



# How do we encourage collective action on climate change in France?

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# 1

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## Introduction

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# 2

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## Who is talking about climate change in France?

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# Introduction



1

# Background

France has experienced some tumultuous situations in the last few years. From the Yellow Vest movement in 2018 to the recent experiment in direct democracy, citizens are frustrated and disillusioned with the promise of reforms and the lack of change.

The recent move by the French government to **drop half the 150 proposals** by members of the Citizen's Convention for Climate Change caused disappointment among environmental civil society actors and the public at large.

This loss of trust in the French government's original promise to implement "unfiltered" legislative and regulatory proposals has turned into a **significant driver for collective action** in the environmental movement. This presents an opportunity to unite towards a common goal: **raising awareness on climate change and guiding individuals towards action.**

To help a large environmental civil society network in France with its campaign strategy to reach different audiences, **Quilt.AI** in partnership with **Comms Hub** has taken a deeper look at the French digital landscape on climate change issues, elections, the environment and emerging online discourse.

# Research questions

**Who are the different communities talking online on climate change, climate law, and more broadly about the environment in France?**

**Which channels do they use?** How much impact do they have? How does the agenda, tone and style vary on different media?

**What type of content and messages resonates with each audience segment?** What does that tell us in terms of segmentation, targeting and messages?

**What is the most engaging content online?** Are there patterns and learnings for content producers? By audience? Is there evergreen content that could be reused?

**What are our campaigning recommendations?**



# Methodology

The following data was collected for this analysis:

- 17,419 Twitter posts
- 500 Facebook posts
- 512 search keywords
- 17.2 million unique searches
- 60 social media accounts analysed for audience interests

Social media discourse and search results are categorised into three behavioural segments.

The first refers to an online audience that actively rejects climate change issues and knows little about them (“**Rejectors and Unaware**”).

The second audience is more aware of climate change and open to learning about it, but is unsure how to act on it (“**Aware but Unsure**”).

The third audience is already actively engaged in climate and environmental issues in France, but could be nudged to do even more (“**The Converted**”).

Quilt.AI has analysed what type of online content engages each of these audiences, and how these insights should be applied in a targeted way for a collective online campaign.

A background image showing a person's hands typing on a laptop keyboard, overlaid with a solid green filter. The text 'Who is talking about climate change in France?' is written in white on the left side. A large white number '2' is positioned on the right side.

Who is talking about  
climate change in  
France?

2

# Search and social media behaviour is categorised into these groups



## Phase 0 Rejectors and unaware

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Individuals who do not accept climate change and resent policies that “attack French culture”

Eg. “meatless school meals”, “nitrate fertiliser”



## Phase 1 Aware but unsure

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Individuals who are aware of climate change issues, but regard them as a political topic in which they do not want to be involved, or are unsure how to take action

Eg. “climate change hoax”, “global warming effects”



## Phase 2 The converted

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Individuals who are aware of climate change issues and are actively involved in advocacy initiatives

Eg. “gilets jaunes”, “150 citoyens de la CCC”

# Online Discourse – Key Theme Overview

## ● Phase 0: Rejectors and unaware

This audience denies climate change and fears that, in the long term, it is an attack on France's culture and economy. They point to meatless school lunches and the “negative” impact nitrates would have on food quality and the French economy.

### Don't attack French culture

Size of the discourse:  
**+24.6%**  
Female skew, 45-65

**What engages them:**  
Law, government and politics / Art and entertainment / Agriculture / Policies affecting farmers

### Fertilisers are Necessary

Size of the discourse:  
**+19.1%**  
Male skew, 18-25

**What engages them:**  
Business and industry / Family and parenting / Agriculture / Policies affecting farmers

## ● Phase 1: Aware but unsure

This audience is more aware of climate change issues than members of Group O. However, they either mock it as a purely political agenda OR want to learn more about climate change issues and policies, but are unsure how to “do their part.”

### Political Cynics

Size of the discourse:  
**+32.8%**  
Male skew, 45-65

**What engages them:**  
Law, government and politics / Business and industry / Very sceptical of politicians / Use humour to mock climate activism

### Active Learners

Size of the discourse:  
**+78.1%**  
Female, 18-25

**What engages them:**  
Health and fitness / Science / Somewhat sceptical of politicians / Use humour to mock climate activism

## ● Phase 2: The converted

This audience is already aware and action-oriented. The first segment is active advocates on a cross-section of issues, not just climate change. The second is actively trying to overcome the disillusionment created by the French government's failure to take the 150 citizen proposals seriously.

### Action-Oriented Advocates

Size of the discourse:  
**+48.4%**  
Female skew, 26-65

**What engages them:**  
Law, government and politics / business and industry / Art and entertainment / Content related to political activism and demonstrations

### Bridging the Political Gap

Size of the discourse:  
**+93.5%**  
Male skew, 18-25  
Female skew, 45-65

**What engages them:**  
Art and entertainment / Science / Content related to political activism and demonstrations

# Rejectors and unaware

1. Who are they?
2. Demographics
3. Social media discourse
4. What are they searching for?
5. What content do they engage with?
6. Their interests
7. Key insights



## 1. Who are they?

This group believes that climate change is not their problem to solve. They think the government and other concerned citizens can tackle it.

In social conversation, they often regard climate change as an **“attack” on French culture**. This has recently been amplified by the introduction of meatless school lunches in some parts of France. The second discourse focuses on a potential **ban on nitrate fertilisers** and the negative impact they believe it would have on the French economy.

These online discussions are mirrored in search behaviour, showing rising interest in terms associated with **climate change scepticism**.

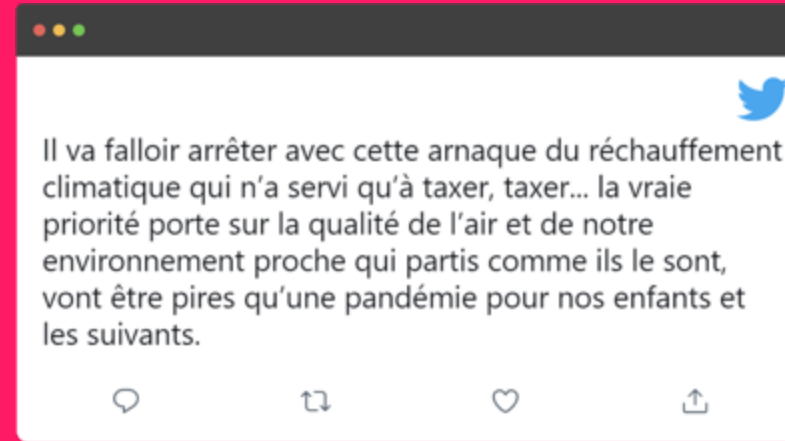
Challenging these ideas means showing people how climate change will impact their own lives and needs at a very personal level.

Compared to other behaviour segments, online discourse in this category grows more slowly.

## 1. Who are they?

### ↳ Behaviour

- Removed from conversations on climate change
- Worry that any policy change on climate will erode French culture
- Uninformed about the extent of climate change and its dangers
- Tend to be apathetic and unconcerned about the climate.



We've got to see through this global warming scam which has just meant higher taxes... the real priority is air quality and looking after the places we live in - left as it is, it will be worse than a pandemic for our children and grandchildren.



The problem isn't the climate, mate, it's the risks of nuclear.

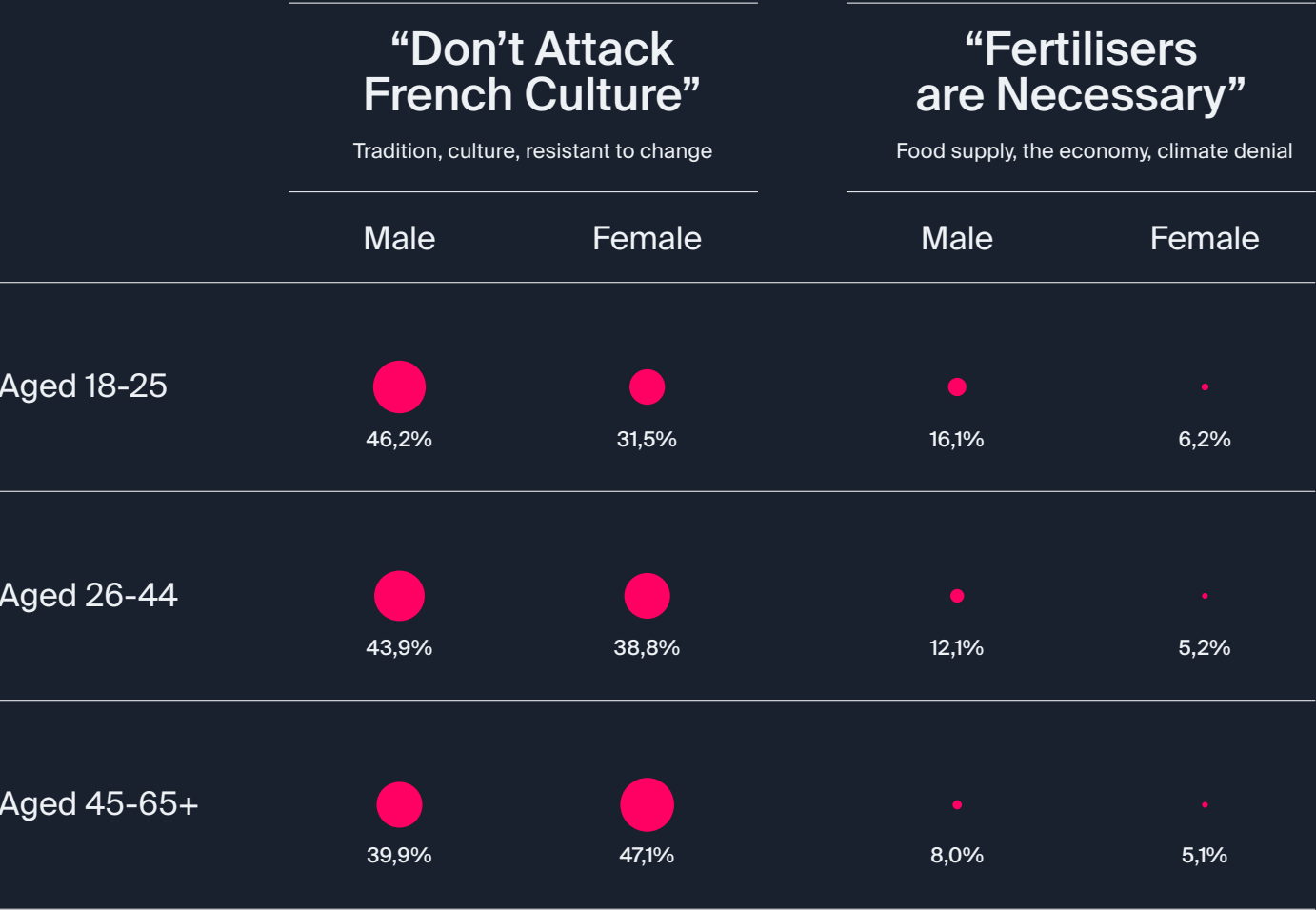


Climate change? I wasn't ready for it - still got a fan in my bedroom!

