

Young Generation and Zero Waste Movement

2023 Jakpat Survey Report



Table of Content



3	Forewords
4	Research Details
5	Demographic Profile
6	Gen Z and Millennials Condition
7	Understanding Zero Waste
8	An Attractive Zero Waste Movement
9	Being an Earth Volunteer
10	Inspired by Influencer



11	Duration of Implementing Zero Waste
12	Tote Bag and Tumbler is On Point
13	Eco-friendly Product is One of Reasons Implementing
14	Benefit of Adopting Zero Waste
15	Zero Waste = New Lifestyle
16	Hard to Find Waste Bank
17	Source of Information Zero Waste



Forewords

The young generation, currently dominated by Gen Z and Millennials, plays a significant role in the future developments. Based on Indonesia Gen Report 2022, 70% feel responsible for the climate.¹ Similarly, the Indonesia Millennials Report 2022 indicates that young people have a strategic role in achieving the zero waste target.²

Through this report, Jakpat will uncover the perspective of Gen Z and Millennials, responding to their interests, implementation, and the difficulties in applying zero waste, as well as the steps they have taken to support zero waste actions.

1 & 2 <https://mediaindonesia.com/humaniora/559905/kaummuda-berperan-strategisdalam-capai-target-zero-waste-zero-emission>



Research Details

Data Collection

- The survey was distributed to 990 respondents nationwide.
- The questionnaires were distributed via Jakpat mobile app.
- Data collecting was done on 16nd–17th of November 2023.
- Margin of error 5%.
- Proportioned by Indonesian internet population.

Research Objectives

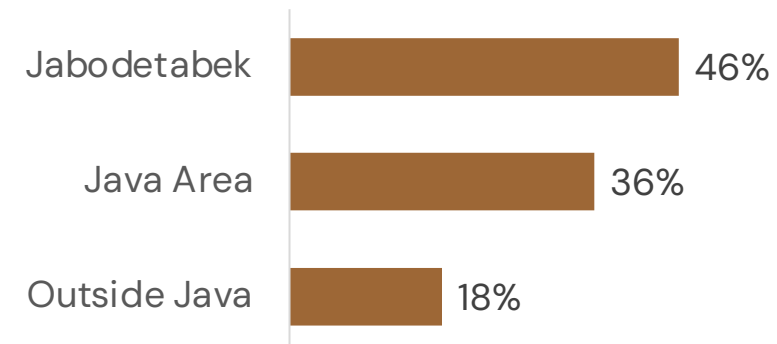
- To identify the perspective and implementation of Gen Z and Millennials on zero waste movement.

Demographic Profile

Area

- **Jabodetabek (Greater Jakarta):** Jakarta Pusat, Jakarta Barat, Jakarta Selatan, Jakarta Timur, Jakarta Utara, Kota Bogor, Kota Depok, Kota Tangerang, Kota Tangerang Selatan, Kota Bekasi.
- **Java area:** Jawa Barat (exclude Kota Bogor, Kota Depok, Kota Bekasi), Banten (exclude Kota Tangerang, Kota Tangerang Selatan), Jawa Timur, Jawa Tengah, DI Yogyakarta.
- **Outside Java:** all areas in Sumatera, Kalimantan, Bali, Nusa Tenggara, Sulawesi, Maluku & Papua.

