

# #IMPACTFUL

The monthly newsletter that deciphers opinion.

Edition #23

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# REPORT OF THE MONTH

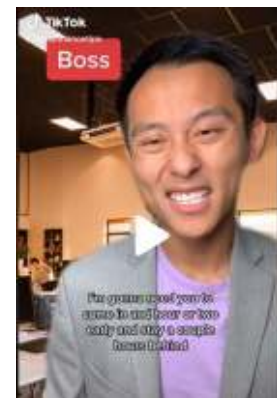
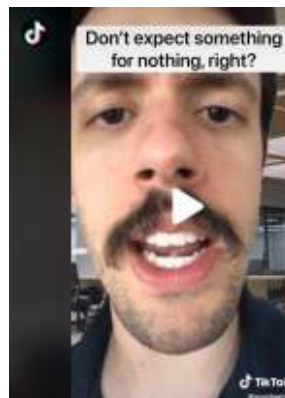
## Quiet Quitting

### What is it?

Observed now for several months, the phenomenon of “**Quiet Quitting**” has reached France and appears to constitute the **movement post “The Big Quit” or “The Great Resignation”**. Basically, rather than advocating mass resignation, quiet quitting describes a movement driven by thousands of workers, who are deciding to **remain in their jobs whilst not going above and beyond**.

# +65M

“**Quiet Quitting**” is now trending on **TikTok** with more than **65 million views**



### What is the motivation?

Quiet quitting should not be understood by its literal translation. Quiet quitting symbolizes an **activist movement by workers** who expect to be **compensated and recognized for just doing their job**, no more no less.

#### “We’re acting our wage”

In other words, these “quiet quitters” are demanding **absolute respect of their job description**: to only do what they are paid to do. If extra effort is required, like overtime, a salary or specific bonus must be **legitimately and automatically** obtained.

Source : [L'ADN](#)

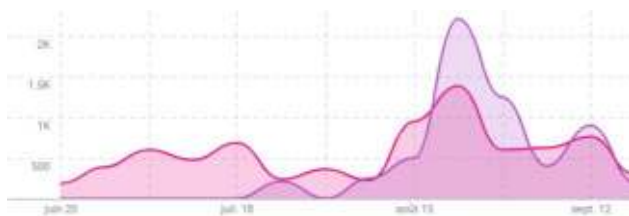
# REPORT OF THE MONTH

## Quiet Quitting

### Visibility

Over the last three months, the term “quiet quitting” has been **mentioned more and more in online media and social networks**, being set to become over time a **media topic** even more widely covered than the **Big Quit**.

Curves of online media coverage over the last three months  
(online press and social networks)



Source : Talkwalker

7.8K mentions of the term “**great resignation**”

5.9K mentions of the term “**quiet quitting**”

### Who's talking about it?

A subject mainly talked about by millennials...



**Le Point**

**Adrien Scemama** France Manager at Talent.com

“When an employee works more without earning more, how can they remain engaged, when prices are going up and purchasing power is going down?”



**Beyoncé** Lyrics from the song *Break My Soul*

I just quit my job / I'm gonna find new drive / Damn, they work me so damn hard / Work by nine / then off past five / And they work my nerves / That's why I cannot sleep at night



# REPORT OF THE MONTH

## Quiet Quitting

### Impact & Outlook

A recent [study](#) published by the firm Gallup showed that:

- **6%** of French employees are **fully engaged at work**.
- **25 %** claim **their basic needs are not being taken into account** – that **their opinions don't count** and that they are not provided with the basic tools and equipment they **need to do their jobs**.
- **-50%** Of employees state that a manager or another co-worker **encourages their development**.

### Why now?

"The position of employees is quite simply different than before [...] As **our work is in our pocket** 24/7 thanks to smartphones, **there are no boundaries anymore** [...] no matter how much you like your job or what your personality, **everybody needs down time that is clear and undisturbed**".

Julia Widler, PhD student at Neuchatel University

Sources: [Figaro Vox](#)



THE OMNI EYE

"The change in paradigm observed in the world of work should be the opportunity for organizations to question their practices. Because even if this movement of quiet quitting is not shrinking, it would seem that the phenomenon isn't fatal. The first studies do show that it isn't the work itself that is being questioned, just the practices of the "old world". The value of the actual work and flexibility need to be re-established".

