

Sustainability Persona – Climate Believer



Nancy

- Age = 65
- Family Status = married
- Ethnicity = Caucasian
- Education = tech/college
- Occupation = retired teacher
- Income = \$100k household
- Neighborhood = Rockport, Gloucester

Narrative

Has been recycling, composting and migrating away from single-use plastics for the past several years. Is worried about the world that she is leaving behind for her grandchildren.

Frustrations

- Does not believe that her individual efforts will make a difference
- Wants to help somehow

Needs

- Information about what more she can do herself
- Information about how she can help a broader group or people or have more influence
- Wants to work with other like-minded individuals in her community

Digital Expectations

- Not very digital savvy, but willing to try
- Only using FB for marketplace

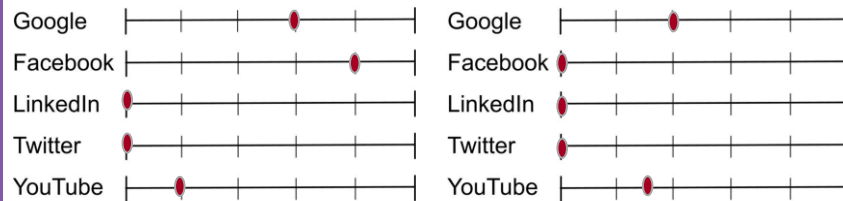
Digital Frustrations

- Concerns about what is 'safe'
- Not intuitive for her

Digital Use Frequency



General Use



Social Media

Engagement Level

- view / lurk
- comment
- recommend / like / share
- post

Goals

- keep connected
- research
- entertainment
- network / career

Preferred Sust. Info Delivery Methods

- Newspaper
- Email
- Events

Climate Believer

Wants to help

Sustainability Interests

- How to reduce her carbon footprint
- What matters and what does not matter?
- How to help her community

Sustainability Journey

Has heard rumors that our diet has an impact on emissions.

Asks her 40 yr old daughter to guide her on where to get more info.

Daughter Google's a few sites and emails to Mom.

Mom does research on-line and also sees that 'Local' food has large impact.

Mom struggling with how to find 'Local' food in her community – large grocers are not very helpful.

Common Questions

1. Where can I find 'local' food?
2. Is there a local group that I can talk to – meet for coffee?
3. Are there local restaurants that focus more on buying 'local' food?

1. What is my city doing? And, are they doing anything to support people like me?