
**THE INFLUENCE OF AMERICAN ZERO WASTE YOUTUBE VIDEOS
ON GLOBAL AND MASSIVE INDONESIAN ZERO WASTE LIFESTYLE AND
MOVEMENT**

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ABSTRACT

Plastic has become a massive problem globally since there is a large portion of the ocean contaminated with plastic waste. Plastic becomes a material that cannot be broken down by soil and takes years to be broken. Therefore, many people try to influence each other to adopt the zero waste lifestyle as a concern to the Earth. Zero waste has become a global activity that always encourages the society to reduce single-use plastics. Using single-use plastics can be found in everyday life, such as when going shopping to the market, sometimes the sellers will give plastic bag to the buyers. Most of the time, the plastic bag is only used once to be thrown into the trash can. This research uses qualitative method. The researcher analyzes through zero waste lifestyle videos and books as the primary sources of this analysis. The results of this research are first, the step to get started to become a “zero-waste lifestyle”, second, how to be the “zero waste lifestyle”, and third, how zero waste can give the global lifestyle movement in Bali, Indonesia as their primary program, *Bye Bye Plastic Bags*, as in June 2019, Bali becomes the first province in Indonesia to ban in using single-use plastics.

Keywords: *bye bye plastic bags, single-use plastic; zero waste lifestyle*

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INTRODUCTION

Plastic is a material that cannot be broken down by soil and takes years to be broken. Plastic as a trash recently becomes viral because there are so many campaigns that express to reduce plastic or waste. In addition, plastic in the ocean becomes trending news that goes globally. There are some news that present about a died whale because it is found that in its

stomach there are tons of plastic. For instance, in 2010, there was the sperm whale Inky, who was discovered with three cubic feet of plastic in her stomach. Inky survived, but the grey whale that washed ashore in Seattle in 2010 did not (Amy Korst, 2012, p. 27). Plastic becomes a dangerous material for other living things because if they do not know that plastic is not

their food, they will keep eating plastic and it will pile up in their stomach.

Therefore, in recent years, there have been several campaigns that have voiced zero waste. The concept of zero waste has been practiced in several countries, including Indonesia. On the other hand, the campaign of zero waste lifestyle is also booming in recent years as they have to reduce in using single-use plastics and change their life to diet plastic. This movement, at least, gives positive impacts on the society to make them realize to save the earth from plastics. Lauren Singer in her website, *Trash is for Tossers: 10 Ways to Adopt a Zero Waste Lifestyle*, mentions that the American populations only represents five percent of the world's population and they generate about 30% of the world's garbage. Every person in the U.S. creates one millions pounds of materials per person a year that can fill 63.000 garbage trucks everyday. In addition, there are over 1.908 landfills in the U.S. hears the stories about trash island.

According to Leyla Acaroglu in her article entitled *The Rising Trend of Zero Waste* (2019), she mentions that "zero-waste lifestyler" is "someone who actively reduces their waste consumption, designing their life to avoid things that will end up as trash, especially disposable and non-recycle products and packaging." Becoming "zero-waste lifestyler" is also avoiding convenience of packaging and ensure that they always use or have a reusable bag or things. Moreover, the "zero-waste lifestyler" also makes their own tooth paste, shampoo, soap, use stainless straws, use bamboo brush, and compost the waste of their food. The aim of those activities is to reduce waste or trash that come from the chemical products and to make life is more efficient by using reusable products.

In this research, the researcher tries to investigate, first, the steps to get started to become a "zero-waste lifestyler" in easy ways for the beginners. In this step, the researcher discusses how the beginners can do their zero waste through small movements by reducing the single-use plastics. Second, how to be the "zero waste lifestyler". In this point, the beginners start to design their lifestyle of being the zero waste by using the environment friendly products. Third, how zero waste can give the global of lifestyle movement, especially in Bali, Indonesia as their main program, *Bye Bye Plastic Bags*, as in June 2019, Bali becomes the first province in Indonesia that is successful to ban in using single-use plastics. This part is quite interesting point because it just occurred in Bali, Indonesia through two siblings, Melati and Isabel Wijsen, who actively promote their movement through *Bye Bye Plastic Bags*.