Jeanne Masi – **Consultant at OPRG**

# MEDIA VERSUS REALITY

## Energy sobriety: a preoccupation for the privileged?

On July 14th, Emmanuel Macron announced an “**Energy sobriety**” plan to reduce the **risk of shortages linked to the war in Ukraine**. The government urged **French people, companies** and the **public sector** to **reduce their energy consumption**.

Since the announcement, energy sobriety has become an **increasingly key media topic** in terms of prevalence, as illustrated in the graph below.

Number of times the term “energy sobriety” has been mentioned since January 2022 (103.7K)



(Source: Talkwalker)

### Energy insecurity before sobriety

## 12M

French people struggle to keep their homes warm each winter according to consumer associations.

## 20%

of 18-34 year olds had their energy supplies cut off in 2020 due to payment difficulties.

***“There is a huge gap between the reality on the ground and all these speeches about sobriety. The majority of households experiencing energy insecurity have already been struggling for decades and already live in sobriety, not chosen, but suffered.”***

Claire Bailly, CLER association – Network for energy transition.

Source: [IFI-info](#)



### THE OMNI EYE

*“Energy sobriety is essential to cope with the risks of climate and of shortages. Nevertheless, the government’s message should be more positive, more inclusive and ultimately more inspiring. French people will feel more involved by the issue of energy transition in the long term if the government presents a more appealing horizon”.*

Emmanuel Bercault – **Senior Manager at OPRG**



# WEAK SIGNALS, STRONG SIGNALS

## Influencer marketing tidies up



In May 2022, the famous “**Booba vs Berdah**” affair began, with the rapper opposing the founder of the influencer marketing agency, Shauna Events. The singer decided to challenge the **fraudulent practices** committed by a subset of influencers from the world of TV reality shows, represented by Ms. Berdah (drop shipping, copy-trading...).

Mohamed Mansouri, deputy director of the ARPP (the French advertising self-regulatory organization), warns **against stigmatizing the entire influencer sector**, and points out that France has **150 000** content creators, whose **influencer practices are diverse and wide-ranging**.

### Towards more responsibility

Over the last months, accelerated by the launch of the **Charter of Influencer Relationships**, we have seen a general shift of **accountability across the sector**. This has been driven by the **Union of PR consultants** and supported by an ever-increasing number of influencers who want to make the **profession's practices even more ethical and transparent**.

For years, the **ARPP**, the DGCCRF (the **General Directorate for Competition Policy, Consumer Affairs and Fraud Control**), the AMF (the **Financial Markets Authority**) and the ANJ (the **French National Gaming Authority**) have structured and regulated the market using the following tools:



- Standard identification requirements of collaborations
- Deontological and ethical rules
- Observation of good practices
- Certification for responsible influence
- Educational training for parties involved, etc.

Source: Stratégies: [1](#) / [2](#)



### THE OMNI EYE

*“Even though nobody was expecting Booba to raise this subject (as his outspokenness often discredits him), it is nevertheless interesting to see that the dubious practices of certain agencies or influencers are **finally** being highlighted. This serves as a reminder that **creativity** and **sharing** lie at the heart of influencer marketing. Words to the wise!”*

Anissa El Gabteni– **Account Manager at OPRG**

# LAST BUT NOT LEAST

## A video game that detects glaucoma

In the era of all things digital, it's often difficult to limit our exposure to screens. Yet many doctors and scientists have been reminding us for several years now that **spending too much time in front of a screen greatly impacts our vision**, and **increases the risks of glaucoma**, a chronic eye disease.

**56h**  
**27 years**

According to a recent study, the French spend on average **56 hours** a week in front of a screen, that is **27 years** throughout their lifetime.

To **identify the signs of eye disease as early as possible**, Japanese scientists have created a **video game** which is capable of identifying if a **player has glaucoma**.



The game is free and invites players to destroy **meteorites** in space with a laser canon, whilst capturing **white dots** that appear on the screen.

After playing through four stages, the game will evaluate the **players' reactions**, based on **16 performance criteria**, assigning a score from one to five, the ideal score being one. An entertaining method of prevention, **adapted to the users' areas of interest**.

Source: [Creapills](#)

# WANT TO TALK?

For any advice or guidance, please contact  
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