Communicating sustainability in the age of social media

Master Thesis

Student Name: Vera Mezas

Student Number: 582404

Supervisor: Dr. Radhika Mittal

Erasmus School of History, Culture and Communication

Erasmus University Rotterdam

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Abstract

This master thesis is research about sustainable businesses with a focus on waste reduction. When looking at climate change, it can be stated that waste and waste management are an important part of the causes of climate change. This research looked at businesses that aim to reduce waste to a minimum by either offering services or products. After critically looking at the research surrounding the field of sustainable businesses and communicating sustainability, three main concepts were found for this research which are optimistic versus pessimistic messaging, the personalization of climate change communication and involvement methods. These concepts say something about climate change communication and how it is utilized to get a message across to the receiver. The method for this research was a qualitative content analysis with a rhetorical analysis to analyse all of the gathered Instagram posts. For this study, there were four businesses selected, which are Too Good To Go, Pieter Pot, The Good Roll and Smol. These businesses are active on Instagram and use their Instagram profile to inform their followers about their services, products and other topics surrounding environmental issues. The key findings of this study are that sustainable businesses with a focus on waste reduction use their Instagram to post about their own business operations, the importance of tackling the waste crisis and climate change in general and about how their followers can contribute to this. Next to that, they make use of a strong combination of visuals and text, to make the information accessible to everyone. This research also found that most businesses use a combination of neutral and optimistic messages to get their idea across and they are making their communication personal by including useful tips and information that is recognizable to their followers in their everyday life, which makes the information more reachable and usable for their followers. Suggestions for further research are analysing more sustainable businesses with a focus on waste reduction, to see if the findings of this study are seen among other businesses as well and to include businesses from more different countries than only the three countries included in this research, which are The Netherlands, The United Kingdom and The United States of America.

KEYWORDS: sustainable businesses, waste reduction, Instagram, climate change communication

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1 Introduction

The emergent world crises surrounding environmental problems and climate change are getting more serious each year (Hornsey & Fielding, 2020). Because the impactful effects of climate change are not visible in people's day-to-day life but only become visible after time has passed, society tends to ignore the problem that is happening at this moment (Doyle, 2007). This research focuses on how sustainable businesses that have a focus on waste reduction present themselves on Instagram. It is probable that their main focus is expanding their business and selling their product, but this study aims to find out how these businesses are targeting their audience to spread their message. There is a direct link between waste reduction and climate change effects, as stated in the research by Koop and Van Leeuwen (2015). They researched that poor waste management can lead to water and air pollution and enormous consumption of energy (Koop & Van Leeuwen, 2015).

The societal relevance of this research is because climate change and other environmental issues are a threat to urban societies (Gasper, Blohm & Ruth, 2011). Because most waste comes from urban societies, created waste must be managed correctly. As mentioned before, poor waste management influences the living conditions of humans (Koop & Van Leeuwen, 2015). Even though that communication about climate change started around the late 1990s, society is still exposed to the consequences of climate change (Nerlich, Koteyko & Brown, 2009). There are still societies that ignore all climate change communications and in that sense, climate change as a whole. Apart from that, the waste reduction has been a proven method of being more sustainable but also of reducing climate change consequences (Shen et al., 2020). So, consumers must be aware of these businesses that want to achieve just that, waste reduction. Waste is mostly made up of product packaging that is only used once and disposed of after. The production of waste contributes to the emission of greenhouse gases (Shen et al., 2020). Next to that, research has shown that when governments lack sustainable policies, businesses and the media can change their own policies and behaviour around sustainability (Carpenter, 2001). With this, it is meant that even when there is an absence of governmental guidelines for effective waste management, businesses and media instances will still try to effectively educate their audience about sustainability.

It is important to see if these sustainable businesses are using the social media platform in a way that is good for their business and convincing for consumers who follow

them or come across their profile. Research has shown that Instagram is a great platform to promote a business and for people to get to know certain businesses without having to go through the trouble of looking up a website (Agung & Darma, 2019). Social media is, in comparison to traditional media, customizable per account but also per receiver of the message (Taneja & Toombs, 2014). This is another advantage for businesses on Instagram, they have full authority over their own communication strategies without being tied to big media companies. Furthermore, social media is useful to connect with other organizations and (potential) customers. It also has been researched and confirmed that the use of social media by small businesses can increase visibility (Taneja & Toombs, 2014). Social media can be the link between sustainable businesses and consumers who still have a disinterest in making sustainable choices in their daily lives (Kong, Witmaier & Ko, 2021). Because of this, social media can be seen as a way for sustainable businesses to influence consumers but also to increase the visibility of their services and/or products.

The academic relevance of this research is that sustainable businesses with a focus on waste reduction are a fairly new concept. A study by Ahmad et al. (2021) has shown that there has been a demand from consumers for more sustainability in businesses and that sustainability can result in consumer loyalty. This research is trying to fill the gap of research about waste-reducing businesses and their Instagram strategy and how this could help consumers become more aware of sustainability. For this research, four sustainable businesses focussing on waste reduction have been selected, specifically Too Good to Go (USA), The Good Roll, Pieter Pot, and Smol. These four businesses are trying to produce their products with little to no waste, or are incentivizing other companies to sell their products, that would otherwise be thrown away. These businesses are all on the social media platform Instagram and they are actively posting to their followers and to whoever may be looking at their Instagram page. They also are active in countries that have a high level of digitization, namely, the United Kingdom and the Netherlands (Afonasova et al., 2019), as well as the United States of America (Kravchenko et al., 2019). Next to that, Minton et al (2012) found that social media motives for sustainability can vary for different countries, this is also why businesses from different countries were selected.

To show the focus of this research, the following research question was formulated: How do sustainable businesses with a focus on waste reduction use Instagram to communicate their message? In the following chapters of this research proposal, there will be a critical literature review that looks at different types of research surrounding this topic.

Multiple concepts will be discussed that are useful for this research, as they could help explore the field and what is already written about it. After that, there will be a methodology section which discusses the main set-up of the research, the operationalization of the main concepts and the method of data collection. The results chapter will contain the main results of this research. The conclusion will give an answer to the research question and the discussion chapter will critically review this research and talk about the limitations of this research and suggestions for further research.

2 Theoretical Framework

2.1 Climate Change and Waste Reduction

Climate change and especially research about climate change are not new phenomena. Studies have shown that climate change is largely caused by humans and their behaviour of utilizing resources and producing products (Pierrehumbert, 2005). The dangers of climate change are not immediately visible, this is because it is a problem that started decades ago and is still developing each year. Because the results of climate change are not noticeable in our day-to-day life, a lot of people are capable of ignoring or even not believing in the crisis that it is at the moment. The results of climate change are not visible until a long period of time has passed (e.g. melting of the icecaps or extreme weather conditions like heat waves or earthquakes). The United Nations define climate change as "a long-term shift in temperatures and weather patterns" (United Nations, n.d.). If nothing is done about climate change and the earth continues to warm up, the conditions that it brings will be irreversible and become uncomfortable for humans to live in (United Nations, n.d.).

Climate change is not something that consists of one simple factor, it is multiple factors combined. Multiple aspects and multiple powerful industries and sectors are responsible for the global greenhouse gas emissions which are causing global warming. One of the many aspects of climate change is waste and, more specifically, how waste is created, managed and circulated. The amount of waste that humans produce is enormous and that is an aspect of climate change that is considered as something that is directly done by humans. The problem surrounding waste is something that can be seen directly when looking at waste pollution in streets or landfills. Waste can be defined as any "nonvalue-added process or physical material occurring in business practices and services" (Perey et al., 2018, p.632). A big part of the waste is plastic products used by consumers (Koop & Van Leeuwen, 2016). The production of packaging material, especially plastic is contributing to climate change (Sheng et al., 2020), this is because plastic is harmful to the environment to make, but also to break down after usage. In the past few years, there have been a lot of initiatives to reduce waste that is made by humans, for example, bulk stores, plastic-free products and people having to pay if they want a plastic bag in a store. Initiatives like these are on the rise and becoming more and more accessible for people. However, sustainable businesses are not the norm and do have to face normal shopping chains and big supermarkets.

2.2 Climate Change Communication

As mentioned before, there are a lot of studies on climate change and communication surrounding this topic, however, there are still a lot of people who find themselves questioning these studies (Hornsey & Fielding, 2020). A reason that people are still somewhat sceptical about climate change, could be because studies and papers about this topic can be hard to comprehend, as they are full of academic terminology. Another cause for current disbelief in climate change issues is that the consequences of climate change are currently still invisible in our daily lives. This is because the consequences of climate change are not evident until after a long period of time. A study by Brown, Koteyko and Nerlich (2009) states that despite all the effort that is put into climate change communication, society still does not see it as a very serious problem that influences their daily life if it is not acted upon. However, about a decade ago, there has been a shift within climate change communication, it went from trying to convince people that it is happening to urge people to develop measures to deal with it (Nerlich, Koteyko & Brown, 2009). This shift shows that communicators of climate change are trying to actively involve people to help stop climate change and not only spread information about it. They want to show people ways that can actually change their behaviour. Nerlich, Koteyko and Brown (2009) argue that communicators of climate change should not only encourage people to interact with the issue that they are communicating about, but communicators should also take the form of communication meaningful and interesting for the receiver of the message. This means that messages regarding climate change should be interacting and engaging with the individuals that are looking at the message, instead of only informing.

Communication from the media regarding climate change is a very important part to make more people understand the seriousness of this issue. Even though climate change issues are complicated to communicate because people do not necessarily experience them directly, media are important agents in communicating this issue (Schäfer, 2012). Research by Anderson has shown that social media have become an important part of the way how people consume news and interact with societal issues (Anderson, 2017).

2.2.1 Climate Change Communication on Social Media

By using social media, the message about climate change can be communicated more easily and next to that, how receivers of the message that is brought by social media can become more interested in the topic of climate change and how to act upon it. Another study

has shown that social media is some form of soft power that is used by citizen initiatives and businesses to promote sustainability (Mavrodieva et al., 2019). This shows that Instagram and other social media platforms can be a good basis to inform people about climate change and possible measures people can take. The reason for this is because of the shift in climate change communication from strictly informing people to trying to activate people to tackle the problem and getting them interested in the issue of climate change and how to tackle this issue. Also, shifting from the normal web to social media causes for a two-way dialogue between sender and receiver and it also makes the chosen message more clear for the receiving end of the communication flow. Another benefit of using social media platforms for the spread of information surrounding climate change is that, in this way, these types of scholarly texts can appeal to a broader audience (Schäfer, 2012). Hence, Instagram could be a suitable place for businesses to convey their message about counteracting climate change and their service around waste reduction and climate change.

Communication from business to consumers is essential if businesses want to achieve a strong relationship with their consumers. Social media can help with this, but businesses need to think critically about how they communicate via various channels and how they can meet the demands of their consumers (Webb & Roberts, 2016). Before social media, most communication was through traditional media channels (e.g. newspapers or television). In that situation, there is a clear sender and receiver division and in most situations, the sender was sending their message to a lot of people all at once, which made a discussion or conversation about the message almost impossible (Nwagbara & Reid, 2013). Social media is a great way for a more two-way communication approach and to start a dialogue in comparison to only one-way communication. This can create more engagement surrounding a topic like climate change and waste reduction (Nerlich, Koteyko & Brown, 2009). This is a change from using 'regular' websites to communicate about climate change, which causes the sender and the receiver of the message to become vague and unsure (Schäfer, 2012). Climate change communication via academic articles is very specific and unapproachable for people to get their information from. Because of social media, it has become easier for organizations and businesses to share information surrounding climate change and environmental issues. Multiple studies about sustainable businesses on social media state that social media are a useful tool for these types of businesses to create a lot of engagement surrounding their brand and the content that they post, but also a high level of customer loyalty (Avidar, 2017; Ahmad et al., 2021). This shows that communicating sustainability via social media

platforms is useful for the business and for its consumers. Social media can help businesses to get their message across, bus also to create a strong bond between organizations and customers. Next to that, using social media can influence how the message is communicated and how the message is received by the customer.

2.3 Communication Strategies on Instagram

Instagram is a social media platform that is owned by Meta (Facebook, n.d.) and has over 1 billion users (Instagram, n.d.), this means that businesses that use Instagram could potentially reach a lot of people. Research by Agung and Darma (2019) has shown that Instagram provides a lot of opportunities for businesses on the platform Instagram. Social media, and in that case also Instagram, is a good platform to promote products, but also to enable interaction and communication with potential consumers and followers (Agung & Darma, 2019). Businesses and organizations that use social media are directly in contact with their followers and potential consumers of their product, service or message. Instagram is a place where people leave their direct opinions on a product and companies could arguably use digital and online marketing more effectively compared to traditional marketing. This is because of the low costs of the medium and the fast pace of social media. Since social media is very personal and interactive, it could be seen as a credible tool for green advertising done by sustainable companies (Minton et al., 2012). Research by Minton et al. (2012) concluded, that it could be said that sustainable businesses that use social media to actively promote their products, are on the right track to convey their message about consumers being more environmentally friendly, but also in selling their products. In addition to that, Mavrodieva et al. (2019) stated that social media are suitable for sustainable actions set up by businesses and citizens. This is because social media is cheap compared to more traditional media and messages on social media spread rather quickly (Mavrodieva et al., 2019). These are great benefits for the organization that want to use social media since it does not have to be an expensive investment to create an Instagram strategy to inform Instagram users about a message or product/service. Next to that, because social media can activate people to take action or convince them of certain ideas, businesses have a big chance of spreading their message via platforms like Instagram.