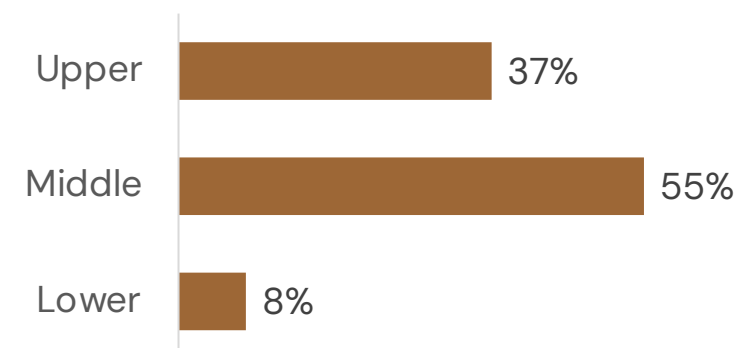
Area



Gen



SES



Gender



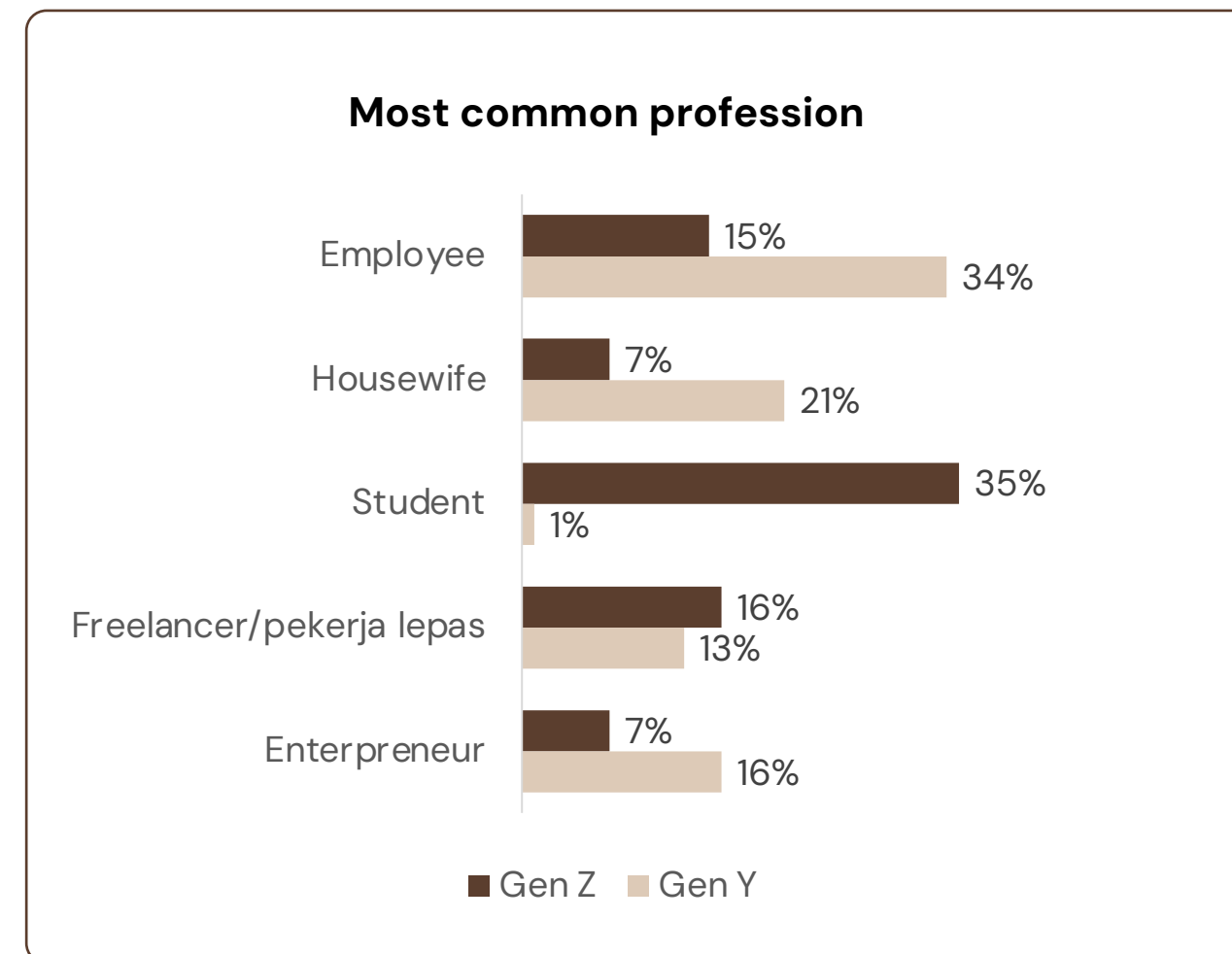
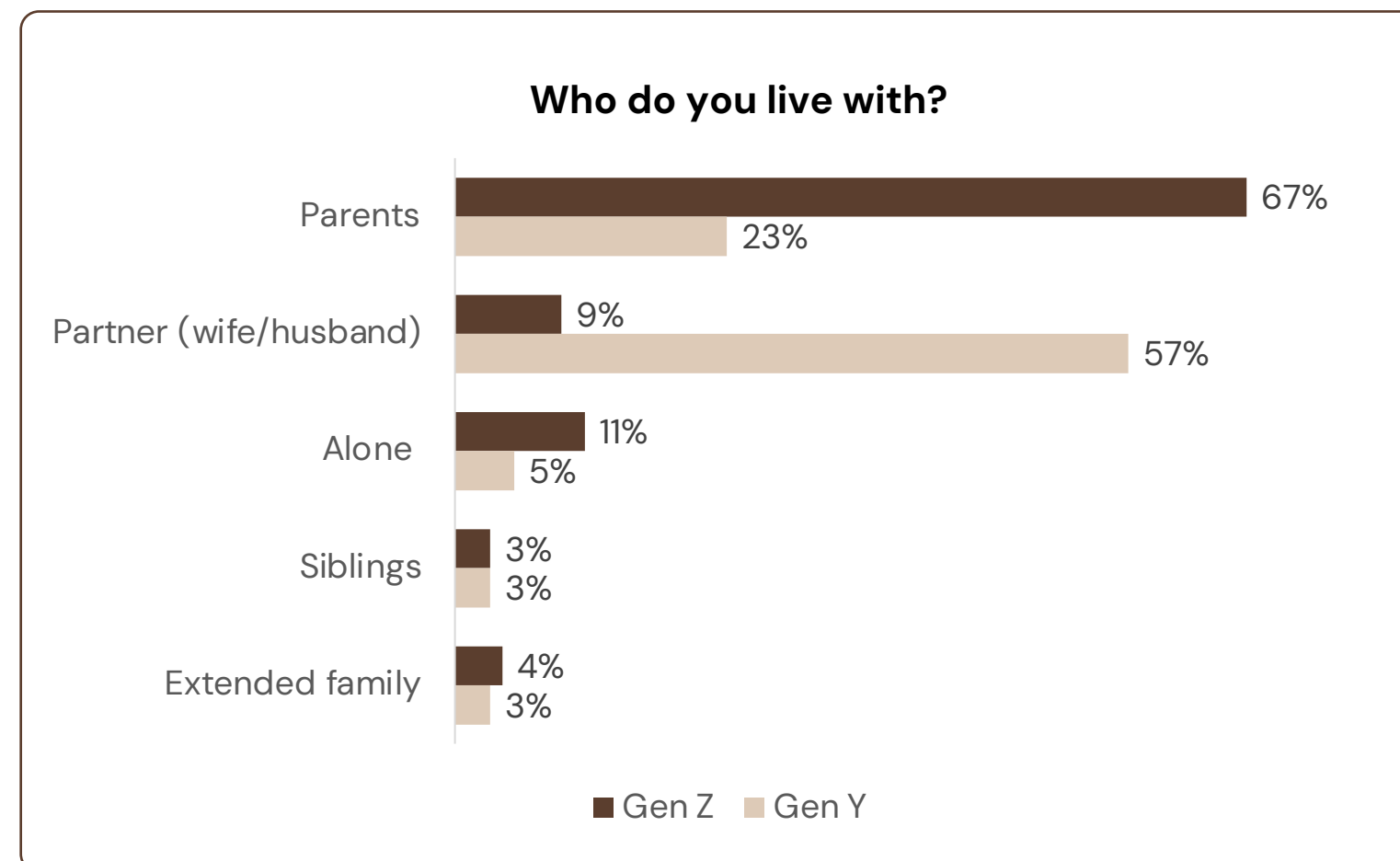
Age



