Millennial and gen Z perspective towards eco-office campaign implementation in public sector

H P Pramana¹*, S Hastjarjo² and Sudarmo³

¹ Postgraduate Student in Communication, Faculty of Social and Political Science, Sebelas Maret University, Ir. Sutami Street 36A, Kentingan, Surakarta 57126, Indonesia
² Department of Communication, Faculty of Social and Political Science, Sebelas Maret University, Ir. Sutami Street 36A, Kentingan, Surakarta 57126, Indonesia
³ Department of Public Administration, Faculty of Social and Political Science, Sebelas Maret University, Ir. Sutami Street 36A, Kentingan, Surakarta 57126, Indonesia

Corresponding author: hanifprahita@student.uns.ac.id

Abstract. This study explains millennial and Gen-Z attitudes, perspectives, and behaviors in implementing the eco-office concept. As a qualitative method study, the study uses primary data through semi-structured interviews and secondary data collected from reports, public/private publications, and census results, using the Yin case study model as data analysis. The study results reveal that the biggest challenge in implementing new policies is self-thinking. Leaders, as change agents, play an essential role in penetrating messages that make them act pro-environment. The reward system will be very effective, especially providing satisfaction for self-actualization. The findings of this study have implications for policymakers as input. For example, the results show that social media plays a crucial role in increasing environmental awareness. In addition, simple shifts such as electronic media use at work will cut the file chain, making it more effective and favored by young people. They understand the consequences of their actions on the environment and have the education, motivation, and social awareness to participate in the green movement. However, beliefs and actions are not fully integrated, and investigating and understanding their behavior and unique needs in the workplace will lead employees to integrate and succeed together to support the environment.

1. Introduction
In 2018, The Intergovernmental Panel on Climate Change (IPCC) cautioned that humankind has 12 years to make a viable move in endeavors to forestall natural debacles. That situation needed to follow up, and humanity needs to diminish the present high carbon creation to zero carbon in under 12 years [1]. Hence, there is still sufficient opportunity to take a firm remain on the issue and execute it with full responsibility. Commitment and desire are expected to profoundly and quickly change worldwide administration, particularly in the specs identified with significant degrees of carbon creation [2].

Indonesia’s commitment was reaffirmed in the first Nationally Determined Contribution (NDC) document in November 2016, setting the (greenhouse gas emission reduction) target at 29% (unconditional) compared with the business as usual (BAU) scenario in 2030 to 41% (conditional). The 2030 emission reduction target based on the nationally determined contribution is 834 million tons of
CO₂ e unconditional target (CM1) and 1.081 million tons of CO₂ e conditional target (CM2) [3]. The government arranged various moderation activities in all segments on a massive and continuous basis between components to meet these targets. The Minister of Finance said that the world might not be stable if all nations do not care for each other’s ability to support human life, especially climate change. Circular No. 6 of 2019 was issued by the Minister of Finance to implement the Eco-Office Program within the Ministry of Finance to coordinate methods, plans, and projects (calculation of spatial planning and strengthening regulations). The goal is to improve the quality of the living environment and the comfort of the working environment by changing workers’ daily behavior, thereby improving asset effectiveness and continuity. It also implements the 12th, 13th, and 15th Sustainable Development Goals to ensure the sustainable use and design of power generation, the focus of climate change, and life on the land [4].

On Deloitte Survey 2021, millennials and Gen-Z have the most elevated ecological concern (most significant environmental concern as priority). While information directed by the Yale Program on Climate Change Communication and George Mason University’s Center for Climate Change Communication, most Americans think a dangerous atmospheric deviation is an ecological (82%) and logical issue (74%). As World Economic Forum’s Global Shapers Survey in 2017, generational participation had a massive effect on stress over a worldwide temperature alteration: younger ages are more stressed than more established ages. The situation also applies in Indonesia. It turns out that the millennial generation is more concerned with environmental issues such as climate change issues than other world issues. Therefore, many millennials are moving as pioneers in preventing and overcoming environmental problems such as anti-plastic bags, stainless steel straws, eco-friendly fashion trends, and energy-saving properties. However, other research found that millennials are not more drawn in with or worried about a dangerous atmospheric deviation than more established ages [5].