Various scholars have done research on how climate change should be communicated. As mentioned before, a lot of research about climate change is 'neglected' or not believed by citizens because of their academic nature and language, but also because it is not accessible to

a big group of people (Hornsey & Fielding, 2020; Nerlich, Koteyko & Brown, 2009). Because of this issue in climate change research, this subchapter will look into communication strategies on social media that businesses and organizations can use to convey their message about climate change, and more specifically, waste reduction. These strategies can be analysed within the dataset that is selected for this research, and in that way see if the strategy used by businesses on Instagram is linked to any of the concepts that were found for this study.

2.3.1 Optimistic versus Pessimistic Messages

In their research, Hornsey and Fielding (2020) have mentioned various strategies for businesses or policymakers that can help to "understand and overcome inaction among climate change believers" (p. 21). The reason for creating strategies for this specific target group is because a study by Hornsey and Fielding (2016) found that even though people believe in the consequences of climate change, they do not feel the need to take action. One thing that could influence this is the number of communication messages they see about climate change and more specifically waste reduction. These strategies could help companies to alter their message and to find the right message for their audience. The strategies to make climate change believers more active can be helpful for businesses since they want to convey their message and make believers take action instead of only passively watching and taking in information about climate change. This is something that is confirmed by earlier research, that a lot of people believe in climate change but cannot find/use the information about how to become more active against it. The strategies that Hornsey and Fielding (2020) mention are "Optimistic versus pessimistic messages", "In-group versus out-group messaging", and "The role of norms" (Hornsey & Fielding, 2020, p.22, 25, 27). For this specific research, the "optimistic versus pessimistic messages" is interesting, since they say something about the content of a message.

Research has shown that positive messaging surrounding climate change could be more successful in reaching a certain goal than only using negative messages and images. When communicating about climate change or other issues, the sender of the messages often does not think about the direct connection between the message and a change in behaviour (de Vries, 2019). Another study by Carter (2011) revealed that positive emotions can broaden awareness surrounding climate change and also change or even enhance people's vision to address climate change problems more efficiently, effectively and creatively. By integrating

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positive or optimistic messages in climate change communication, organizations could find that the receivers of their message are more accepting of the message, but they also might actually change their behaviour instead of only believing in climate change and the implications that it brings with it. Even though this study does not focus on behavioural change, it is interesting to see what type of messages are related to the actions people take after seeing some form of climate change communication.

Next to the optimistic messages and positive communication, Hornsey and Fielding (2020) also mention that realistic messages, that are not necessarily negative or positive can influence people's perspective on climate change and other environmental issues. By explaining what is happening exactly and why the matter is urgent, it could be that people find it easier to put it in perspective. This is in contrast to overly positive messages that can seem like the situation is not that bad and to overly negative messages, which can make it seem like the situation cannot be saved anymore and only evoke more fear among people (Hornsey & Fielding, 2020). This shows that there are two sides to this type of messaging. Optimistic messages can stimulate people to become more aware of the situation, but can also make it out to be less of a problem than there actually is. In contrast to that, pessimistic messages can give people the feeling of lost hope, but can also make it look as serious as the problem is meant to be taken. Realistic messages are somewhere in between those two extremes (Hornsey & Fielding, 2020).

2.3.2 Personalization of Communication

Next to the strategies proposed by Hornsey and Fielding (2020) about how businesses can implement certain strategies to inform but more importantly activate their audience, Anderson (2017) states that personalization of climate change communication is key for reaching and activating followers on social media platforms. Anderson (2017) stated in her research that social media has an effect on 'climate change opinion, knowledge and behaviour' (p.1). Social media can help people better understand climate change and the effects of this crisis, as well as activate sceptics of climate change (Anderson, 2017). In the research by Anderson (2017), it is stated that personalization in online media can change opinions, the use of elite cues in online media can change public opinion, and online communication about climate change can change behaviour (Anderson, 2017). By creating personalized communication surrounding topics of climate change and waste, followers on social media can relate more to that type of content and they can experience the seriousness

of the situation up close instead of as something that is distant from them. Similar findings were published by Nerlich, Koteyko and Brown (2009), they state that personal language that is not too informal may engage people to participate in the fight against climate change. By using that type of language in social media posts on a platform like Instagram, people can put the issue into their own perspective, instead of only hearing it from scientists and reading about it in academic articles, which are often hard to read and inaccessible for most people. In their research, Nerlich, Koteyko and Brown (2009) mention that organizations whose goal it is to communicate about climate change should seek for engagement in these three facts: "understanding, emotion and behaviour" (p.100). Understanding says something about how the information can be perceived by the consumers, in this case, the followers on Instagram. Emotion has something to do with the feelings the information produces and behaviour is the actions that consumers take after seeing/reading the information. Looking at these three concepts, personalization of climate change communication is important because it could broaden the reach of an Instagram post because more people will stop their normal scrolling behaviour and take a look at it and actually read the information that is included in the message. Once they realize that the issue that is communicated about, it could be that they take the time to understand the issue and see the situation from a different perspective than they did before.

2.3.3 Involvement Methods

Personalization of climate change communication on Instagram relates to another research by Minton et al. (2012). That research uses the concept of involvement motives. Involvement motives say something about how social media posts use some form of engagement. As mentioned before, building engagement between business and consumer is something that can be done via social media, but both parties have to put the right amount of effort into this (Avidar, 2017). This makes the consumers feel more involved in doing their part in being more sustainable. If the consumer of the follower on Instagram is distant from a certain cause, it could be that they also do not want to invest their time and effort into it. However, if they get logical and useful content presented to them, it could be that they feel more involved in also doing their part for a certain cause. This can be achieved by using certain involvement methods. Businesses can use these methods to sell their product but also convince consumers to use their products/platforms (Minton et al., 2012). If businesses want to achieve actual engagement with followers on Instagram, it could be useful to see if

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involvement methods are already used and implemented in Instagram posts and to what extent they are used. In the study by Minton et al. (2012) they talk about multiple types of sustainable behaviour. One of them is anti-materialism, which says something about how people consume more consciously and overall try to minimize their consumption of products. This is something that could be useful for this research since all of the businesses that will be analysed have as their main goal waste reduction but also consuming more consciously.

After looking at multiple studies, it has become clear that social media is a great tool to convey messages about climate change, to build loyalty among consumers and to build engagement between organizations and customers. Social media are a tool for raising awareness and engagement (Mavrodieva et al., 2019) and offer a good way to communicate complicated issues in a more informal matter (Anderson, 2017). The studies discussed in this chapter say something about ways how organizations and businesses can use social media to communicate about climate change or waste reduction and how they can do this. One concept that was mentioned often is the concept of personalization of communication, meaning using a style of communication that people, in this consumers, can relate to and practice in their daily lives. Next to the personalization of climate change communication, the strategies that were mentioned by Hornsey and Fielding (2020) are suitable for the analysis of Instagram posts surrounding waste reduction and trying to convince consumers of a certain message or service. These concepts show that climate change communication has certain goals that it can strive to achieve, and this research aims to find out how these concepts can be used by sustainable businesses on Instagram to ensure engagement with their follower.

3 Research design and methods

3.1 Method & Data Analysis

This study is qualitative as it aims to explore the different strategies that are used to convey the message of sustainability on the Instagram pages of sustainable businesses that focus on waste reduction. The goal is to understand which kind of messages the companies are using in their Instagram post. Qualitative research is interpretive and theoretical. Additionally, Qualitative research focuses on relationships between media and society and the different interpretations of these studies (Brennen, 2017). The reason why this study chose a qualitative approach in contrast to a quantitative one is that qualitative research aims to build a deeper understanding of the data. This is useful in this study because this study aims to find out the how and the why sustainable businesses with a focus on waste reduction communicate in the way they are doing.

The nature of this research is inductive. An inductive study causes the researcher to first look at multiple studies and theories in a critical way from the field that which the research is related to. After retrieving the data, the researcher will apply the collected theory and see if any of the theory applies to the compiled data to detect patterns and themes (Soiferman, 2010). A qualitative study ensures that the researcher is not restricted by already existing methodologies (Thomas, 2006). This research is a qualitative content analysis. Qualitative content analysis can use either primary or secondary data. This specific study will use secondary data, which means that already existing data will be gathered for the analysis. The unit of analysis for this research is Instagram posts uploaded by sustainable businesses. By analysing the different Instagram posts, it will become clear if there is a certain pattern within one company but also between different companies.

The method of analysis for this research is rhetorical analysis. Rhetorical analysis helps to find out what the message behind a certain text is and how this message is conveyed to the audience, as well as to what extent it tries to persuade the audience (Bush & Boller, 1991). The Instagram pages of businesses are not an advertisement, but they are a form of online marketing and aim to persuade their followers of their message. This is why rhetorical analysis is suited for the analysis of Instagram posts. Zachry (2009) confirms that rhetorical analysis is useful if a researcher wants to look at the complete communication that can be found in certain texts, but also at the specific elements of certain messages. Three important steps in doing a rhetorical analysis are identifying the author, the main message, and the

intended audience. While identifying the main message, three categories have to be considered, which are ethos, pathos, and logos. Ethos is connected to the credibility of the author of an image or different text, pathos is connected to the emotion that is in an image and logos says something about the logical argumentation to convince the receiver of legitimacy. Research has shown that rhetorical analysis is a useful way to find the reason and make sense of that reason of how certain texts, in this case, Instagram posts, communicate to people and how they are trying to convince people of their message (Zachry, 2009)

3.2 Operationalization

The research question of this study is as follows: How do sustainable businesses with a focus on waste reduction use Instagram to communicate their message? By doing a rhetorical analysis, the meaning behind the Instagram posts will come up and generate data and results surrounding visual culture, power and influence. This is because engaging on social media can be seen as a good form of self-presentation (Stokes & Price, 2017). A lot of research surrounding climate change communication is focused on the personalization of climate change communication (Anderson, 2017). This says something about how in the recent years studies have shown that communication surrounding climate change and waste reduction is becoming more personal. This could be because a lot of people find that research about climate change can be very inaccessible and that it is not made for the bigger public. The personalization of climate change communication is important for this study because it can help study the Instagram posts and to see if businesses focused on waste reduction are making their communication surrounding their message/goal personal towards their followers on the social media platform.

Next to the concept of personalization of climate change communication, there is another concept that is useful for the analysis of Instagram posts. The work of Hornsey and Fielding (2020) proposed multiple strategies to enhance the reliability of communication surrounding topics such as climate change and the environment. One of the strategies that are useful for this research is 'optimistic versus pessimistic messaging'. Optimistic messages supposedly are received better and easier by the public, than messages that focus on the negative side of climate change (Hornsey & Fielding, 2020). As mentioned before, if messaging surrounding climate change or other environmental issues contains pessimistic language or other elements, it could make the information harder to communicate to the receivers of the message. The Instagram posts that are collected for this research will be

analysed based on their tone of voice (in the post but also the caption) and the elements that are shown in the picture but also in the caption of the Instagram post. The tone of voice relates to the wording of the Instagram posts and in what way that can be interpreted. By also analysing the visuals, it could lead to a more optimistic or pessimistic view. By seeing if the Instagram accounts make use of optimistic language, visuals and other elements, it can be analysed what type of technique the businesses By implementing the concepts of this research, it could mean that the businesses have a higher chance of success, in communicating their message and changing the behaviour of people, but also in selling their products or services to people. The study of Hornsey and Fielding (2020) also talked about how overly optimistic messages can also have an opposite effect on people, making it seem like it is not as big of a problem as it really is.

The last concept that is useful for this study is the concept of involvement methods that were presented in a research by (Minton et al., 2012). This concept says something about how consumers but also followers on social media are involved in making sustainable decisions that can impact climate change in a certain way. The study by Minton et al. (2012) showed that when there is some form of engagement found in messages surrounding waste reduction or other environmental issues, people will be more convinced of the message. This could also lead to behavioural change, instead of only conveying information. Behavioural change can namely cause real changes in the fight against climate change, since climate change believers need to become more active in their actions (Hornsey & Fielding, 2020).

By considering the visual culture that is presented by all the individual Instagram posts, this research will be able to understand the meaning of Instagram posts that is not necessarily visible (Rogoff, 1998). Visuals can help create a certain identity and influence people in that sense. The Instagram posts that are selected for the data set of this study will be analysed using the concepts of 1) the personalization of climate change communication (Anderson, 2017), 2) optimistic versus pessimistic messaging (Hornsey & Fielding, 2020), 3) Involvement methods (Minton et al., 2012). Following the method of rhetorical analysis, the analysis of the Instagram posts will be structured as followed. First, all of the elements of the Instagram posts will be described, namely the author, the main message and the intended audience of the post. After this, the ethos, pathos and logos will be analysed and also directly connected to the main concepts of this research. As mentioned before, ethos has something to do with the credibility of a certain source, pathos with the emotion and logos with the logical argumentation that is used in a post. Pathos can be connected to the concept of optimistic

versus pessimistic messaging, by looking at the emotion of a post, it is also natural to look at the message and if it has more of an optimistic, neutral or pessimistic approach. Ethos is not something that is directly connected to the concepts but is useful to see where the businesses on Instagram are getting their information from and if there is a source connected to it. Logos will be connected to the personalization of climate change communication and involvement methods, these are connected because they have something to do with how the information is shared and if it is logical for people to actually change their behaviour, either because the message of the Instagram post is targeted towards them or because they feel the need to get involved.