2. Demographics

↳ Overview and size of segments

- 1. Segment sizing is derived using mutually exclusive, collectively exhaustive interest proxies on Facebook Ads.
- 2. Each demographic row adds up to 100%.



### 3. Social media discourse

## ↳ “Don’t attack French culture”

*Twitter, Female skew, 45-65 age range*

People are angry at what they see as attempts to infringe on French culture and tradition. They are not willing to change the status quo when it works for them.

Proposals to introduce **meatless lunches in schools** have prompted protests about children’s health. We see posts claiming that children need meat to grow up healthy. Others see it as a direct attack by the **vegan lobby**.

Some talk about more important areas to focus on, such as the quality of school meals and/or ensuring all children have access to them. Finally, some are directly talking about “les Verts” (the Green Party), whom they feel are imposing **“green fundamentalism”** on the country.



You can see it at election time... if they were elected, it would be candles, vegetables, banning Christmas and competitive sports ... there are limits to Green fundamentalism: there’s an intelligent balance to be found between extreme Greens and anti-Greens



The environmentalists could have demanded organic meat rather than banning it, which shows their state of mind



Being vegan is a personal choice, they don't have to impose it on other people and even less on our kids ....

### 3. Social media discourse

#### ↳ “Fertilisers are necessary”

*Twitter, Male skew, 18-25 age range*

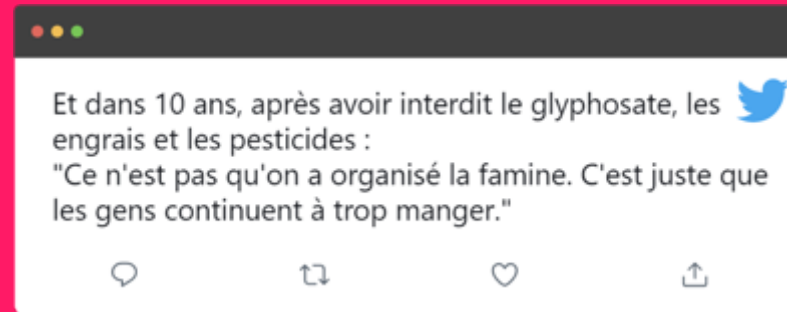
Another discourse emerging in France’s climate narrative is the controversy surrounding suggested bans on nitrate fertilisers.

This segment thinks banning these fertilisers will put **food supplies at risk**, and believes the true impact of such a ban has not been thought through. Their focus is on food and the economy: they do not think that climate concerns should outweigh the benefits of, or need for, fertilisers.

This desire to maintain the status quo runs alongside the assumption that this is all part of “**climate hysteria**”, conflating a fertiliser ban with “vegan beliefs.”



We know organic farming impoverishes the soil. Banning nitrogen- based fertiliser would lead to famines and would be a crime against humanity.



And in 10 years, after they've banned glyphosate, fertilisers and pesticides, they'll say: "We didn't mean to start a famine. It's just that people keep overeating."



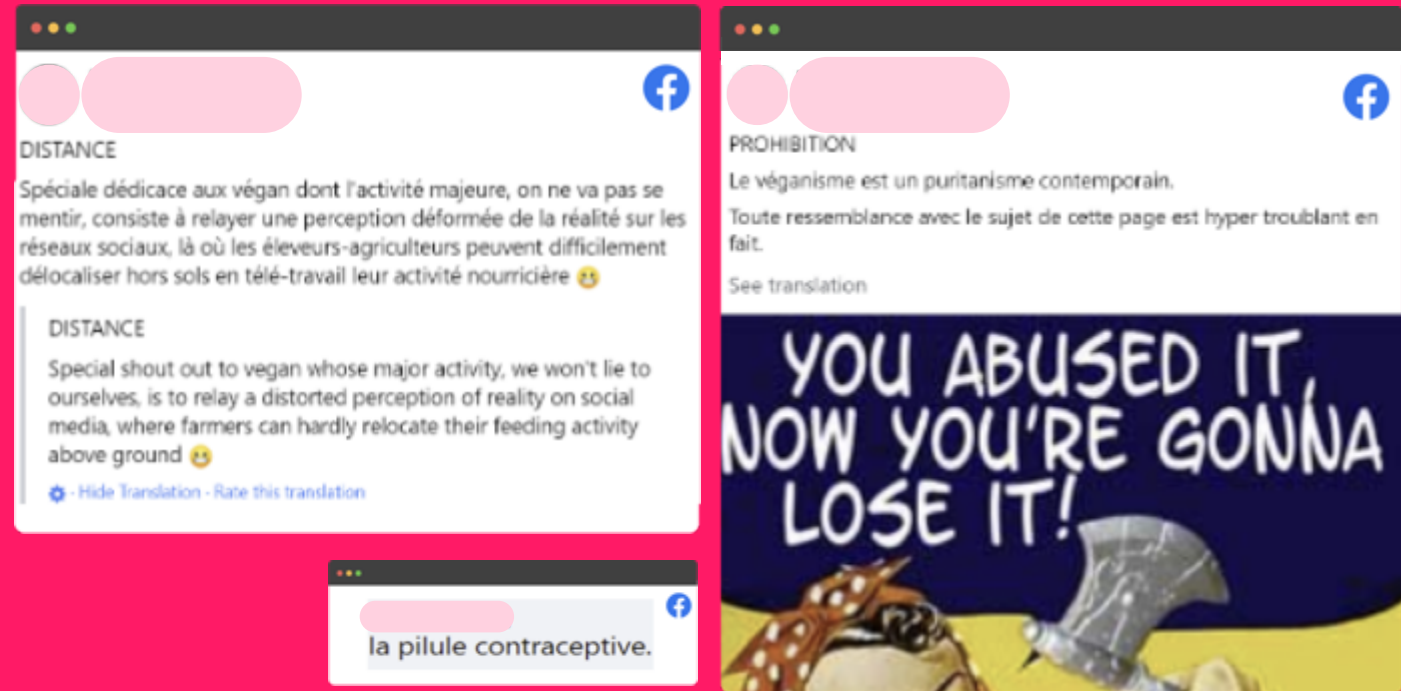
Between the vegans who swear by plant-based production and the hysterics who want to ban nitrogen fertilisers, they'll all starve and so much the better!  
#morons

### 3. Social media discourse

#### ↳ How does this discourse differ on Facebook

There were similarities to Twitter discourse on **“protecting” French culture** – either in the form of pages rejecting **veganism** and **vegetarianism**, or as links to Twitter threads on topics such as **meatless school lunches**.

However, members of a discussion group may feel more confident in sharing ideas in a group – and this happened on Facebook, where some claimed the discourse on veganism/vegetarianism and climate change is a distraction and the **“truth”** is that **overpopulation is the main driver for climate change**. Other suggestions are rejected.



#### 4. What are they searching for?

### ↳ Searches show rising interest in climate change fraud

**Searches for the existence and evidence of climate change grew by 22%.** Searches for keywords such as “proof of global warming” and “climate change fraud” increased by 525% and 200% respectively.

**Climate scepticism is on the rise.** The French are searching for this topic, as the growth in the volume of keywords such as “climate scepticism” (91%) and “climate change sceptics” (89%) shows.

**Climate change is not an emergency or crisis.** Given the indifference and disinterest towards the issue, there is a decrease in searches for “climate hysteria” (-33%) and “climate alarmism” (-16%).



Overall searches for Phase 0 keywords display a growing trend from April 2020 to March 2021. The average search volume for the 1-year period is 8,500 searches.

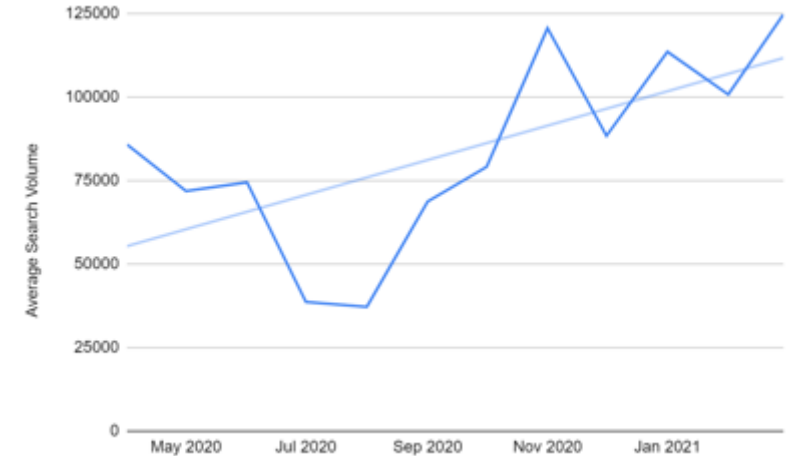
#### 4. What are they searching for?

↳ Both “Nitrate fertiliser” and “school meals” follow current debates

**General searches about climate change, climate law and environment grew by 66%.** Specifically, searches related to farming (such as “nitrate fertiliser” (150%)) and transport (like “polluting cars” (142%)) are driving this trend.

**Searches referring to climate change as a conspiracy or scam are up.** There is an increase in search keywords such as “man made global warming hoax” (100%) and “conspiracy theory climate change” (100%).

**Key climate issues such as corporate visibility, less meat consumption and fossil fuels remain of interest to the French.** Topics such as “greenwashing” (87%), “school meals” (80%) and “fossil fuels” (78%) increased within the 1-year period.



