

When mothers take up zero waste,

Social media listening - 2016



01

Introduction



Books, media coverage, films, new shops, the zero waste theme has become very dynamic since the start of 2016. On social media, some French web users have started sharing their awareness and new patterns of behavior in this regard. Dynvibe, a specialist in strategic social media monitoring, has analyzed more than 1000 conversations to decode this new trend.

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En route pour une nouvelle vie! 🌱🌍 Ma vie va prendre un nouveau tournant et comme vous le savez j'ai pris de nouvelles résolutions pour vivre mieux. Vivre mieux pour moi englobe tout un tas d'aspects. Je mange mieux, je respire mieux, je bouge mieux...maintenant j'ai envie de consommer mieux, nous protéger ainsi que notre environnement.

“

Et si on sautait le pas en famille? Ou déjà dans un premier temps reapprendre beaucoup de gestes du quotidien et surtout transmettre à mes deux petits pois l'idée qu'on peut réduire ses déchets pour sa santé et pour la planète. Je vais essayer de poster les quelques changements qu'on a déjà entrepris en famille grâce à ce guide familial.

02 Zero waste, a runaway trend

Over the past few months, “zero waste” has been a strongly growing theme on social networks. There are more and more Instagram photos, Facebook posts or tweets, in which web users explain their motivations, share their daily activities or swap advice.

An analysis of the profiles of people expressing an opinion shows that **this approach is not just reserved to a small group inside this population who are sensitive to ecology**, but now concerns a far larger target group. Of note, **mothers are often the origin of the idea**, as they motivate the whole family and turn it into a family project.

These women consider **this approach to be a real “life changer”** that implies thinking, down to the smallest detail, about their consumption habits, but the project motivates them and they tackle it in a very positive manner.

The logical follow-up of the organic trend, of the slow life, of vegetarianism

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C'est exactement ce qui m'a donné l'électrochoc nécessaire pour entamer la démarche ZD : trois familles photographiées au milieu d'un mois de déchet. Une d'entre elle sortait nettement du lot et avait des habitudes de consommation qui faisaient une vraie différence, sans pour autant être des ermites poilus élevant des chèvres dans le larzac...

“

Je sors de la conférence des Zéro Déchet et, comme à la sortie du ciné pour #demainlefilm, je ressens ce souffle d'optimisme, d'envies et de motivation. On en fait déjà un peu, pas beaucoup, on a mille idées pour en faire plus, ce sera pas parfait mais déjà bien à notre échelle. C'est très satisfaisant d'écouter un discours si positif, et de savoir qu'on vit dans une ville qui nous propose de nombreuses clés pour contribuer à la protection de la planète 🌍

Analysis of the remarks of 0 waste supporters shows that several factors are responsible for their awakening and the creation of this new movement:



The popularization of organic produce, which has now opened up to a younger, family oriented, urban audience: the desire to consume better quality products drives them towards a more pronounced ecological approach.



The recent growth of the “vegetarian” or “vegan” populations, most notably due to health scandals. This is a target group that also engages in a more global environmental preservation initiative.



The “slow life” phenomenon, triggered by a new generation who are questioning how they live their lives so as to have more time for their own personal development and to spend with their loved ones. This questioning causes a lifestyle change not only in terms of rhythm, priorities and personal relationships, but also in terms of the protection of the planet's natural resource.



Awareness-raising campaigns, films, documentaries and books have been able to create a trigger leading this group to become agents of change.

04 Writers who have a strong influence

Both the world-wide best seller “Zero waste” by Bea Johnson and “Famille presque Zéro Dechet – Ze guide” have had a strong impact in France. **These writers have become real influencers, gaining credibility thanks to dedicated ecologists and are now considered to be sources of inspiration and information for novices.**

Word of mouth, in particular between the readers themselves, has lent **the books particularly high visibility on social media.**

« *Décroissance, fini les emballages passage au vrac(...)* C'est la famille Zéro déchet qui nous a motivé ».