3.3 Data Collection

This research focuses on four sustainable businesses that promote creating less waste and consumers can do this by using their services/buying their products. This is the sample for the research. The criterium for the selection of these businesses is that they have a public and open Instagram page that they use actively and their main business goal is to reduce waste for a better and cleaner environment. These businesses were found through social media and were selected based on their locations. Next to that, the businesses were selected on the service/product that they are trying to sell to their followers. Two of the chosen businesses offer services to reduce waste production and the other two businesses offer a product which helps people to reduce their waste. The selected businesses are Too Good To Go, Pieter Pot, The Good Roll, and Smol.

1. Too Good To Go (@toogoodtogo.usa) is a digital platform that wants to save food from being wasted. Restaurants and supermarkets can join the platform and offer their leftover food at the end of the day, that would otherwise have gone to the trash (Too Good To Go, n.d.). They write on their website that they want to contribute to minimizing food waste and also state that the fight against waste can only be done if everyone does their part. On their Instagram they post about food waste but also give helpful tips about how consumers can minimize their food waste and what the impact of that is (Too Good To Go, n.d.). The Instagram page of Too Good To Go has 103k followers and in total 354 posts. The company is based in the USA.

2. Pieter Pot (@pieter_pot) is a website that sells normal groceries but without packaging. People order their food in jars and containers, and with the next order, they can return them and get new containers with the food of their choice (Pieter Pot,

n.d.). Its main mission is to reduce the amount of waste that humans are creating while doing their normal groceries. They state that because of all the waste, the earth is being polluted in a way that is not necessary. They make it easy to shop sustainably and without all of the packaging that comes from normal supermarkets (Pieter Pot, n.d.). The Instagram account of Pieter Pot has 48.9k followers and has a total of 399 posts. This company is based in the Netherlands.

3. The Good Roll (@thegoodroll) is a company that provides toilet paper, but not in plastic packaging. They sell their product in paper packaging. They also use a lot of recycled materials, which helps to reduce other waste (Project Five Design, n.d.). their mission is to reduce the waste that comes from normal toilet paper, the plastic packaging that is always thrown away. They also invest part of their profit to build clean and safe toilets in Africa (Project Five Design, n.d.). Their Instagram account has 15.4k followers and a total of 560 posts. This company is based in the Netherlands.

4. Smol (@smolproducts) is the fourth business and its mission is also to reduce plastic waste by selling laundry detergent in pods that are sent to you without any plastic packaging (Smol, n.d.). They say their formula works as good as any other brand of laundry detergent. Because the laundry pods come without any plastic, there is a big waste reduction because consumers do not have to buy big bottles of 'traditional' laundry detergent anymore (Smol, n.d.). The account has 115k followers and 571 posts on its page. This company is based in the United Kingdom.

The posts that will be collected have to be posted in the year 2021 (January 1st – December 31st). To prevent any sort of bias in the research, the Instagram posts that will be used for the analysis will be selected randomly. The aim is to reach 160 posts in total, which is around 40 posts per account. To ensure random selection, all the posts in the year 2021 will be given a number, and random numbers will be selected from the total amount. The different countries that host these companies can be considered to be digital countries where most of the marketing activities are done online and on social media. This means that a lot of businesses are promoting themselves on social media or at least using social media to make consumers know about their products/services. This research will focus only on the Instagram pictures and the captions of the Instagram posts. All the posts that will be analysed will be collected in a document where the analysis will be run in an orderly manner. The data was collected in a table in a word document which can be found in the appendix of this document (see

Appendix A). On one side of the table, you will see the visual part of the post and the caption will be placed below it. On the right side of the table, the analysis part can be found. First, the sender, the main message and the intended audience will be described. After that, the main concepts and the components of the rhetorical analysis will be discussed. The analysis will be done per business and each Instagram post will be analysed in the same order, to make sure that it is structured the same throughout the whole research.

4 Results

In this chapter, the results of this study will be described and explained in a comprehensive way. As mentioned before, the method for this research was a rhetorical analysis of a dataset of 160 Instagram posts, collected from four different sustainable businesses with a focus on waste reduction. These businesses are Too Good To Go, Pieter Pot, The Good Roll and Smol. The Instagram posts were analysed using three main concepts that were retrieved from the literature (see chapter 2 Theoretical Framework). These concepts are as follows: Personalization of climate change communication (Anderson, 2017), Optimistic versus Pessimistic messaging (Hornsey & Fielding, 2020) and Involvement Methods (Minton et al., 2012). This research aims to find out how sustainable businesses with a focus on waste reduction use Instagram to spread their message and if they are using Instagram to its fullest potential. The chapter is divided into three separate sections, all three main concepts have their own subchapter. First, the personalization of climate change communication, second the optimistic versus pessimistic messages and lastly the involvement methods. Every concept will be illustrated by multiple examples that are retrieved from the data set, this is to make it clear how concepts are analysed but also how they were seen in the dataset.

4.1 Personalization of Climate Change Communication

The personalization of climate change communication is a concept that was retrieved from the study by Anderson (2017). This concept says something about how personal a climate message is and to what extent personal communication could reach people better than communication without any personalization. One advantage of making climate change communication more personal is that it becomes more accessible to a wider audience (Anderson, 2017).

One way that the personalization of climate change communication was seen during the analysis of the Instagram posts was that the businesses give useful tips that are not hard to incorporate into a daily routine but can reduce waste by a reasonable amount. This can fall under the concept of personalization of climate change communication because, in these types of posts, the businesses would give out tips that are not hard to follow but can make a big difference in the long run. Followers who see these types of posts can easily relate to

them because has something to do with elements of their lives that they come across every day.

A good example of this is the following post by @toogoodtogo.usa, this was posted on July 11th 2021 (see Figure 1 or see Appendix A, post 23). In this post, you can see two illustrations. On the left, you can see a situation of people buying a product, while they only use a small amount of it, and ending up throwing the rest of it away. Above this illustration are the words 'old me' written. On the right, you can see a hack on how to reduce waste. Instead of throwing all of the product away, Too Good To Go gives an easy hack of how the product can be saved, this is by putting it in the freezer. The text that is placed beneath it, makes it very clear to people what they can easily change in their day-to-day life to prolong the life of their product. By incorporating this hack, they can save food instead of throwing it away. Since this is the core goal of Too Good To Go, they are translating it in an accessible way that is doable for everyone who has experienced this situation of buying too much and having to throw a lot of it away because they could not use it before the expiration date of a product. Even though these Instagram posts are focused on the whole following of @toogoodtogo.usa, it can be seen as a form of personalization of climate change communication because it is something that almost every individual can relate to and can implement in their own lives in some kind of way. It can be seen in this post that the communication from @toogoodtogo.usa is focused on making a personal connection with their followers because they are showing situations that probably a lot of their followers can relate to. In this post, it is also noticeable how ethos, pathos and logos can or cannot be seen. Too Good To Go is credible to talk about this topic because it is their field of business, they do not use any strong feelings in this post and their information contains a logical argument on how using this hack that is included in the post can reduce the waste production. By looking at the Instagram posts with these three elements, it becomes clear that the main message of this post is wanting to share information with their followers surrounding waste reduction that their followers can do themselves.

Figure 1: (Too Good To Go, 2021)

Another example of the personalization of climate change communication can be seen on the Instagram account of @pieterpot. They posted the following post on the 29th of January 2021 (see Figure 2 or Appendix A, post 44). In this post you can see two earlier customers of Pieter Pot, posing with their orders of the business. You can see them smiling in the picture while they are holding two pots filled with food. The caption of the picture talks about who these customers are and why they are showing their orders. By doing this, highlighting some of their customers, Pieter Pot shows how happy they are and how long they have been ordering. This makes the communication from this brand

Figure 2: Pieter Pot, 2021

less business-related and more personal towards their followers. So by making their communication more relatable, it also becomes more personal for all of their followers, and less distant and only business-related. When looking at the elements of rhetorical analysis, the element of pathos is interesting in this post. Pieter Pot wants to share the feeling that these customers depicted have when they order from Pieter Pot. By doing this, they hope to evoke the same feeling among potential customers who are seeing the post.

The third example of this concept is a post by @thegoodroll and this was posted on October 15th 2021 (See Figure 3 or Appendix A, post 114). In this post, you can see two sides with old me/new me above it. On the left side, you see a standard packaging of toilet paper that is wrapped in plastic. Around the picture, there are multiple facts about how bad this is for the environment and how much waste it creates. On the right side of the post, you can see a box of toilet paper that is from The Good Roll and around it, there are again some facts, but this time on how this is better for the environment. These are some arguments on why people should buy their toilet paper from The Good Roll instead. By showing these two sides, The Good Roll is communicating to people how simple the change is from normal toilet paper to toilet paper from The Good Roll and

Figure 3: The Good Roll, 2021

what type of impact it has. This is creating awareness among their followers and potential customers because everyone normally buys their toilet paper that is wrapped in plastic. When looking at the elements of a rhetoric analysis, the element of logos is something that is useful when looking at this post since the post makes use of argumentation to convince the receiver of the message of the information that is shared. The arguments for buying the product by The Good Roll instead of normal toilet paper are presented logically, which makes the information very clear for someone who sees this post.

The fourth and last example of the concept of personalization of climate change communication is a post by @smol and this was posted on February 3rd 2021 (see figure 4 or Appendix A, post 125). In this post, you can see some sort of dashboard that was created by Smol. With this dashboard, they show their followers and (potential) customers how much washes they have powered, how much plastic they have saved, how much chemicals they have saved and how much money their customers have saved. By showing these numbers, the customers of Smol can see how much impact their choice to buy plastic-free laundry detergent has done for the world and how much they have saved in total. In the caption they mention that each

Figure 4: Smol Products, 2021

customer can also see it for themselves in their personal Smol account, making it even more personal. Smol communicates their successes and this show that they want to share their sense of pride with their followers. Just like in the last post, in this post the logos element of the rhetorical analysis is visible. This is because of the arguments that are made in the post that are based on factual information that comes from Smol itself and what they have reached already with their business and the help of their customers.

The four posts that were described in this subchapter are all an example of the personalization of climate change communication. The posts show that businesses often want to connect with their followers/customers on a deeper level than only showing a picture on their social media channels. They are communicating useful tips to their followers, which are also related to their field of business and the main goal of their business. This shows that next to only giving information, the businesses want to connect with their followers and they do that by communicating content like the posts mentioned in this subchapter.
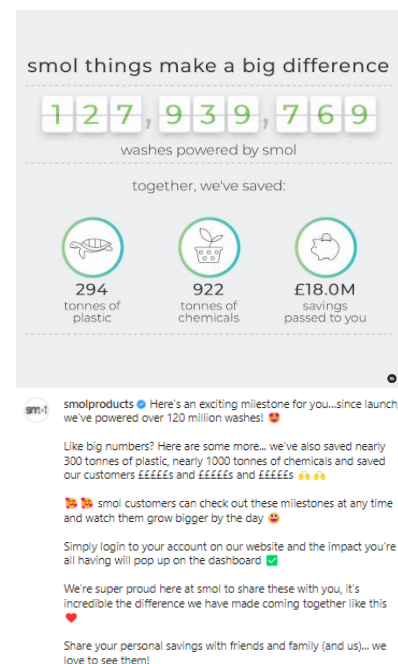
25

4.2 Optimistic versus Pessimistic Messages

The second concept that was used in this research is optimistic versus pessimistic messaging, this is a concept that was retrieved from a study by Hornsey and Fielding (2020). They found that even though a lot of people are starting to believe in climate change and the importance of action against climate change, they are also still inactive and not incorporating changes in their behaviour to save the climate. With their concept of optimistic versus pessimistic messaging, Hornsey and Fielding (2020) state that different types of messages have different outcomes for the receivers of the message.

One way that this was seen in the data analysis of the Instagram posts, is of businesses that post something that relates to the bigger problem outside of only waste reduction, so about bigger environmental problems and climate change. They post that to show how big the problem actually is and want to show their followers that it is a problem that should be taken very seriously. Followers who see that type of post will probably take their time to read it and absorb the information that is given to them.

One example that falls under this concept is the following post by @toogoodtogo.usa that was posted on April 20th 2021 (See Figure 5 or Appendix A, post 14). In the visual of the post you can see an image of a city with a park and below that is the text that says the following: "If food waste were a country, then it would be the third-highest emitter of greenhouse gas emissions". This is a fact that could be shocking for people since they probably do not know the impact of wasting food and throwing it away while they could have still eaten it. In the caption of the post, they talk about how wasted food is a cause for a
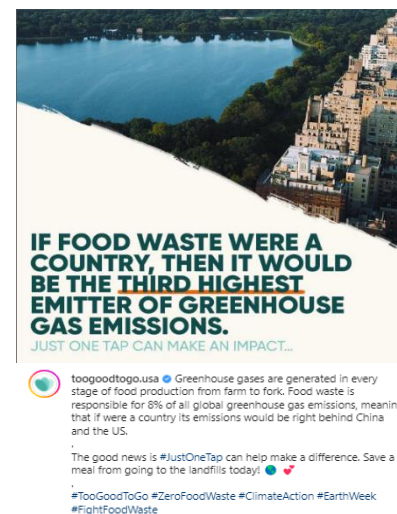

Figure 5: Too Good To Go, 2021

big part of global greenhouse gas emissions. Next to that, they state that saving a meal using the platform by Too Good To Go contributes to reducing greenhouse gas emissions since it prevents that meal from being thrown away. With this, they give a sort of optimistic twist to the message that they give in the post. Too Good To Go communicates how people can help contribute to their goal and they do this by explaining how big the issue actually is. When looking at the elements of rhetorical analysis, what stands out is the element pathos, which has to do with feelings that are expressed. With this post, they want to convince their followers to be hopeful about the situation and do what they can to help solve the problem.