Searches for Phase 1 keywords indicate an increasing trend for April 2020 to March 2021. The average search volume for the 1-year period is 83,686 searches.

## 5. What content do they engage with?

Searches for these keywords lead to evidence-based reports on climate change, some trying to “convince” climate sceptics, others focusing on corporate cases about “climate fraud.” Other results direct this segment to scientific content (e.g. the IPCC report). This suggests that individuals are **trying to learn more about climate change** denial and scepticism.

global warming sceptics

nitrate fertiliser

global warming denial

fossil fuels

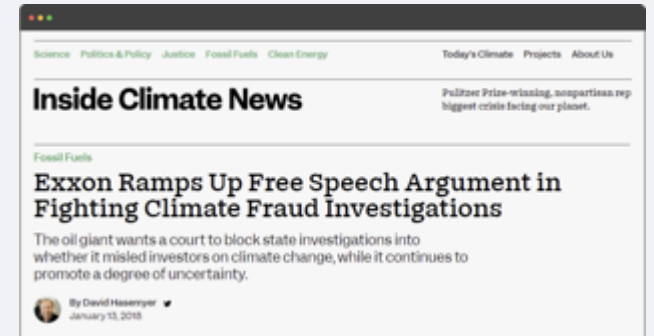
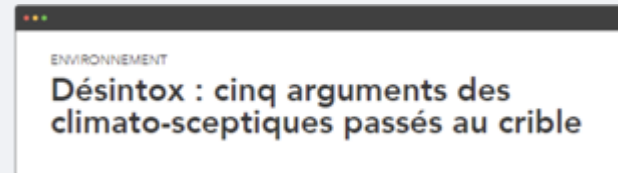
polluting cars

climate change scam

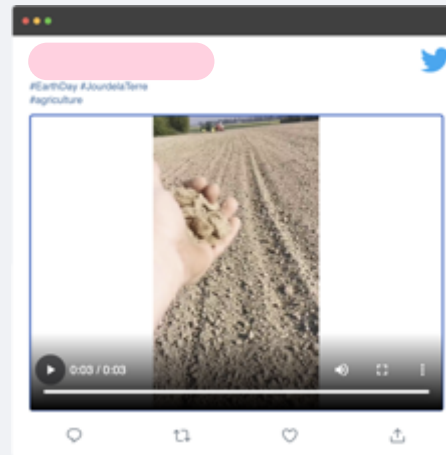
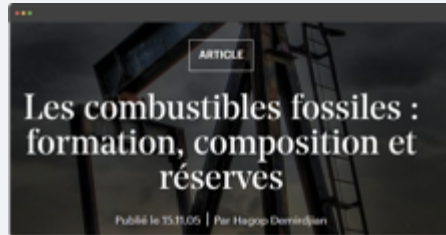
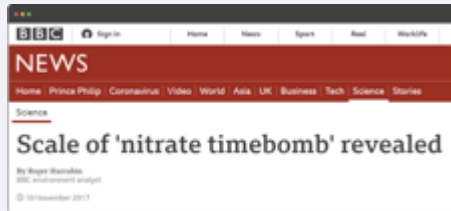
proof of global warming

global warming conspiracy

climate change fraud



## 5. What content do they engage with?



## 5. What content do they engage with?

### ↳ Content read by this segment

**Agriculture-related content**, with major corporations like SOBAC (a fertiliser development company) promoting more eco-friendly chemical fertilisers as an agricultural solution in the fight for global warming. The tone/content used is often evidence-based with direct references to facts and figures as well as experiments.

**Scepticism directly touching on farming**, such as the target of serving 100% organic and 50% local food in school canteens.

**News pages such as Les Éclaireuses Bien-Être**, which contain some articles on climate change. There is direct interest in National Geographic and Greenpeace France, indicating some concern about factors relating to climate change.

Non-agricultural and non-climate related interests, including **Alpine and Spanish tourism**, **popular car brands** including Volkswagen and Peugeot, **food and home shopping** such as Action and Stokomani, and **skincare brands** such as Bioderma.



## 6. Their interests

### ↳ “Don’t attack French culture”: what are their other interests?

#### Law, government and politics (+2.5%)

This segment is interested in current political events. This is evident from their high participation in discussions about meatless school lunches, and Facebook groups on controversial political topics, such as reproductive rights and veganism.

#### Arts and entertainment (+2.2%)

There is also a higher than average interest in the arts and entertainment related to popular culture.

#### Science (-1.1%)

There is slightly less interest in scientific research related content.

#### Business and industry (-4.8%)

This segment has less affinity for content related to French business and industry.



The grey blocks reflect the interests of this segment, while the blue line shows the average interest in these areas among the general population.

## 6. Their interests

### ↳ “Fertilisers are necessary”: what are their other interests?

#### Business and industry (+7.8%)

This segment has a higher than average interest in business and industry, evidenced by their close monitoring of agricultural and farming products, including fertilisers.

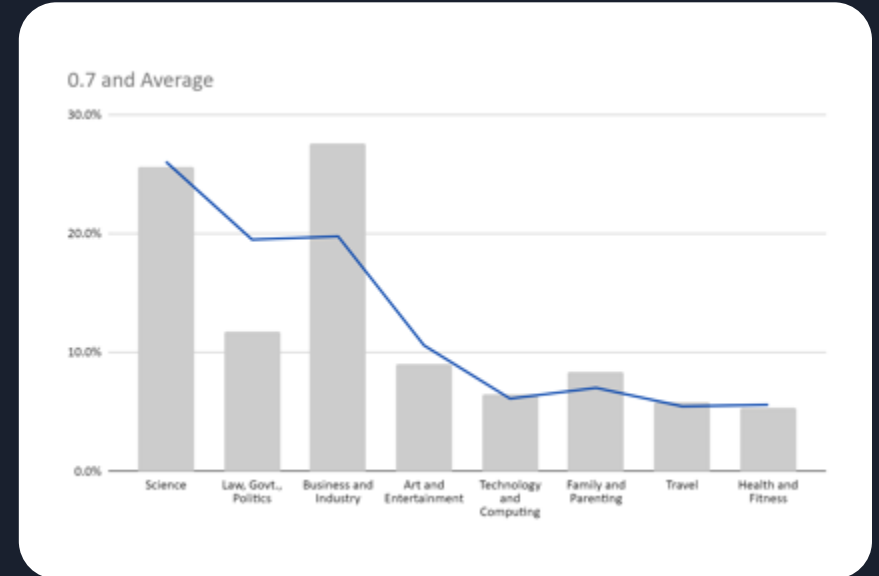
#### Family and parenting (+1.4%)

Compared to the general population, this segment cares more about their family unit.

#### Arts and entertainment (-1.6%)

Arts, entertainment and politics are of less interest to this segment. Externally, their focus remains on industry and corporate developments; internally, their focus on the home and family.

#### Law, government and politics (-7.8%)



The grey blocks reflect the interests of this segment, while the blue line shows the average interest in these areas among the general population.

## 7. Key insights

Neither audience segment in this behaviour cluster believe that climate change is a serious problem. They either feel it “attacks” the cultural beliefs they hold dear, or they are worried about its economic impact on their livelihoods, in the case of fertilisers and farming.

Action on related issues such as **changes to school meals, deforestation, electric cars, biofuels and fertiliser usage** is deemed unnecessary and impractical.

Given the lack of concern for climate change and related issues, **there is a need to convey that it is real, and occurring at a hyperlocal level.** The French continue to seek out information about climate change scepticism. This is an opportunity to push **narratives that emphasise the benefits of taking action**, such as the adoption of biofuels, the usage of electric cars and the benefits of less meat consumption.

Communications and engagement can focus on highlighting **concrete accounts that will not only prompt individuals to seek further information, but make them aware** that the issue is urgent and directly impacts people close to them.

# Aware but unsure

1. Who are they?
2. Demographic overview
3. Social media discourse
4. What are they searching for?
5. What content do they engage with?
6. Their interests
7. Key insights

B

## 1. Who are they?

This behavioural segment contains two groups.

**The first** firmly believes that climate change is an **exaggerated** (but not necessarily invented) threat that is being used for political leverage. They see the drive to 'stop' climate change as a **way to win votes** that needlessly affects their life and French culture. Challenging the ideas of this segment means helping them realise that change is not always a political agenda, but can be motivated by the common good.

**The second** group within this segment is open to learning about climate change, and more exploratory in their search for information. They fully believe in climate change, but want to find out what it means and how it will affect their lives. They are **looking for information**, for ways to **fully understand the scale** of an issue, and for terms they do not yet grasp. They are curious, and looking for trusted sources of information. To help this group get involved, it is important to help them find places where they can easily access reliable information about climate change.

## 1. Who are they?

### ↳ Behaviour

#### The first group

- Anger or mockery, directed at people and ideas.
- Very active on threads about climate change, especially more local initiatives.
- Linking politics and climate change together.

#### The second group

- Curiosity and a willingness to ask and get involved in debates.
- They will be asking for information and help finding it.
- Open to discussing topics.

