

NOUVEL HAY MAGAZINE

SANS FRONTIÈRES

“Le monde d’après” : Dé-consommer (pour certains)

Avoir des biens était le symbole de la modernité et de la réussite sociale, un luxe qui s'exprimait par le niveau d'équipement d'un individu ou d'un foyer ("avoir de l'avoir **plein nos armoires**" Alain Souchon).

C'est toujours le cas dans les pays émergents, notamment pour les nouvelles classes moyennes. Dans les pays occidentalisés, la tendance semble s'**inverser** pour certains, en témoigne l'engouement médiatique pour la « dé-consommation ».

Se faire du bien et à sa famille est un luxe accessible par une gestion de son porte-monnaie. En **limitant** les plats préparés, la viande rouge, en faisant du covoiturage, en sous-louant son appartement le week-end.

(en 2016, 40 % de la population française a réservé un logement en ligne entre particuliers); les adeptes de ces **nouveaux modes de consommation** dégagent de l'argent qu'ils réinvestissent dans des biens de consommation, **plus éthiques**.

« Dé-consommer », c'est passer de sa manière de vivre et de consommer **hier**, à l'**idéal** de vie auquel chacun aspire. La grande distribution suit le mouvement ([Carrefour et sa campagne pour les légumes interdits](#), [Monoprix rachète Naturalia](#), 'opérations anti-gaspillage dans les grandes surfaces).



On assiste à la [réappropriation par des minorités actives des valeurs véhiculées par un militantisme néo-hippie des années 60](#).. Cette minorité va-t-elle amener une majorité à se ré-interroger sur sa manière de consommer? Pas sûr, tant les habitudes sont ancrées et l'**imagination** fait défaut au plus grand nombre.

Les « dé-consommateurs »

Classes populaires, moyennes ,supérieures, certains décident de consommer **moins** pour vivre **mieux** :([croissance annuelle de 8,4 % pour les produits « bio »](#)).

Cette prise de conscience et son application diffèrent selon les individus et leur positionnement dans la hiérarchie sociale. Les classes populaires « dé-consomment » sans le savoir vraiment et se « [débrouillent](#) » pour augmenter leur [reste à vivre](#).

Les classes moyennes sont dans une économie de l'usage (plutôt que de l'avoir) : dépenser moins pour consommer plus ([BlaBlaCar](#), [Airbnb](#)), accéder au luxe démocratique ([Uber démocratise les chauffeurs privés de la grande remise](#)), avoir un "personal shopper" [en quelques clics et à prix abordable](#), ou encore moderniser grâce à la [tendance du DIY](#) (décoration, jardinage, cuisine, bricolage).

Les classes supérieures ont rapporté la « dé-consommation » de Californie ou d'Asie,où il y a une nouvelle manière de vivre ([cure détox](#), [tendance zéro déchet](#)). Elles donnent le ton dans les réseaux sociaux.

