics and consumption but not in a way that make them fit in the categories available for this analytical tool. This could be the case for two reasons. One possible explanation for this is that the categories constructed for the analytical tool is too narrow. The other possible explanation is that Greenpeace Sweden does not write much about economy and consumption in a way that is established in the literature that has been used for this study. Greenpeace Sweden's descriptions of economy and consumption does not problematize the subjects to the same extent as the other organizations. Greenpeace Sweden does not express normative demands to the same extent that for example FoE does. Neither do they describe economy and consumption in words like sustainable, green, unsustainable, etcetera, to the same as the other organizations.

It should be emphasized that this study focus on the written word and the method that has been used in this study is well adaptable for this aim. One should be aware though, that this also means that the results of this study can only be generalized to what is stated in the publications by the organizations. This study contributes to an understanding of what environmental organizations mediate to the public, which is an important contribution to the field. For future research though I would like to propose a study where a content analysis is combined with for example interviews. It is possible that the result in that case would be different

from this study. If so, an interesting discussion about environmental organizations negotiations in public contra in the internal can be held.

10 Conclusion

This study has through the methodology of a content analysis examined how three non-governmental organizations; Friends of the Earth, World Wildlife Fund and Greenpeace, describe the subjects economy and consumption. The material of the study is based on publications written by the organizations during the time period 2005 to 2015. The publications have been taken from two different national contexts in ambition to achieve a broader understanding of how these subjects are described. These are the national contexts of Sweden and the United Kingdom. The research question for this study has been the following: *what is the environmental problem described to be regarding economics and consumption according to environmental organizations?*

The theoretical framework for this study has been based on two different environmental perspectives: ecological modernization and green radicalism. Ecological modernization is understood to be the dominating direction of thought and green radicalism thereby represents a more challenged understanding of the environmental issues.

The result of the study shows that FoE is the organization that to the greatest extent describes economy and consumption according to the thoughts of green radicalism. The publications published by WWF present a combination of thoughts from ecological modernization and green radicalism. Expressions concerning economy are mostly coded as positive while expressions concerning consumption mostly are coded as negative. For Greenpeace there are clear differences between the Swedish and the British part of the organization. Most of the expressions in publications written by Greenpeace Sweden express neutral thoughts on the subject meanwhile the coding for Greenpeace UK is similar to the coding of WWF. It should be emphasized though that all of the organizations makes expressions for all of the perspectives concerning economy and consumption presented in this study.

To conclude, it seems like the type of organization influence how economy and consumption are described by the different organizations. National context does not seem to affect the description to the same extent. There seems to be a broader range of perspectives of the chosen subjects presented in the Swedish context though. The combination of expressions where a positive view of economy is expressed with a negative view of consumption is unexpected. This might have something to do with a possible ambition from the organization to connect with the main imperatives of the states.

For further research this study encourage studies of national contexts different from the western European context. The ambition of this would be to achieve a greater understanding of how NGEOs connect to the imperatives of the state. Beneficial for that kind of study would possibly be to combine a content analysis with an even more qualitative research methodology; for example interviews. This kind of combination of research methodology would enable studies of the outspoken word as well as what is written or said in between the lines.

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Appendix 1

Positive view of the current economic system

Economical growth:

Economic growth has always been closely correlated to physical growth in the amount of energy and resources used by the economy. Achieving ‘green growth’ would mean breaking this link, so that GDP continues to rise but environmental impacts decline in absolute terms – a process known as ‘absolute decoupling’. (WWF UK)

Green/sustainable economy:

We believe this would meet our energy needs securely, build green industry and create green collar jobs, and help us lead the global transition to a new low-carbon economy. (Greenpeace UK)

Negative view of the current economic system

Economical growth:

Yet the kind of economic growth we depend on now is unsustainable, requiring energy from fossil fuels that threatens our stable climate, and damaging the natural wealth and ecosystems that provide the conditions for life – and future economic growth. (WWF UK)

Anti-capitalism:

Several organizations, so-called NGOs, have fallen for this green capitalism seductive called "Green economy". For movements as “Friends of the Earth” and smaller organizations as the landless movement in Brazil – MST, it is a false solution. (Friends of the Earth Sweden)

Alternative models:

Can this help us create an economic and financial system where greed, endless growth and environmental degradation are not the driving forces? (Friends of the Earth UK).

Positive view of consumption

Green/sustainable/ecological consumption:

Meanwhile, promoting Sustainable Consumption and Production (SCP) is now one of five strategic priorities for Defra, and a major theme in Securing the Future, the UK government's Sustainable Development Strategy. (WWF UK)

Old fashion will always return and be coveted. Why buy new clothes when there are so much to pick up a real bargain at various secondhand stores and online? There are for example several different groups on Facebook where members sell clothes. Many of these groups are specialized on different eras of times as for example the 60- and 70th. (Greenpeace Sweden)

Negative view of consumption

Negative impact:

The footprint is the best indicator to include domestic but also international impact of European consumption. (WWF Sverige)

Over consumption:

But what we are suggesting – as part of our Big Ideas Project – is that 'consumption for identity' has gone too far. It encourages us to consume more than we need, even when that harms our own health, never mind the wider environment. (Friends of the earth UK)

Reduce consumption:

It is abundantly clear that to tackle climate change and meet our carbon reduction targets, we need to reduce our consumption patterns. (Greenpeace UK)

Encouragement of changed behavior:

For example, a move towards vegetarian diets and a reduction in the consumption of meat, milk and dairy products; and more use of public transport and cycling, with a reduction in travel by private car and airplane. (Friends of the Earth UK)

Neutral expressions

Economy:

In most assessments of the potential of fisheries, there is a moderate belief that the required structural adjustments will be implemented to such a degree that the sector will be able to grow and form a larger share of Greenland's economy than is the case today. (Greenpeace Sweden)

Neutral Consumption:

The growth of consumerism was tightly linked to the industrialization of the economy, creating the larger markets necessary to sustain high employment. (Friends of the Earth UK)