

The Zero-Waste Conversation

How people understand waste and the choices they make as a result is shaped as much by stories and media as by policies or technologies. Shifting towards zero-waste requires not only new systems but also new narratives that make reuse and reduction desirable, accessible, and part of everyday culture. Media organisations, communicators, and advocates play a crucial role in shaping this conversation, fostering public trust, and influencing behaviour on a large scale.

This session will explore how media and storytelling can transform consumer habits and societal expectations around waste. It will highlight how communication strategies, campaigns, and cultural references can normalise zero-waste practices while holding both companies and governments accountable.

This session will ask:

- How can media shape consumer perceptions and inspire long-term behaviour change?
- What narratives have proven effective in making zero-waste resonate across diverse audiences?
- How can partnerships between journalists, civil society, and business amplify positive examples and avoid greenwashing?
- In what ways can storytelling help bridge the gap between technical solutions and everyday choices?

10:45 - 11:45
Monday, September 19, 2025

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Moderator: Irene Hofmeijer (LOOP)

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Valentin Fournel (Citeo)