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Advertising Deconsumption: An Irreconcilable Paradox? A Look Back On Ademe's Dévendeur Campaign

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Abstract

This paper examines the intriguing paradox of employing traditional marketing strategies to advocate for deconsumption, using ADEME's "Dévendeur" campaign as a key example. At the heart of this study is a shift in how we think about marketing: from pushing products to promoting reduced consumerism. The "Dévendeur" campaign serves as a focal point, questioning whether such initiatives are mere anomalies or if they herald a new paradigm in marketing. It also examines the potential of advertising to foster new consumption imaginaries. The paper finds that promoting deconsumption through marketing is a challenging but possible endeavor, conditional to adopting specific strategies. This study enriches the ongoing conversation on sustainable marketing's capacity to address critical global challenges. It provides strategic recommendations for advertisers and marketers on how to craft new consumption imaginaries that align with sustainable practices.

Keyword: Sustainable Marketing, Advertising, Demarketing, Deconsumption, Sustainability

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Introduction

In the middle of Black Friday this past November 2023, ADEME (Agence de la transition écologique) and the French Ministry for Ecological Transition launched an advertising campaign encouraging consumers... not to consume. The initiative has set social networks ablaze, stirred controversy among professionals and divided the government. Here's a look back at the polarizing campaign and what it means for advertising and marketing deconsumption and sustainable lifestyles.

In an era where consumer culture dominates, the traditional paradigms of marketing and advertising are being called into question. There is a pressing need to rethink how advertising functions and the role it plays in promoting sustainable and responsible consumption patterns. This call for reevaluation sets the backdrop for the innovative "Dévendeur" campaign launched by ADEME in November 2023, which serves as a crucial example in understanding these dynamics.

The concept of deconsumption, vital in today's resource-strained world, challenges the foundational principles of traditional marketing, which typically encourages continual consumption. Deconsumption pushes for a cultural shift towards reducing consumption, reusing, and recycling, presenting a stark contrast to the growth-driven models that many economies and businesses rely upon. This shift is not just environmentally crucial but also has profound economic and social implications. Reducing consumption can alleviate pressure on dwindling natural resources, mitigate environmental degradation, and foster a more equitable distribution of resources.

In this paper, we explore the paradoxical challenge of using traditional marketing techniques and advertising strategies to promote deconsumption. By examining the "Dévendeur" campaign by ADEME, we delve into how advertising can communicate the principles of sustainable consumption and the necessity of a reduced consumption lifestyle. We also address critical questions about the campaign's impact: Is it merely an anomaly, or does it herald a new narrative in consumer culture? Can advertising effectively promote new consumption imaginaries that are crucial for sustainable development?

From Traditional Marketing to New Consumption Paradigms

The "Dévendeur", a case of demarketing?

More than 50 years ago, Kotler and Levy, two marketing professors, advanced for the first time the idea of demarketing in an article titled "Demarketing, yes demarketing" published in the Harvard Business Review. The word, composed of the prefix "de-", reverses the meaning of the word "marketing": demarketing refers to all the marketing tools that can limit or discourage demand for a category of products. An organization, whether public or private, may have an interest in cooling demand for the consumption of a product or service among some or all of its consumers, temporarily or permanently. The two authors identify three forms of demarketing: general, selective, or ostensible. General demarketing aims to discourage demand that globally exceeds a company's production capabilities. Selective demarketing is the same idea but targets a consumer segment: for image reasons, an alcohol brand may undertake campaigns to not encourage minors to drink. The third form

is ostensible demarketing: it's about creating a desire for consumption under the guise of discouraging it. For example, advertising that a concert is sold out pushes to create frustration in the consumer and aims to instill the idea that "next time, I will have to get there earlier." Demarketing creates scarcity to stimulate an even greater desire. This trick is omnipresent in the luxury industry: waiting years to have the honor of buying a Birkin bag from Hermès perpetuates a feeling of exclusivity. These three forms have the same instrumental aim: to cool demand to later awaken the volcano of desire.