Even though that they are talking about a serious situation, they want to also express to their followers that the problem can be solved when people handle it correctly.

The second example of optimistic versus pessimistic messaging is from the Instagram account @pieter_pot and this post was uploaded on December 15th 2021 (see figure 6 or Appendix A, post 77). In this post they give six different tips to make your kitchen more sustainable, and how people can reduce their waste production. In the caption of the post, they state that the average amount of waste that is produced per individual in the Netherlands, and that this is 490 kilograms. They also state how much of this is made up of plastic packaging and that a lot of this packaging comes from doing groceries at a normal supermarket, which causes for a lot of plastic waste. Because of how they are phrasing the first part of

Figure 6: Pieter Pot, 2021

the message can be seen as neutral since they are stating facts about the amount of waste that is produced per person in the Netherlands per year. However, it also leans towards an optimistic message, since they give an easy solution on how people can reduce their waste, either by doing their groceries with Pieter Pot or at least by following the six tips that were given in the post. So in this post, it is clear that they make use of neutral messaging but lean towards an optimistic message because they show a solution that can tackle the problem they are talking about. When looking at ethos, pathos and logos, it can be said that ethos is something that stands out when analysing this post. This is because ethos has something to do with the credibility of the sender of the message. In this case, Pieter Pot, which sells plastic-free groceries, is giving tips about how to have a more sustainable kitchen by for one, using the grocery service of Pieter Pot. It can be said that Pieter Pot is an expert in this field because their whole business revolves around this topic.

The third example of optimistic versus pessimistic messaging is a post by @thegoodroll (see figure 7 or Appendix A, post 100). In this post, you can see a building that is a toilet/water/shower unit that was built by The Good Roll and in the post, they give information about this project and how it came to be and what it means for the community of the country where they built it. Next to that, they thank their followers for their support and for buying their products. This post has an optimistic message because of the feeling that is behind it. They talk with pride about this project but do not mention any underlying problems or issues that are still left for them to solve. Because of this way of communicating, people can get the idea that the biggest problem is over and that the

Figure 7: The Good Roll, 2021

goal of The Good Roll is reached. Pathos is an element that can be seen in this post, this is because this post contains a lot of positive elements that make it seem like The Good Roll has reached a big part of their goal and they want to share that with their followers. Next to a lot of feelings, there is not a lot of factual information in this post included.

The final example of optimistic versus pessimistic messaging is an Instagram post by @smol that was posted on January 17th 2021 (see figure 8, or Appendix A, post 123). On the visual part of the post, you can see a seal that is wrapped in fishing nets. In the caption of the post, they explain what their goals are for the upcoming year. In their caption, they state the problem that they want to tackle and they plan on doing that. By including these two elements in their caption, they first start off with a more neutral-toned message and show the seriousness of the problem. But the after that they try to be optimistic and show how they want to handle the problem. This shows that even though they want to be optimistic with their goals and how they want to reach their goals and make it seem like they are able to reach the goals that they have set for themselves. With this post, Smol wants

Figure 8: Smol Product, 2021

to share a feeling of hope they feel for the future and what they want to reach with their

business in the upcoming year. This can be categorized under the element of pathos because they are sharing how they feel about the current situation and also including what they want to do about it.

After looking at the different posts that show elements of optimistic versus pessimistic messaging, it can be said that most businesses use neutral messaging, but always with some optimistic sentences in the post. This can be related to wanting to feel hope that the situation will be better and also convince people to buy their product because it can help with the problem. The argumentation usually starts with stating facts about how the situation is now and why the situation is as bad as it is. The second part is usually related to the business and how its products/services can help the environment.

4.3 Involvement Methods

The third and last concept of this study is the concept of involvement methods, which was retrieved from a study by Minton et al. (2012). This concept says something about how trying to involve people can have an impact on their behaviour. This concept is about engaging with the receiver of the message and giving them the tools to do something about the overflowing waste problem.

One example of how this is done on Instagram is by giving concrete tips on how people can reduce their waste by using some of the services. In this way, people feel involved in the journey and goal of waste reduction, and actually feel like they can do their part in the fight against climate change. In this paragraph, multiple examples will be given that show how the chosen businesses are trying to involve and engage their followers to be a part of their mission and their goal.

The first example to illustrate the concept of involvement methods is a post by @toogoodtogo.usa that was posted on February 6th 2021 (See Figure 9, or Appendix A, post 6). In this post, you can see a visual of a shopping cart and some text. The text in the picture says something about smart shopping. The post is giving tips for consumers to think about while they are
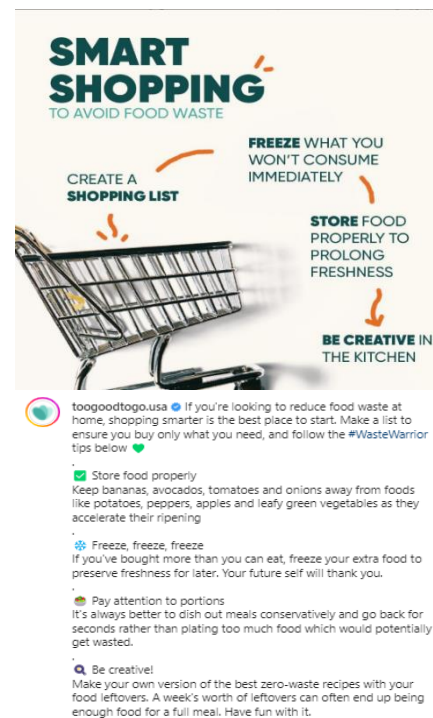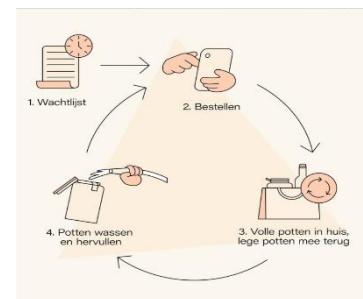
Figure 9: Too Good To Go, 2021

doing their normal groceries. By using these tips, consumers can shop more consciously, instead of overconsuming. These tips are also repeated in the caption, with a little bit more context and explanation, so it is clear for consumers what they can do. This post falls under involvement methods since it is trying to give the followers of @toogoodtogo.usa practical measures that they can take to contribute to the goal of Too Good To Go, which is making sure as little as food possible goes to waste. Too Good To Go is communicating about how people, next to using their service, can reduce their food waste. Because of the factual information and the arguments that are made in these Instagram posts, it is clear that the element of logos is important in this post and useful for the analysis. The arguments that are made in this post by Too Good To Go are logically structured and convey all the information that needs to be communicated, without making it overwhelming for the receiver of the message.

The second and last example of involvement methods in an Instagram post can be seen in the post that was uploaded by @pieter_pot on October 25th 2021 (see figure 10 or Appendix A, post 72). In this post, Pieter Pot describes the process of ordering groceries via their platform. They state the different steps that people have to take if they want to order groceries without packaging. The first step is to sign up for the waiting list. Once it is your turn, you can make an order with Pieter Pot and choose all of your favourite groceries, but without the packaging. The third step in the process is getting your groceries and using all of the product that is in them. The last step in the process is cleaning your pots and saving them for when your next order comes in, then you can give back the empty pots so

Figure 10: Pieter Pot, 2021

Pieter Pot can reuse them and then the whole cycle starts over again. Online grocery shopping is not a new phenomenon but it is something that people could struggle with. Because of the post with the instruction on how people can order from Pieter Pot, people will instantly feel like they are helped and they can order from Pieter Pot. By doing this, Pieter Pot is stimulating the sales of their packaging-free products, but also their overall goal of reducing waste among customers. The followers of Pieter Pot will feel some form of engagement to shop there because it feels like the company cares about its (potential) customers. By posting

these instructions, Pieter Pot makes the followers on Instagram feel involved in their mission of reducing waste and the fight against climate change. This post is similar to the last post in terms of rhetorical analysis. The logos elements are something that stands out with this post because of the information that Pieter Pot is trying to convey to their followers about their businesses. By explaining to their followers how they can make use of the service of Pieter Pot, they make it easy to find and can convince their followers of using their service.

With the example of involvement methods, it is shown that the selected businesses try to engage with their followers and give them easy to implement them in their daily routine. By trying to involve the customer, these businesses are building a community of consumers who share the same goal as them, which is to reduce waste and save the environment. Doing this is good for their business, but also the customers will feel like they are a part of something, making them enthusiastic to use their products/service while also feeling like they are participating in the fight against waste production.

4.4 Overall Results

After discussing all of the concepts that were used in the analysis of the data set, it can be said that all of the concepts have emerged in the Instagram posts that were posted by the selected businesses that focus on waste reduction. The personalization of climate change communication was seen in multiple posts. The accounts that were analysed shared tips and information about waste reduction. The information that was shared in these posts was accessible to the bigger public, making it so everyone can enjoy the content of these businesses. Next to that, the concept of optimistic versus pessimistic messages was also found in multiple posts. Most of the posts had a more optimistic tone when talking about the business and products related to it. However, when there were posts about the bigger problem of waste and climate change in general, the tone of voice was more neutral to portray the seriousness of this problem. When giving solutions, the tone became more optimistic, to show people that not all hope was lost. The third and final concept was involvement methods. In a lot of Instagram posts, there were concrete tips given to the followers on how they could get involved in the mission and what they could do themselves. The businesses regularly involved their followers by saying how they helped with their successes, but also involving them in how they could use their services/order their product.

When performing a rhetorical analysis, the three main parts of the analysis are ethos, pathos, and logos. Ethos says something about the credibility of the sender of the message. in

this research, this was the least surprising part, since all of the posts either talked about waste reduction or business operations. All of the businesses were credible to talk about this since it is their field of business or their own business they are talking about. Sometimes, information from an outside source was used in an Instagram post, this source was then always mentioned in either the visual or in the caption of the Instagram post. In the case of Pathos, it was a bit more difficult to recognize in the Instagram posts, since it has to do with the feeling that is expressed. Most posts had a positive and happy tone of voice, which is in line with the optimistic messaging. However, there were also posts that did not use any emotion but were only stating factual information to either illustrate the waste problem or inform people about certain business practices. Logos has something to do with the argumentation in a post and if it is used in a logical way. In most Instagram posts that were analysed, it could be seen that first there was factual information, which was supported by more informal information. By looking at the Instagram posts with Ethos, Pathos and Logos, it became more clear how the Instagram posts were structured and which elements were seen in the posts.

To sum up the results, it can be said that businesses use their Instagram to communicate their message and their goals (both business and sustainability-wise) to their followers. They do this while using logical argumentation in which they state facts and support these with emotional elements, like happiness or pride. This strategy was seen in a lot of Instagram posts. Most Instagram posts were visually aesthetic and used a lot of small illustrations to get the point of the Instagram posts across if this was explaining facts about the waste problem or giving useful tips to the followers. Visuals in the Instagram posts did not contain too much text and made use of colours that were repeated throughout all of the posts per business. In the caption, it was usually texts combined with emojis. This shows that even though that is some posts there is serious information communicated, the selected businesses want to communicate the information lightly to not discourage their followers.

5 Conclusion & Discussion

5.1 Conclusion

This research has brought up some interesting findings surrounding the use of the social media platform Instagram and sustainable businesses with a focus on waste reduction. One thing that can be said about these businesses is that they are active on their Instagram and use it to connect with followers and to convey their message to their followers. As mentioned before, Instagram is a useful platform for businesses that want to instantly make contact with their followers and their (potential) customers. Because of this, businesses that make use of Instagram can translate their message and the goal of their company in a rather easy and relatively low-cost manner.

This subchapter aims to answer the research question that was introduced in the first chapter of this master thesis. To recollect, the research question that was composed for this research is as follows: how do sustainable businesses with a focus on waste reduction use Instagram to communicate their message? After conducting the research, the research question can be answered as follows. This research found that sustainable businesses with a focus on waste reduction actively use Instagram and they use it for multiple goals such as connecting with their followers, communicating about their sustainable goals, teaching their followers how to be more sustainable in their daily lives and lastly to promote their product/service that encourages waste reduction.

After this research it can be concluded that sustainable businesses with a focus on waste reduction are making use of mostly neutral and optimistic messages within their post, the businesses communicate on a personal level with their followers/consumers and businesses are actively involving their followers in their goal towards less waste and a more sustainable future. A lot of Instagram posts that were analysed for this research were using neutral and optimistic messages in their Instagram posts. This often looked like a neutral statement about climate change or the waste problem that is in the world and they then gave tips or a conclusion surrounding this problem, on how people can take matters into their own hands and change their own behaviour to be more sustainable. By using optimistic messaging next to neutral messages in their Instagram posts, it can make it look like the solution to the waste problem is easy and that it can be solved by the actions of individuals. For some posts, it can be said that the message about climate change is flattening the situation or making it seem less serious than it actually is. This was also stated by the research done by Hornsey and

Fielding (2020), in which they confirm that only or mainly optimistic messaging in climate change communication can take away the seriousness of the message that businesses or organizations try to convey to their audience. Because of this, the Instagram posts by sustainable businesses with a focus on waste reduction can sometimes be categorized as ineffective in transferring a message surrounding climate change and other environmental issues. However, sustainable businesses with a focus on waste reduction are capable of transferring information about climate change and the waste problem in an accurate and less complicated way, which they are also doing with their posts.