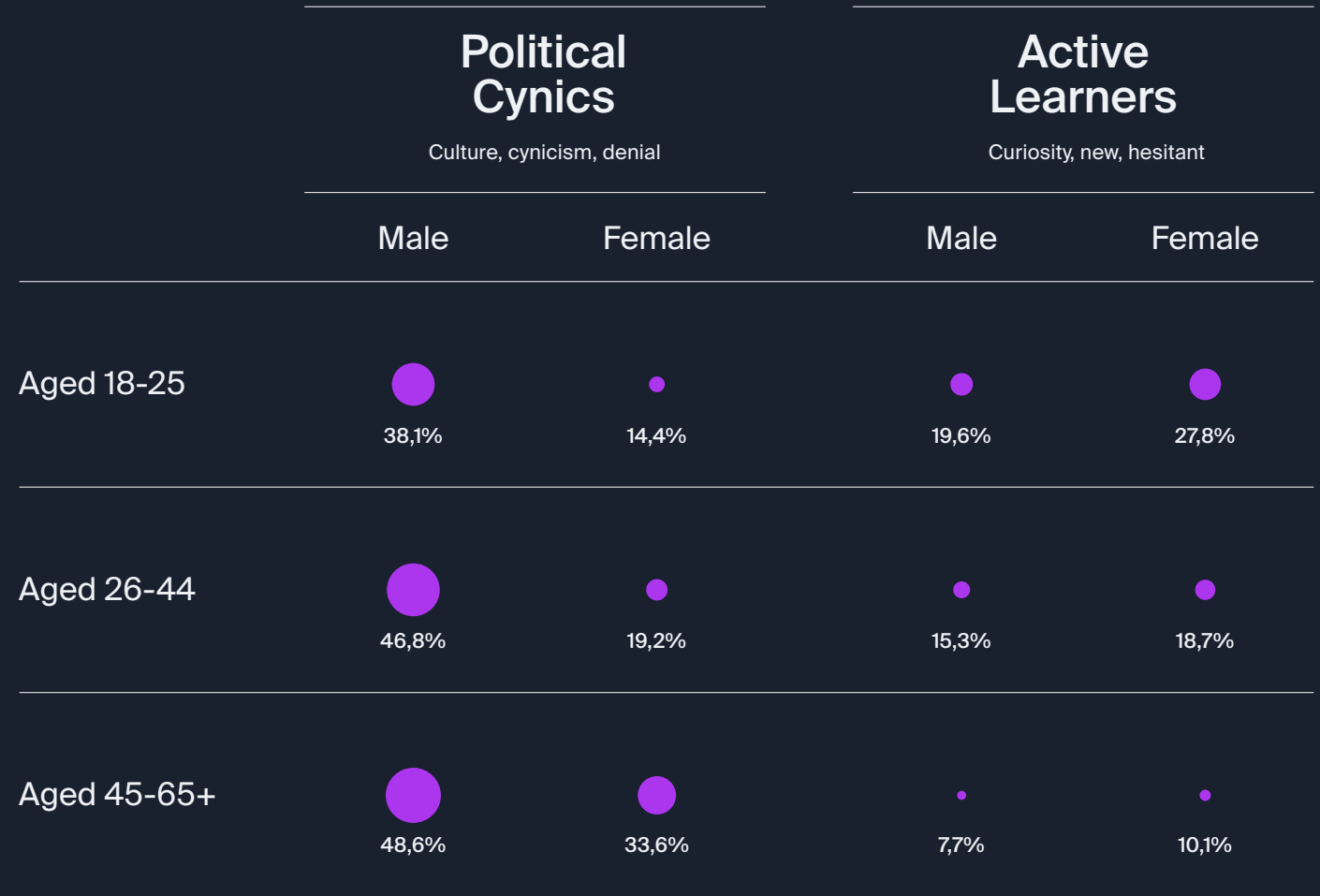


Aware but unsure

## 2. Demographics

### ↳ Overview and size of segments

1. Segment sizing is derived using mutually exclusive, collectively exhaustive interest proxies on Facebook Ads.
2. Each demographic row adds up to 100%.



### 3. Social media discourse

#### ↳ Political Cynics

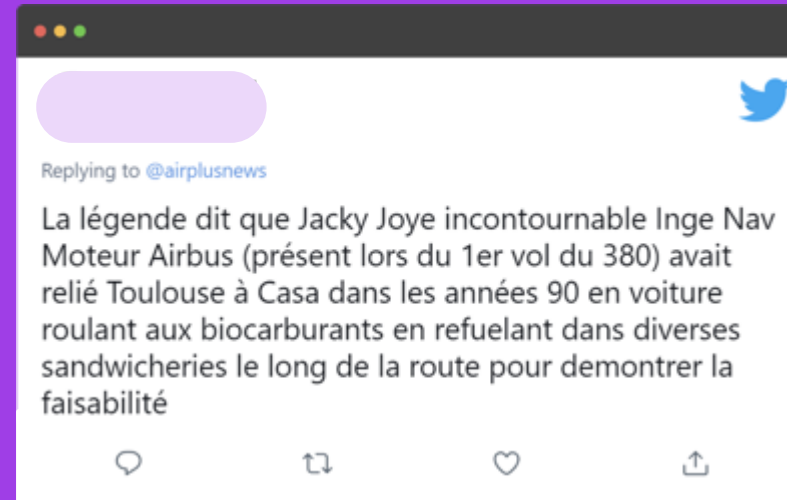
##### *Male skew, 45-65 age range*

This group is aware of climate issues, but strongly believes they are tied to political and vested interests. This audience segment actively mocks and **discredits climate change efforts**, whether they are rooted in scientific fact or not.

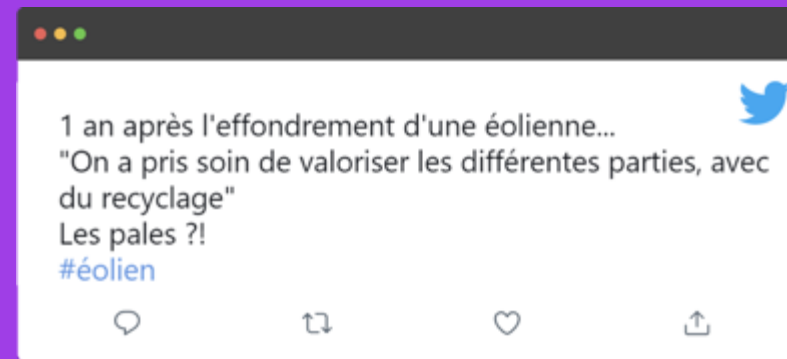
Examples include snide remarks about developing alternative energy sources such as food waste for biofuel, or amplifying the discussion of setbacks, such as the **wind turbine collapse in Vendée**, western France.<sup>1</sup>

Any news of an initiative going wrong is seized on as a way to mock and discredit the reliability and efficiency of new, greener developments.

1. "Wind turbine blown down... by the wind in western France" The Local, 2 January, 2018, Link.



The legend goes that the famous pilot Jacky Joye (who was on the 1st flight of the A380) travelled from Toulouse to Casa in the 90s in a car that ran on biofuels, by refuelling at various sandwich shops along the way to prove it could be done



1 year after a wind turbine collapsed ...  
"We took care to make the parts as sustainable as possible, with recycling" The blades ?!  
#windpower

### 3. Social media discourse

## ↳ Active Learners

#### *Female skew, 18-25 age range*

Within the “Aware but Unsure” category, we identified a segment that is actively looking to learn about climate change. These individuals are **aware** of related topics and want to know how they can play their part, but are unsure or unaware of how to do it.

There is considerable interest in:

- Learning about the various debates related to climate change
- The government, civil society and community response
- + information about ways of enacting change

This segment is also **aware of protests**, and supports their aims, but **does not yet take part in them**.



Nuclear is not a clean form of energy. And it's dangerous to say otherwise. On the other hand, there's still no viable alternative. There you have it.



We can multiply this estimate by 10 by developing household solar energy using 300 days of sunshine and selling electricity.



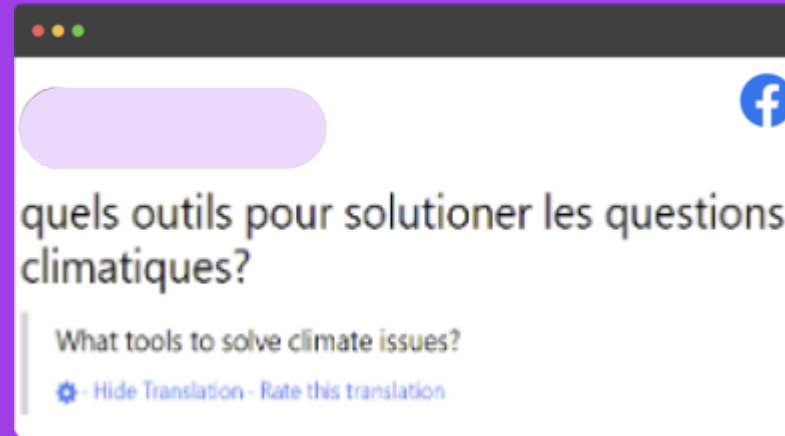
Well, that's nice. So he can charge for free at his workplace. What a fantastic saving! Even with the credit it turns up in our costs

### 3. Social media discourse

#### ↳ How does this discourse differ on Facebook

The discourse of **Political Cynics** on Facebook exhibits the same mockery and denial as seen on Twitter. Much of the discussion revolves around stereotypes of political and ethical activists, including **anti-veganism** and anti-vegetarianism related comments.

**Active Learners**, however, are asking a range of questions, some delving into the specific tools to use to tackle climate change. They want to be **part of a community** that guides them towards climate action. However, until they commit to taking action, both Twitter and Facebook serve as platforms for **additional information and discussion**.



What tools can we use to solve climate change?



The Myth hasn't finished its lessons in organic chemistry and this PROVES IT OVER AND OVER AGAIN 😏

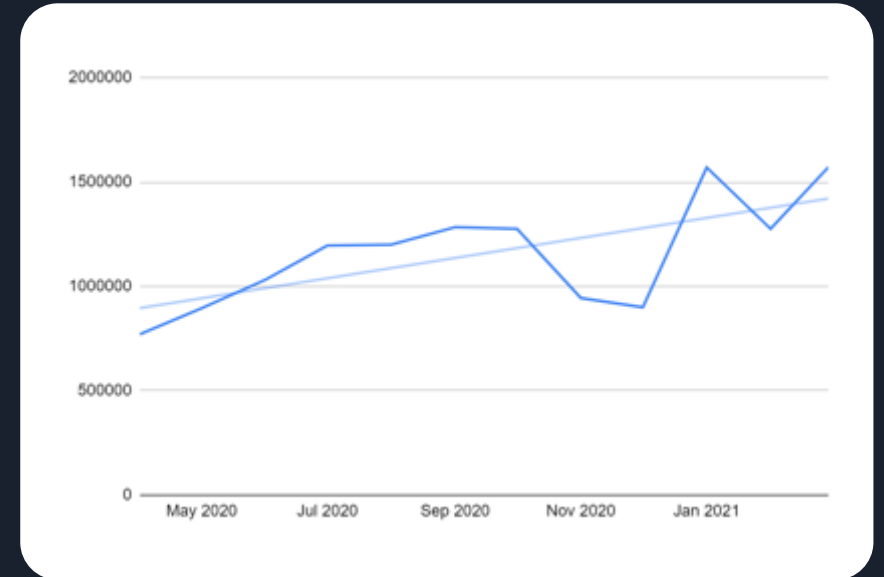
#### 4. What are they searching for?