This notion of strategically reducing demand through demarketing directly informs the foundation of ADEME's "Dévendeur" campaign, which introduces an innovative approach to encouraging sustainable consumer behaviors. By advocating for the thoughtful reconsideration of purchases, the campaign employs a form of selective and general demarketing to address environmental concerns, making it a practical application of Kotler and Levy's concepts in the modern context of sustainability. The intended effect is to prompt viewers to question themselves: What are the alternatives to making yet another purchase? How can I turn to more "responsible" options? In this way, the campaign is not about moralizing purchasing behavior but rather about encouraging individuals to think about the consequences of their consumption and to spark a broader debate in society. At a time when a recent scientific study estimates we have only a 5% chance to meet the Paris Agreement targets and stay below a +2°C increase, ADEME acts as a spokesperson for a philosophy of moderation. This campaign could serve as an example of societal demarketing that supports a new consumption model.

Promoting new consumption paradigms

Following the thread of reducing consumption for environmental benefits, the concept of deconsumption emerges as a complementary strategy. Deconsumption, which focuses on the intentional reduction of consumption and purchasing behavior, is driven by the increasing recognition of the environmental impact of overconsumption. This shift towards more conscious consumption practices aligns with the broader goals of sustainable consumption and production, aiming to mitigate environmental degradation while promoting a better quality of life. Cherrier (2009) explores deconsumption motivations, providing insights into the various factors that inspire individuals and communities to adopt more sustainable lifestyles. The "Dévendeur" campaign's encouragement of repairing, reusing, or choosing reconditioned products embodies the principles of deconsumption by presenting alternatives to new purchases, thus directly contributing to the reduction of environmental impact.

Sustainable consumption and production, as a holistic framework, incorporates both the demarketing and deconsumption strategies presented in the "Dévendeur" campaign. This approach seeks to balance economic development with environmental welfare and social equity, emphasizing the need for systemic changes in the way societies produce and consume goods and services. Jackson (2009) argues for a paradigm shift towards economies that prosper without relying on continuous growth, suggesting that true sustainability requires transformative changes in consumption patterns and production processes.

Within this framework, ethical marketing and anti-consumerism are critical. Ethical marketing, which prioritizes transparency and the societal and environmental impacts of products, offers a pathway for businesses to contribute positively to sustainable development goals. Smith (1990) highlights the role of ethical marketing in aligning business practices with broader societal values, including sustainability and consumer well-being. Similarly, anti-consumerism challenges the prevailing culture of excess and

advocates for a more mindful approach to consumption that considers the long-term impacts on the planet and human societies. The "Dévendeur" campaign's approach, which encourages consumers to question their need for purchases and consider their environmental footprint, reflects anti-consumerist principles by promoting a shift away from traditional consumer-driven models towards more sustainable practices.

In synthesizing these concepts, the "Dévendeur" campaign emerges as a multifaceted strategy designed to foster sustainable consumption and even questions consumption itself through the innovative application of demarketing, supported by the underlying principles of deconsumption, sustainable production, ethical marketing, and anti-consumerism. This comprehensive approach not only addresses the immediate goal of reducing unnecessary consumption but also contributes to the broader objective of transitioning towards more sustainable consumption and production patterns. By leveraging marketing tools to encourage responsible consumer behaviors, the campaign offers valuable insights into the potential for marketing and advertising strategies to practically drive ecological transitions.

