

Abstract

The work explores the perception of Zero Waste lifestyle from the perspective of people who live this lifestyle. The main aims of the research are to map the perception of Zero Waste lifestyle in terms of what the lifestyle means for informants and how they perceive it. I also deal with the motivations that these people have for their lifestyle, whether it be external or internal, and I try to map the negative or positive benefits that Zero Waste brings to the lives of its followers. The work is based on qualitative research, namely on seven interviews with people who live in the Zero Waste lifestyle, with whom I conducted semi-structured interviews. Using a thematic analysis, I have identified ten categories that characterize Zero Waste lifestyle: the pursuit of change, the conversion / change of thinking, the voluntary modesty / the fight against consumerism, the saving of money, the fashion trend, the education, the spiritual / religious aspect, the fulfillment / joy / happiness, community sharing, moral contradiction. The main findings of the research are precisely the Zero Waste lifestyle characteristic that builds on authentic information taken directly from people living in this lifestyle. My findings mainly relate to characteristics of Zero Waste, how these people perceive their lifestyle and how they call it and communicate it. Next, I identified the motivations that make this lifestyle practice, and surprisingly, it was driven by the internal motives of individuals rather than by external pressures. Last but not least, I have also identified the benefits of the Zero Waste lifestyle, which, according to my findings, are more positive than negative and are therefore closely related to the motivation for this lifestyle.