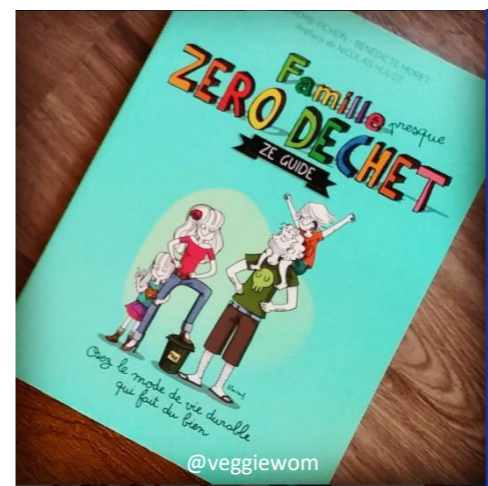
Le zéro déchet de Béa Johnson, plein de bon sens, qui fait prendre conscience de l'importance de réduire ses déchets, de l'impact environnemental... et pleins d'astuces pour faire également des économies... Bref je le recommande à 1000%.



Il y a un avant et un après la lecture de #famillezerodechetze guide un livre dingue de bon sens avec de jolies illustrations de Bénédicte



Me suis lancée dans la lecture de cette Bible du "0 déchet" à la recherche de nouvelles astuces pour consommer mieux et plus responsable et tout ce que j'ai pu lire jusqu'à présent (je n'en suis qu'au début) fait sens avec ma façon de voir la vie.



(...)j'ai tellement aimé que maintenant j'ai mon exemplaire pour le prêter à mon tour et le faire découvrir au plus de monde possible. Il est plein d'humour, hyper facile à lire et vous donne vraiment une vision positive du zéro déchet.

A fun approach that motivates

“

J'ai acheté votre livre après avoir lu celui de Bea Johnson et votre livre le complète, je trouve parfaitement, en amenant en plus une approche ludique et chaleureuse de ce projet «zéro déchet».

“

Allez...je me lance ! J'ai lu votre livre et j'ai adoré votre façon d'aborder les choses avec humour voire autodérision. Maintenant je passe à l'étape suivante ..la mise en pratique..vouii... ben.. y'a du boulot.

In their comments, web users praise the fun approach put forward by the writers of the “Famille presque zéro déchet” guide saying that it that convinced them to embark on the process despite the potential difficulties it might present.

« ce qui m'a fait changé d'avis justement c'est votre approche positive et chaleureuse. »

En complément de leur ouvrage, les auteurs animent un blog et une page Facebook qui comptabilise actuellement **une communauté de 16 000 fans**. Sur cet espace de discussion, les internautes partagent leurs actions au quotidien et se conseillent sur les bonnes pratiques à adopter. **Un dispositif qui offre une continuité au livre et qui permet de poursuivre la sensibilisation et la mobilisation des membres.**

To complement their books, the writers maintain a blog and a Facebook page that has a following of over **16000 fans**. In this discussion space, web users share their daily activities and advise each other about good practices to adopt. **It is an arrangement that offers continuity to the book and makes it possible to continue to raise awareness and mobilize members.**

In a wider sense, a real **“0 waste” community is being born on social media**. Its members are always on the look-out for tips and want to interact with other followers and through their discussions they hope to raise awareness and to engage as many people as possible in the movement.

A controlled and progressive approach

Their publications on social media testify to the fact that **these are not extreme or extremist practices** but measured changes that happen gradually. For example, progressively **reducing the use of certain materials** such as plastic, or at least, using everyday products with the least amount of wrapping possible (ideally favoring bulk buys). **For some, this approach also implies making more “DIY” products at home that they would normally buy in the shops: children's snacks, washing up products, cosmetics, etc....**

Extremists who measure the volume of waste in their bins week after week are a very small minority.