The Dévendeur Campaign, an example of advertising deconsumption

The ADEME "dévendeur" campaign, launched by the French Agency for Ecological Transition on November 14th, 2023, marks a groundbreaking shift in marketing strategies aimed at encouraging more conscious consumer behavior. Through a series of advertisements such as "Le dévendeur et le smartphone" ("The un-salesperson and the smartphone"), "Le dévendeur et le lave-linge" ("The un-salesperson and the washing machine"), "Le dévendeur et la ponceuse" ("The un-salesperson and the sander") and "Le dévendeur et le polo" ("The un-salesperson and the polo shirt"), the campaign introduces a novel concept: the "Dévendeur" or "Un-salesperson." This fictional character, appearing in various buying scenarios - whether online or in-store - advises customers to reconsider their purchases. Instead of promoting sales, the Dévendeur suggests repairing existing items, opting for refurbished products, or even abstaining from buying altogether, highlighting both financial savings and environmental preservation.

The campaign's message is ingeniously framed in a light-hearted, yet impactful manner. The character's upbeat demeanor contrasts with the customers' puzzled reactions, who expect typical sales advice rather than a suggestion to rethink their consumption habits. This strategy effectively surprises viewers, mirroring their potential realization about their own buying behaviors. By presenting a twist on the conventional sales narrative, the campaign cleverly prompts viewers to question their need for new products and consider more sustainable alternatives such as borrowing or renting.

Triggering mixed feelings

The campaign's approach to challenging overconsumption through humor and practical advice resonates strongly with viewers, as evidenced by its substantial online engagement. Within six months, the campaign videos on YouTube amassed over 3.47 million views, with overwhelmingly positive feedback. Moderation on social media platforms needs to be taken into account of course, but this still indicates a significant public approval and engagement, further validated by hundreds of supportive comments on social media, where users commended the initiative and encouraged wider sharing.

Despite its popularity among the public, the campaign has not been without controversy. The enthusiastic online reception contrasted sharply with the skepticism and backlash from business unions. "We demand an immediate withdrawal by the ADEME, failing which we

will consider legal action for commercial disparagement”, announced the Textile and Fashion Unions (l'Alliance du Commerce, l'Union des Industries Textiles (UIT) et l'Union française des industries Mode et Habillement (UFIMH)) (Source: Capital & AFP, 23/11/2023). Business unions and government officials argued that the campaign may inadvertently harm physical retailers and favor online shopping, highlighting a complex dialogue about the balance between economic interests and environmental sustainability.

A unique advertising campaign

The ADEME "Dévendeur" campaign marks a significant evolution in anti-consumption initiatives, distinguished by its government sponsorship, which differentiates it from private sector campaigns such as Patagonia's 2011 demarketing efforts and REI's #OptOutside. While Patagonia challenged consumerism by urging customers to reconsider purchases, potentially sacrificing sales for environmental messaging, ADEME's approach benefits from governmental authority, broadening its influence and aiming for more profound societal changes.

Unlike commercial campaigns, ADEME's initiative leverages its public status to advocate for rethinking consumer habits, promoting less consumption and more sustainable choices directly to citizens. This strategy moves beyond influencing individual brand preferences to embedding sustainable practices into societal norms, positioning environmental responsibility as a collective duty supported by governmental action. This represents a significant step in using public influence to foster a culture of sustainability.

By flipping traditional advertising on its head, the campaign leverages reverse psychology, engaging storytelling, and positive framing to encourage a shift in consumer behavior towards more environmentally friendly practices. This approach, which contrasts sharply with typical promotional tactics, has effectively captured the audience's attention by challenging the necessity of consumption. Its success in engaging its target audience in an innovative way is enhanced by its alignment with their environmental and social values, and by maintaining a positive and humorous tone that avoids guilt-tripping. This not only distinguishes the campaign but also empowers consumers, providing valuable lessons for marketing and advertising professionals looking to inspire change in consumer behaviors.

Private sector examples of radical demarketing

As we demonstrated earlier, the source of the message is of tremendous importance. ADEME benefits from governmental authority but what about private companies that want to go even beyond simple demarketing efforts displayed by Patagonia for instance?

