

Question: **What innovative business idea can you propose to help accelerate progress toward achieving the SDGs while creating a lasting social impact?**

**Sub-theme options:**

No	SUB THEME	FOCUS
1	<b>Education</b>	Develop digital learning tools that bridge skill gaps and promote inclusive, accessible education, especially for early childhood, using data-driven methods to personalize learning.
2	<b>Food and Beverage</b>	Promote sustainable sourcing, reduce food waste, and innovate with unique culinary products while leveraging digital solutions like online ordering.
3	<b>Fintech</b>	Boost financial inclusion by investing in sustainable initiatives and promoting green finance with safe digital payments and personal finance tools.
4	<b>Environment</b>	Reduce carbon footprints and include communities in sustainability by implementing conservation initiatives, intelligent waste management, and renewable energy solutions
5	<b>Creative Industry</b>	Through immersive experiences and creative entrepreneurship, support digital art and cultural preservation while utilizing art to drive change and address societal challenges

**A. Essay Rules & Guidelines**

- Theme: Choose one theme from the provided SDG topics.
- Title: Must be no longer than 15 words.
- Word Limit: Maximum of 800 words (excluding references).
- Citations: All data must include citations.
- References: Must be provided and should not exceed 250 words.
- Language: Essay must be written in English.
- Clarity & Understanding: Show your insight and opinion clearly.

- h. **Argument & Evaluation:** Present a clear argument, analyze the issue, and evaluate different perspectives.

## **B. Essay Framework**

- a. **Introduction:** Briefly introduce your subtopic, Share a leadership experience if relevant, State the importance of the issue and your main argument.
- b. **Initiative & Challenge:** Describe an initiative you led or joined, Explain the challenge and how you overcame it.
- c. **Key Issues & Vision:** Clearly state the core issues of your subtopic, Share your vision to address them.
- d. **Solutions:** Propose 1–2 sustainable solutions, Briefly explain how you would implement them.
- e. **Project Proposal:** Include objectives and expected outcomes related to your subtopic.
- f. **Your Role at the Summit:** Explain how attending the World Youth Festival will help you grow, Share how you will use the collaboration & networking to achieve your goals.

## **C. Essay Writing Tips**

- Use the framework to keep your essay organized.
- Choose a topic you're passionate about and where you've made an impact.
- Highlight the results and scale of change.
- Review your essay 4 times:
  - 1. For structure and connection between ideas.
  - 2. For sentence balance (parallelism).
  - 3. For grammar, clarity, and professional tone.
  - 4. For clear transitions and flow.

## ESSAY EXAMPLE

### **“Coco Case”, Turning Agricultural Waste into Eco-Friendly Fashion**

#### **Introduction**

Coco Case is a sustainability-driven company aiming to address the plastic waste problem in Indonesia by promoting a bio-circular economy. Our innovation focuses on turning agricultural waste, specifically cocopeat, into eco-friendly mobile phone cases.

Cocopeat, known for its strength and flexibility, makes an ideal material for crafting phone cases, tablet covers, and other protective accessories. By utilizing this organic material, the Coco Case business not only reduces plastic waste but also supports the circular economy by transforming coconut waste into practical, everyday products.

Beyond offering an eco-friendly substitute for plastic, Coco Case aims to increase awareness among Gen Z about the importance of adopting a sustainable, eco-friendly lifestyle by engaging young people through educational initiatives, such as workshops and competitions in schools and universities where students can participate in creative projects using cocopeat material.

Indonesia's plastic waste crisis has been steadily growing, with 67.24% of 4.4 million tons of waste being managed downstream. With an anticipated population increase to 297.43 million by 2030, a greater volume of plastic waste looms as a critical threat to the environment.

Solutions to combat this challenge must address the problem at its root-by promoting sustainable lifestyles and reducing plastic consumption upstream. Generation Z (born between 1997 and 2012) presents a unique opportunity to push forward sustainable change. A 2022 survey showed that 56.2% of Gen Z in Indonesia prefer environmentally friendly products. With an estimated population of 80-85 million Gen Z individuals in 2024, their potential impact on environmental stewardship is significant.

#### **A. Problem Identification**

Plastic waste continues to pile up despite efforts to manage it. This is especially problematic given the widespread use of plastic phone cases among young consumers. Although Gen Z is showing a growing interest in eco-friendly products, options that align with both their lifestyle and sustainability goals remain limited.

#### **B. Causes**

The lack of accessible, stylish, and affordable eco-friendly alternatives to everyday plastic products is one of the core causes of continued plastic consumption. Moreover, awareness of the harmful

environmental effects of plastic waste among young people, while increasing, is not yet widespread.

## OBJECTIVES

- \* Reduce plastic waste: By replacing plastic phone cases with those made from cocopeat, we aim to reduce the environmental footprint of everyday products.
- \* Raise awareness among Gen Z: Through educational workshops and sustainability competitions, Coco Case will actively engage young people to promote an eco-friendly lifestyle.
- \* Encourage economic growth: Provide employment opportunities for local coconut farmers and artisans, contributing to the local economy through sustainable practices.

Our mission is to develop and manufacture high-quality, bio-based mobile phone cases made from cocopeat. We aim to promote environmental awareness and education among Gen Z through workshops, competitions, and engaging content. By combining sustainability with creativity, we strive to inspire the younger generation to make environmentally conscious choices in their everyday lives.

Our vision is to become a leading innovator in the bio-circular economy by empowering Gen Z to embrace a sustainable lifestyle through eco-friendly products and educational initiatives.

## Problems and Solutions

### Problems:

Indonesia is currently facing a significant plastic waste issue due to its growing population and heavy reliance on plastic products. A lack of public awareness about the environmental impact of plastic waste and the benefits of eco-friendly alternatives further exacerbates the problem. Many consumers perceive sustainable products as being more expensive or less convenient compared to traditional plastic products.

Additionally, plastic waste has a severe environmental impact, polluting waterways, soil, and marine ecosystems. Another major challenge is the limited availability of eco-friendly alternatives in retail stores and online marketplaces, making it difficult for consumers to make sustainable choices.

### Solutions:

Coco Case addresses this issue by offering biodegradable cocopeat phone cases as a sustainable alternative to plastic, directly helping to reduce plastic waste accumulation. To further promote eco-consciousness, the company will conduct public awareness campaigns to educate people about the harmful effects of plastic waste and the importance of adopting sustainable alternatives.

Since Coco Case's products are biodegradable, they eliminate the need for complex recycling processes, thereby reducing the burden on waste management systems. To make these eco-friendly phone cases more accessible, Coco Case will implement competitive pricing strategies, ensuring affordability for a wider range of consumers.

Moreover, the biodegradable nature of cocopeat ensures minimal long-term environmental impact compared to plastic. To enhance accessibility, Coco Case will also partner with retail stores and online marketplaces, increasing the availability of its products to encourage sustainable purchasing choices. ( 734 WORDS )

## References

- \* KLHK RI (2023). Indonesian Ministry of Forest and Environment, Plastic Waste Management Report.
- \* BPS (2023). Population Projections and Coconut Production Statistics.
- \* Katadata (2022). Survey of Gen Z's Preference for Environmentally Friendly Products.