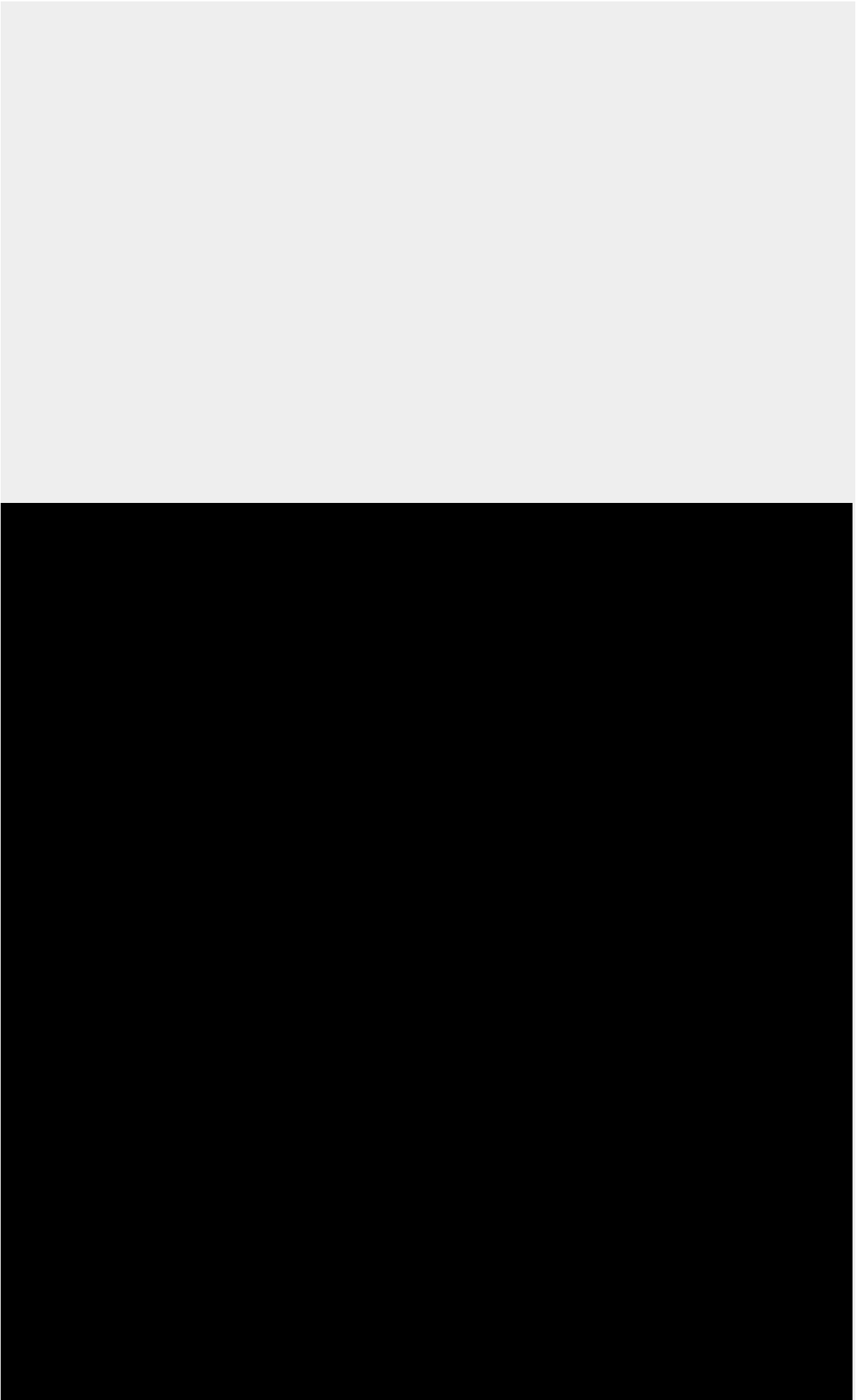
Alors la « dé-consommation » à travers ce qu'on entend autour de soi : "Je ne veux plus mettre de l'essence plusieurs fois par mois" (certains dans les grandes villes n'ont pas rempli leur réservoir depuis 4 mois) ; "je ne veux plus recycler mes vêtements (à Paris les conteneurs sont fermés car la filière est débordée) pour me **ruer sur les soldes**"; " je ne veux plus faire de **restau** une fois par semaine mais une fois tous les 15 jours"; "je veux traiter les emballages comme **de la matière première** (& non plus comme des déchets) "; "je veux arrêter le poison à 10€ le paquet de cigarettes"; "je veux que ma ville interdise de jeter (par terre, n'importe où , par ex.. les masques); enfin "je veux que mon pays investisse un peu moins dans les armes & les guerres(Mali, Syrie, Afghanistan) & un peu plus contre la faim (ex: reportage d'Arte sur le Lesotho) & pour l'accès à l'eau & aux sanitaires .

La dé-consommation : "j'ai fait un rêve".....

Il apporte du « sens » à ceux qui consomment . Elle est vectrice de création de richesse pour notre société. Ainsi, bien que la consommation chute en volume, elle continue à croître en valeur en 2017 (institut Nielsen). La « dé-consommation » est un nouveau marqueur de distinction sociale pour les classes supérieures et une tendance de consommation qui permet au reste de la population de continuer à consommer, pas forcément moins... mais toujours autant, tout cela en se donnant bonne conscience : il s'agit du phénomène de la « [double consommation](#) ».



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the 1990s, the number of people in the UK who are employed in the public sector has increased by 1.5 million, from 2.5 million in 1980 to 4 million in 1995. The public sector has also become an important employer of women, with 60% of public sector employees being women in 1995.