### ↳ Searches show rising interest in climate impact

The **carbon cycle** and the effects of carbon dioxide on the climate are becoming a specific area of interest. Interest in the “carbon cycle” has grown 155% in the last year, as people seek to understand the mechanisms of climate change.

People are looking for information from trusted sources about the causes and consequences of climate change. Phrases like “consequences of climate change” grew 223% and “article about global warming” grew 231% in the last year as the French try to find out more.

There has been a huge spike in people trying to learn about **climate inaction**. Searches for “climate inaction” increased 1107%, with people searching for answers about why people ignore these issues or fail to act on them.



Searches for Phase 2 keywords indicate an overall increase in searches, but a sharp fall in September. The average search volume for the 1-year period is 1,159,605 searches.

## 5. What content do they engage with?

The top search keywords lead to pages that describe the results of inaction on climate change and the need for action. Individuals are also exposed to information and content that outline the different effects of climate change. This suggests that they are aware of the problem and are seeking ways to mitigate its effects.

causes of global warming

climate inaction

article about global warming

consequences of climate change

causes of climate change

### 22 Devastating Effects Of Climate Change

Leslie Baehr Jun 12, 2014, 4:04 AM

#### VIEWPOINT

### Modern Global Climate Change

Thomas R. Karl<sup>1</sup>, Kevin E. Trenberth<sup>2</sup>

+ See all authors and affiliations

Science 05 Dec 2003:  
Vol. 302, Issue 5651, pp. 1719-1723  
DOI: 10.1126/science.1090228



### Perception of climate change

Confusion about the causes of climate change and climate skepticism among a minority, but persistent

In all countries, **climate change has already had very concrete effects**, already observed in the interviewees' region (78%), notably in the Southern countries: South America (91%), the Middle East, Africa (82%) and Asia (84%). The most feared risk is by far **the increase in extreme climate events** (61%), the most visible "expression" of climate change ahead of pollution and desertification. Note that the development of infectious diseases has leaped forward by 12 points and now ranks 5th among climate-change-related risks. This awareness linked to Covid is sharpest in Asia, but not in the countries counting the most deaths per inhabitant (Belgium, USA, Brazil...).

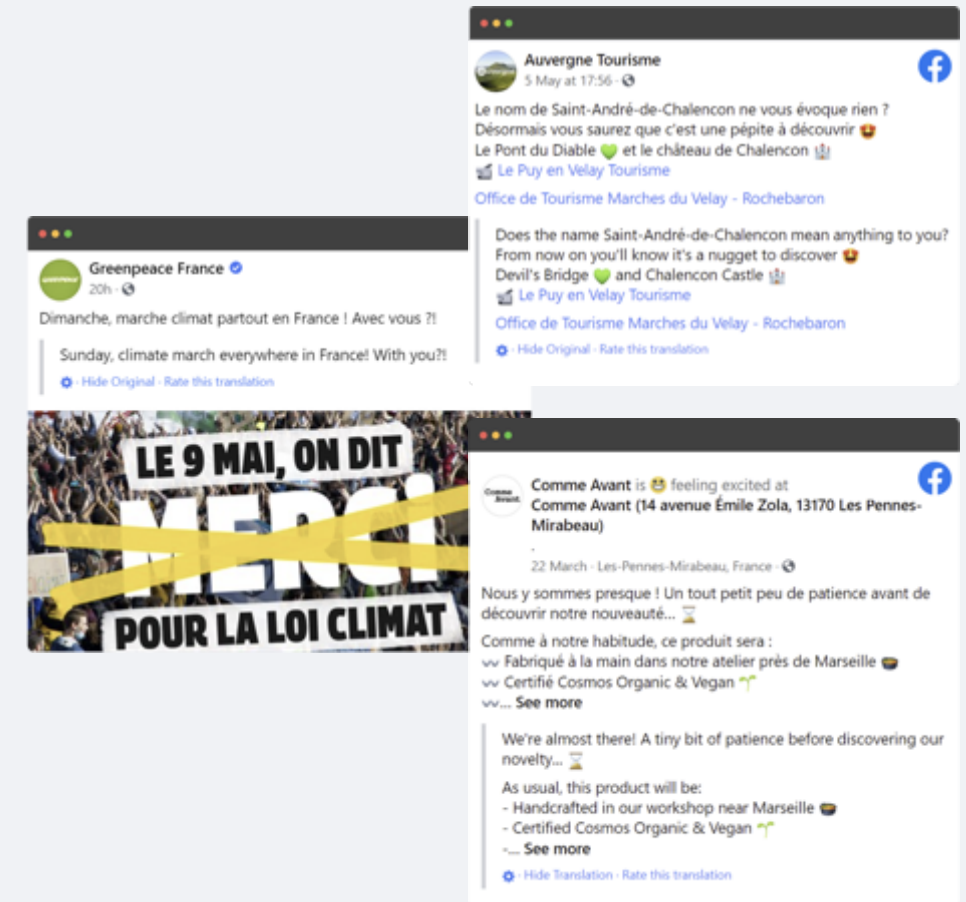
## 5. What content do they engage with?



## 5. What content do they engage with?

### ↳ Content read by this segment

1. **Ongoing scepticism about politicians and the government**, as well as their policies around climate change. Some believe that environmental activists and ecologists are “frauds”.
2. **Posts mocking popular climate activists such as Greta Thunberg** and condemning government figures such as Emmanuel Macron and Annick Girardin. The tone of these posts is aggressive and accusatory, but also uses humour such as memes and gifs to communicate their disbelief.
3. **As active learners**, this segment looks at **all sources of information**, ranging from content about right-wing politicians such as Marine Le Pen, but also activist climate organisations like the NGO Greenpeace.
4. Non-climate and non-politics related interests include **French food, culture and tourism**. Specific FB pages include Reflets de France and Auvergne-Rhône-Alpes Tourisme.
5. There is more interest in and openness towards **eco-friendly retail brands**, such as Comme Avant.



## 6. Their interests

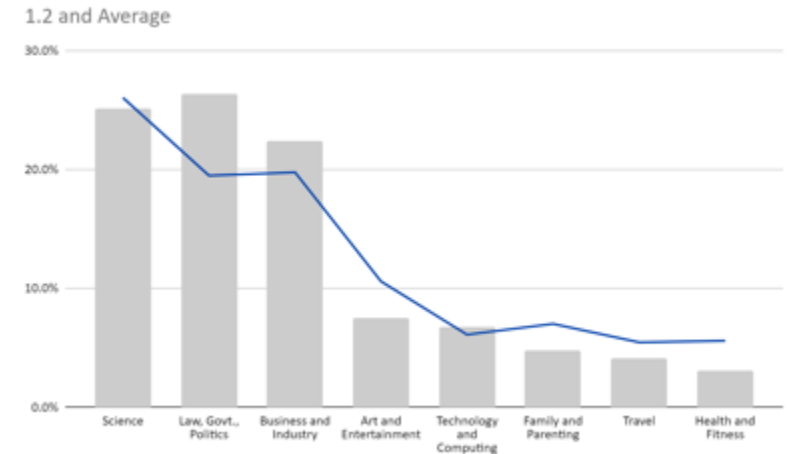
### ↳ Political Cynics: what are their other interests?

**Law, government and politics (+6.9%) Business and industry (+2.6%)**

Compared to the general population, this segment is more interested in politics and business developments. Based on their cynicism towards politicians, this is unsurprising.

**Health and fitness (-2.6%) Art and entertainment (-3.1%)**

They have less interest in health and fitness or popular culture. The majority of information they consume and engage with concerns political developments.



The grey blocks reflect the interests of this segment, while the blue line shows the average interest in these areas among the general population.

## 6. Their interests

### ↳ Active Learners: what are their other interests?

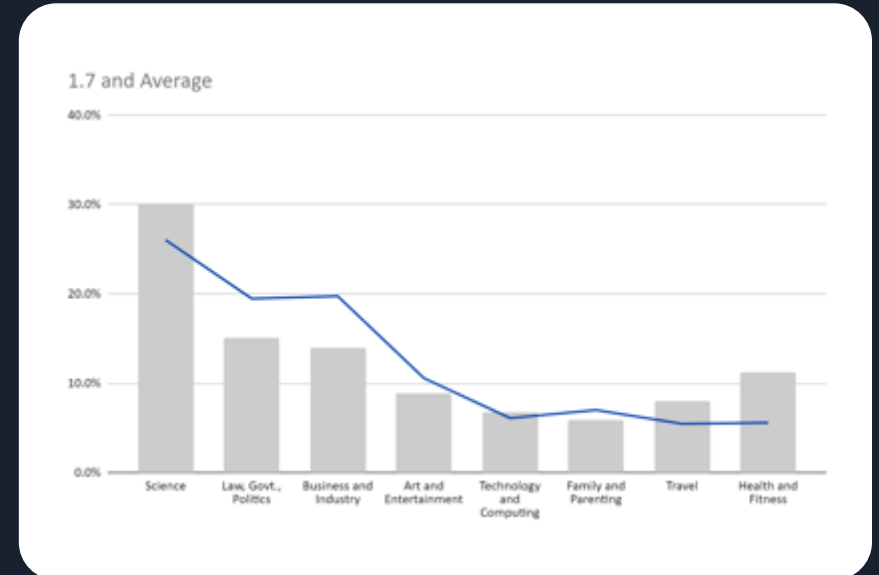
#### Health and fitness (+5.6%) Science (+4.1%)

Actively interested in health, fitness and science, this segment naturally wants to learn more about climate change related issues. Already aware of scientific research and healthy dietary habits, they are open to more information and collective action.

#### Law, government and politics (-4.3%)

#### Business and industry (-5.8%)

Unlike Political Cynics, Active Learners are not interested in politics, business or industry-related topics associated with climate change. Their motivation is to gain more knowledge about tools and specific ways to address the dilemma of climate change.



The grey blocks reflect the interests of this segment, while the blue line shows the average interest in these areas among the general population.

## 7. Key insights

The communications and nudge strategy for these middle segments are quite different. Both are aware yet unsure, but for different reasons.