Some brands adopt an even more radical approach to demarketing by choosing not to engage in promotional initiatives altogether or by significantly limiting their use. For instance, Dr. Bronner's, known for its organic soaps and personal care products, prioritizes sustainability and ethical sourcing over traditional advertising, relying heavily on word-of-mouth and community advocacy to promote its products. Similarly, Basecamp, a project management software company, embraces a minimalistic advertising approach, depending heavily on the robustness of its product and positive user experiences for organic growth. Cards Against Humanity, the game company, employs anti-conventional marketing tactics that use humor and social stunts to critique consumer culture instead of traditional ads. This approach not only aligns with their unconventional brand persona but also engages customers who appreciate a critical take on societal norms.

Brands like Loom and Veja practice an even more radical approach by deliberately refraining from traditional advertising. Loom, for instance, focuses on creating durable garments and directly communicates its values of sustainability and ethical labor practices without relying on conventional marketing campaigns. Similarly, French brand Veja, known for its eco-friendly sneakers, prioritizes transparency and ethical sourcing, and limits its advertising to foster a culture of mindful consumption rather than impulsive buying. These brands challenge the traditional business model by proving that a company can be successful and grow through word-of-mouth and quality products alone, without the need for persuasive advertising.

This radical form of demarketing aligns with a broader consumer awareness trend, where the perceived integrity and ethical stance of a brand significantly influences purchasing decisions. These cases add a valuable dimension to the discussion on sustainable marketing strategies, illustrating that profound market impact can be achieved even with minimal promotional efforts.

Private sector examples of radical demarketing

As we demonstrated earlier, where the message originates from is of major importance. ADEME benefits from governmental authority but what about private companies that want to go even beyond simple demarketing efforts displayed by, say, an actor such as Patagonia for instance?

Some brands adopt an even more radical approach to demarketing by choosing not to engage in promotional initiatives altogether or by significantly limiting their use. For instance, Dr. Bronner's, the quirky California-based organic soap company, prioritizes sustainability and ethical sourcing over traditional advertising, relying heavily on word-of-mouth and strong community advocacy to promote its products. They are not scared to be outspoken about issues like legalizing plant medicines (such as psilocybin). It is not a mere hippie brand however, as celebrities from Bobbi Brown to Lady Gaga have endorsed their products, all without paying any of these endorsements or any traditional advertising, according to Dr. Bronner's President, Michael Bronner (Dahl, 2019).

Brands like Loom and Veja practice an even more radical approach by deliberately refraining from traditional advertising. The goal is not to advertise to sell less, because this can be counter-intuitive for a company, but to refrain from advertising altogether to deter audiences from consuming more. These brands use the budget they would have otherwise allocated to marketing and advertisements to improve their supply chain, the sustainability and affordability of their products. Loom, for instance, focuses on creating durable garments and directly communicates its values of sustainability and ethical labor practices without relying on conventional marketing campaigns. Similarly, French brand Veja, known for its eco-friendly sneakers, prioritizes transparency and ethical sourcing, and limits its advertising to foster a culture of mindful consumption rather than impulsive buying. These brands challenge the traditional business model by proving that a company can be successful and grow through word-of-mouth and quality products alone, without the need for persuasive advertising at all.

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Promoting deconsumption: strategic recommendations

When asking the question: “Can advertising be used to promote deconsumption?”, it is important to remember that when a public body like ADEME leads a campaign like this one, its approach and reception can differ significantly from campaigns initiated by private companies. If you are a marketer and advertiser reading this, you must be wondering how it is at all possible to lead advertising and marketing campaigns that preach for consuming less?

It is true that public bodies like ADEME benefit from inherent trust and authority due to their focus on the public good, which enhances consumer receptiveness to their campaigns aimed at sustainability and reduced consumption. These initiatives, aligned with public policy and funded by taxpayer money, can pursue extensive campaigns without the pressure of generating financial returns. In contrast, private companies often face scepticism about their motives, as their actions might seem profit-driven. This is why private actors interested in engaging in such initiatives are often ethical brands, for instance French textile brands Asphalte or Angarde.