There are a number of reasons why the public sector has become an important employer of women. One reason is that the public sector has a high proportion of women in the workforce. Another reason is that the public sector has a high proportion of women in the senior management positions. A third reason is that the public sector has a high proportion of women in the middle management positions.

The public sector has also become an important employer of women because of the increasing number of women who are entering the workforce. The public sector has a high proportion of women in the workforce, and this has led to a high proportion of women in the senior management positions. The public sector has also become an important employer of women because of the increasing number of women who are entering the workforce.

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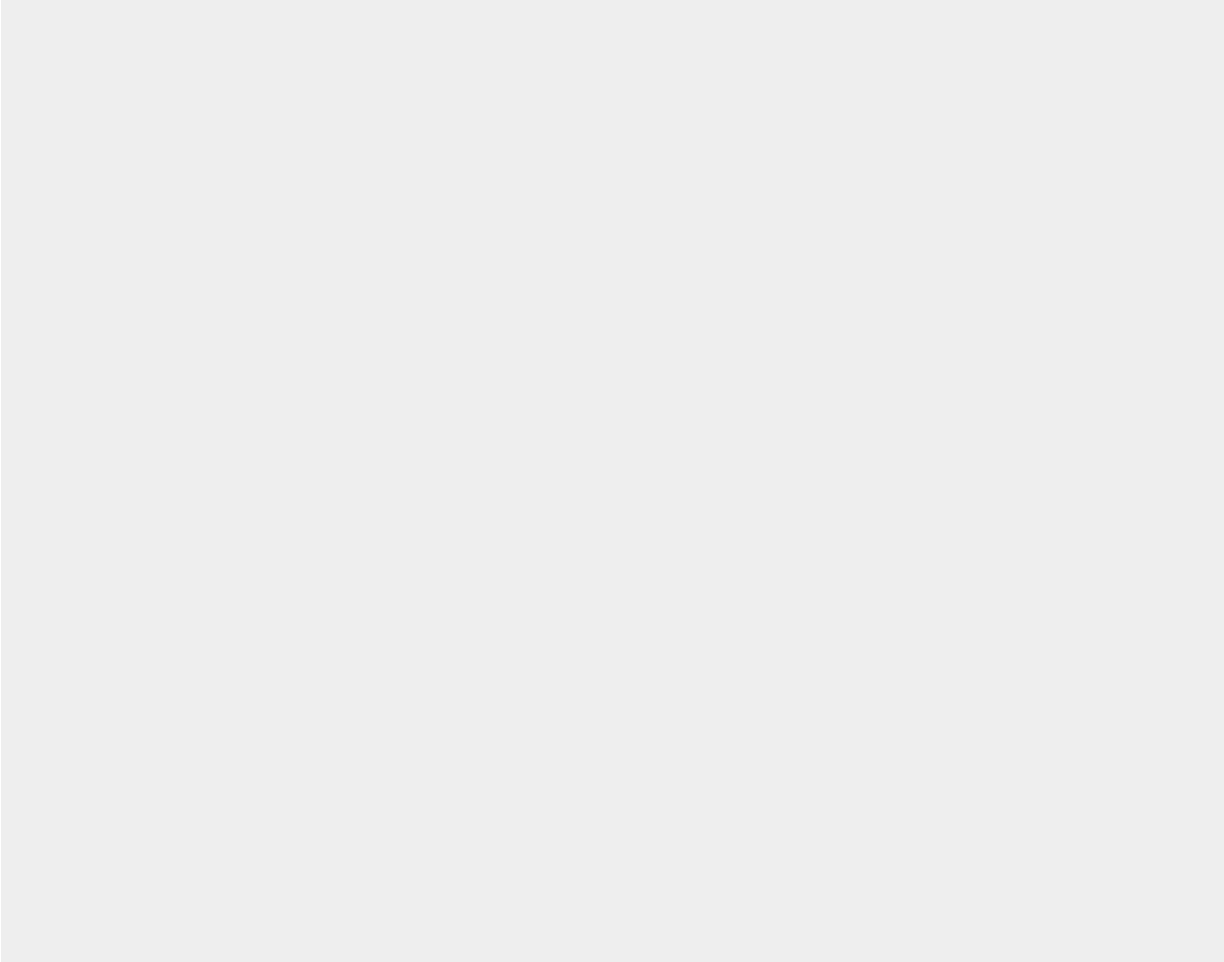
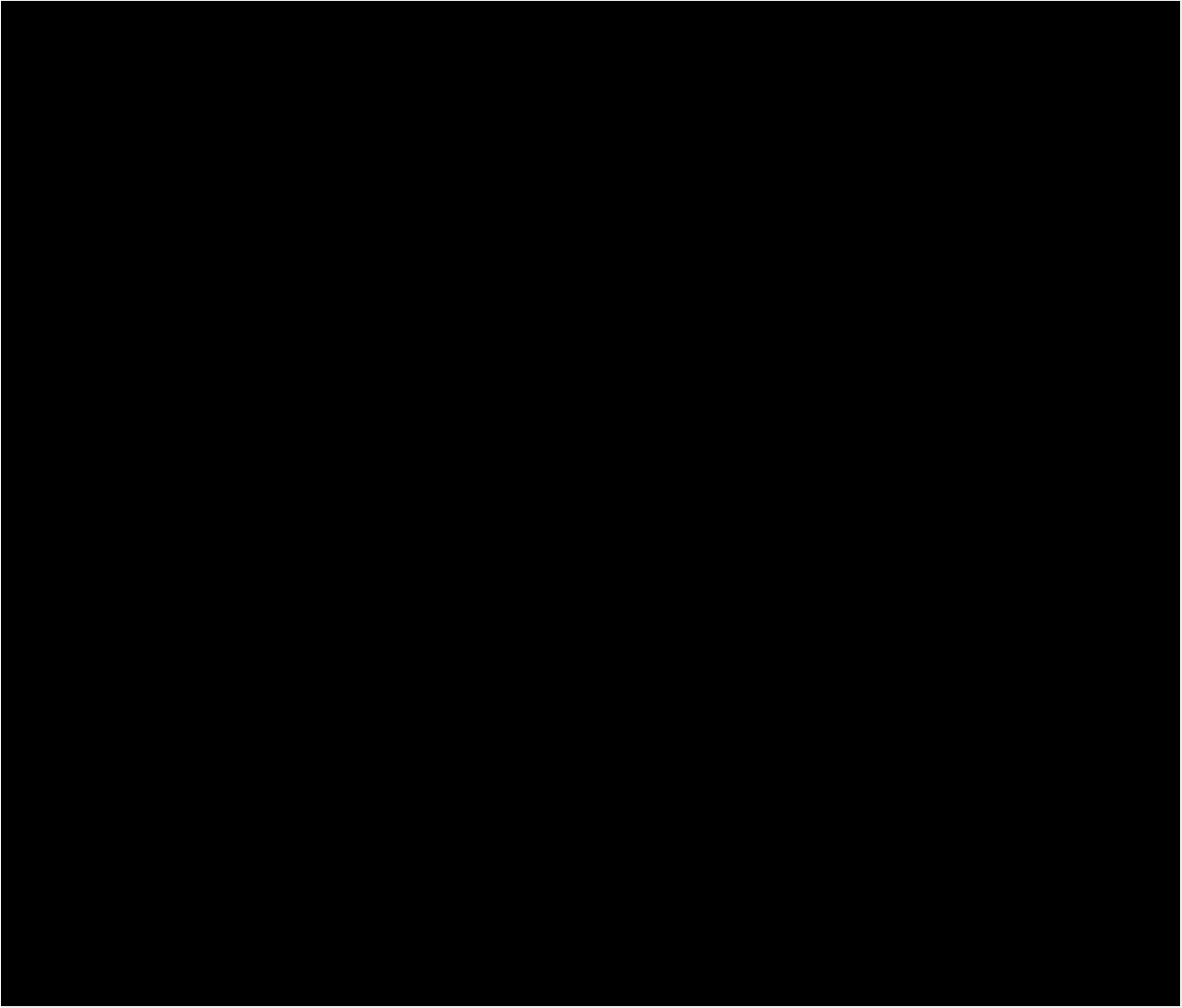
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En mécanique des fluides, le principe des vases communicants établit qu'un liquide homogène remplissant plusieurs récipients, reliés entre eux à leur base et soumis à la même pression atmosphérique, s'équilibre à la même hauteur dans chacun d'eux. En sociologie, V. Pareto objective un principe similaire. Selon lui, la société est composée par différents éléments interdépendants constituant un système social. Pour l'analyser, il faut en saisir un état à un moment donné, il s'agit de « l'état d