@hararlemetcabotine



@cellinod_z



@clau_desilets



@goingzerowaste

“

*Recette encore plus facile pour continuer à constituer ma petite droguerie au naturel
#zerodechet #defienfamille #cestmie
uxpouirlaplanete*

“

*Adieu à mon dernier coton démaquillant jetable. Place aux lingettes réutilisables de proWIN
! #prowin #zerowaste #zerodechet*

“

Épicerie zéro déchet! Pain, farine, avoine, pépité de chocolat, coconut, genouillé, brocoli, pommes, beurre d'arachide, yogourt...

“

Nos #déchets non organiques, non recyclables de la semaine.

07 Biocoop, a chain popularized by 0 waste supporters

Amongst brands and chains mentioned by 0 waste supporters, the **Biocoop brand enjoys particular visibility and popularity.**

According to them, Biocoop is the best chain for them to buy from in accordance with their new lifestyle. Indeed, even as organic/bulk-buy shops have been spreading widely in France in these last months, certain contradictions can irritate these consumers: this is the case when certain chains sell overly packaged organic products or products that have crossed half the planet to get to the shop.



“

Je suis bien plus excitée par l'ouverture de la nouvelle Biocoop dans mon quartier que par la perspective d'être en vacances. J'ai changé.

“

Chez Day by Day tous les produits ne sont pas bio, beaucoup viennent de loin...et je trouve cela assez cher comparativement au Marché des producteurs locaux près de chez moi et à mon biocoop presque tout en vrac, tout bio et sourire en plus.

“

C'est comme la bouffe bio sur emballée.. ça va pas de pair

08 Brand activities appreciated

These new consumers are looking for coherence all the way down the line: products that are sold in accordance with the general policy of the chain, and in this Biocoop succeeds completely.

Indeed, the brand that manages to raise awareness and promote its ethical approach beyond its shops, makes itself credible in the eyes of its clients.

The chain promotes itself in the media and on the web for example, through initiatives centered around proximity, rural life, human connections and authenticity: the opening of a temporary, 100% bulk-buy shop for the duration of the COP 21, the creation of an awareness-raising event called “the day of Biotonomes” and finally the recent appearance of a food truck in one of the Rennes markets. Values that are echoed strongly by the chain's customers and which unify the organic community and the zero waste supporters.

Le compte officiel de l'entreprise sur Facebook comptabilise plus de 40 000 fans.