Whether it is ethical brands or more classical businesses, if they opt for marketing to promote new ways of consuming, they must navigate the delicate balance between profit and sustainability, which can complicate their messaging to consumers. Private entities also need to consider the financial return on investment for their campaigns, limiting their scale or scope compared to publicly funded campaigns. This contrast highlights the distinct challenges and advantages public bodies and private companies face in promoting sustainable practices.

So how can advertisers and marketers navigate similar strategies, akin to ADEME's campaign?

Authenticity in messaging

Advertisers must genuinely commit to sustainability, transparently communicating product impacts and improvement efforts to build trust, steer clear of superficial CSR promotions and greenwashing. It's crucial to establish strategic coherence by taking a clear stand on sustainability issues before launching campaigns that question consumption habits.

Innovative campaigns

Like ADEME's "Dévendeur," advertisers should seek innovative ways to engage consumers. This could mean employing storytelling that emphasizes the joy of simplicity, using reverse psychology, or highlighting the emotional and practical benefits of deconsumption, clearly showing what is in it for people. Creativity in messaging can help capture their imagination and encourage reflection on consumption habits.

Consumers as decision makers

Engaging consumers by appealing to their intelligence and decision-making capabilities is crucial. Recognizing them as active participants in sustainability empowers them to make informed choices, effectively positioning them as key decision-makers in their consumption journey.

Highlighting desirable alternatives

Presenting desirable alternatives to traditional consumption, such as borrowing, leasing, or purchasing refurbished products, offers consumers practical options for aligning their actions with their values. Advertisers can showcase these alternatives as not only environmentally friendly but also as lifestyle enhancements, tapping into the deep desires of consumers. Making the transition appealing is the key.

Collaboration with influencers

We all know the power influencers have on shaping consumers' desires, so partnering with influencers who are credible voices in sustainability can lend authenticity and extend the reach of campaigns. Their endorsement and example can inspire their followers to consider new consumption paradigms, making them see these alternatives as trendy and the "cool" thing to do.

Education and positive framing

Educating consumers about the impacts of their choices and framing messages positively can empower them to make informed decisions. Explaining why they have to change and what are the benefits of doing so, avoiding guilt-tripping and instead celebrating the positive outcomes of sustainable choices; all these can encourage participation in the new consumption imaginaries.

Tackling consumer scepticism

To counteract scepticism, transparency is paramount. Marketing firms should advocate for and practice transparency in their campaigns, clearly communicating the sustainable efforts and clear outcomes of their initiatives. Using data and real-life case studies can help illustrate the tangible benefits of sustainability-focused campaigns and counteract scepticism.

Balancing creativity with sustainability messages

Crafting messages that are both creative and effectively communicate sustainability can be challenging. Agencies should therefore invest in creative talent who are as skilled as they are passionate about sustainability, and can think outside the traditional advertising box to develop compelling narratives that resonate with environmentally conscious consumers.

Dealing with economic pressures

Economic constraints often prioritize short-term gains over long-term sustainability goals. Agencies can address this by demonstrating how sustainability-driven campaigns can lead to brand differentiation, open new market segments, and build long-term customer loyalty, potentially offsetting initial costs with greater brand value and market share.

Being aware of industry push back

The transition toward deconsumption often meets resistance from sectors benefiting from high consumer spending, as we saw with the ADEME campaign, creating tension and challenging marketers to convince stakeholders of long-term benefits over immediate economic interests. Agencies could engage in a dialogue with stakeholders to address concerns, highlighting successful case studies where sustainable practices have led to financial and reputational gains. Advocating for incremental changes rather than radical shifts can also help ease the transition for hesitant sectors, showing that sustainability can be integrated gradually into existing business models and content creation.