(among all respondents n= 990)

Gen Z and Millennials Condition

Gen Z and Millennials tend to live more with their parents, and being an employee is the most common profession among various job statuses.



(among all respondents n= 990)

Understanding Zero Waste

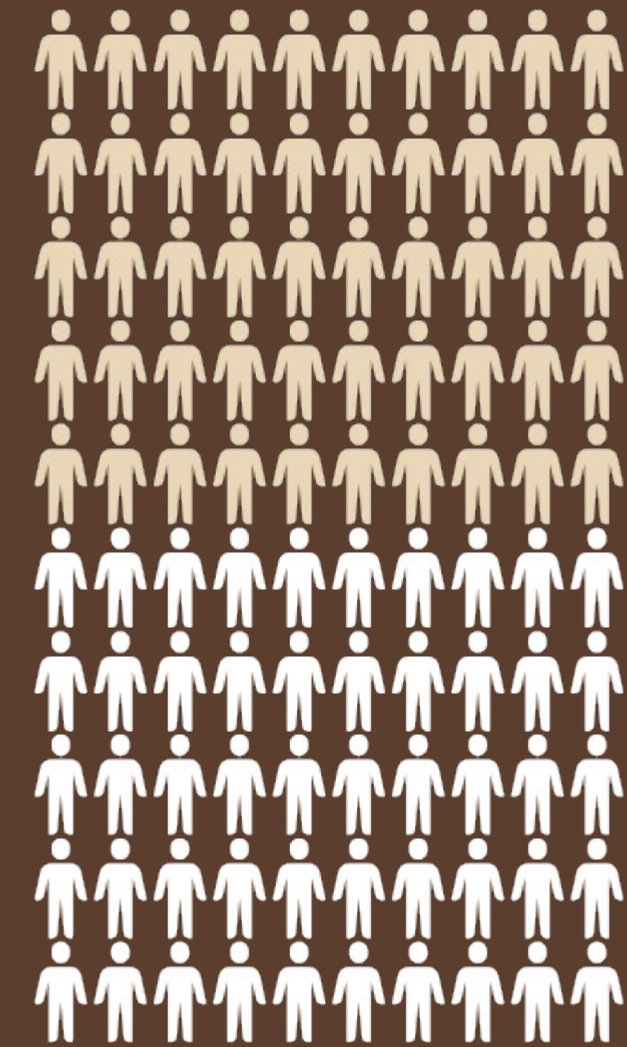
Gen Z and Millennials are already familiar about zero waste lifestyle is a concept that involves implementing a reduction in single-use products more wisely, with the purpose of minimizing and eliminating waste to reduce overall waste production.

A majority of them already understand it (57%), while there are also some who have just come to understand (43%) the meaning of the zero waste concept.



47%
Gen Z

know about
zero waste



50%
Gen Y

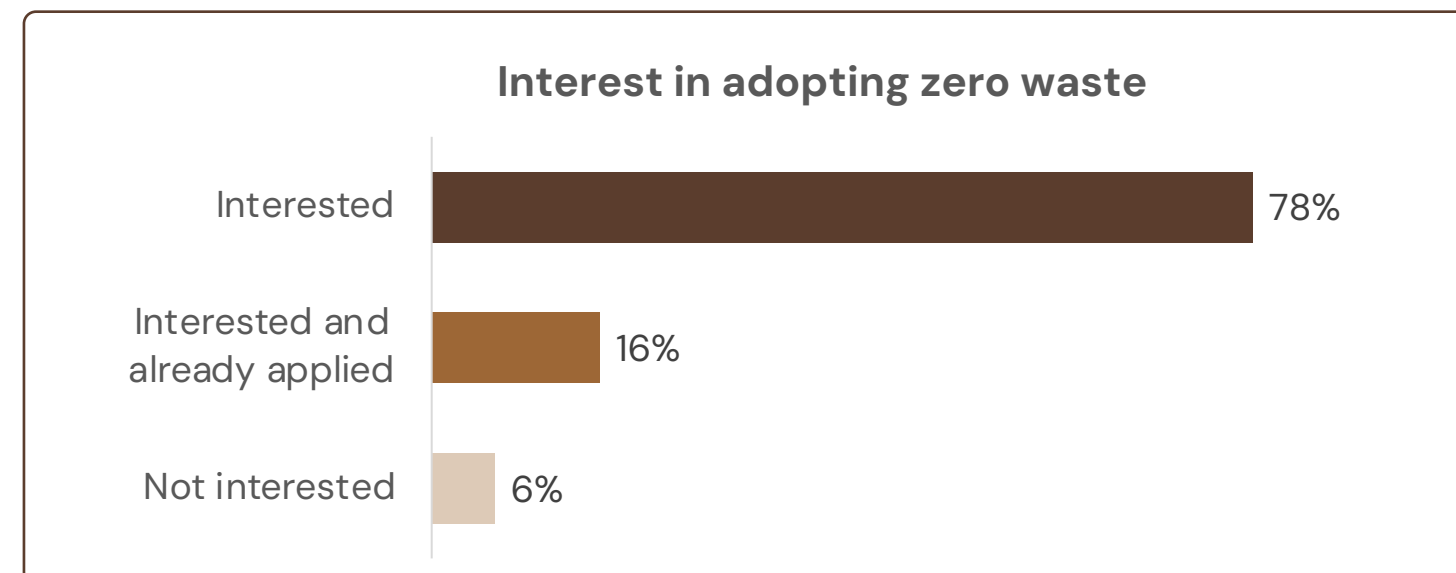
know about
zero waste

(among all respondents n= 990)

An Attractive Zero Waste Movement

The implementation of the zero waste concept has attracted the interest of Gen Z and Millennials, as indicated by the high of 78% who are interested, while only 6% are not interested.