Most posts of sustainable businesses with a focus on waste reduction share tips that are easy to incorporate for people in their daily lives. This is a form of the personalization of climate change, which is a concept from a research by Anderson (2017). This says something about how personal or nonpersonal businesses make their content for their followers. As mentioned in the results, a lot of posts make the communication surrounding waste reduction very personal, either by sharing tips that are useful in the daily life of the followers or by reposting the pictures from the followers, so other people can see how it has helped them. Doing this can let followers feel more connected to the business, since it is talking about topics that are personal to them. Because of this, sustainable businesses with a focus on waste reduction make the communication via their Instagram posts very personal, so all of their followers can relate to this and feel like they can contribute to the mission of the sustainable business.

The concept of involvement methods by Minton et al. (2012) was seen the least during the analysis, which means that sustainable businesses with a focus on waste reduction are not actively trying to involve their followers in their goal of waste reduction. In the cases they did use involvement methods, it was seen as follows. Sometimes there were reasons or tips given via an Instagram post which people could use in their daily life, but these reasons or tips were connected to the main goal of the company. This showed that businesses are thinking about involving their followers, however, it was not seen often during the analysis of the Instagram posts. By not actively involving their followers, it could be that sustainable businesses with a waste reduction do not feel connected to their followers to the business and its goal. Most posts that were analysed did not involve involvement methods and were labelled as not applicable when talking about this concept.

After analysing the data and conducting the research, it can be said that sustainable businesses with a focus on waste reduction communicate via their Instagram in a personal

and optimistic way, but are not actively involving their followers in their practice and their goal. They communicate optimism about the situation of the waste crisis that is going on and how people can help to better the situation. Next to that, they make the communication personal because they try to relate to people and communicate about situations that will feel relatable to their followers. However, in their communication via their Instagram profile, sustainable businesses with a focus on waste reduction do not actively involve their followers in their goal of lessening the waste crisis. The communication via Instagram is successful to the extent of communicating about the message and the goal of the sustainable business and the personalization of climate change communication. By using a combination of visuals, factual information and informal language, the businesses with a focus on waste reduction are communicating their messages and goals to their followers.

5.2 Discussion

In this subchapter, the discussion part of this master thesis will be highlighted. The chapter is divided into four parts, which are as follows: interpretations, implications, limitations and recommendations for further research.

5.2.1 Interpretations

The results of this study show that sustainable businesses with a focus on waste reduction communicate a lot via their Instagram pages and that they are trying to communicate their main message, which is how their service or product is helpful for reducing waste and in that sense for a better environment, but also what their followers can do themselves to be better for the environment. One business that had the most variety in its communication via Instagram was Too Good To Go. When looking at the analysed Instagram posts, it can be stated that they use a lot of different techniques when posting on their social media. They use a good combination of neutral and optimistic messaging in their captions that are supported by outsider sources. Next to that, they make the communication very personal for their followers and are actively trying to involve their followers in their goal of food waste reduction. However, all businesses, are very active on their Instagram pages and try to deliver their message in an accessible way to their followers. They stay away from academic or scholarly language and this is to avoid misunderstanding among their followers. Because of this, it is likely that most of the followers will understand the problem that is

talked about, without being confused about the language that is incorporated in the posts. The results of this study add information to the already existing literature that is out there surrounding sustainable businesses with a focus on waste reduction. The information that is added states something about how these types of businesses are communicating their goals and business objectives to their followers on the social media platform Instagram. This is useful in this research area because there is now more understanding about how these businesses are communicating and which elements are important and frequently used in the communication surrounding waste reduction and climate change.

5.2.2 Implications

The results of this study show that a lot of content that is produced and uploaded by sustainable businesses with a focus on waste reduction contains optimistic messaging. This is something that is seen as not the most effective way of communicating about climate change and other environmental issues (including waste reduction). This can be seen as a contrast with the research of Hornsey and Fielding (2020). They do not argue that optimistic messaging does not affect inactiveness among climate change believers, but they do state that neutral messaging is most effective when it comes to climate change communication because this does not take away from the seriousness of the crises that is climate change (Hornsey and Fielding, 2020).

Next to that, another aspect that came up in the results is how most businesses do actively make us of the personalization of climate change communication. The businesses that were analysed used a lot of elements in their social media strategy that make the content more personal for their followers. This can be seen in various elements, such as the contents of a post (containing tips or real-life situations) or in the pictures that are used, which are often reposted from their own followers. When looking at the research of Anderson (2017), it is said that with more and more personalization of climate change communication, people will be more likely to read and learn about climate change but also will be more likely to make behavioural changes in their daily lives. This means that the results of this study, are also in line with the results of Anderson (2017) because both studies are seeing personalization of climate change communication.

Lastly, the concept of involvement methods that was retrieved from a study by Minton et al. (2012). This concept talked about how involving followers within climate change communication could lead to behavioural changes. This study found that not a lot of

businesses use involvement methods in their Instagram posts, they lack actual action points for making their followers feel included in their goal/mission for waste reduction. One could argue that this concept was not useful for this study, however, involvement methods can be something that sustainable businesses with a focus on waste reduction could improve upon. Something that could be useful for further research is seeing if involvement methods could be implemented on the Instagram posts of other sustainable businesses with a focus on waste reduction.

5.2.3 Limitations

For this research, there are a few aspects that can be considered as limitations. The first aspect is the bias in the search for theory to build the theoretical framework. During this search, a lot of research was studied and considered to use in the theoretical framework, however, it is not possible to include all research done in the field of climate change communication and how this is expressed on social media. Because of this, one could state that there is crucial literature missing in the theoretical framework of this research, which could lead to different results and the overall conclusion of this study. However, this is also something that could be stated about every research, because it is impossible to study all of the literature that is available in a field of research.

Another limitation in this study could be the possible bias during the analysis of the data. Because during a qualitative content analysis, the researcher is doing all of the analysis of the data. When only one researcher is analysing, it could be that there is some form of subjective analysing. This could be because the researcher is Dutch, and there was also a Dutch business included in the data set. Another research for possible bias during the analysis of the data could come from the upbringing, cultural background and academic background of the researcher. It could be that someone with a different background looked differently at the Instagram posts that were selected for this study, which would have also resulted in a different conclusion for this study. However, this is something that is not proven, and the researcher of this study tried to be as objective as possible.

The last limitation of this study could be how there were only four businesses selected for this study. The reason why there were only four businesses selected was that the number of posts selected per business had to be a reasonable amount to make a statement about the strategy behind their Instagram page. Because of this, only four businesses could be selected for the size of this research project. However, there are more sustainable businesses with a

focus on waste reduction. Because of this, it could be that the data that was not analysed in this research, could mean that the results and the overall conclusion of this study would be very different if that data was included.

5.2.4 Recommendations

For further research, it is recommended that more sustainable businesses with a focus on waste reduction are included in the study. This could lead to more in-depth and simultaneously broader results. The results would be more in-depth because of the range of businesses included in the study, and because more businesses mean more information. However, the results also would be broader because more businesses mean more data to analyse and in that way, that field of businesses would be better mapped. This could be useful to get more information drawn for this field and it would uncover how sustainable businesses are using social media, but also how they could use their social media platforms, in this case, Instagram, more effectively.

Another recommendation for further research is that the businesses that are selected for the research include businesses from a more diverse group of countries. Now only businesses from western countries were selected, making the results of the study not as diverse as they could be. If more businesses from different countries were selected, it could be that the results of this study would be different and the overall conclusion would be changed.

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Appendix

Appendix A: Data Analysis Instagram Posts

Post 1-40: Too Good To Go

     All pictures are retrieved from Too Good To Go Usa [@toogooodtogo.usa]. (n.d.) [Instagram Posts]. Instagram. Retrieved May 29, 2022, from https://www.instagram.com/toogoodtogo.usa/

Post 41-80: Pieter Pot

     All pictures are retrieved from Pieter Pot [@pieter_pot]. (n.d.). [Instagram Posts]. Instagram. Retrieved May 29, 2022, from https://www.instagram.com/pieter_pot/

Post 81-120: The Good Roll

     All pictures are retrieved from The Good Roll [@thegoodroll]. (n.d.). [Instagram Posts]. Instagram. Retrieved May 29, 2022, from https://www.instagram.com/thegoodroll/

Post 121-160: Smol

     All pictures are retrieved from Smol [@smolproducts]. (n.d.). [Instagram Posts]. Instagram. Retrieved May 29, 2022, from https://www.instagram.com/smolproducts/

Nr.	Post + Caption	Analysis
1	Figure 7: 1 January 2021 toogoodtogo.usa ✔ Wishing a happy and healthy new year to all of our Waste Warriors 💚 We are so excited about the year ahead and all of the opportunities we'll have to make a difference together as we grow our movement to fight food waste in new cities and communities 💪 ✨ 🌐 . #TooGoodToGo #ZeroFoodWaste #HappyNewYear #2021 #Sustainability #EcoFriendly 71 w.	**Author**: @toogoodtogo.usa **Main message**: Post about the new year starting. **Intended Audience**: Followers of @toogoodtogo.usa **Ethos**: does not apply **Pathos**: With this post, Too Good To Go wants to make sure that they are connected to their followers, by making an announcement about the new year starting. Their followers could feel acknowledged by these types of posts. - - - Optimistic vs pessimistic: optimistic because they talk about having a healthy new year and how they want to make a difference. **Logos**: does not apply. - Personalization of ccc: - Involvement motives:

| 2 |

Figure 8: 9 January 2021

 | **Author**: @toogoodtogo.usa

Main message: Announcing how many meals they have saved already in the US.

Intended Audience: Followers of @toogoodtogo.usa

Ethos: Too Good To Go is a credible source to share this information, since it is something that is done by them.

Pathos: Too Good To Go can share this message and approach their followers with a positive view on their business and tell them they have already saved a certain amount of meals.

- Optimistic vs pessimistic: this post has a rather optimistic tone, since it talks about how many meals they have saved and how many CO2 that has prevented.

Logos: the logical reasoning in this post is clear since, they state that with the number of meals that are saved, they have prevented a number amount of CO2 emission.

- Personalization of ccc: By saying this, the post is made personal because everyone who has save a meal once, will feel like they have done a certain part in preventing CO2 emissions.

- Involvement motives: By seeing the results of 50.000 meals saved, people can feel more connected to the cause and start actively using the platform even more. |

3	**4 REASONS TO EAT YOUR STRAWBERRY STALK** 1. To dose yourself with nutrients like fiber and potassium. 2. To prevent unnecessary food waste. 3. Because it has an entirely inoffensive, neutral taste – a bit like spinach. 4. So you don't have to awkwardly hold it while you wait to find a trash can. Figure 9: 18 January 2021 toogoodtogo.usa ✔ Did you know that strawberry stalks are totally edible and full of nutrients? 🍓 #TooGoodToGo #ZeroFoodWaste #Strawberries 69 w.	**Author**: @toogoodtogo.usa **Main message**: The main message is that all of the strawberry can be eaten and not only the fruit part. They want to educate people of creating less waste in that way. **Intended Audience**: Followers of @toogoodtogo.usa **Ethos**: there is no obvious source mentioned in the picture, however, seeing their business, Too Good To Go probably is a credible source, since they are suitable to talk about this topic. **Pathos**: There is no obvious use of emotion in this post. - Optimistic vs pessimistic: this post can be seen as a neutral, since there is no celebration of a win, or a negative statement. The only thing that makes it more leaning towards optimistic is that they share that the stalk of a strawberry is full of nutrients, which could make people see this in a positive way. **Logos**: this post is very logical structured. It gives four arguments of why people should eat their strawberry stalk. - Personalization of ccc: there is not apparent personal element in this post. - Involvement motives: there is no real reason for involvement included in this post.

| 4 |

Figure 10: 27 January 2021

 | **Author**: @toogoodtogo.usa

Main message: The main message of this post is sharing a kitchen hack that will make your food last for longer.

Intended Audience: Followers of @toogootogo.usa

Ethos: Too Good To Go is credible to post this because it is their field of business, creating less food waste.

Pathos: there is no obvious emotion that is used in this post.

- Optimistic vs pessimistic: However, this post does lean a little bit more to optimistic, since it is sharing a hack that people can do themselves to keep their own food fresh for longer.
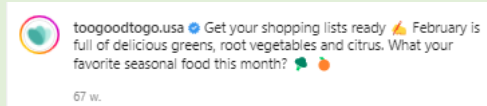
Logos: they make some argumentation on why using an apple to keep the sprouting of a potato away and they try to explain the science behind it. This makes it logical for people to listen to their advice.

- Personalization of ccc: They make this post personal because they include a give away in it, if people comment on that post they have a chance of winning a free meal from Too Good To Go, which is something for their personal life.