Building alliances with other brands

One approach to addressing these points is to launch a collective communication initiative, where several brands join forces and pool their budgets. The idea would be to collectively promote more sustainable consumption practices to consumers (e.g. bulk, rental rather than purchase..). This kind of project could be led by brands operating in the same market, within existing trade associations (such as the FEBEA in France for the cosmetics industry), or who share the same vision of the economy such as the “Mouvement Impact France”.

By addressing underlying barriers and leveraging enablers, advertising firms can create impactful campaigns that promote sustainability and new consumption paradigms. These strategies not only advance social and environmental goals but can also establish these companies as innovative leaders in the industry, providing a competitive edge.

Conclusion

So, can advertising promote new consumption imaginaries and make them desirable? Well, yes, and also no. It depends largely on contextual factors distinguishing public from private sector motivations and approaches. While public campaigns such as ADEME's can leverage authority and a non-profit motive to promote sustainability, the private sector faces the challenge of balancing profit with ethical messaging, often leading to scepticism if not carefully managed. The role of innovative marketing strategies is crucial in driving the transition towards new consumption patterns. However, resistance from traditional consumption-driven sectors remains significant. To navigate this, it is imperative for industries to demonstrate the tangible benefits of sustainable consumption not just for the environment but for consumers themselves, ensuring that the shift away from greenwashing is authentic and rooted in genuine consumer benefit.

Despite the backlash, ADEME's pioneering efforts have set the stage for this transition, showcasing that deconsumption need not be about loss but about gain in quality and sustainability. The innovative aspect of their campaign lies in its messaging approach; creating a narrative that avoids guilt while promoting thoughtful consumption. This strategic communication shift is crucial in a landscape where traditional demarketing often manipulates consumer desire through scarcity and fear.

As criticism of growth accelerates, ADEME's campaign exemplifies how deeply political the narrative of consumption is. Behind the media buzz, there are entrenched institutions and economic interests that such campaigns only begin to challenge. The current legislative debates over "ultra-fast fashion" in the French Assemblée nationale (National Assembly), proposing a “bonus-malus” system and potential advertising bans, echo ADEME's messaging. The French government is paving the way, now it is the marketers' role to pick

up the torch. The new sustainable marketing message is not about buying green anymore, it is: "If you want to be sustainable, buy less." The political resolve held against industry pushback with this campaign, which could mark a significant step towards shifting consumption patterns and a sustainable future.

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Illustrations

Spot « le dévendeur et le polo »



Le spot de la campagne "Dévendeur" dédiée à l'habillement - Ademe

Spot « Le dévendeur et le lave-linge »



D'accord... J'ai pas compris.

Le dévendeur et le lave-linge

 ademe

37,8 k abonnés

S'abonner

1 k



Partager

Télécharger

Enregistrer

995 vues il y a 4 mois

Parce que les dévendeurs n'existent pas, posons-nous les bonnes questions avant d'acheter. Réparez plutôt que racheter sur epargnonahorsressources.gouv.fr...[Afficher plus](#)

120 commentaires

Trier par

Commentaires des utilisateurs de la plateforme Youtube :



Rechercher



@j.e.a.n il y a 4 mois

Je ne pensais pas dire cela un jour, mais pour une fois, je trouve que l'argent public est utilisé à bon escient avec ce spot, pour un message utile.



66



Répondre



@user-wt6pb6rc2b il y a 4 mois

Il faudrait finalement que ce métier de dévendeur existe. Ou plutôt que les conseiller-es-clients ne soient pas juste vendeurs mais aussi dévendeurs.



34



Répondre



@yacalouer il y a 4 mois

Bravo l'ADEME pour cette campagne 🌟 La location est une des solutions pour une consommation plus libre et responsable. Et pour louer, il y a Yacalouer 😊



11



Répondre



@lemniskate_ayd il y a 4 mois

Quelle audace de faire cette campagne ! Merci !



8



Répondre

Spot « le dévendeur et le smartphone »



Le dévendeur et le smartphone



ademe

21,8 k abonnés

S'abonner

805



Partager

Télécharger

Enregistrer

