

Promoting Sustainable Behaviour through Mobile Apps in Generation Z

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Abstract

The threats posed by human activity to the environment have become a global topic. We know very well how the environment was polluted and what the consequences are. The most important issue nowadays is to prevent further adverse changes to the environment and to change attitudes among people, especially the younger generation, who will have to deal in the future with the effects of irresponsible activity on the earth of previous generations. Generation Z is one of the more active generations online today, so it seems only natural to tap into this potential. Given this, the research considered that one effective way to reach and promote socially and environmentally sustainable behaviour would be to use the potential of mobile applications. The research aimed to identify sustainable behaviours and the role of mobile applications in creating them among young people in Poland. The research was conducted among 722 representatives of generation Z in 2021. The method used was desk research, in-depth interviews and computer-assisted web interviewing (CAWI). Research findings: - Factors influencing pro-environmental behaviour among Generation Z are: perception of environmental risk, environmental knowledge, concern for the environment and willingness to participate in pro-environmental activities. - Mobile apps are a source of information, and a tool to support the planning and implementation of behaviours that affect the natural and social environment.

Keywords: sustainability, environment, generation Z, Eco-applications