

## ABSTRACT

*Environmental degradation caused by waste is increasingly happening everywhere. It has an impact on the decline of the quality life community. The environment such as rivers, seas, forests, lakes and beaches has begun to be polluted and requires serious attention by all parties including government, communities and businesses. Ecopreneurs as a business actor plays a role to maintain aspects of environmental sustainability in its business activities, such as PT Greeneration Indonesia. PT Greeneration Indonesia is a social company that was founded in 2005 and has a business focus on the environment. This study aims to analyze the motivation and commitment of ecopreneur in achieving environmental sustainability using qualitative methods by describing and describing the empirical reality behind the phenomenon. This research will be conducted with interviews and semi-structural observations on the ecopreneur in PT Greeneration Indonesia. The research to be conducted wants to find out whether there is a match between the research objectives and the theories used.*

*Keywords: Ecopreneur, Motivation , Commitment, Environmental Sustainability , PT Greeneration Indonesia.*