Meanwhile, 16% of the respondents are interested and have already implemented it in their daily lives.



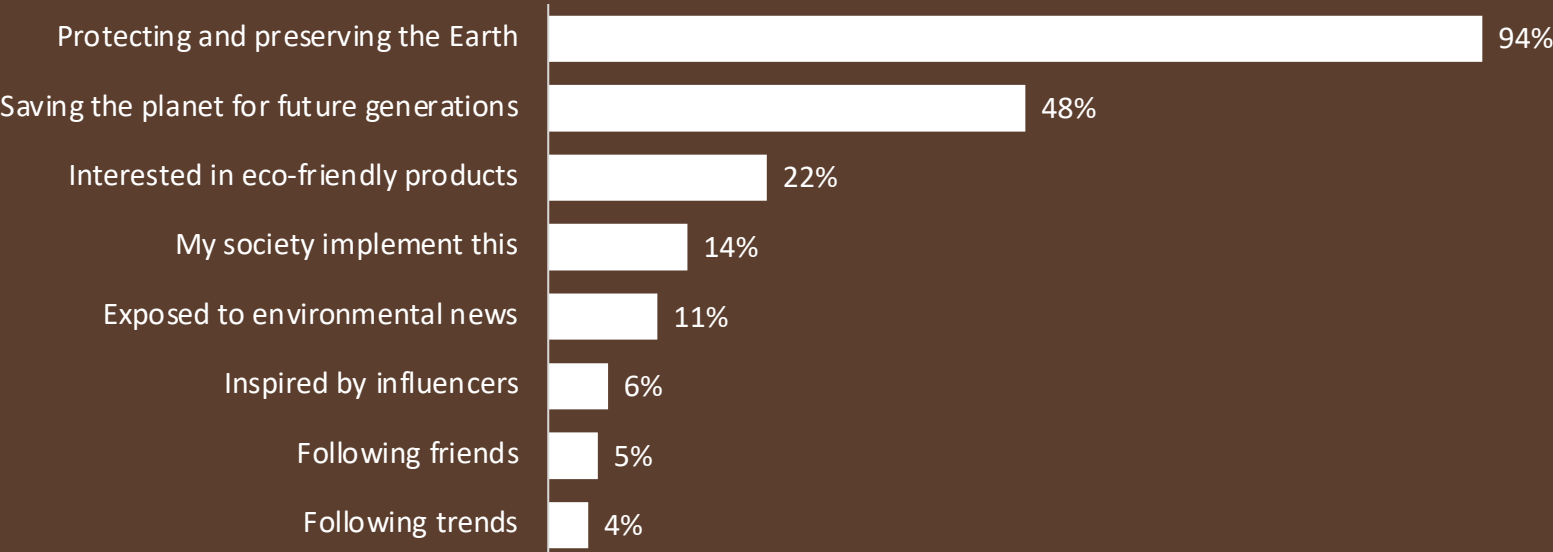


(among respondents who interested/interested and already applied n= 931)

Being an Earth Volunteer

Gen Z and Millennials are aware of the significance of their involvement in Earth's sustainability, making preserving and safeguarding the planet the strongest reason driving their interest in adopting zero waste movement.

Reasons to interested in implementing zero waste



(among all respondents n= 990)

Inspired by Influencer

Inspired by influencers (6%) becomes one of the factors Gen Z and Millennials interest in practicing zero waste.

