

Everyday development responsibilities: Geographies of care and consumption

Roberta Hawkins

Associate Professor

Department of Geography, Environment and Geomatics

University of Guelph

Residents of the Global North increasingly encounter messages that their everyday choices and actions can ‘make a difference’ to complex problems of global poverty and are the key to ‘saving lives’ around the world. For example, consumers are encouraged to buy *Ethos Water* at *Starbucks* because each purchase triggers a corporate donation towards well-building projects in Africa. Similarly, Internet users are asked to ‘like’ and ‘share’ online stories and images produced by the NGO *CARE* in order to raise awareness and funds in support of women in Malawi and India.