



INDONESIANS ARE FEELING GUILTY ABOUT CLIMATE CHANGE



Jakarta, Indonesia / Kuala Lumpur, Malaysia (Feb 12, 2025) – **Karbon Hero**, in collaboration with Plastavfall Solution, and Daur ID, recently conducted a comprehensive climate change and eco-anxiety survey from August to December 2024, targeting 200 professionals across Indonesia. The results provide critical insights into the prevalence of eco-anxiety and the growing willingness to embrace sustainability measures among Indonesians. These findings offer a valuable insight for enhancing the nation's climate mitigation efforts.

One of the survey's most notable findings is the overwhelming sense of guilt that respondents feel regarding their environmental impact, with 91% of respondents acknowledging feelings of guilt about their carbon footprint. Additionally, eco-anxiety is widespread, as 89% of participants reported experiencing anxiety when exposed to climate change news on social media and other media platforms.

Concerns about the future are deeply rooted, with nearly 97% of respondents expressing worry about the impact of climate change on future generations. This result signifies the urgent need for Indonesia to adopt more systematic and forward-thinking approaches to environmental protection and sustainability.

"What we gathered from the survey is very alarming. It signifies the need for more collaboration between various sectors to effectively combat climate change and focus on mental health in relation to eco-anxiety," said Dr Sarah Shahril, CEO of Karbon Hero.

On the lifestyle front, the survey highlights a strong commitment to adopting eco-friendly practices. About 71% of respondents are willing to reduce their energy consumption, and 73% are keen on embracing practices such as reducing, reusing, and recycling. Furthermore, 55% of respondents are open to using green energy, while 37% are considering switching to electric vehicles. Additionally, 63% expressed their intention to support and buy local products and services in efforts to minimise their carbon footprints.

A remarkable 98% of the professionals surveyed indicated that they are willing to pay more for products and services that are carbon-neutral, low-carbon, or sustainable. This demonstrates a significant opportunity for the growth of green markets in Indonesia, as consumers increasingly prioritise sustainability in their purchasing decisions.

“We believe that the survey has properly gauged the level of commitment society has to mitigate climate change. Our findings indicate that there is indeed a market for green and sustainable products or services,” said Reuben Ravi, CSO of Karbon Hero.

Despite the strong personal commitment to mitigating climate change, there is a clear desire for more robust government policies. Only 41% of respondents believe that current policies are adequate in addressing climate change, while 22% feel they are inadequate, and 37% are unsure of their effectiveness. This calls for a more comprehensive governmental response to environmental issues to better align with the public's growing eco-consciousness.

Demographically, the survey included 24% female and 76% male participants, with the majority of 51% aged between 20 and 30 years old, followed by 27% who are 31 to 40, 12% who are 41 to 50, and 10% aged 51 and above.

While the findings reveal high levels of eco-anxiety, they also highlight a promising willingness among Indonesians to make meaningful lifestyle changes. The results indicate the importance of addressing both personal responsibility and policy reform to secure a sustainable future. Karbon Hero remains committed to assisting companies and communities in achieving their climate goals and encouraging sustainable development. Reach out to Karbon Hero to learn how you can contribute to Indonesia's journey towards a greener future.

The survey's validation was co-partnered with Plastavfall Solution and Daur ID Indonesia, ensuring both community and practical insights into Indonesia's climate challenges.

All key findings are published via this infographic:

<https://www.dropbox.com/scl/fo/dmwihy03ku4s6jewr65vi/AC10I0Eb-oW4MUbhUwWakf0?rlkey=fm6dfgvl63uze41fwxln8cm84&st=4zq5jd2q&dl=0> .

About Karbon Hero

Based in Kuala Lumpur Malaysia with offices in New York, London and a presence in Indonesia, Karbon Hero was founded in 2020 by Dr Sarah Shahril, an experienced member of the academia with over ten (10) years of experience in research and Mr Reuben Ravi, an industry expert with vast experience in data analytics. Karbon Hero aims to redefine the carbon offset and carbon credit industry by deploying accessible and transparent solutions to address key problems in financing environmental conservation, sustainability and mitigation. Karbon Hero believes that businesses and the community should be given access to an avenue to monetise their climate action initiatives ethically and sustainably, via the research-based Genesys Reserve carbon and ECO-registry. For more information about Karbon Hero, visit www.karbonhero.com.

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