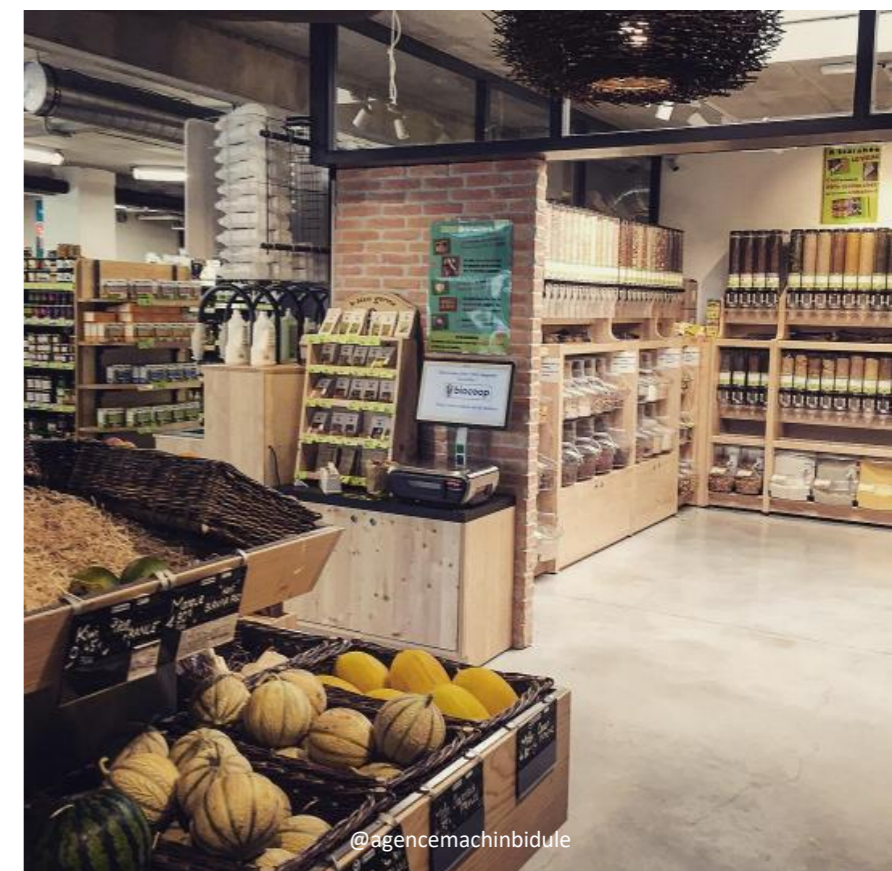
** Biocoop is not a client of Dynvibe*



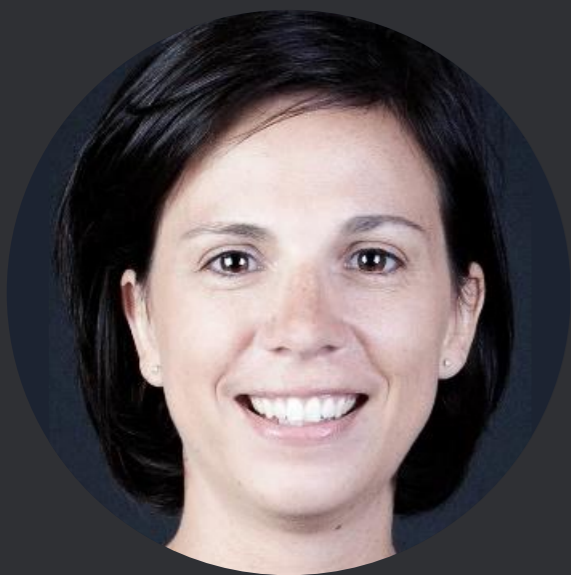
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@les_coinsheureux



@agencemachinbidule



Anne-Cécile
GUILLEMOT

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director of the department of Studies

10 Expert opinion



It was the numerous studies on the subject of organic and natural products that we have produced over the last few months for our clients that helped us notice **the strong growth of the “0 waste” trend in France**. Indeed, as we have already noted, this trend was already well underway in Germany and the United States and France was, up until 6 months ago, yet to show signs of moving in this direction. This trend has clearly been reversed since the start of 2016.

Of course at the moment, **this trend only concerns a small part** of the national population, **but the speed of its growth in French households is very rapid**, even though brands and chains still seem to be poorly equipped to respond to it. This is the very essence of social media surveillance; **to identify and follow emerging trends in order to respond and adapt to the needs and expectations** of consumers as quickly as possible.

This Zero Waste approach also illustrates a **true change in vision**: if consuming organic, natural or vegan products is the same as taking care of your health, here **the initiative is wholly turned over to protecting the planet and rationalizing consumption** to give our children a “better world”.

About dynvibe

Dynvibe is counted among the pioneers and leaders in business intelligence on social media. At the forefront of innovation, the company produces and delivers, via its strategic analysis unit, consumer studies generated from data available in the social sphere.

Dynvibe gathers and analyses this information using two simple and complementary platforms made available to its clients:



Dynvibe Sphère : an intuitive and powerful dashboard for listening to, studying, following and analyzing the social sphere



Dynvibe Pages : a tool for measuring Facebook pages to track performance and to compare them with those of their competitors.

Dynvibe has numerous international clients including L'Oréal, PUIG, (Paco Rabanne, Nina Ricci, etc.), Luxottica (Ray Ban, Oakley, etc.), Dior, Zara, La Redoute, Ipsos, Walt Disney, etc.