- Involvement motives: There is no real reason for people to get involved in the cause of Too Good To Go. |

| 5 | SEASONAL FOODS
February

BROCCOLI   BRUSSEL SPROUTS   CABBAGE   KALE

LEEKS   ORANGES   RUTABAGAS   TURNIPS

Figure 11: 1 February 2021

toogoodtogo.usa ✔ Get your shopping lists ready 🍋 February is full of delicious greens, root vegetables and citrus. What your favorite seasonal food this month? 🥬 🍊
67 w. | **Author**: @toogoodtogo.usa
Main message: The main message of this post is to teach their followers about what foods are in season in February.
Intended Audience: Followers of @toogoodtogo.usa

Ethos: Too Good To Go is credible to post this because it is their field of business, creating less food waste.
Pathos: In this post there is no obvious emotion included.
- <u>Optimistic vs pessimistic</u>: there is no obvious optimistic or pessimistic message in this post, so this can be considered as neutral.
Logos: the argumentation behind this post is that Too Good To Go wants to encourage people to start eating foods from the season, which is better for the environment. By making an easy overview of which fruits and vegetables are in season, people can keep this in mind while shopping.
- <u>Personalization of ccc</u>: By telling their followers about which foods are in season, Too Good To Go gives a personal twist to their post, because people can see for themselves what is accessible to them.
- <u>Involvement motives</u>: There is no real reason to get involved in the cause of Too Good To Go. |

| 6 |

Figure 12: 6 February 2021

 | **Author**: @toogoodtogo.usa

Main message: The main message of this post is Too Good To Go wanting people to minimize their food waste

Intended Audience: Followers of @toogoodtogo.usa

Ethos: Too Good To Go is credible to post this because it is their field of business, creating less food waste.

Pathos: there is not really a clear feeling that is expressed with this picture.

- Optimistic vs pessimistic: The message in this post is quite neutral but leaning towards optimistic. This is because the information is mostly factual, but it is presented in a way that avoiding food waste is solving a big part of the bigger problem.

Logos: the argumentation behind this post is that Too Good To Go wants to teach people on how they can reduce their food waste while doing their normal groceries. The tips that are given in this post are useful for people and it could convince them to think twice about food waste while doing their normal groceries.

- Personalization of ccc: The tips that are given in this posts could be seen as personal content, since almost everyone does groceries at a supermarket, this means that these tips are relatable for everyone, and not just a handful of people.

- Involvement motives: The tips that are given could be seen as a way for people to get more involved in waste reduction and how they could make slight changes in their daily habits to reduce their waste. |

7	Figure 13: 20 February 2021 	**Author**: @toogoodtogo.usa **Main message**: The main message of this post is informing people about how reducing food waste can make sure we can still feed the ever growing world population. **Intended Audience**: Followers of @toogoodtogo.usa **Ethos**: Too Good To Go is credible to post this because it is their field of business, creating less food waste. **Pathos**: there is no clear emotion that is expressed in this image. - Optimistic vs pessimistic: the message in this image is quite neutral, but also leaning towards optimistic, since they talk about how they want to feed the world's population **Logos**: - Personalization of ccc: - Involvement motives:
8	Figure 14: 28 February 2021 	**Author**: @toogoodtogo.usa **Main message**: The message of this post is inspiring people with ideas of meals/products they can get with the Too Good To Go app. **Intended Audience**: Followers of @toogoodtogo.usa **Ethos**: not applicable **Pathos**: the emotion behind this post is that people will feel like the Too Good To Go platform is something that fits in their daily lives. The man in the picture looks satisfied with his meal, and people could feel like they want that as well. - Optimistic vs pessimistic: there is no apparent

		waste reduction/climate change meaning in this picture. The only mentioning about it is in the caption 'rescue a bagel this weekend', which relates to waste reduction, but in a very minimal way. **Logos**: not applicable, no real arguments made in this post. - <u>Personalization of ccc</u>: This post feels really personal since it is a repost of someone who has used the Too Good To Go service in his life, which could seem relatable for some people. - <u>Involvement motives</u>: this picture is kind of involving the receivers, since they make the bar to use Too Good To Go very low, this is because of the repost by another 'normal' person.
9	**PAST MY BEST BEFORE DATE?** TRY THE TEST: LOOK — SMELL — TASTE TO FIND OUT IF THE PRODUCT IS STILL GOOD Figure 15: 9 March 2021 toogoodtogo.usa ✓ A friendly reminder that the "best before" date is simply the manufacturers' recommendation for peak quality. Most items are perfectly safe to consume beyond it. When in doubt, use your senses 👀 ⚠️ 🔻 . #ZeroFoodWaste #TooGoodToGo #Sustainability 62 w.	**Author**: @toogoodtogo.usa **Main message**: Teaching people how to find out if they can still eat/use the products in their home, without only looking at the expiration date on a product. **Intended Audience**: Followers of @toogoodtogo.usa **Ethos**: Too Good To Go is credible to post this because it is their field of business, creating less food waste. **Pathos**: there is no apparent emotion in this post. - <u>Optimistic vs pessimistic</u>: the message of this post is rather optimistic, but leaning towards neutral. They state a few ways people can see if their food is still edible. But they are encourage people to make no waste inside of their home. **Logos**: The arguments made in this post are logical and clear for the public. They make it

		clear that they want you to look at your products before just throwing it away because of the expiration date.
		- <u>Personalization of ccc</u>: Not applicable
		- <u>Involvement motives</u>: They are trying to get their followers to get more involved in their mission, teaching them ways on how to reduce food waste in their own home.
10	Figure 16: 15 March 2021	**Author**: @toogoodtogo.usa
		Main message: Informing people on how big the waste problem is at the moment and how fast we are using our natural resources.
		Intended Audience: Followers of @toogoodtogo.usa
		Ethos: Because Too Good To Go is not the expert in this field, they have used a source from the outside, which is mentioned in the picture.
		Pathos: They do respond to the emotion with this post, because they want to inform people how big the problem is, however, they do not make it sound scary or super serious.
		- <u>Optimistic vs pessimistic</u>: The message in this post is quite neutral, because they state the problem and the seriousness of it, and what the consequences are of our actions in the past.
		Logos: the argumentation in this post is logical because they state the problem, the outcome of the problem and how they want to tackle the problem. Additionally, they
		- <u>Personalization of ccc</u>: They try to make this post personal, and that is because of how they phrase the problem. This is because they are talking about 'we' and 'our' which makes a lot of people feel included and not as if they are

<table>
<tr><td></td><td></td><td>being blamed.

- <u>Involvement motives</u>: because the post is made quite personal, people will probably feel involved and they can kind of see how they are involved, however, there are no clear action points in this posts with things that people can do to tackle the problem.</td></tr>
<tr><td>11</td><td>
Figure 17: 26 March 2021

</td><td>Author: @toogoodtogo.usa
Main message: The main message behind this picture is asking people which shops they think should be included in Philadelphia and D.C. on the Too Good To Go platform.
Intended Audience: Followers of @toogoodtogo.usa, specifically in the Philly and D.C. area.

Ethos: Not really applicable
Pathos: There is not really any visible emotion in this post.
- <u>Optimistic vs pessimistic</u>: message is optimistic, since they want to expand their businesses, but not necessarily in relation to climate messaging.
Logos: Not really any argumentation in this post.
- <u>Personalization of ccc</u>: Not really a personal message regarding climate change/waste reduction. Only thing is that because of business expansion, more people can actively reduce their waste via this platform.
- <u>Involvement motives</u>: by asking their followers for recommendation of businesses to join their platform, Too Good To Go makes their followers feel included in the mission against waste reduction.</td></tr>
</table>

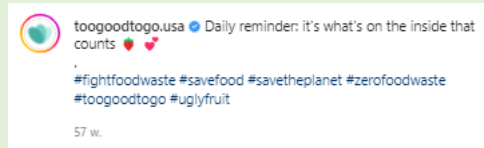| 12	Figure 18: 3 April 2021	**Author**: @toogoodtogo.usa **Main message**: the main message is reducing waste by using food scraps that would normally be thrown away, to do something with them first. **Intended Audience**: Followers of @toogoodtogo.usa **Ethos**: Too Good To Go is credible to post this because it is their field of business, creating less food waste. **Pathos**: There is no visible emotion. But they do try to make a holiday more fun and sustainable by sharing these tips. - Optimistic vs pessimistic: more optimistic message, on how to reduce waste and make your holiday more fun. **Logos**: Not any argumentation for waste reduction in this post. - Personalization of ccc: Because a lot of people celebrate easter, it makes it more personal to share these tips for waste reduction. - Involvement motives: By sharing these tips, followers could feel more involved in waste reduction, because it is something they can do themselves.
13		**Author**: @toogoodtogo.usa **Main message**: the main message of this post is teaching people that non-perfect looking food is just as tasteful and nutritious as the perfect food we always find in the supermarket. **Intended Audience**: followers of @toogoodtogo.usa **Ethos**: Too Good To Go is credible to post this

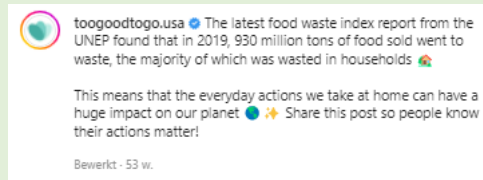|		
	Figure 19: 9 April 2021	because it is their field of business, creating less food waste. **Pathos**: No visible emotion used in this post. - Optimistic vs pessimistic: the message is optimistic because they try to convince people to eat non-perfect food and that there is no difference, thus reducing waste because it will not be thrown away. **Logos**: The argumentation is in the post because they state that an 'ugly' and a 'pretty' strawberry have the same amount of nutritious elements in them, making people think about how they look at food. - Personalization of ccc: By including a strawberry in the post, they used a fruit that most people buy and eat, making it more personal. - Involvement motives: Not very apparent, but showing how easy it is to reduce waste, followers could feel involved to reduce waste in their own home.
14	 Figure 20: 20 April 2021	**Author**: @toogoodtogo.usa **Main message**: the main message is to put in perspective how big the food waste or the waste problem in general is at the moment and what that means for greenhouse gas emissions. **Intended Audience**: followers of @toogoodtogo.usa **Ethos**: Too Good To Go is credible to post this because it is their field of business, creating less food waste. **Pathos**: no visible emotion, the tone of the post is rather neutral about how serious the problem is. - Optimistic vs pessimistic: message is rather

		neutral, because of the seriousness of the problem. This shows that when the message is serious, they want to make sure that their followers know that. **Logos**: the argumentation in this post is logical because they show how big the food waste problem is at the moment. - <u>Personalization of ccc</u>: there is no visible personal aspect in this post. - <u>Involvement motives</u>: by showing how big the food waste problem is at the moment, people could feel the need to get involved to help tackle this problem.
15	SEASONAL FOODS May ASPARAGUS CABBAGE CHARD RADISHES RHUBARB STRAWBERRIES SNAP PEAS MUSHROOMS Figure 21: 1 May 2021 toogoodtogo.usa ● Get those shopping lists out, there's lots of tasty new produce in season this month. What's your favorite thing to make with May's bounty? 🍓 🌶️ #TooGoodToGo #ZeroFoodWaste #SustainableKitchen #MealPrep Bewerkt · 53 w.	**Author**: @toogoodtogo.usa **Main message**: the main message of this post is to show the people which fruits and vegetables are in season right now. **Intended Audience**: followers of @toogoodtogo.usa **Ethos**: Too Good To Go is credible to post this because it is their field of business, creating less food waste. **Pathos**: no visible emotion in this post - <u>Optimistic vs pessimistic</u>: this is a rather neutral message. Not necessarily optimistic or pessimistic. **Logos**: there is not argumentation in this post. - <u>Personalization of ccc</u>: not really any personal elements in this post. - <u>Involvement motives</u>: Too Good To Go is encourage people to shop food that is in season right now, to make sure that less food is wasted.

| 16 | Figure 22: 4 May 2021

 | **Author**: @toogoodtogo.usa
Main message: the main message in this post is trying to convince people of how big and bad the food waste problem is at the moment.
Intended Audience: followers of @toogoodtogo.usa

Ethos: Too Good To Go is credible to post this because it is their field of business, creating less food waste. Next to that they name a outside source, which confirms the information they want to share.
Pathos: no visible emotion in this post.
- <u>Optimistic vs pessimistic</u>: the message is very neutral because they want to show the seriousness of the problem and try to do that with factual data.
Logos: the argumentation is logical in this post. they state a problem that they want to tackle with their business.
- <u>Personalization of ccc</u>: because they mention that a lot of food waste is created in households, they make it more personal for their followers. they show that normal people are a part of the problem and that they can contribute to the solution out of their own home.
- <u>Involvement motives</u>: there is not any involvement spotted in this post, next to the problem, they do not state any measures that people can take themselves. |

| 17 |

Figure 23: 22 May 2021

 | **Author**: @toogoodtogo.usa
Main message: the main message of this post is to make sure that their followers know how big the food waste problem is at the moment.
Intended Audience: followers of @toogoodtogo.usa