**Political Cynics** are aware of political developments related to climate change, but don't buy the "agenda-driven" approach. Amplifying **mockery of other political issues** can strengthen their buy-in, as well as emphasising action-oriented and citizen-driven (rather than policy driven) outcomes for climate change in France. Alternatively, their interest in business and industry can be linked to issues of sustainability and the collective good. Messaging can also emphasise the dangers and risks of inaction on climate change issues, especially in relation to emissions.

**Active Learners** are not only aware of climate change issues, but also actively show their desire to learn more, understand how to build solutions and find paths for collective action. It is important to direct them to legitimate sources of information during the campaign, and make them aware of online discussion groups and a **"toolkit"** of what they can do as an individuals - ranging from participating in protests to peer influence.

# The Converted

1. Who are they?
2. Demographic overview
3. Social media discourse
4. What are they searching for?
5. What content do they engage with?
6. Their interests
7. Key insights



## 1. Who are they?

As in the other behavioural segment, we have identified two groups.

**The first** is involved in the debate, and campaigns for climate change initiatives. They **actively organise and attend protests, online campaigns and local initiatives**, although the focus may move towards national change as they join a range of collective advocacy activities. This segment is already involved, but want access to new information and updates on what they should focus on.

**The second** group is also aware and action-oriented, but is weary of government and organisations that have failed to live up to their promises. They know the importance of their fight, but also the realities and frustrations of trying to achieve change. In particular, they are **disappointed by Macron and the promises he made about the Citizens' Climate Convention**. This segment is heavily involved, but it is important they do not lose hope with the slow pace of change.

### 1. Who are they?

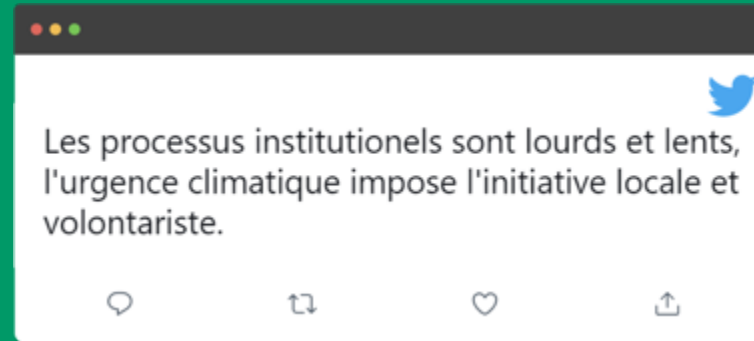
#### ↳ Behaviour

##### The first group

- Motivated and passionate about their cause.
- Sharing ways for people to get involved.
- Openly sharing their actions and success.

##### The second group

- They share information about both the causes of climate change and how people have acted. They do not avoid talking about the obstacles.
- They share ways to keep pushing for change even when people are slow to enact it.



What tools can we use to solve climate change?



Further proof that our democracies clearly can't address "non-urgent essentials".

A truly fascinating exchange on the alarming consequences of climate change, now very real in the West.

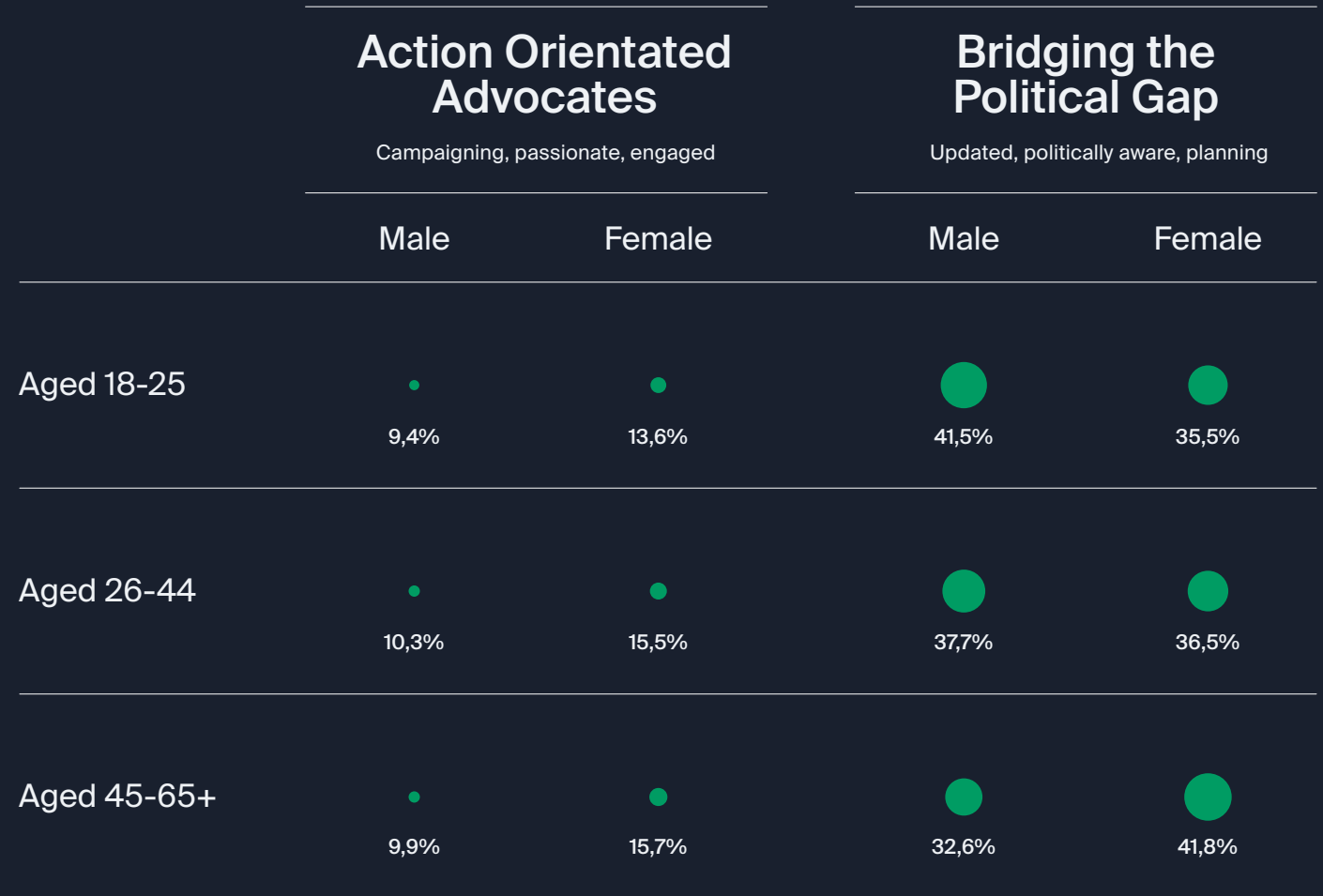


Institutional processes are weighty and slow, the climate emergency demands local and proactive initiatives.

## 2. Demographics

### ↳ Overview and size of segments

1. Segment sizing is derived using mutually exclusive, collectively exhaustive interest proxies on Facebook Ads.
2. Each demographic row adds up to 100%.



### 3. Social media discourse

## ↳ Action Oriented Advocates

*Female skew, 26-65 age range*

Action Oriented Advocates are already campaigning for change. They **attend climate protests** and **contact politicians**, openly discussing government wins and failures, as well as the public's lack of commitment to climate action.

They organise and promote protests like the **Yellow Vest movement** or **Century March**, and their main aim is to enact both policy and societal change.

They also start smaller, local movements to tackle issues close to their community, such as making **organic food more accessible** to communities from lower socioeconomic backgrounds. The positive impact of their local initiatives should be showcased in the nudge communication for other, less aware and active segments.



Is the Yellow Vest movement dead?

No, dead but alive!



For more environmentally friendly food. Aim has been more than fulfilled with 47% of the products served in our canteens sourced sustainably: local products, red label, IGP, PDO, and from organic farms.

### 3. Social media discourse

## ↳ Bridging the political gap

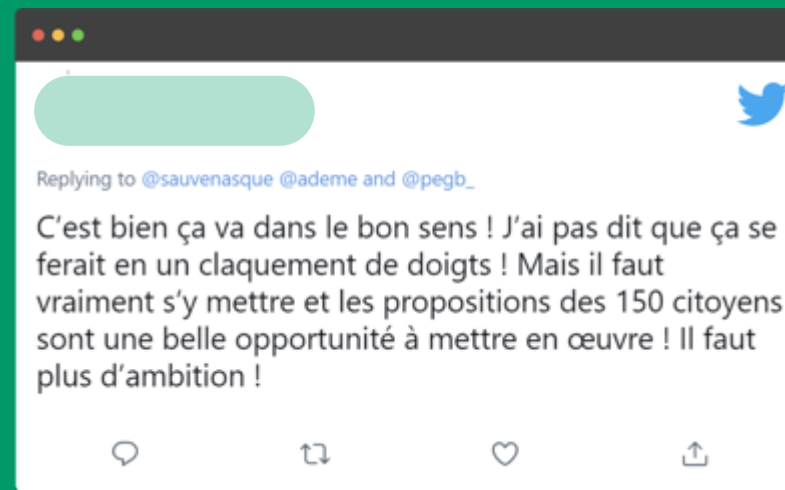
*Male skew 18-25 age / Female skew, 45-65 age*

This segment is the most active when it comes to **informing others**, and aims to bridge the gap created by the government's inaction. They help to spread accurate information, and generate ideas specifically for policy change.

The **government's failure to enact the '150 proposals'** drives and frames some of their actions. The CCC came from the Gilets Jaunes movement. Initially disappointed by government inaction, this segment is also persistent in **ensuring climate change remains at the top of the political agenda**. This is another key segment that can be used to influence groups in the "aware but unsure" behaviour cluster, emphasising that policy change is a long road, with both success and failures, but it is important not to give up.



Bravo for this meticulous work which clearly shows that a law is a construct, a model. And for this titanic work, they told 150 citizens that they were counting on them, and they believed it. The deception, let's even say insult, looks cruder and cruder. Sadness



It's going in the right direction! I didn't say it would be done in the blink of an eye! But we really have to get started and the 150 citizens' proposals are a great opportunity to get the work underway! We need more ambition!