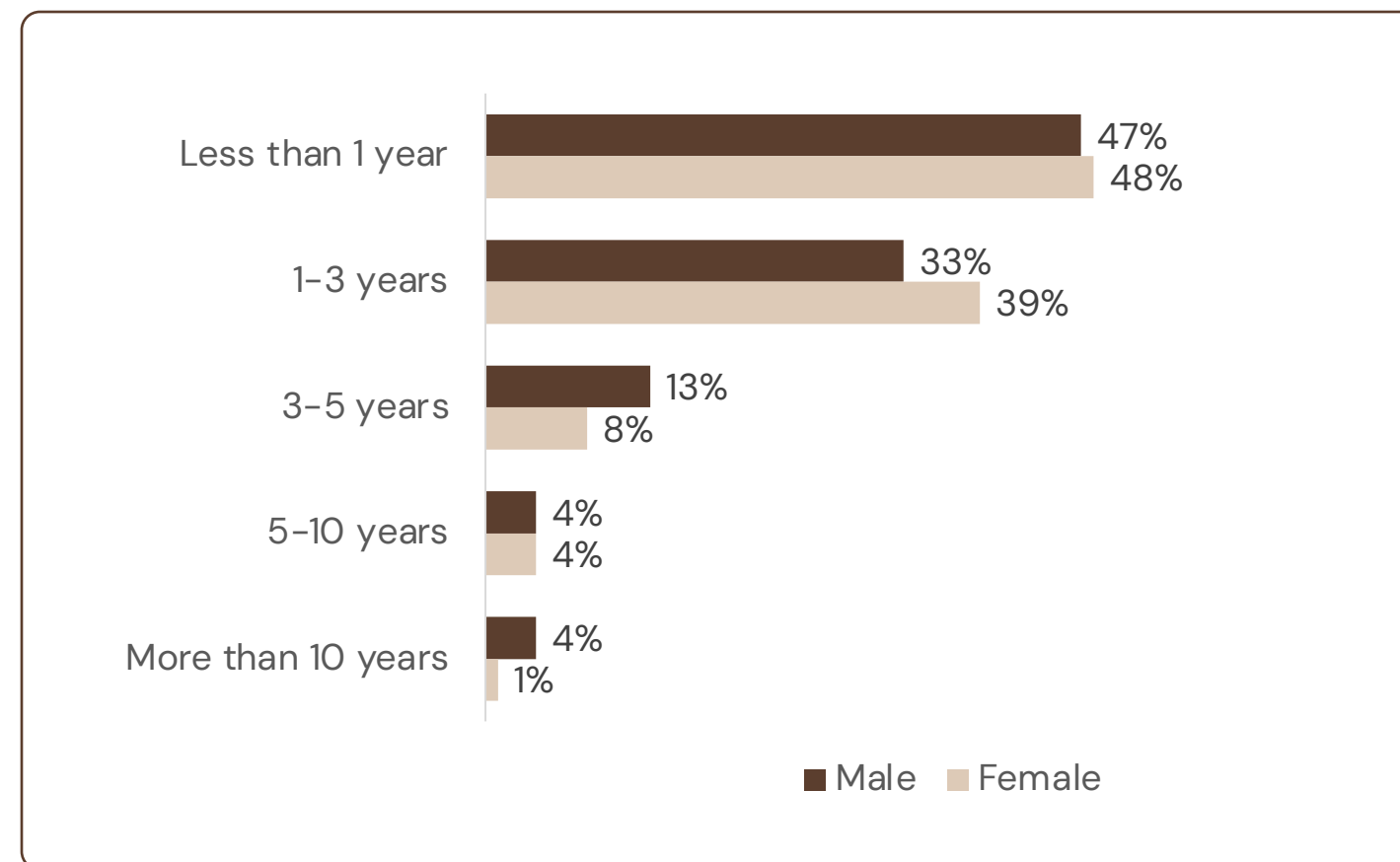
Coldplay, Bea Johnson, Lauren Singer, Nadine Chandrawinata, and Pandawara were the names that inspired this young generations.



(among respondents who interested and already applied n= 162)

Duration of Implementing Zero Waste

“Less than 1 year” is the most common duration for these young generations who have adopted the zero waste movement. In addition, the implementation carried out for 3–5 years is dominated by males.





(among respondents who interested/interested and already applied n= 931)

Tote Bag and Tumbler Is On Point

For Gen Z and Millennials, using tote bags while shopping (55%) and using tumblers (55%) are the top implemented steps.

Then reducing plastic usage (54%), shopping based on needs only (49%), and using personal containers when purchasing food (46%) are also among the top implementations already adopted by respondents in implementing zero waste movement.

(among respondents who interested/interested and already applied n= 931)

Eco-Friendly Product Is **One of the Reasons** for Implementing

The use of eco-friendly product like reusable cotton pads, menstrual cups, shampoo bars, wooden toothbrushes, and others also represents one of the movement (15%).

The use of eco-friendly product is more common among the upper (21%), middle (13%), and lower (10%) SES groups.



(among respondents who interested and already applied n= 162)

Benefit Of Adopting Zero Waste

For those who have already implemented it, they've noticed benefits of adopting zero waste include a lessening in household waste (60%) and more focus on the items they already have (24%).

In addition, they are also none or minimal leftover food (9%) and increased their consent regarding the quantity of food purchases (7%).





