



# Zero-Waste Instagram Communities

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**We don't need a  
handful of people  
doing zero waste  
perfectly.  
we need millions of  
people doing it  
imperfectly.**

Anne Marie Bonneau & Zero Waste Chef



A large, sprawling pile of plastic waste, including bottles, containers, and other debris, stretches across the landscape under a dramatic sunset sky. The sun is low on the horizon, casting a warm glow over the scene. A semi-transparent white circle is overlaid on the left side of the image, containing the title and text.

# Drowning in waste

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The World Bank estimated that by 2050, waste generation will drastically outpace population growth by more than double





## **Zero waste and LIS**

Increasing popularity of sustainable lifestyle movements  
= opportunity to examine how practitioners share  
meaning, identity, practice and goals to effect social  
change.

# Goal

Examine the ZW activities that members of 5 ZW Instagram communities employ in their daily lives





## **Lifestyle Movements**

Internally focused groupings driven by consumption and popular culture.

# Lifestyle Movement Framework

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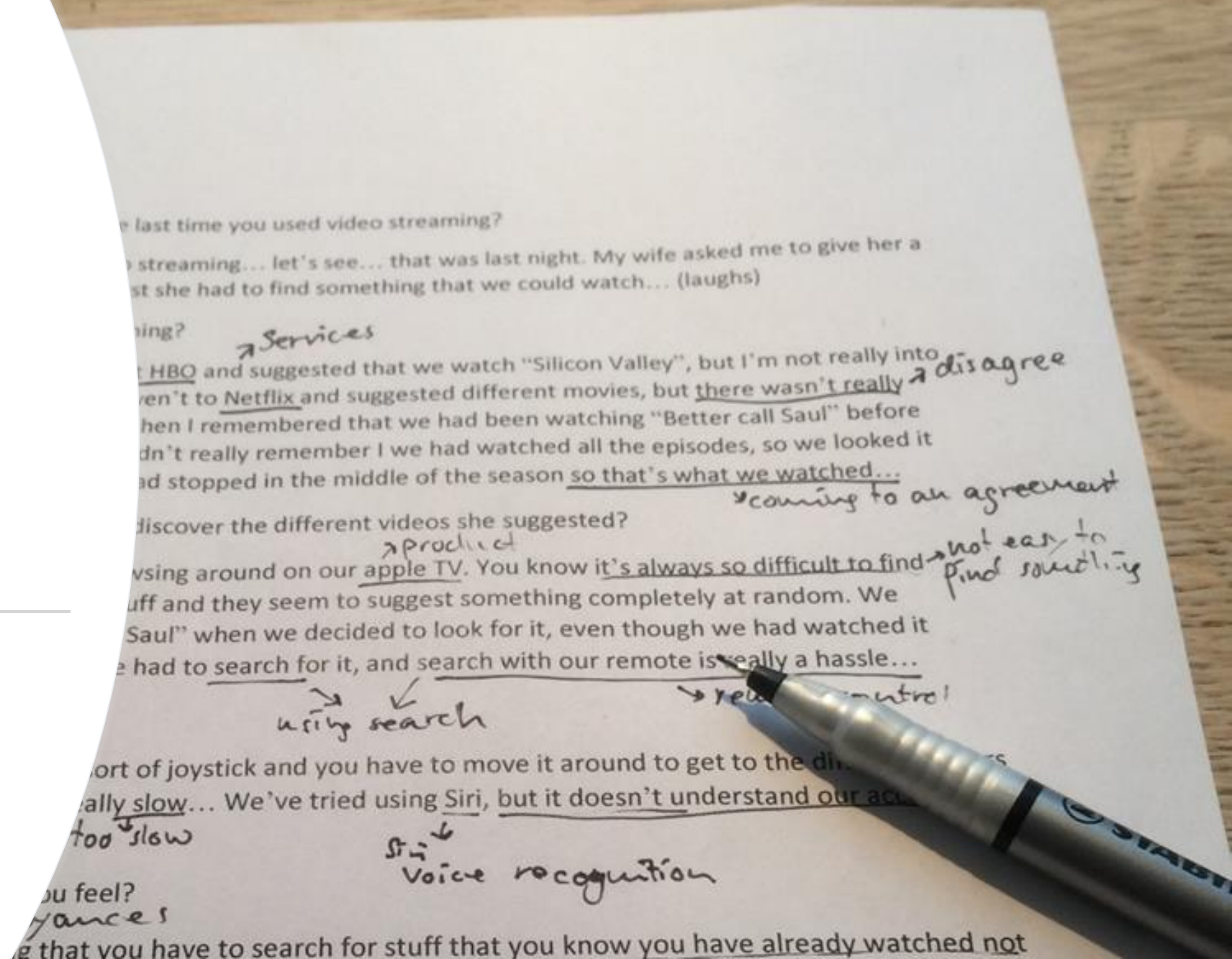
- Individual action
- Social change
- Identity work
- Structurally diffuse





# Method

Thematic analysis of 2000  
member comments in 5  
popular ZW Instagram  
posted from 2018-2019





# ZW Instagram communities examined

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Account	Followers	Owner
Going Zero Waste	183,000	Kathryn Kellogg
Wasteland Rebel	100,000	Shia Su
Zero Waste Chef	172,000	Anne-Marie Bonneau
Zero Waste Home	267,000	Béa Johnson
Zero Waste Nerd	74,7000	Megean Weldon





# Findings

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- Seven themes, or groupings, of activities emerged.
- 36 sub-themes, or specific activities were identified.