### 3. Social media discourse

#### ↳ How does this discourse differ on Facebook

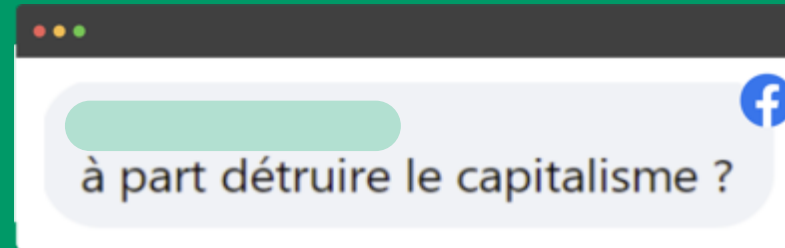
On Facebook, there is a lot more targeted group interaction, efforts to give advice, and information on how to make small changes in an organised and strategic manner.

There is a minority joking about ways to stop climate change, with a **dislike of capitalism** frequently mentioned in their comments. They regard capitalism as the root cause of the lack of change.

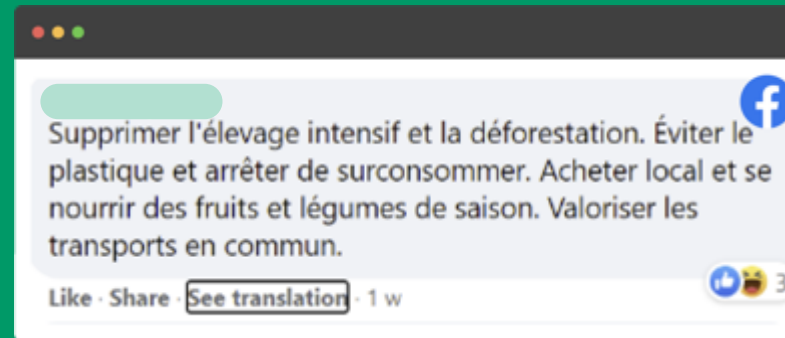
Finally, the same **anger (due to government inaction) and activism** is present in discussions, as it is on Twitter. People are directing their anger at the lack of political reform, and engaging with posts about local and international action.



To move forward in ecology, you need to change presidents



Besides destroying capitalism?



Ban intensive farming and deforestation. Avoid plastic and stop over-consumption. Buy local and eat seasonal fruits and vegetables. Use public transport.

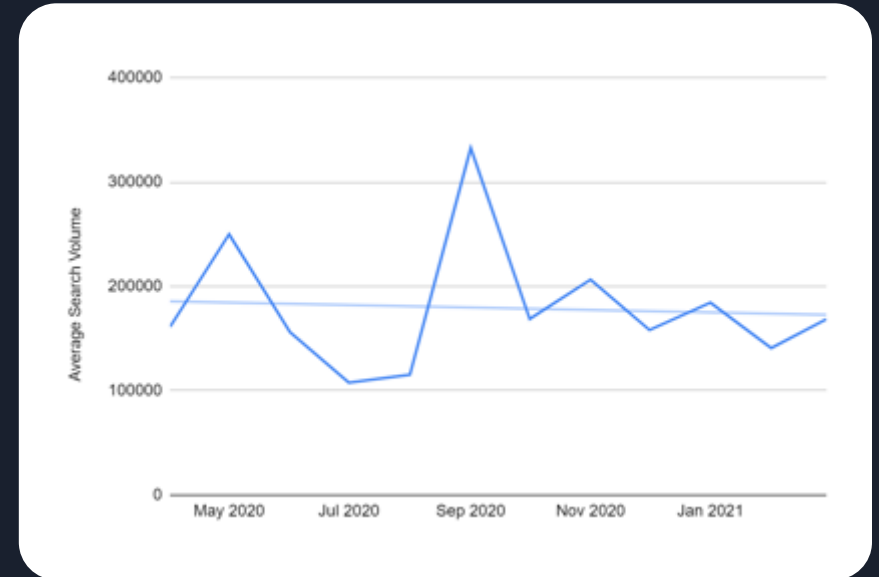
#### 4. What are they searching for?

### ↳ Searches show interest in protests and policy change

**Interest in climate law and protests are driving the direction of Phase 2.** Individuals are keen to know more about “paris climate accord” (484%) and “youth strike 4 climate” (300%).

**Interest in net zero carbon, renewable energy and progress of climate negotiations.** There is an increase in searches for “net zero carbon emissions” (100%) as well as “climate negotiations” (100%), “clean energy” (92%), “renewable energy” (77%) and “carbon tax” (78%).

**Movements are losing their appeal.** Searches for “gilets jaunes” (-47%), and “extinction rebellion protest” (42%) are declining.



Overall searches for Phase 2 keywords indicate a downward trend from April 2020 to March 2021. The average search volume for the 1-year period is 179,217 searches.

### 5. What content do they engage with?

Results of the top search keywords include pages from the French government, European Commission, and international organisations that detail the implementation of the Paris Agreement. In addition to this, they access content about movements (e.g. Fridays for Future). This indicates that individuals are taking action on climate change by understanding the Paris Agreement resolutions, as well as joining movements to ensure that policies are enacted.

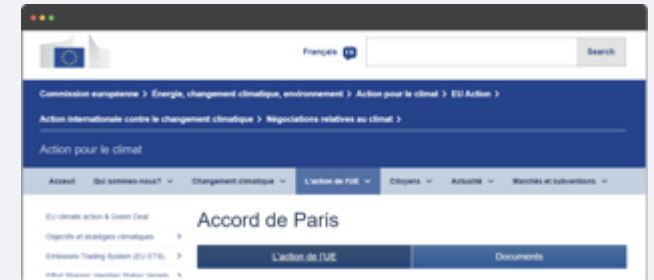
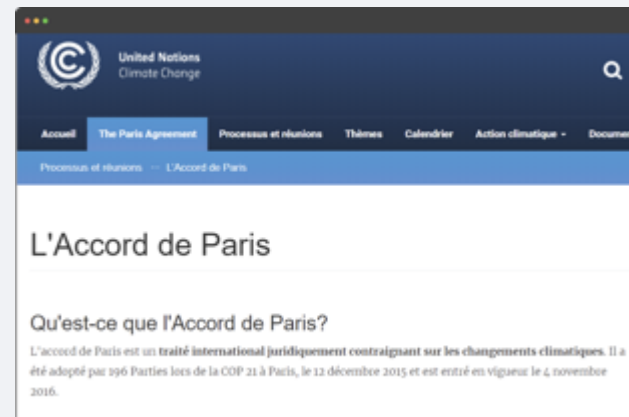
paris climate accord

accord de paris

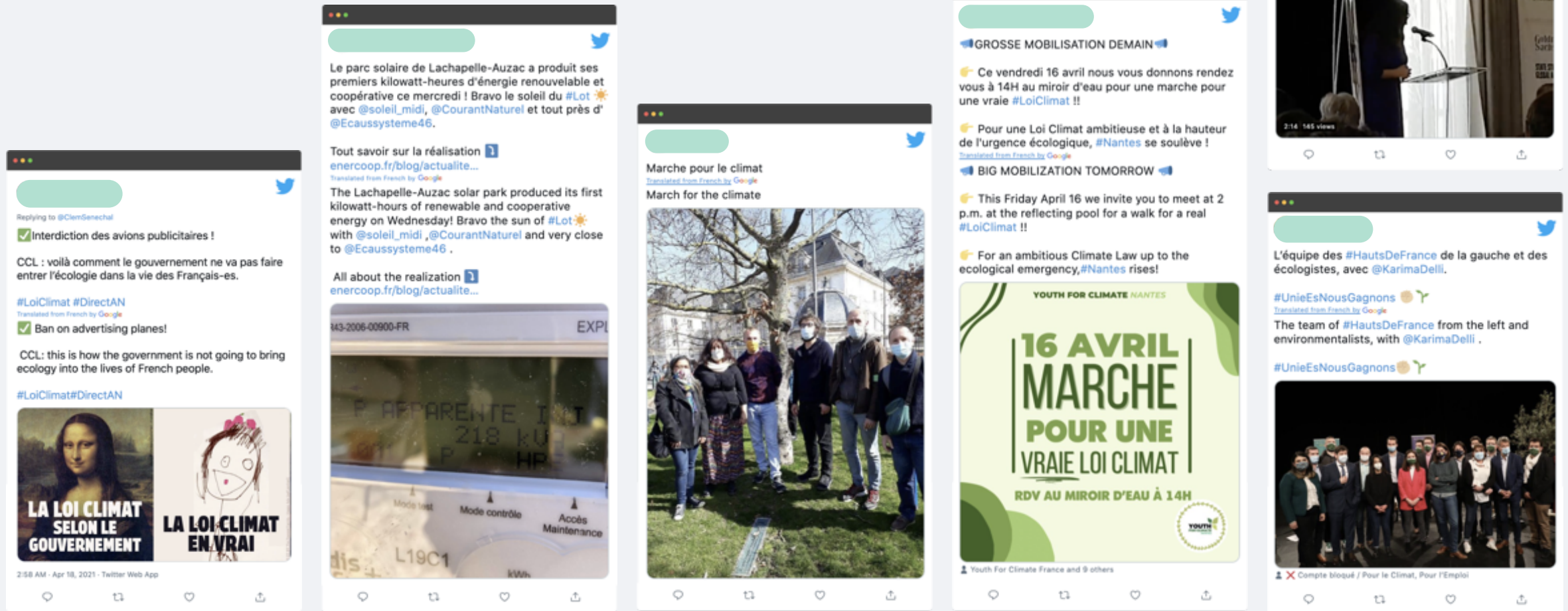
l'accord de paris

paris accord

youth 4 climate



## 5. What content do they engage with?



## 5. What content do they engage with?

### ↳ Content read by this segment

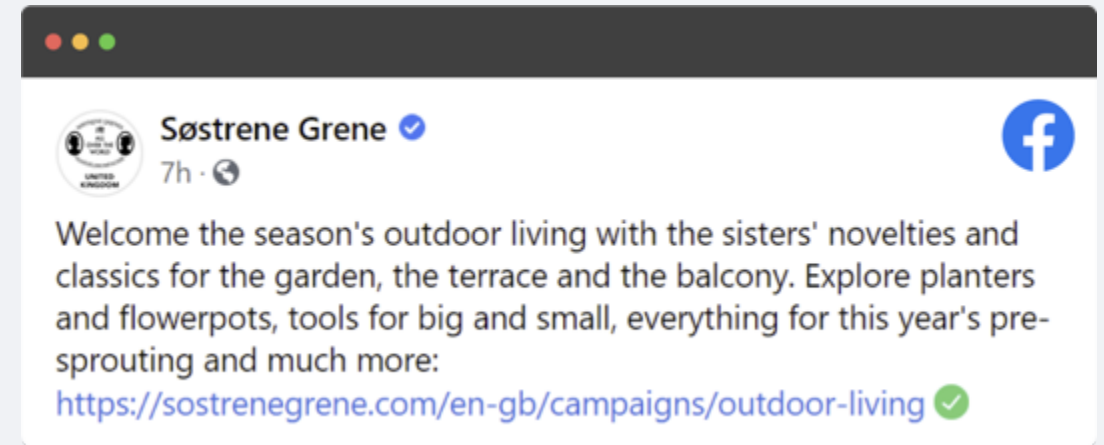
Tweets promoting climate activism such as **climate marches, conferences, and demonstrations**.