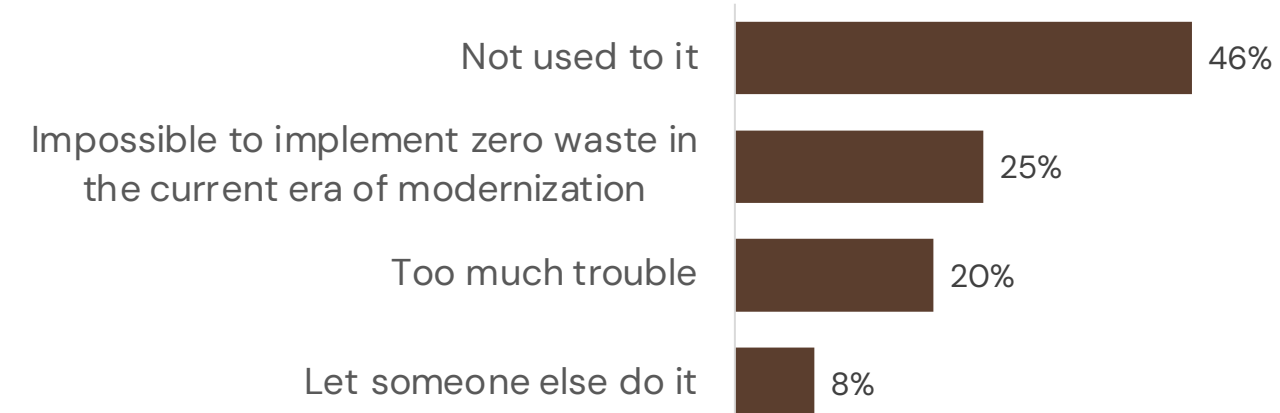
(among all respondents who not interested n= 59)

Zero Waste = New Lifestyle

Something that hasn't been practiced for a long time might be challenging once it's newly introduced. This becomes a reason why some Gen Z and Millennials are not interested in adopting zero waste.

Meanwhile, they also believe that implementing a zero waste lifestyle in the current era of modernization is impossible.

Reasons for not interested in implementing zero waste



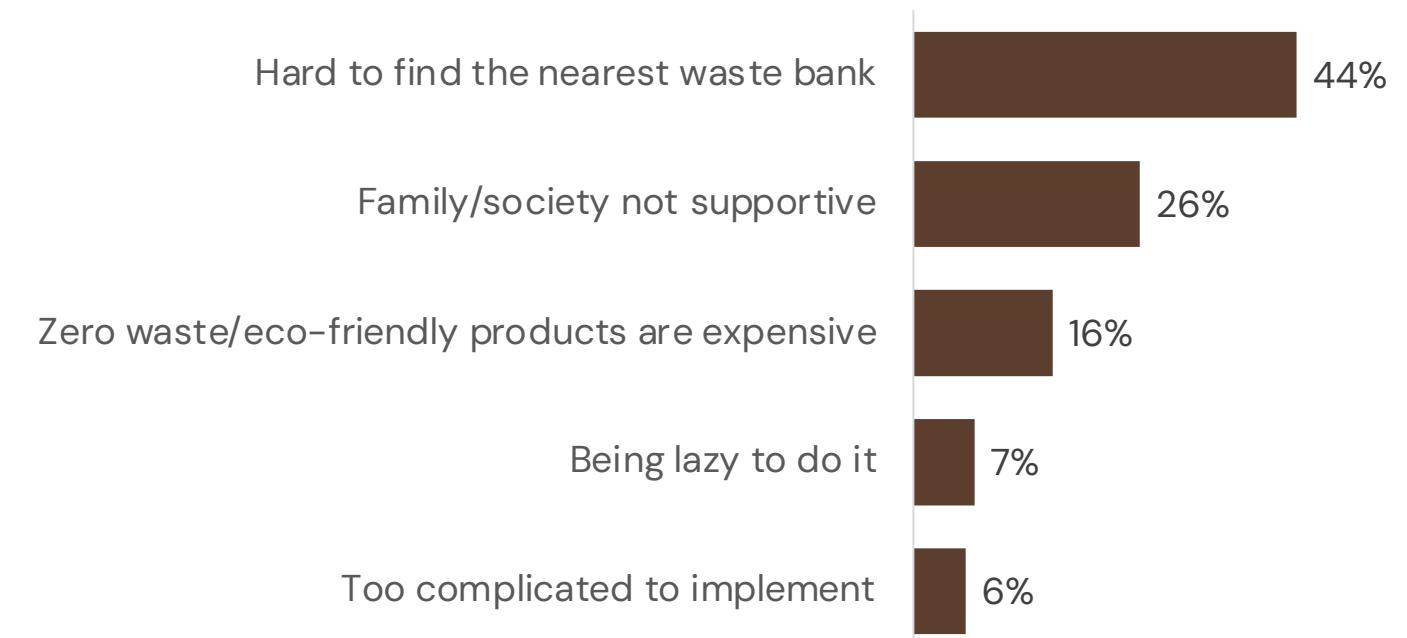
(among all respondents n= 990)

