Unveiling barriers to sustainable public procurement in emerging economies: Evidence from a leading sustainable supply chain initiative in Latin America


1. Introduction

Based on the principles of Ecological Modernisation Theory (Zhu et al., 2013) as applied to sustainable operations (Sarkis et al., 2011; Walker et al., 2014), the objective of this work is to understand the main barriers to sustainable public procurement in Brazil. The barriers to sustainable procurement in the public sector proposed by Brammer and Walker (2011) were explored in a Brazilian context and original results were obtained. Although this research is inspired by Brammer and Walker (2011), its exploratory approach also owes much to the work of Oliveira and Santos (2015). According to Oliveira and Santos (2015), Brazil’s sustainable public purchasing is less structured than in other countries, and has faced challenges on legal, operational and cultural grounds.

Sustainable procurement is considered a key practice of sustainable supply chains in emerging economies (Mathivathanan et al., 2018; Mani et al., 2016; Kusi-Sarpong et al., 2015). The Brazilian public sector accounts for 15% of the country’s gross domestic product (GDP), through its acquisition of goods and services. This is equivalent to more than US $100 billion (Ministry of Planning, Budget and Management, 2012) and follows the worldwide trend of significant national spending on public procurement. Brazil is amongst the world’s largest economies, and is a member of important international groups such as the BRICS group and Mercosur. Despite the country’s large economy, it has received little attention in studies addressing sustainability and issues related to the supply chain (e.g. Fahimnia et al., 2015). There are, for example, works on sustainable public procurement in countries such as China (Zhu et al., 2013), India (Agarchand and Laishram, 2017), Saudi Arabia (Islam et al., 2017), South Africa (Mashele and Chuchu, 2012) and Malaysia (Mcmurray et al., 2013). The existing research tends to examine particular—mostly developed—countries, such as the UK, Sweden, the USA and Germany (Brammer and Walker, 2011;
Roman, 2017; Palm and Backman, 2017), with a scarcity of studies in a Brazilian context. Additionally, the public sector has been re-shaped by new environmental laws and governance systems (Jabbour et al., 2014), Brazil has been working to steer the public sector towards sustainability. In recent decades there have been significant government efforts to expand sustainability initiatives, such as the development of the Environmental Agenda in Public Administration (A3P) programme. This is a Ministry of the Environment (MMA) programme whose objective is to encourage the adoption of environmental practices within public agencies, as well as gathering information on existing environmental practices. This is the largest public sector sustainable procurement programme in Latin America.

Despite the considerable increase in sustainable public procurement in Brazil in recent years, there are concerns that few public purchases made in the country (Oliveira and Santos, 2014) incorporate any sustainability criteria. For this reason, it is important to understand the barriers that may be preventing A3P from achieving the maximum success possible.

The study of barriers is appropriate in contexts where the adoption of transformative measures for solving important issues faces challenges (Luthra et al., 2016). The literature (Walker et al., 2012) indicates that studies on this subject in developing countries are extremely relevant because of the social impact they can generate.

In order to achieve the research objective, the following five steps were taken: (i) a review of the literature on barriers to sustainable procurement was conducted, in order to identify useful variables; (ii) these variables were then tested against the opinions of specialists as to their formal suitability and content, in order to design the research questionnaire; (iii) a preliminary survey of potentially suitable organisations was carried out; (iv) Survey Monkey was used to deliver the research instrument developed for collecting the data; (v) the data were analysed using correlation analysis and factor analysis with the help of IBM’s SPSS software, which measured the relationships between the variables and categorised them into factor groups.

The main contributions of this research are: (i) a survey of the main barriers to sustainable public procurement in Brazil, filling a gap in the literature and presenting new perspectives on the subject; (ii) a survey of possible relationships between variables, with the potential to increase understanding of the phenomenon as well as providing a basis for theoretical studies; (iii) a categorisation of the barriers identified, enabling the visualisation of the structure of problems involving sustainable public procurement. This research is unique when compared with previous studies in sustainable purchasing (for example, Ramayah et al., 2010) and aims to address the demand for more research on sustainability in the supply chains of emerging economies (Kusi-Sarpong and Sarkis, 2017). It also answers early calls for additional research in sustainable infrastructure (Thomé et al., 2016) and sustainable urban infrastructure development (Ferrer et al., 2018), which are largely led by public procurement in emerging economies.

The Theory of Ecological Modernisation was adopted as it has previously been used to explain government-led initiatives to push forward green management practices in emerging economies (Sarkis et al., 2011; Yee et al., 2013; Zhu et al., 2015). The methodological approach chosen—exploratory statistics—was deemed appropriate due to the lack of knowledge regarding the Brazilian Environmental Agenda for Public Operations Management (the ‘A3P Programme’).

Following this introduction, Section 2 presents the theoretical basis for sustainable public procurement. Section 3 discusses methodology, focusing on sample definition, data collection procedures and the research instrument. The fourth section presents the research results in the form of descriptive statistics, correlation analysis, factor analysis and the Kruskal-Wallis test. Section 5 analyses the results in the light of the literature on sustainable public procurement. The final section of the article considers the work’s limitations.

### 2. Theoretical background

The fields of sustainable operations management (Dubey et al., 2017) and industrial sustainability (Smart et al., 2017; Dubey et al., 2016) have increasingly attracted the attention of researchers, and include topics such as sustainable supply chain management (Seuring and Müller, 2008; Gunasekaran and Irani, 2014), of which sustainable public procurement forms part. This concept is normally understood as the application of sustainable procurement to public sector purchasing processes (Oruezbala and Rico, 2012), and is defined by the search for sustainable development by way of the procurement process (Walker and Brammer, 2012). Sustainable procurement increases complexity along with the variety of issues that have influenced developments in contemporary procurement (Gunasekaran et al., 2009; Jin and Yu, 2015), particularly in the public procurement sphere (Panayiotou et al., 2004). An overview of some of the key studies on sustainable procurement, and the research methodology used in these, is presented in Table 1.

The discussion on sustainable public procurement began with an analysis of the relationships between the public and private sectors. As a consequence of this initial study, a number of investigations were conducted. Van Hoof and Lyon (2013) consider the government’s use of the procurement process to encourage sustainable practices in private companies. Blay-Palmer et al. (2013), Preuss (2007, 2009), Preuss et al. 2011 discuss how local governments have used the procurement...
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