Multiple posts with authority figures are used to promote climate action. The tone is uplifting and directly calls for action.

There is some interest in **climate-friendly travel**, including either domestic or nearby options, such as the French Alps and parts of Spain. Many of the companies post pictures of campervans and stories of holidays and escapism.

Interest in top retail companies include shops such as **Action** and **Søstrene Grene**.

Other brands this segment engages with include the discount retail brand **Groupon** and the car brand **Volkswagen**.



### 6. Their interests

#### ↳ Action Oriented Advocates: what are their other interests?

**Law, government and politics (+4.2%) Business and industry(+2.8%)**

A key concern for this group is to sway both public and private sector actors to be more sustainable and acknowledge the long-term impacts of climate change. For this segment, it is important to keep abreast of political and business related developments.

**Technology and computing(-3%) Science (-4%)**

There is a lack of interest in technology and science. Some of this may occur because all their efforts go into targeting political and private sector actors to enact more climate friendly policies - relying on collective organisation and messaging, rather than scientific research.



The grey blocks reflect the interests of this segment, while the blue line shows the average interest in these areas among the general population.

## 6. Their interests

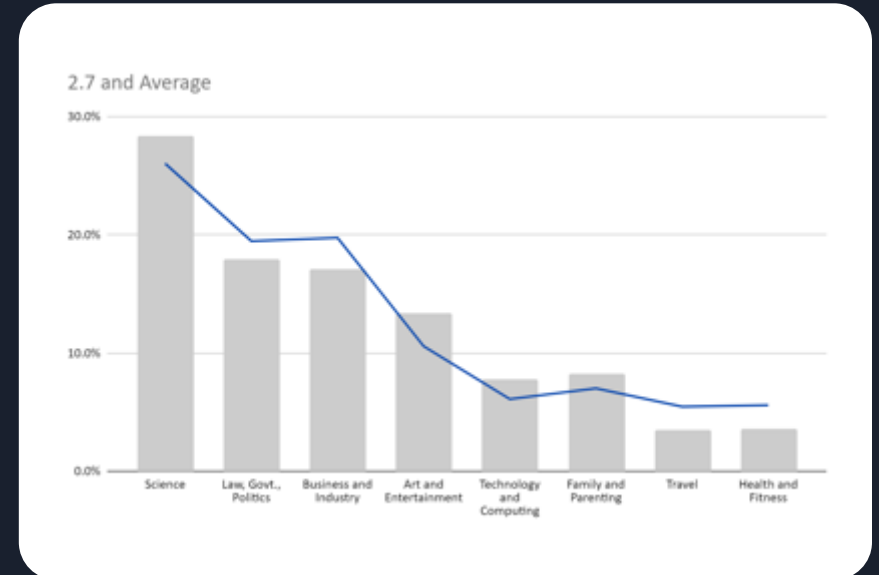
### ↳ Bridging the Political Gap: what are their other interests?

#### Art and Entertainment (+2.8%) and Science (+2.4%)

An interest in popular culture and scientific research shows that this segment is trying to bridge the policy gap creatively, both with documented facts and culturally persuasive content.

#### Travel (-2%) and Business and Industry (-2.6%)

Since they are interested in domestic and climate-friendly travel, this segment is not looking for environmentally-unfriendly international travel.



The grey blocks reflect the interests of this segment, while the blue line shows the average interest in these areas among the general population.

## 7. Key insights

Although both audience segments in this category are very aware and advocacy-oriented, they are distinct in their aims and have different skills.

The first, “**Action Oriented Advocates**,” are not yet affected by failure, but focus their energy on **local level community** organising and strengthening both domestic and international networks. Their aims and skills would be most useful in **influencing the Active Learners**, who need guidance on applying specific skills and strategies.

The “**Bridging the Political Gap**” segment, however, is more seasoned. They have fought for a long time, witnessed historical political inaction, and need to be **nudged out of their cynicism to continue advocating for policy and legislative change**.

**Achieving net zero carbon emissions, clean energy and the outcome of the climate negotiations** remain of interest to both segments and should be highlighted.

How do we design  
a campaign that  
encourages  
collective actions?

3

## Nudge strategy

### ↳ Rejectors and unaware

- **Raise the basic level of awareness** on climate issues that have the potential to directly affect them and their close circle.
- **Link the preservation of culture and traditional values to climate impact** in the nudge messaging.
- **Emphasise that climate change is their issue**, starting with a hyperlocal approach.
- **Use factual data and simple infographics to deliver more personal messages**, reflecting their interest in family and parenting.

#### Demographic-specific notes

- “Don’t attack French Culture” has a female skew in the 45+ age group, whereas “Fertilisers are necessary” has a male skew in the 18-25 age group.
- It is important to integrate these demographic considerations into a collective nudge campaign.

Extreme heat can cause an increase in mortality, especially among the elderly and young children, as well as the inability to work or concentrate at school.

Climate change does affect France. For example, it's expected to have a greater impact on the south of France, where I live.

There is a real threat. We have already lost 20% of our forests in France. We are losing 50,000 hectares of forests a year.

## Nudge strategy

### ↳ Aware but unsure

- **For Political Cynics, facts aren't the focus.** Instead it should be conveying how initiatives work, highlighting collective benefits to society, and removing links to politics.
- **For Active Learners, guidance on where they can start and places to look for information,** as well as framing of which issues they can get involved with.
- **Use factual data,** with clear information on national and global issues to make it less intimidating.

#### Demographic-specific notes:

- Political Cynics: This segment has a male, 45+ age skew.
- Active Learners: This segment has a younger (18-25) female skew.

As parents, we can make sure that our children grow up in a sustainable world. **Political Cynics**

The trend towards meatless school lunches is the best way to reduce our national consumption of meat and ensure that our children will be able to enjoy France's many traditional and delicious meals. **Political Cynics**

We are here to give families and restaurants options, but we are not here to tell people what to eat. Let the French lead the way! **Political Cynics**

I would recommend Reading 'The Earth's Carbon Footprint' by Dr Nicholas Stern, as it is an excellent and accessible introduction to the science behind climate change and a useful tool for helping people understand the problem and work out how to solve it. **Active Learners**

Climate change has a global impact and is also a concern for France. As the EU's largest emitter of greenhouse gases, France has a special responsibility to lead the international community in addressing this global challenge. **Active Learners**

## Nudge strategy

### ↳ The Converted

- **For Action Oriented Advocates:** They are already actively involved in campaigning for change.
- **Information on the latest events** in the movement or innovations will help them keep moving forward.
- **Factual data** will help them plan what to do next and allow them to use it in conversations.
- **For Bridging the Political Gap:** They may be losing steam and faith in the government, so need **reminders of their achievements and other paths.**
- They need information on where they can be of the most help, and **what changes are currently being debated.**
- **They need recent, relevant data** to keep moving forward and data about their successes and how initiatives have helped.

#### Demographic-specific notes:

- For Action Oriented Advocates: There is a female skew in the 25-65 age range.
- For Bridging the Political Gap: There is a male skew for the 18-25 age range and a female skew for the 45-65 age range.

I am a French citizen, and the environment is a very important issue for me. It's my right to know what is happening in my country, and I want to make sure that my children and grandchildren will be able to enjoy a healthy environment. **Action Oriented Advocates**

You're having an impact. Just by being here, you're doing something. I want you to feel that. **Bridging the Political Gap**

Dear member of parliament, my name is Maryse Dubreuil and I live in Sceaux. I am a primary school teacher and I am worried about the environment. The local nature reserve is at risk of being destroyed and I don't know what to do." Share this template. **Action Oriented Advocates**

We must do everything we can to keep global warming below 2 degrees. We are currently on track to pass that point by 2040. That is unacceptable. **Action Oriented Advocates**

In an age of technological progress, we need to develop a new ethic of care for our planet. We need to create systems that work for all of us, not just the few. In the meantime, I will keep on pushing for the global transformation I believe in. **Bridging the Political Gap**

Despite the damage done by climate change, I still believe we can save the planet. I still believe we can succeed. Because history is on our side. And if there's one thing I've learned on this journey, it's that the human spirit is strong. **Bridging the Political Gap**

# Next steps



Design a series of **online campaigns** targeting the different segments identified in this research, with a focus on the middle segment “Aware and Unsure.”

**Ensure the content** (text, images and videos) **takes into consideration the interests** and type of content each segment already likes to consume.

**Run a series of A/B tests** before official campaign launch to understand which content will result in the highest engagement.

**Create a content bank** which includes the best results from the A/B test and other existing, repurposed content from the digital space.

**Implement this campaign largely** on Facebook, Twitter and the Google Display Network to have the widest reach.

**Run a pre and post digital survey** and pre and post search term analysis to measure the impact of the online campaigns.

# Thank you



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A photograph of the Singapore skyline at dusk, featuring the Marina Bay Sands hotel and the Esplanade - Theatres on the Bay.

Singapore

A photograph of St. Paul's Cathedral in London, viewed from a bridge with people walking across it.

London

A photograph of a busy street in Delhi, India, with yellow and blue auto-rickshaws and a view of the Jama Masjid in the background.

Delhi

A photograph of the New York City skyline, featuring the Freedom Tower and other skyscrapers along the Hudson River.

New York