Hard To Find a Waste Bank

For Gen Z and Millennials, locating the nearest waste bank is their main difficulty (44%). A waste bank is a facility or program where individuals can deposit recyclable waste like a paper, plastic, glass, or other materials in exchange for rewards. These items are collected, sorted, and then processed for recycling or other sustainable purposes.

Meanwhile, families or environments that do not support the implementation of zero waste are a challenge, because many of them still live with their parents.

The struggle of implementing

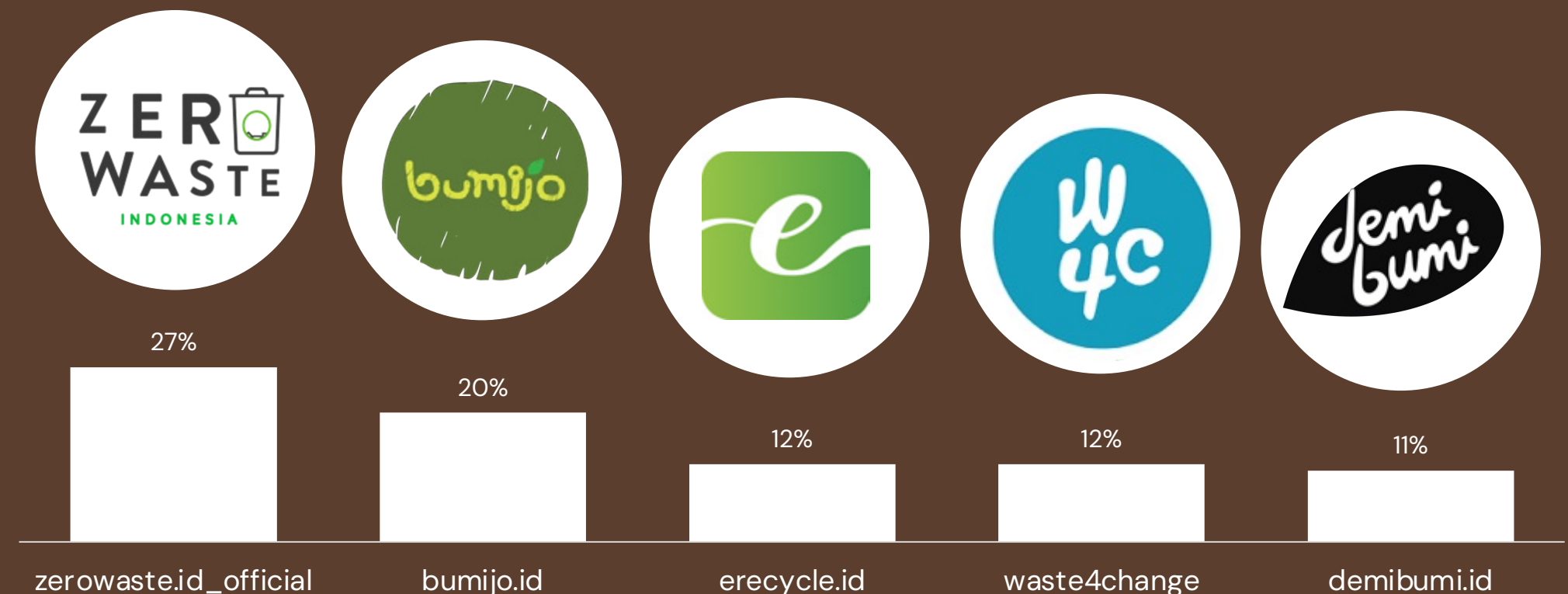


(among respondents who interested/interested and already applied n= 931)

Source Of Information on Zero Waste

Most of the young generation looking information via social media. To access information supporting the adoption of zero waste movement, these five social media accounts are highly followed by Gen Z and Millennials.

Top 5 accounts followed



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