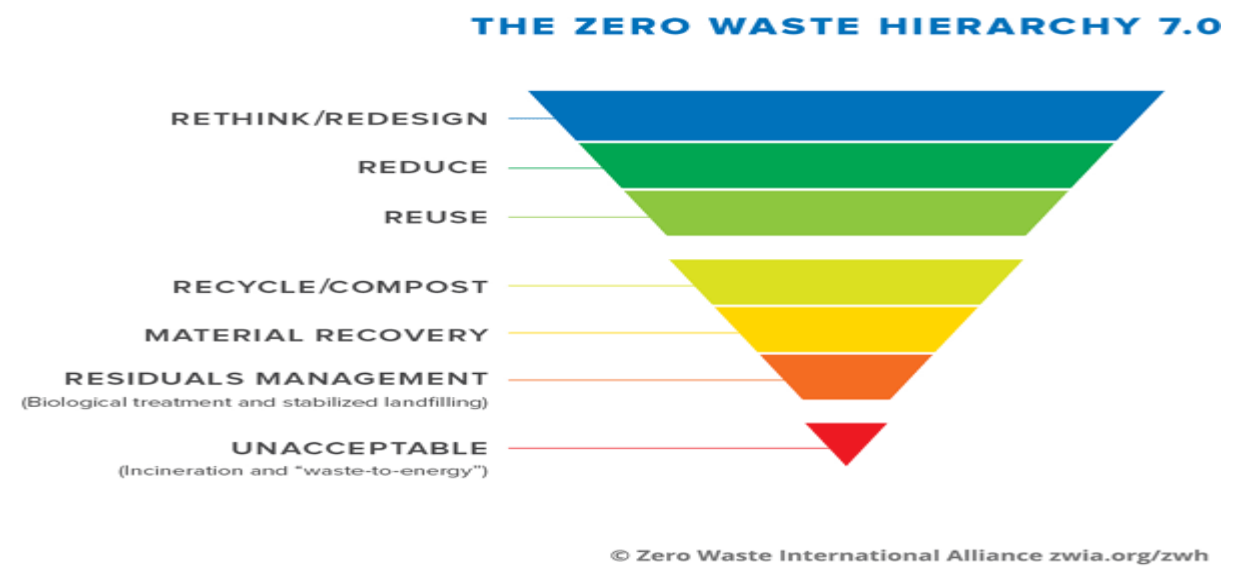


## Themes 1-4

Theme	Sub-Themes
Avoiding environmental hazards	Eco-anxiety; Environmental effects; Packaging; Plastic; Trash; Travel
Buying behaviour	Fast fashion; Local goods; Marketing; Savings; Sustainable goods; Thrifting; Waiting; ZW consumerism
Dealing with social context	Greenwashing; Recycling fallacy
Dealing with ZW misconceptions	Bulk shopping; Cleaning; Farmers' markets; Food preparation; Food waste; Health; Personal hygiene; Pets



# Themes 5-7



Theme	Sub-Themes
Household & personal care	Bulk shopping; Cleaning; Farmers' markets; Food preparation; Food waste; Health; Personal hygiene; Pets
Waste hierarchy	Activities in which members engaged in relation to the zero-waste hierarchy shown in Figure 1, as it applies to their personal management of waste.
Zero waste swaps	Reusable cutlery; Reusable food containers; Reusable shopping bags

## Discussion, 1



- Comprehensive ZW activities
- Societal and family factors
- Isolation
- Trash jar fallacy



# ZERO WASTE



**IS IT FOR THE**  
*PRIVILEGED?*

## Discussion, 2

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- Lack of diversity
- Privilege
- Eco-anxiety

A person's hands are shown holding binoculars, looking towards the right. The background is a warm, golden sunset or sunrise sky. A large, semi-transparent white circle is overlaid on the left side of the image, containing the title and list.

# Future studies

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- Demographic and geographic variables (identity)
  - Support mechanisms (structural cohesion)
  - Perceptions of success (social aspect)



# Follow me

- Vegan Footprints: <http://louisespiteri.ca>
- Twitter: [@lfspiteri](https://twitter.com/lfspiteri)
- Instagram: [lfspiteri](https://www.instagram.com/lfspiteri)

My ZW office food kit