Based on the June 2020 Employment Statistics Book published by the National Personnel Agency (BKN), 36% of the Central Government Civil Servants are millennials and Gen-Z. In the implementation of Circular Letter Number 6 of 2019 concerning the implementation of the eco-office program, it is interesting to see how the attitudes and behavior of this young generation are related to saving the environment. Thus, the purpose of this study is to determine the extent to which attitudes, perspectives, and behaviors are applied to the millennial and Gen-Z generation eco-office concepts in their workplaces. This research is expected to provide input to regulators to pay more attention to the essential things in developing regulations related to the environment from the perspective of the younger generation.

2. Literature review

2.1. Diffusion of innovation theory

The theory of innovation in diffusion (Everett Rogers in 1971) states that the invention or innovation depends not only on the competence of the technology itself but also on a collaborative process. The perception of new technological advances is based on social characteristics and types of adoption. Market their new products based on the classification proposed in this theory. In simple terms, to be successful in their implementation process, innovators must understand the personal characteristics of the audience. Implementing the new rules is no exception.

2.2. Integrated behavior model

Like Theory Reasoned of Action or Theory of Plan Behavior, the intention to execute the behavior is the most important determinant of behavior in the Integrated Behavior Model. A person is unlikely to perform a specific behavior unless they are motivated to do so. The other four components have a direct impact on behavior [6]. Three of them are critical in determining whether behavioral intentions can be translated into behavioral performance. To begin, even if a person has a strong desire to act, he or she requires knowledge and skills to do so. Second, few or no environmental constraints should make performance difficult or impossible [7]. Three, the behavior should be a prominent person [8]. Finally,
the experience of performing behavior may make it a habit, so intention becomes less critical in
determining the behavior of these people [7]. The normative factor influences behavior and motivation
by influencing social standards. When people’s subjective attitudes and norms are positive, their
perception of behavioral control improves; in other words, they understand that they can perform
specific behaviors [9]. When someone has a positive attitude toward the environment, they are more
aware of climate change, influencing policy or program implementation [4].

3. Research methods
The research method used a case study qualitative research method. As single case study research, the
researcher uses a semi-structured interview as the primary data source. Secondary data sources are
carried out by collecting related reports, public or private publications, and census results mostly related
to climate change in Indonesia. After using multistage random sampling, eight participants were chosen.
Data analysis techniques used the eight steps Yin approach, namely examining, selecting, classifying,
abstracting data, formulating propositions, compiling codes, presenting data, and evaluating
recommendations leading to final proposals [10]. Lastly, we use the data validation technique uses data
triangulation which the researcher uses is source triangulation, data triangulation, and researcher
triangulation.

4. Results and discussion
When implementing the new policies as innovation, one of the most critical aspects of innovation
diffusion is the innovator’s persistence in tracking the adopter’s progress during the adoption process.
The process requires a high psychological analysis to understand the adopter’s current needs and
perceptions [11]. In this case, the leader as a change agent must give a habitual example. Although the
participant did not place in one area, the similarity of how innovation occurs by the leader in the
workplace is in line. Leaders try to spread change by offering several alternative ways, such as a
Memorandum of Understanding (ND), eco-office posters, and applications in the office environment.
Adapt the prohibition of using eating and drinking utensils made of plastic or single-use materials, and
distributing tumblers for all employees increases the need for dispensers and gallons to provide drinking
water for employees. In the workplace, they are optimizing Nadine (computerize system) for
information dissemination. When going home, they make rules to turn off lights, air conditioning, and
computers, even make biopore infiltration holes. They also provide the sign of prohibition to not
smoking in the room and have a rainwater reservoir for watering office plants. The documents do not
need to be printed, requiring a digital signature to use less paper (double check before printing
documents) and always work efficiently.

Surveys of millennials have shown that these younger generations wanted to work rather than profit
in the past few years. They share common values and believe that they are more capable of making
changes as part of the organization as those information leaders should actively help them to convey
their determination and focus on creating the future they seek—a more responsible for the planet,
sympathy for people all over the world, and support for equality. As a result, focusing on positively
impacting society and providing employees with opportunities to participate and give back may attract
and retain talent [12].