Ethos: Too Good To Go is credible to post this because it is their field of business, creating less food waste. they also used an outside source, which is named in the post.
Pathos: there is no visible emotion in this post.
- Optimistic vs pessimistic: the message is phrased rather neutral in this post. it states how serious the problem is, and that is also the tone of the post. they put it in perspective.
Logos: the argumentation of this post is logical, since they make is visible on how much food is wasted per year.
- Personalization of ccc: by using this comparison, people will get a feeling of how many food there is wasted each year, and how that would look in normal terms for them. This makes the communication about waste reduction more personal.
- Involvement motives: there is not any involvement spotted in this post, next to the problem, they do not state any measures that people can take themselves. |

| 18 | Figure 24: 27 May 2021 | **Author**: @toogoodtogo.usa
 Main message: the main message of this post is teaching people how to use their waste in a creative way, in this case a banana peel.
 Intended Audience: followers of @toogoodtogo.usa

 Ethos: Too Good To Go is credible to post this because it is their field of business, creating less food waste.
 Pathos: there is no visible emotion in this post.
 - <u>Optimistic vs pessimistic</u>: this post is optimistic, because is shows how easy and fun it is to use your normally thrown away banana peel in the kitchen.
 Logos: the argument/ideas to use your banana peel instead of throwing it away is logical and should convince people.
 - <u>Personalization of ccc</u>: because too good to go is talking about a fruit that is eaten daily by a lot of people, a lot of people will relate to this post and can do something with it.
 - <u>Involvement motives</u>: all the four ideas given in the post are applicable for most people, so this probably makes them feel involved in reducing the food waste problem. |
| 19 | | **Author**: @toogoodtogo.usa
 Main message: the main message in this post is promoting their business and how people can use their service to reduce food waste.
 Intended Audience: followers of @toogoodtogo.usa

 Ethos: Too Good To Go is credible to post this because it is their field of business, creating less |

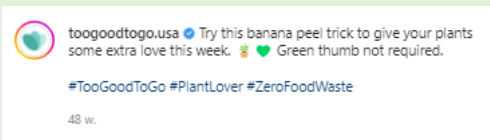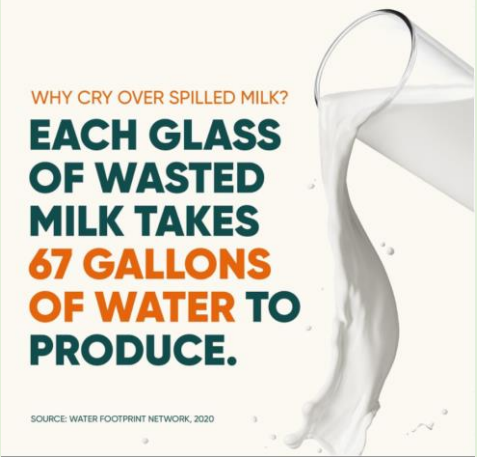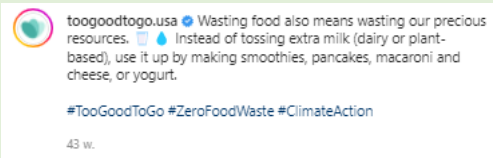|			
	Figure 25: 8 June 2021		food waste. **Pathos**: the emotion in the post is very happy and positive. also because of the smiling people, people will assume that using too good to go is fun and helps them in their daily lives. - <u>Optimistic vs pessimistic</u>: the message is rather optimistic, since they talk about 'fun' and 'with friends' which makes it seem optimistic and like saving the planet is something easy. **Logos**: there is no clear arguments made in this post. only that using too good to go reduces food waste. - <u>Personalization of ccc</u>: because the picture is of two friend who are smiling with their too good to go bags, people will feel this on a personal level, since they can do that too themselves. - <u>Involvement motives</u>: no action points for people to get involved in their mission.
20	Figure 26: 16 June 2021		**Author**: @toogoodtogo.usa **Main message**: the main message of this post is teaching people a life hack on how to make their own plant food with their own food waste. **Intended Audience**: followers of @toogoodtogo.usa **Ethos**: Too Good To Go is credible to post this because it is their field of business, creating less food waste. **Pathos**: there is no visible emotion in this post. - <u>Optimistic vs pessimistic</u>: the message is rather optimistic, since they talk about how people can make their own plat food using their food waste. this makes people happy because they can reduce their waste without having to go out of their way.

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		Logos: there is an argument of why using banana peels is useful for your plants and how to do it. - <u>Personalization of ccc</u>: because a lot of people eat bananas and have houseplants, this could be personal for a lot of people, and make it seem relatable. next to waste reduction, they also make their own lives easier. - <u>Involvement motives</u>: by sharing this hack, people can feel involved into the waste reduction mission.
21	 Figure 27: 18 June 2021 	**Author**: @toogoodtogo.usa **Main message**: the main message is teaching people how long it takes for a head of lettuce to decompose in a landfill. **Intended Audience**: followers of @toogoodtogo.usa **Ethos**: Too Good To Go is credible to post this because it is their field of business, creating less food waste. **Pathos**: there is not visible emotion in this post. - <u>Optimistic vs pessimistic</u>: the message is neutral but maybe leaning towards pessimistic. this is because saying that a natural product takes so long to decompose, is not a very hopeful thing to say and could make people feel guilty about their habits. **Logos**: the argumentation here is that food takes a really long time to decompose, and that by not wasting any food, landfills would automatically be less full. - <u>Personalization of ccc</u>: Everyone has thrown away a head of lettuce once or something similar, because of this people can probably

		relate to this post. - <u>Involvement motives</u>: they do not give any opportunity for people to be involved. only that they should not throw away food.
22	 Figure 28: 28 June 2021 	**Author**: @toogoodtogo.usa **Main message**: the main message of this post is letting people find our their food horoscope. **Intended Audience**: followers of @toogoodtogo.usa **Ethos**: not applicable **Pathos**: there is not emotion in this post, it is meant as a funny post. - <u>Optimistic vs pessimistic</u>: the message is kind of optimistic, although there is no apparent climate change/waste reduction message here. **Logos**: there is no argumentation in this post. - <u>Personalization of ccc</u>: not applicable - <u>Involvement motives</u>: not applicable
23	 Figure 29: 11 July 2021 	**Author**: @toogoodtogo.usa **Main message**: the main message of this post is how people can extend the life of their products, instead of throwing them away once they go bad. **Intended Audience**: followers of @toogoodtogo.usa **Ethos**: Too Good To Go is credible to post this because it is their field of business, creating less food waste. **Pathos**: there is no visible emotion used in this post. - <u>Optimistic vs pessimistic</u>: the message in this post is rather optimistic, since they want to convince people of using their hack of saving

		food instead of throwing it away. **Logos**: the argumentation used in this post is clear and logical. They show what most people do, but also on how it can be done better. - Personalization of ccc: since they show a very common situation for people, it is kind of a personal message. a lot of people will relate to this post. - Involvement motives: because they give a clear solution to a problem, people can instantly change their behaviour and reduce their own food waste.
24	WHY CRY OVER SPILLED MILK? **EACH GLASS OF WASTED MILK TAKES 67 GALLONS OF WATER TO PRODUCE.** SOURCE: WATER FOOTPRINT NETWORK, 2020 Figure 30: 17 July 2021 toogoodtogo.usa ✔ Wasting food also means wasting our precious resources. 🥛 💧 Instead of tossing extra milk (dairy or plant-based), use it up by making smoothies, pancakes, macaroni and cheese, or yogurt. #TooGoodToGo #ZeroFoodWaste #ClimateAction 43 w.	**Author**: @toogoodtogo.usa **Main message**: the main message of this post is informing people about how much water is used (wasted) to create a glass of milk. **Intended Audience**: followers of @toogoodtogo.usa **Ethos**: Too Good To Go is credible to post this because it is their field of business, creating less food waste. next to that they also use an outside source, which is mentioned in the picture. **Pathos**: There is no visible emotion in this post. - Optimistic vs pessimistic: the message in this post is rather neutral, because they want to describe the seriousness of the situation. **Logos**: the arguments made in this post are logical. they state the problem and that by reducing food waste, the problem could be helped. - Personalization of ccc: the post is made personal because of the tips they give that your can do with a left over milk product, something that probably everyone has sometimes.

		- <u>Involvement motives</u>: by giving tips that help solve the problem, people can feel more involved while they are saving food from being wasted.
25	WE'RE NOW FIGHTING FOOD WASTE IN **TORONTO** Figure 31: 28 July 2021 toogoodtogo.usa ● Calling all Canadian Waste Warriors: Too Good To Go has officially launched in Toronto! CA ◆ Download the app via the link in bio to start saving meals, and be sure to follow @toogoodtogo.can for updates. #TooGoodToGo #ZeroFoodWaste #TorontoEats 42 w.	**Author**: @toogoodtogo.usa **Main message**: the main message of this post is to announce that too good to go is expanding their business. **Intended Audience**: followers of @toogoodtogo.usa but also people who live in Canada who are interested in using too good to go. **Ethos**: not applicable. **Pathos**: they share a happy emotion in this post, because they are proud to announce that they can expand their business. - <u>Optimistic vs pessimistic</u>: this message is optimistic but is not related to waste reduction. **Logos**: no clear argumentation in this post. - <u>Personalization of ccc</u>: no communication around waste reduction in this post. - <u>Involvement motives</u>: no communication around waste reduction in this post.
26	Did you know **NEAR HALF OF ALL FRUITS AND VEGGIES GO TO WASTE GLOBALLY.** Figure 32: 9 August 2021	**Author**: @toogoodtogo.usa **Main message**: Stating that a lot of fruits and vegetables are wasted after they are bought from the (super)market. **Intended Audience**: Followers of @toogoodtogo.usa **Ethos**: Too Good To Go is credible to post this because it is their field of business, creating less food waste. **Pathos**: the emotion in this post is not super

	toogoodtogo.usa ● Don't let your fresh produce become another statistic! 🍏 ❤️ By planning ahead, you can keep fruits and veggies from ending up in the trash. Share your favorite produce storage tips with us in the comments. 👇 #TooGoodToGo #ZeroFoodWaste #SustainableKitchen 40 w.	visible, how ever, they want to confront people with the message of how much fruits and vegetables are wasted on a global scale. They do want give their followers a certain feeling about this. - <u>Optimistic vs pessimistic</u>: the message is quite neutral, neither optimistic nor pessimistic. The caption however is a bit more optimistic since they try to educate people on how to be better. **Logos**: the argumentation behind this post is logical. They state the problem, and then give a simple tip in the caption and ask people to share their favourite tip to reduce waste. - <u>Personalization of ccc</u>: they make this post personal because everyone has had to deal with this problem before. Next to that, they ask people how they deal with this problem, so asking them to think about this themselves as well. - <u>Involvement motives</u>: too good to go tries to involve people by having them share tips with each other. Because of this, people will feel like they can also do their part of encouraging waste reduction.
27	 Figure 33: 20 August 2021	**Author**: @toogoodtogo.usa **Main message**: the main message of this post is stating how much their platform can make a difference in the battle against waste reduction. **Intended Audience**: followers of @toogoodtogo.usa **Ethos**: Too Good To Go is credible to post this because it is their field of business, creating less food waste. Next to that, they make use of an source outside of their own knowledge, which is

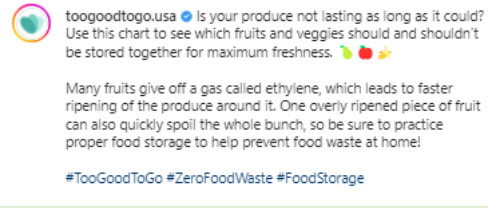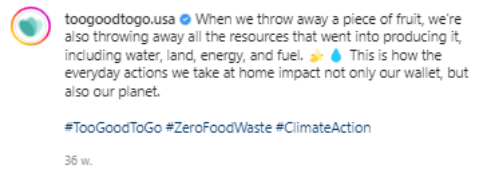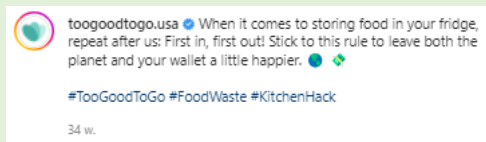|		
	toogoodtogo.usa ✓ A special shoutout to all our Waste Warriors for making a difference each day by fighting food waste. 🍎 🔵 Our 2020 Impact Report highlights the tangible, positive impact we're having on the planet as a company and a movement; read it now via the link in our bio. #TooGoodToGo #ImpactReport #ClimateAction 38 w.	mentioned in the visual. **Pathos**: they share a happy feeling about their business and how useful the service is to reduce food waste. They state that 90% of the food that is purchased through their app ends up being eaten. - Optimistic vs pessimistic: the message is leaning more towards optimistic, since they share on how successful their business is and that it definitely helps to reduce food waste. They make it seem like their goal is almost reached. **Logos**: the argumentation behind this post is logical as far as there is any argumentation. - Personalization of ccc: by stating that people who use their app reduce food waste, because most food is consumed, they make it personal for their followers since they - Involvement motives: with this post, too good to go shows that their followers have been involved already, because they state that food purchased through their platform is not wasted. By posting this, they show that their followers are contributing to their goal.
28	 Figure 34: 24 August 2021	**Author**: @toogoodtogo.usa **Main message**: the main message of this post is how to correctly store your produce to make it last the longest as you can. **Intended Audience**: followers of @toogoodtogo.usa **Ethos**: Too Good To Go is credible to post this because it is their field of business, creating less food waste. **Pathos**: there is no visible feeling used in this