The method in this research is qualitative method. In this research, the researcher uses the primary source data, such as zero waste lifestyle videos and books. Then, for the secondary sources, the researcher uses some articles, news, sources from the internet, journals, and companion books for supporting the primary data. In addition, the data are also collected from videos and books about zero waste lifestyle that can explain the steps and how to become the zero waste lifestyler. Then, the second methods of collecting the data are supported by some sources, such as articles, news, books, journals, and sources from the internet.

The researcher used the theory of globalization by George Ritzer (2010), *Globalization: Basic Text*, and (2011), *Globalization: The Essentials*. By using the theory of globalization, it provided a clear explanation of the globalization that existed in

the society in the postmodern era. Additionally, globalization influenced transnationalism. It means that the growth and expansion of transnationalism occurred because of the relationship between one country to another or cross-border relationships, exchange, affiliations, and social formation. Those transnational connections between social groups that depicted as a key manifestation of globalization. Steven Vertovec (2009) in his book entitled *Transnationalism*, argued that “transnationalism” described the great distances of international borders that was influenced by globalization (p. 2).

Zero-waste lifestyle is going global and massive since there are media that can share ideas to the entire world. Globalization has become the key in spreading American society lifestyle as their concern to the single-use plastics through videos and speeches on YouTube and then the ideas are spread in entire the world. Therefore, there are three points that are going to be discussed in this research analysis; first, to get started how to become a “zero-waste lifestyle,” second, becoming the “zero-waste lifestyle,” and third, how zero waste can give the global lifestyle movement, especially in Bali, Indonesia as their main program, *Bye Bye Plastic Bags*.

DISCUSSION

Zero waste has become a global activity that always encourages society to reduce single-use plastics. Using single-use plastics can be found in everyday life, such as when we go shopping to the market, sometimes we get new plastic bags from the sellers, yet sometimes the plastic bags can only use once, then, after we use it, we throw it away to the trash can. If we do it every day, how many single-use plastics that we have spent? This is becoming a

big question that the answer can make people agree or disagree.

The activity of becoming a “zero-waste lifestyle” becomes a bit difficult if society cannot support to do that. In this discussion, the researcher discusses three points that are important to save the Earth from plastic. First, to get started how to become a “zero-waste lifestyle,” second, becoming the “zero-waste lifestyle,” third, how zero waste lifestyle can give global and massive movement, especially in Bali as the first province in Indonesia that bans in using single-use plastic bags and their famous campaign program, *Bye Bye Plastic Bags*.

Getting Started to Become a “Zero-Waste Lifestyle”

Trash is intimately connected to every environmental problem we face today, from climate change and habitat destruction to water pollution and chemical exposure. It is also giving personal impacts in every decision on our daily lives, including from how much money that we have spent to how much weight we gain. Then, trash is something we all make, and it is downright easy to start reducing what goes into our garbage can.

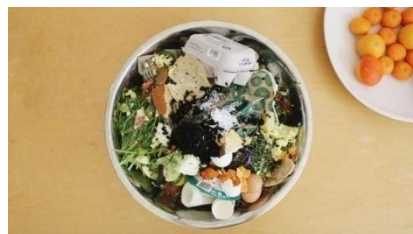


Figure 1. Compost: Let's Break It Down (Literally)
(<http://trashisfortossers.com/>)

Trash that we produce everyday is not easily to be decomposed because the organic trash, such as leaves or banana peel, can be decomposed by the help of the oxygen. Oxygen has its important role to help the organic trash. It

is difficult sometimes for people to separate the organic and an-organic trash because they think that all trashes will be decomposed by itself.

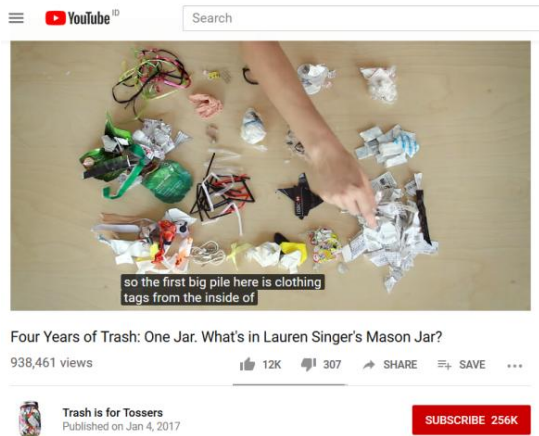


Figure 2. Four years of trash: One jar. What's in Lauren Singer's mason jar?

One of the zero waste lifestyler figures, Lauren Singer, on her YouTube channel, Trash is for Tossers: *Four Years of Trash: One Jar. What's in Lauren Singer's Mason Jar?* (2017), is trying to explain about the garbage can that she has collected in four years. In her garbage can, there are a lot of trashes, such as plastic straws, candy wrappers, and clothing tags that explain about the washing instructions. Her aim in showing her garbage can is to show that during four years she has already used and collected a lot of plastic trashes.

Getting started how to become a "zero-waste lifestyler" is sometimes not easy. To get started by becoming a "zero-waste lifestyler" can be begun by doing a small movement. The first step that have to do is reduce in using single-use plastic bags. In this activity, we only need to bring our own reusable bag while we go shopping. Sometimes when we go shopping, we do not bring our reusable bag or cloth bag and because of that, the store gives us plastic bag to carry our groceries shopping. Sometimes, our plastic consumption is influenced by the advertisement or promotion

that is produced by the capitalist companies. In this postmodern era, a lot of people who are hyper-consumption or they tend to buy more than one can afford (Ritzer, 2011, p. 98). It means that the powerful of advertisement can influence the consumer culture of the society so that they will keep purchasing the goods without thinking about the environmental damage because of single-use plastics. The consumers may only think about their fashionable lifestyle by seeing their nice appearance without thinking the impacts of their environment if they keep using the single-use plastics.



Figure 3. A beginner's guide to zero waste living (ps, it doesn't happen overnight) (<http://trashisfortossers.com/>)

In addition, the capitalist companies sometimes just think of their own benefit rather than think about the environment. However, not all of capitalist companies use single-used plastic bag. Many of the capitalist companies realize that using single-use plastic bags bring big impacts on the surrounding, especially to the ocean. Another example that becomes a challenge for the zero-waste lifestyler is how they use stainless straws or bring their own cloth bag while they have a grocery shopping. There are so many promotions, advertisements, and campaigns that offer to use stainless straws to reduce the plastic trash and this straw can be reused by washing it. Using stainless straws may become an issue that makes people want to try or do not want to try because usually people will throw the straw to the trash can after they

use it, however, the efficiency becomes the priority to reduce the plastic trash in the planet earth. Moreover, many people are trying to make alternatives instead of making stainless straws. Nowadays, bamboo straws and paper straws are available in public store as their concern to the environment.

Becoming the “Zero-Waste Lifestyler”

Becoming the “zero-waste lifestyler” is not easy because there are so many challenges to reduce in using plastic. According to Leyla Acaroglu (2019) in her article entitled *The Rising Trend of Zero Waste*, she mentions that “zero-waste lifestyler” is “someone who actively reduces their waste consumption, designing their life to avoid things that will end up as trash, especially disposable and non-recycle products and packaging.”

An article on Green America, *Come As You Are: Zero Waste for Everyone*, mentions that the average American produces about 1.700 lbs of trash per year based on a report in 2019. Because of this result, they realize that zero-waste lifestyle can help the Earth from the waste that they have made. A lot of American societies are also trying to eat organic and natural food as their concern to zero waste lifestyle. As in America there are a lot of stores that provide organic and natural food, it is going to be easy for American society to become zero-waste lifestyler. This easy access to live natural becomes the motivation and empowerment for some American societies.



Figure 4. Zero waste pantry photos
(instagram.com/thefairlylocalvegan)

There are a lot of examples that can show how to become a “zero-waste lifestyler,” one of the examples is using jars while doing grocery shopping. At home sometimes we have so many jars of jam that we are confused how to use it. Those jars can become the alternative containers besides using single-use plastics. As The Fairly Local Vegan (@thefairlylocalvegan) mentions in the caption above that people all around the world are trying to become zero waste lifestyler. As the beginners, they do not have to become a perfect zero waste lifestyler, but through the small steps; they have saved the world from the plastic trash. Bringing their own jars to the organic store, for instance, it becomes one of the small steps in saving the Earth from single-use plastics. Sometimes, the store is also providing a trash can while they shop their organic products; the consumers can open their products in their jars and throw the plastic into the trash bins that have been provided so that the consumers do not bring the plastic packaging into their house.



Figure 5. Lauren’s zero waste homemade toothpaste recipe (<http://trashisfortossers.com/>)

The zero-waste lifestyler have to be smart in controlling how they buy products because so many products are available with plastic packs. Therefore, “zero-waste lifestyler” applies the way they live by reducing plastic. The live of the “zero-waste lifestyler” have to be smart in choosing the products that they want to use or sometimes they have to make their own products, such as shampoo, soap, toothpaste, and body lotion. This movement aims to reduce the way in using plastic because some of those products are using the plastic packages. “Plastic trash is a particular problem in our oceans, an issue that has been well publicized in resent years. A great gloating mass of trash, located roughly between the continents of Asia and North America,” (Korst, 2012, p. 26). The reason why zero-waste lifestyler should make their own product is because in each products sometimes contain microbeads that cannot be broken down by the environment.



Figure 6. Why I live a zero waste life

In addition, becoming the “zero-waste lifestyler”, they have to be brave to be different from others because becoming the zero-waste, automatically they do a campaign in reducing the plastic waste. Laura Singer, a zero-waste lifestyler and the student of environmental study at NYU, has practiced to live without plastic. In her speech at TEDxTalks: *Why I Live a Zero Waste Life* (2015), she mentions that she

has become a zero waste life style in the past three years. She asks for herself about what difference that she can make in her life. Her question brings her to the change of living. She is interested in zero waste lifestyle by doing a research about environment and knowing a zero waste lifestyler, Bea Johnson. Through what she has learned from Bea Johnson, she decides to become a zero waste lifestyler and learns how to make her own products as she want to reduce in using single-used plastic. In this statement, indirectly states about how many products that people have consumed and they cannot control. It means that through a high consumption of a product, it brings bad impacts to the environment. Therefore, zero waste lifestyle becomes global because the climate change that makes the Earth becomes unhealthy place because plastic also becomes the material that is dangerous for living things. Ritzer (2011) mentions that global economic flows make people want to consume by purchasing goods. Global trade operates through various economic networks such as supply chains, international production networks, global commodity chains, and global value chains (p. 102). By economic globalization, people can purchase their favorite products internationally by using the networks. The consumption society makes them want to purchase more and more products. Then, they do not think about the environment because the products that they purchase are contains with plastic and it means that the society tend to consume and produce plastic trash rather than trying to have zero waste lifestyle.

Zero-Waste Lifestyle: *Bye Bye Plastic Bags* in Bali, Indonesia

Bali. Who does not know Bali? Island of the Gods that shows its beauty through the culture, temple, food, tradition, dance, and of course the smell of the incenses in every place

that we visit. Since June 2019, Bali becomes the first province in Indonesia that is successful to ban single-use plastics. The campaign of this movement is popularized by two siblings, Melati and Isabel Wijsen, since they were 12 and 10 years old in 2013. The movement of becoming zero waste lifestyle by reducing the single-use plastics is influenced by the program of their school in Green School Bali.

It is not surprise that these two siblings can influence other people globally to ban the use of plastic since their school itself is built from bamboo and the concept of “green school” is born here. As Green School Bali is well known as one of the best international school on earth, this school brings its concept to love nature; it does not mean that these two siblings do not get westernization influence from some influential figures. According to Ritzer (2010), westernization can influence many things, such as economics, lifestyle, ideas, and many more outside of the United States (p. 75). Lifestyle, for instance, in this research becomes the main topic to be discussed and it is also influenced by the ideas of American society to spread the influence and importance of becoming “zero-waste lifestyler” because lifestyle itself is categorized as the part of consumption of the society.



Figure 7. Our campaign to ban plastic bags in Bali

Melati and Isabel Wijsen have their concern in seeing Bali as the island of garbage. In their speech at TED Talks: *Our Campaign to Ban Plastic Bags in Bali* (2016), they mention that Bali generates 680 cubic meters of plastic garbage a day or it is the same with a 14-story building and plastic bags become less five percent to be recycled. In addition, the plastic garbage that is produced by the society in Bali does not only end up at the landfills, but the garbage also ends up at the river and also ocean. Furthermore, their concern of the plastic bags in Bali brings them to make a program of *Bye Bye Plastic Bags* in Bali in 2013. Furthermore, according to Gapura Bali in its article entitled *Bali Leads the Way and Officially Bans Single-Use Plastic Bags, Straws and Polystyrene across the Island* (2019), mentions that Bali generates about 1.6 million tonnes waste each year and around 303.000-tonnes of that waste is plastic. It is an example of massive problem in Bali and what if we collect the waste in Indonesia? It still becomes the big concern of other zero waste activists and lifestyler to ban the use of single-use plastics.

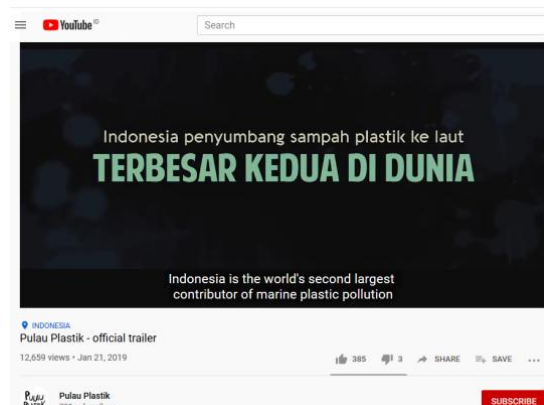


Figure 8. Pulau Plastik official trailer on *Tri Hita Karana*

Additionally, there is a non government organization, *Pulau Plastik*, that based in Ubud, also has the same concern with *Bye Bye Plastic Bags*. Since *Pulau Plastik Official Trailer* (2019) mentions that Indonesia becomes the world’s second largest contributor of marine plastic

pollution, *Pulau Plastik* also does campaign to change people's behavior in refusing, reducing, reusing, and recycling and to support the implementation of government policy concerning single-use plastics (<http://pulauplastik.org/en/about/campaign>). They share their concern through four episodes. The 20 minutes episodes, entitled *Segara Kertih (In Harmony with Our Oceans)*, *Karmaphala (Consequences of Our Actions)*, *Bedawang Nala (The Turtle that Carried the World)*, and *Tri Hita Karana (The Relation between Human, God, and Nature)*, cover key issues of the single-use plastics, including microplastics, household, sorting and disposal, government policy, and the food and hospitality industry. Thus, they believe that in 2050 there will be more plastic than fish in our sea if a lot of people are still using single plastic bags.

Moreover, through their videos, they invite the audiences to keep on guard against single-use plastics and its impacts on the environment. Those episodes directly mention that from single-use plastics bring many impacts on the Earth. Yet, if human cannot control what they have done, the consequences can be back to them as the result of their actions. Living in beautiful harmony with nature on Earth as God's gift to the human who can safe this earth for their next generations. Hence,



Figure 9. Bali becomes the Indonesian first province ([instagram.com/byebyeplasticbags](https://www.instagram.com/byebyeplasticbags))

Moreover, Melati and Isabel Wijsen together with their team start to propose the governor of Bali to approve their campaign in banning the single-use plastic bags. Since 2016, they do not stop their dream to make Bali becomes the island without plastic garbage. Then, their campaign is successful and approved by the governor of Bali in June 2019. According to Ni Komang Erviani in her article entitled *Bali Wins Plastic-ban Battle in Court, Steps Closer to being Plastic-free Island (2019)*, mentions that the governor of Bali introduced Gubernurial Regulation (Pergub) No. 97/2018, which limits the use of single-use plastic bags as they hope that this policy will lead the Balinese citizens to a 70 percent decline in Bali's marine plastic in 2019.



Figure 10. Falafel bowl with banana smoothie ([instagram.com/warungfalafel](https://www.instagram.com/warungfalafel))

Therefore, through the campaign of *Bye Bye Plastic Bags*, some supermarkets in Bali also ban the use of single-use plastic bags. If they want to buy in the supermarket, they have to bring their own bags to reduce plastic. Hence, there is a vegan restaurant in Ubud that uses the concept of zero-waste lifestyle by using banana leaf and bamboo straws to serve the food and beverages. This concept of using the organic material in serving food and beverages becomes the brilliant ideas to reduce the use of single-use plastics and to support the earth as the most comfortable place to live. Not only in this restaurant, banning single-use plastics also be

applied at mini-market in Bali. Before paying their groceries, the cashier will ask that the consumers bring their own cloth bags or not. Another example also exist at Bali Buda, as they make their own products, such as jam, syrup, yogurt, and others, they also use some jars and bottles. If their consumers want to buy other products, they should give the jars and bottles back to be reused.

Zero waste lifestyle connects people all around the world to do their best in saving the Earth from single-use plastics. The idea that comes from the concern of a lot of trashes and global warming have opened human's mind to do more actions that can be done by people all around the world. Through the videos that are streamed globally, a lot of people can try to do small things to use their own cloth bags when they go shopping and use tumblers when they drink, for instance.

CONCLUSION

Plastic has become a global and massive problem for the environment because if we use single-use plastics, it means that we add tons of plastic trash that can be dangerous for the ocean. The survey mentions that in 2050 there will be more plastic than fish in our sea if a lot of people are still using single plastic bags. There are so many issues that have come globally to tell about a sperm whale who is found dead because in her stomach there a lot of plastic. In here, we should know that our earth is not healthy again because plastic trash is found everywhere and it is harmful for the living things.

Zero waste lifestyle becomes one alternative to reduce the use of plastic. Zero waste or as known as plastic diet does a campaign to use reusable bag while go shopping and use the other alternative tools in

the daily life, such as stainless straws, bamboo brush, wood utensils, bring your own bottle rather than bottled water, and also make your own products. However, zero waste lifestyle still cannot make people change their lifestyle because of the mass consumption. Globalization in this postmodern era, especially the consumption habits, makes people still want to consume everything without thinking that their environment is under the threat of plastic trash. Therefore, becoming a zero waste lifestyle can be begun in a small way, for instance, we can bring our reusable bag when we go shopping and reduce the use of single plastic bag. Then, we can also bring our own bottle rather than buy a drink with a plastic bottle or glass.

In addition, to support in saving the planet Earth from the plastic bags, we have to be active to do something positive by not using plastic bags. There are three points that can help in reducing the use of single-use plastics, first, the step to get started to become a "zero-waste lifestyle". In this point, we have to realize that using plastic is not the best way. As a beginner, becoming a "zero-waste lifestyle" can be begun through small step, such as when we go grocery shopping, we can use cloth bags to save our grocery shopping. Second, how to be the "zero waste lifestyle." The next step maybe a bit difficult because usually we drink by using plastic straws, for instance. In this step, we can change our habits from using plastic straws to use stainless straws. Third, zero waste lifestyle that is popular in another country outside of Indonesia is successful to bring the massive impact in Indonesia. Bali becomes the first Indonesian province that implements the zero waste lifestyle through *Bye Bye Plastic Bags* campaign. This is such a great achievement, especially in Bali that can ban the use of single-use plastics in the daily life.

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