As a result, the respondent said that they need to adapt. As an office institution in all parts of the
Indonesia region that still uses a lot of paper (tax forms, official notes, appeals to taxpayers, etc.), it is
necessary to sort out which ones should use paper that can be made electronically. In addition to limiting
paper use, restrictions on water and electricity also need to be considered. Also, it is essential because it
is part of an effort to protect the environment. Those things also increase comfort at work and make
work more effective and efficient so that employee productivity increases. The use of electronic media
in work cuts the work chain of files, making it more effective. It can also save the budget.

Furthermore, the biggest challenge is increasing the awareness of its human resources about the
concept and importance of eco-office in the office environment. Willingness to change and even a tiny
change often gets rejected. Still, it usually happens initially, so the biggest challenge is the human
mindset to accept and try change and believe that the difference is for improvement. Other factors are lacking environmentally friendly facilities and green open space in the office environment. A specific behavior is more likely to occur when a person desires to perform and knowledge and skills. No severe environmental constraints prevent the behavior from manifesting, the behavior is significant, and the person has demonstrated the behavior previously. Increasing behavioral intentions is unlikely to change behavior unless skills or ecological constraints are evaluated and determined not to affect behavioral performance [13].

As millennials and Gen-Z generations, they have specific perspectives about climate change. The problem of climate change today is one of the crucial problems that must be faced because of the effects of climate change that cause disasters for humans, such as floods, landslides, droughts. However, all of this is the impact of human activities that are not environmentally friendly, such as turning forests into oil palm plantations, still using plastic in everyday life, and excessive use of electricity. Therefore, the need for understanding and awareness to do things that do not harm the environment, starting with small things like not being plastic when shopping, is needed. Also, climate change is increasingly evident; as indicated by the shift in seasons, the air temperature is easy to change. It requires collective awareness for employees spread throughout Indonesia to understand the essence of the SDGs to deal with climate change. The issue of climate change should become a central issue and can start moving from simple things that can be done around or shifting daily routine activities more environmentally.

Furthermore, governments need to plan and initiate actions to protect against significant climate change. Enhancing education, training, and public awareness of climate change is an important step. Public education is needed for climate change’s negative and wrong perceptions to be eliminated [9]. Last but not least, this study looks at how we can raise awareness of the dangers of climate change among the millennial and Gen-Z generations. As they are growing old, online platforms and social media have given them the ability and power to share their perspectives, influence distant people and institutions, and question authority in novel ways. These influences have influenced their worldview, values, and behavior [12].

It can be done by campaigning through social media; the campaign’s content does not need to do big things, just small actions often neglected daily. It also can be used influencers on Instagram (which is said to be the most widely used social media by Indonesian netizens) to socialize the importance of SDGs in dealing with climate change. Finally, given that today’s era prefers conspiracy over inspiration, we can use social media to educate one another about its existence. According to community recommendations, future participation activities should allow people to ask questions and share ideas. As a result, the government’s use of interactive social media will grow over time. Extensive networks, communication tools, and methods will disseminate current climate change information to communities [9].

Today’s main character of younger generations is getting new rewards after self-actualization, a bit moving from Maslow’s theory of needs so that the reward system will be very effective. For example, when asking for beach cleaning, after finishing those activities, they need to be appreciated by giving just an e-certificate or interviews on social media for existence. It will influence more other young people to take part in similar events and increase awareness of environmental change, which is expected to become their lifestyle in the long term. Create and implement education-related activities for awareness-raising the importance of managing the environment and adapting to changing climate are needed [14]. For an innovation to be accepted by all employees, efforts are needed to spread innovation through various communication channels, both formal and informal, simultaneously and continuously so that awareness, understanding, and employee acceptance of the invention [15].

5. Conclusion
On the pandemic battlefield, millennials and Gen-Z find it challenging to alter the world when many of them are concerned about their health and the future of their families. That did not stop them from trying, in any case. They are both demanding and determined, and leaders who share a shared vision for a brighter future should nurture those qualities and help them achieve their goals in every way they can.
However, meaningful responses to climate change are essential for resource conservation and long-term value generation. A simple modification will train the employee to think critically about environmental sustainability, and social media is widely regarded as the most accessible medium for disseminating this information.

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