

**POLITICAL ECONOMY OF ENVIRONMENTAL PUBLIC POLICIES: THE CASE OF GREEN COSTUMERS
IN BRAZIL**

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ABSTRACT

This article focuses on the process of formulating and implementing environmental public policies in Brazil. It states two key arguments. The first is that in the last fifty years has occurred a radical move in the leading actors of the process, going from a restricted and domestic set of players into an interdependent and global framework. The second main assumption is that, far beyond merely the Brazilian nation, civil society and global forces have played a prominent role in changing and shaping the country environmental policies. The study is divided into two parts. First, it presents a brief look at the historical evolution of the process. Second, it tracks the driven actors and figures behind today's environmental law and policy making process.

Keywords: