

PRESS RELEASE

The Rise of Conscious Consumption: Unveiling Ethical Shopping Trends for Sustainable Products

- Consumers have taken significant steps to safeguard the planet. Remarkably, more than 60% of consumers aimed to create a positive environmental impact. Challenges such as affordability and distrust pose significant barriers to sustainable shopping purchases. ([Source: Euromonitor International](#)).
- Greenwashing can lead to a loss of consumer loyalty, trust, and satisfaction with products. 48% of consumers indicated a willingness to scale back purchases from brands that fall short of sustainability promises, and 14% would never buy their product/service again ([Source: Shift-Sustainability](#)).

Jakarta, Wednesday, 12th June 2024 - A profound change in consumer habits is taking center stage. Today's consumers have evolved beyond mere purchasers; they are informed decision-makers who value the environmental, societal, and economic impacts of their buying decisions. This movement towards conscious consumption has become increasingly popular in recent years as consumers become more aware of the adverse effects of consumerism on the environment and society. In recent years, more consumers have strived to make a positive impact with their purchases, choosing brands that uphold ethical and sustainable practices such as fair trade, against forced and child labor, deforestation-free sourcing, and implementation of Good Agriculture Practices. In fact, over 64% of consumers tried to positively impact the environment through their everyday actions ([Source: Euromonitor International](#)).

Leading this charge is [KoltiTrace SHOP](#), the foremost eCommerce destination in Indonesia for sustainable shoppers, powered by [KOLTIVA](#) (Indonesia-based sustainable agriculture and supply chain traceability startup operating in 61 countries worldwide). It stands as a beacon for this evolving trend, offering conscious consumers easy access to ethically sourced goods crafted through responsible and sustainable practices.

Unsustainable consumption habits are contributing to environmental degradation and unethical production practices. The demand for cheap, readily available goods often leads businesses to resort to harmful methods that lead to deforestation, extreme weather events, and labor exploitation. These practices not only deplete natural resources but also undermine the rights and livelihoods of communities. The urgency for consumers to support ethical and sustainable production has never been clearer. The time to act is now. **It's time to shop sustainably and consume consciously.**

Sustainability is not just a selling point or added value; but an essential ingredient for shaping a better tomorrow. Brands and businesses that neglect sustainable product development and responsible sourcing or engage in greenwashing face missing out on the rising demand for ethical consumption that prioritizes minimizing environmental and social harm. Greenwashing can lead to a loss of consumer loyalty, trust, and satisfaction with products. 48% of consumers indicated a willingness to scale back purchases from brands that fall short of sustainability promises, and 14% would never buy their product/service again ([Source: Shift-Sustainability](#)).

Therefore, businesses must adopt transparent procedures and ensure [traceability](#) throughout their supply chains to sidestep greenwashing and maintain credibility. This entails thorough supply chain verification and traceable transactions to ensure that every stage, from sourcing raw materials to delivering the final product, upholds sustainable and ethical norms. By

wholeheartedly committing to sustainable initiatives and fostering clear communication, brands can cultivate consumer trust, showcasing their products as genuinely eco-conscious, and socially accountable.

In response to this consumer trend, KoltiTrace SHOP offers mindful consumers affordable access to trusted items produced through responsible and sustainable practices via www.kolitraceshop.com. Each product is guaranteed to be free from environmental harm and social exploitation, ensuring no links to deforestation or forced and child labor during production. With a commitment to transparency, KoltiTrace SHOP eliminates greenwashing by providing 100% traceability for every product. Consumers can simply scan the QR code to track the origin and production process, giving them confidence that their purchases align with their values and contribute to a more sustainable and ethical world.

Reiterating the importance of sustainability and conscious consumerism, KoltiTrace SHOP introduces Eco-Conscious Week. The initiative not only highlights local brands committed to sustainability but also emphasizes the power of responsible consumption through a hyperlocal community-driven initiative. This initiative showcases and supports products that are deeply rooted in their local communities, emphasizing sustainability and social responsibility. Featured products include **JIKA Chocolate**, an artisan and sustainable chocolate bar 100% made in Indonesia, and **āluān**, a woman-led social enterprise producing sustainable raw virgin coconut oil. Other notable products available on KoltiTrace SHOP include Aceh Gayo Arabica Coffee from **SUGATA Coffee**, Flores Manggarai Arabica Coffee from local producers in East Nusa Tenggara, **Coconut Sugar from Kulonprogo** Yogyakarta (Geographical Indication Certified), **Amed Sea Salt** from Bali, **Java Preanger Tea** from Bandung Selatan, and **Trigona Honey** from East Belitong. By choosing these products, consumers are making a difference.

Manfred Borer, CEO and Co-Founder of KOLTIVA, highlights the significant benefits of choosing KoltiTrace SHOP. “This solution not only helps businesses implement transparent supply chain practices and demonstrate a commitment to ethical sourcing and responsible business practices, but also attracts consumers who prioritize these values in their purchasing decisions. Equipped with a robust traceability platform, [KoltiTrace MIS](#), a product by KOLTIVA, businesses can provide digital tags in the form of QR codes that consumers can scan for supply chain details, ensuring their goods are traceable and free from deforestation and labor exploitation. It also enables consumers to directly contribute and make an impact by appreciating smallholder producers and tipping them through Tip the Producers feature. By emphasizing these benefits, we aim to promote sustainable production and trade, and attract more businesses and consumers to our platform,” said Borer.

He added that implementing a transparent supply chain with a [traceability platform](#) is crucial for businesses to prove their commitment to sustainability and responsible sourcing. Businesses can also increase consumer trust by obtaining sustainable certifications to showcase their commitment to sustainable practices, sourcing products locally to reduce their carbon footprint and support local producers. Conscious consumption entails making purchasing decisions with a heightened awareness of their environmental and societal impacts.

“Eco Conscious Week is a 'Hyperlocal Community-Driven Initiative' aimed at raising public awareness about the importance of shopping sustainably and consuming consciously. By promoting conscious consumerism, the movement empowers individuals to choose products that do not harm the environment or society. It also highlights the necessity for businesses to

adopt responsible practices, ensuring proven traceability and avoiding greenwashing. Eco Conscious Week strives to inspire both consumers and businesses to contribute to a more sustainable world through informed choices and ethical practices,” Borer added.

Echoing on the importance of traceable supply chain to ensure sustainability, **Jane Dunlop, CEO at āluān**, also points out the significance for more businesses to adopt traceability systems in the future. “Working with KOLTIVA, we have set up full traceability so that when people buy our product, they can trace all the way to the farm and the producers where it originated. That really brings the work that we are doing with producers and environment to the buyers. This is the most important tool we have for sustainability,” said Jane during Eco-Conscious Talks, one of the Eco-Conscious Week sessions.

KoltiTrace SHOP, a product by KOLTIVA, hosted Eco-Conscious Week, a hyperlocal community-driven initiative to promote sustainable shopping and conscious consumerism. The event, featuring environmentally conscious individuals and purpose-driven brands, including Jika Chocolat, āluān, Rappo Indonesia, and Slow Fashion Indonesia, aimed to inspire individuals and businesses to adopt ethical practices and make informed choices that benefit the communities, environment and society.

The initiative also aims to advocate for conscious consumerism, sustainable lifestyles, and community empowerment. It concluded with a community event in Jakarta during Car Free Day event amplifying the message to the public through activities in collaboration with Rappo Indonesia and Gerakan KeBIKEan to promote sustainable living habits, conscious consumption, community inclusion and empowerment. Through these efforts, KOLTIVA hopes to inspire lasting positive change in consumer behavior and sustainable business practices.

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About KoltiTrace SHOP:

KoltiTrace SHOP is Indonesia's first eCommerce platform offering traceable and ethically produced goods, from Seed to Table. We empower consumers to become changemakers through the sustainable shopping experience with exceptional local brands, enhancing producers' livelihoods, reducing poverty, and caring for the planet. Backed by Koltiva's robust technology ecosystem in digitizing global supply chains, KoltiTrace SHOP ensures that every purchase supports fair trade, empowers producers, and promotes ethical practices, fostering sustainable development and meaningful earnings for rural communities.

We curate high-quality, environmentally sustainable goods from local brands dedicated to ethical business practices. Our commitment to minimal ecological impact is reflected in our carefully selected, sustainably produced goods. Make an empowered purchasing decision with KoltiTrace SHOP—where every purchase makes a positive difference.

About Koltiva

Offering human-centered technology and boots-on-the-ground solutions that digitize agribusinesses and help smallholder producers transition to sustainable practices and traceable sourcing, **KOLTIVA** is recognized as the leading Indonesia-based sustainable agriculture and supply chain traceability startup. As a global technology provider, it constructs ethical, transparent, and sustainable supply chains, assisting enterprises in fortifying their resilience and transparency. The company helps businesses, and their suppliers comply with ever-changing regulations and consumer demands worldwide with traceability solutions. Operating in more than 61 countries and fortified by a network of 16 customer support offices and 1,071 employees, Koltiva is steadfast in supporting over 9,700 enterprises in establishing transparent and robust supply chains while empowering over 1,300,000 producers to increase their annual income. www.koltiva.com

Press Contacts

Vega Welingutami
Senior Public Relations and Event Officer
+62 878-7643-2821
vega.welingutami@koltiva.com

Daniel Prasetyo
Head of Public Relations & Corporate Communication
+62 8111 67 1919
daniel.prasetyo@koltiva.com