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		post. - <u>Optimistic vs pessimistic</u>: the message is leaning more towards optimistic, because it is showing how people can make a difference without having to make a huge effort. **Logos**: the argumentation behind this message is logical because it is stating facts on how food can last longer. - <u>Personalization of ccc</u>: by using fruits and vegetables that most people have in their home, too good to go makes this more personal since everyone can relate to this. - <u>Involvement motives</u>: by teaching people on how to store their produce, it makes it feel like they can contribute to the fight against food waste.
29	 Figure 35: 7 September 2021 	**Author**: @toogoodtogo.usa **Main message**: the main message of this post is showing the impact wasting food has on the environment. **Intended Audience**: followers of @toogoodtogo.usa **Ethos**: Too Good To Go is credible to post this because it is their field of business, creating less food waste. **Pathos**: the is no visible feeling int his post. - <u>Optimistic vs pessimistic</u>: the message in the visual is mostly neutral because they are stating a fact of what is wasted when a banana is thrown away. However the caption leans towards optimistic because they state how someone can change this and why they should change it. **Logos**: the argumentation in this post is logical. - <u>Personalization of ccc</u>: because of the

		recognizability of this situation, people will relate to it and this makes it feel more personal. - Involvement motives: by teaching people how to think about throwing away food, they make sure that people will think twice on doing that. This makes them feel more involved because they will think about too good to go in their daily life.
30	 Figure 36: 14 September 2021 	**Author**: @toogoodtogo.usa **Main message**: the main message of this post is to show 'normal' people who use too good to go. **Intended Audience**: followers of @toogoodtogo.usa **Ethos**: no talk about waste reduction in this post. **Pathos**: by showing two normal guys, who are also social media influencers, people can feel a positive connection to the platform. - Optimistic vs pessimistic: not applicable **Logos**: not applicable - Personalization of ccc: by using public figures in their posts, too good to go can create knowledge among their fans, which can make them more popular. - Involvement motives: not applicable.

| 31 | Figure 37: 21 September 2021 | **Author**: @toogoodtogo.usa **Main message**: the main message of this post is to teach people about the FIFO rule and how this can help them reduce food waste. **Intended Audience**: followers of @toogoodtogo.usa. **Ethos**: Too Good To Go is credible to post this because it is their field of business, creating less food waste. **Pathos**: there is no available feeling in this post. - Optimistic vs pessimistic: the message is quite neutral since they are stating facts about why FIFO is useful for waste reduction. **Logos**: the argumentation they use in this post is logical because they state why FIFO is useful and then what it could bring people, which is less food waste and saves them money because they do not have to throw away products. - Personalization of ccc: by introducing this easy to apply hack, people will feel like it was meant for them, making it more personal because it is something they can do themselves. - Involvement motives: because the tip is useful in everyday life, people will feel involved in the cause of too good to go. |
| 32 | | **Author**: @toogoodtogo.usa **Main message**: the main message of this post is how bad food waste is for the planet and what it means for global greenhouse gases. **Intended Audience**: followers of @toogoodtogo.usa **Ethos**: Too Good To Go is credible to post this because it is their field of business, creating less |

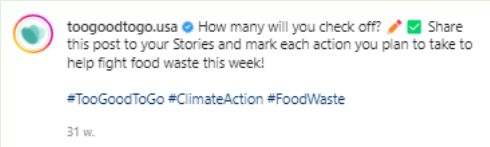|		
	Figure 38: 27 September 2021 Figure 38: 27 September 2021	food waste. Next to that, they refer to an outside source that talks about greenhouse gas emissions. **Pathos**: there is no visible feeling in this post since it is quite factual. - Optimistic vs pessimistic: the message in this post is neutral since they are stating facts about the greenhouse gases and why this is caused by food waste. **Logos**: the argumentation in this post is logical. They talk about why greenhouse gas emissions are bad and how reducing food waste can help solve this problem. - Personalization of ccc: there is not really ay personalization in this post. - Involvement motives: because they show the reality of this problem, it can motivate people to feel more involved in the cause of too good to go.
33	Figure 39: 30 September 2021	**Author**: @toogoodtogo.usa **Main message**: the main message of this post is showing a simple way of how people can reduce their food waste. **Intended Audience**: followers of @toogoodtogo.usa **Ethos**: Too Good To Go is credible to post this because it is their field of business, creating less food waste. **Pathos**: there is no visible feeling in this post. - Optimistic vs pessimistic: the tone in this post is optimistic, because they show that making a small change can make a difference in the amount of food that is wasted. **Logos**: the argumentation in this post is logical

		because they state how people can reduce their food waste with a simple change in their behaviour. - <u>Personalization of ccc</u>: because a lot of people have been in this situation, so they can relate to this type of post. - <u>Involvement motives</u>: by showing an easy way to reduce food waste, people can feel more involved in the goal of too good to go and feel like they are doing their part in that goal.
34	**WASTE WARRIOR WEEKLY CHECKLIST** ☐ MAKE A MEAL PLAN ☐ COOK A DINNER USING FRIDGE LEFTOVERS ☐ FREEZE WHAT YOU CAN'T EAT ☐ CREATE A GROCERY LIST – AND STICK TO IT! ☐ RESCUE A SURPRISE BAG! Figure 40: 11 October 2021 toogoodtogo.usa ✔ How many will you check off? ✏️ ☑️ Share this post to your Stories and mark each action you plan to take to help fight food waste this week! #TooGoodToGo #ClimateAction #FoodWaste 31 w.	**Author**: @toogoodtogo.usa **Main message**: the main message of this post is how people can be better 'waste warriors' and what they can do to be better. **Intended Audience**: followers of @toogoodtogo.usa. **Ethos**: Too Good To Go is credible to post this because it is their field of business, creating less food waste. **Pathos**: there is no visible feeling in this post. - <u>Optimistic vs pessimistic</u>: not applicable **Logos**: the argumentation in this post is logical because they state useful things that people can do to better themselves in terms of reducing food waste. - <u>Personalization of ccc</u>: not applicable - <u>Involvement motives</u>: by sharing these tips they try to involve people in their cause of reducing food waste.

| 35 |
Figure 41: 22 October 2021
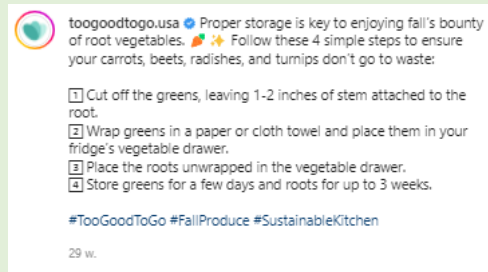
 | **Author**: @toogoodtogo.usa
Main message: the main message of this post is teaching people how to properly store their vegetables so they will last longer.
Intended Audience: followers of @toogoodtogo.usa

Ethos: Too Good To Go is credible to post this because it is their field of business, creating less food waste.
Pathos: there is no visible feeling in this post.
- <u>Optimistic vs pessimistic</u>: the tone of this post is neutral because they state what people should do and that is it.
Logos: the argumentation used in this post is logical. They state what people can do and why they should do this.
- <u>Personalization of ccc</u>: a lot of people probably do not know this, because of these tip, people will know how to keep their own vegetables fresher for even longer.
- <u>Involvement motives</u>: by showing people how easy it is to reduce food waste, they involve people in their cause and goal. |
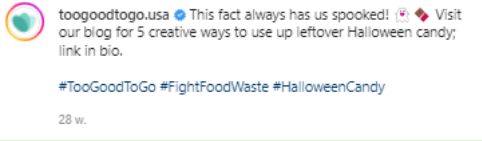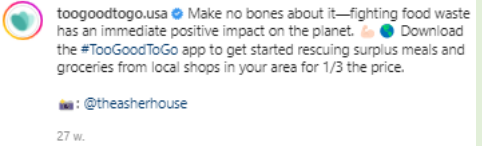| 36 |
Figure 42: 31 October 2021 | **Author**: @toogoodtogo.usa
Main message: the main message of this post is telling people how big the food waste problem is and that it is scary (in theme with Halloween).
Intended Audience: followers of @toogoodtogo.usa

Ethos: Too Good To Go is credible to post this because it is their field of business, creating less food waste.
Pathos: the feeling they want to give to people |

	toogoodtogo.usa ✓ This fact always has us spooked! 👻 🔶 Visit our blog for 5 creative ways to use up leftover Halloween candy; link in bio. #TooGoodToGo #FightFoodWaste #HalloweenCandy 28 w.	is some form of fear and they do this by showing how scary the problem is of food waste. - <u>Optimistic vs pessimistic</u>: more of an optimistic tone because they state the fact, but the caption is not very serious. They only talk about how people can help to reduce this problem. Because of the emojis it is more optimistic. **Logos**: the argumentation in this post is logical, they state the problem and how people can help reduce this problem. - <u>Personalization of ccc</u>: they made this personal because it is a situation a lot of people can recognize themselves in. - <u>Involvement motives</u>: not applicable.
37	 Figure 43: 5 November 2021 toogoodtogo.usa ✓ Make no bones about it—fighting food waste has an immediate positive impact on the planet. 🐾 🌐 Download the #TooGoodToGo app to get started rescuing surplus meals and groceries from local shops in your area for 1/3 the price. 📷: @theasherhouse 27 w.	**Author**: @toogoodtogo.usa **Main message**: the main message of this post is showing a happy user of the too good to go platform. **Intended Audience**: followers of @toogoodtogo.usa **Ethos**: Too Good To Go is credible to post this because it is their field of business, creating less food waste. **Pathos**: the feeling in this post is happy because it shows a happy or satisfied user of too good to go. - <u>Optimistic vs pessimistic</u>: the tone is optimistic. They talk about the food waste problem and how downloading too good to go can help the planet. **Logos**: the argumentation is logical because they state the food waste problem and how too good to go can help reduce this problem.

		- <u>Personalization of ccc</u>: by showing off normal people who use the too good to go platform, they make it very approachable for other people to do that as well. - <u>Involvement motives</u>: by showing how happy other people are with the platform, it can reach people who do not use the platform already and see how happy it can make them to get involved in the cause of too good to go.
38	 Figure 44: 17 November 2021 	**Author**: @toogoodtogo.usa **Main message**: the main message of this post is teaching people about food waste, specifically in seafood. **Intended Audience**: followers of @toogoodtogo. **Ethos**: Too Good To Go is credible to post this because it is their field of business, creating less food waste. Next to that, they also refer to another source for this information. **Pathos**: the feeling they want to imply with this post is shock and maybe fear of how many fish are wasted. - <u>Optimistic vs pessimistic</u>: the tone is rather neutral because they are stating a lot of facts. However, the last sentence makes it more optimistic, implying one individual can make a change in the industry. **Logos**: the argumentation in this post is logical because they state the problem and how people can help solve it. - <u>Personalization of ccc</u>: they made this personal because it is a situation a lot of people can recognize themselves in. <u>Involvement motives</u>: not applicable.

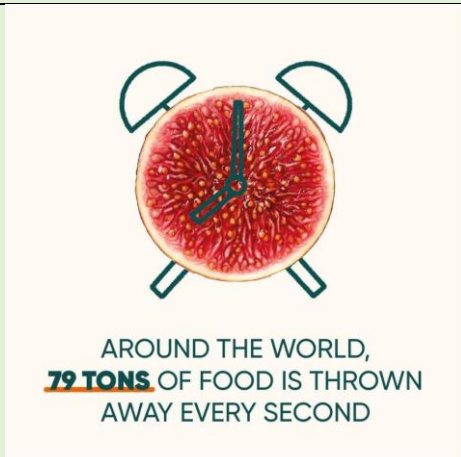| 39 |
Figure 45: 25 November 2021
 | **Author**: @toogoodtogo.usa
Main message: the main message of this post is showing how much food gets wasted over the holidays compared to normal time of the year.
Intended Audience: followers of @toogoodtogo.usa

Ethos: Too Good To Go is credible to post this because it is their field of business, creating less food waste.
Pathos: the feeling they want to evoke is shock and they want to make people think about how much food is wasted.
- <u>Optimistic vs pessimistic</u>: not applicable.
Logos: the argumentation behind this post is logical because they want to make people more aware of how they are celebrating the holidays.
- <u>Personalization of ccc</u>: because almost everyone in the USA celebrates thanksgiving, it is a relatable situation for people.
- <u>Involvement motives</u>: by giving people tips on how to be less wasteful, people can feel included in the goal of reducing food waste. |
| 40 |
Figure 46: 11 December 2021 | **Author**: @toogoodtogo.usa
Main message: the main message in this post is showing people how big the food waste problem is.
Intended Audience: followers of @toogoodtogo.usa

Ethos: Too Good To Go is credible to post this because it is their field of business, creating less food waste.
Pathos: the feeling they want to evoke with this post is shock but also a reality check to show |

	toogoodtogo.usa ✓ Our food habits have real consequences: Food waste is responsible for 10% of global greenhouse gases. 🔵 🍅 Make the final seconds, hours, and days of 2021 count by implementing small changes with a big impact—such as saving your veggie scraps to make homemade stock, or picking up a Surprise Bag of surplus food. #TooGoodToGo #FoodWaste #ClimateAction 22 w.	people how big the problem is. - <u>Optimistic vs pessimistic</u>: the tone is rather neutral, they state facts about how much food is wasted. **Logos**: the argumentation is logical because they state facts about the size of the problem of food waste. - <u>Personalization of ccc</u>: they made this personal because it is a situation a lot of people can recognize themselves in. - <u>Involvement motives</u>: they show that by using the too good to go platform, people can help solve this problem, and instantly become part of the goal of too good to go.