



**Persona Designation**  
*Aisha is a young woman living outside of Chicago who has a passion for the environment and living in a healthy way. Whilst she doesn't have a job or and major hobbies revolving around sustainability, it's something she feels strongly and wants to stay informed about.*

NAME **Aisha Brown**  
TITLE **Finance Specialist**

BACKGROUND  
28 years old  
Finance Specialist at a corporate company  
66K / Year

TECH PREFERENCES  
Macintosh  
iPhone  
iPod

**Key Characteristics**  
--Values education and awareness  
--Values her community and those around her highly  
--Doesn't have much spare time to dedicate to things that don't directly benefit her in regard to the environment  
--Doesn't work in an industry with significant connections to sustainability  
--Lives under a tight budget, having high expenses and student loan debt

**Goals**  
--To be active and informed for free  
--To be active and informed without spending much time  
--To be valued despite not having much expertise, influence etc.  
--To be around people who care similarly and also can bring change



**Persona Designation**  
*Carlos is a middle-aged man who owns and operates a local toy store. While he isn't very passionate about the environment, he recognizes that making his business more sustainable and advertising that could attract potential customers.*

NAME **Carlos Greene**  
TITLE **Owner & Founder of ToyCo**

BACKGROUND  
55 years old  
Owner & Founder of local Toy Store  
80K / Year

TECH PREFERENCES  
Windows Laptop  
Google Pixel  
None

**Key Characteristics**  
--Has the resources to make a meaningful, local impact  
--Doesn't know what changes would be the most impactful or visible  
--Cares deeply about making environmentally friendly changes to his business swiftly, locally and abundantly clear to those around him

**Goals**  
--Would like to make a significant impact on his community  
--Would like to make a long-lasting impact on his community  
--Would like to make an obvious impact on his community

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Create a Page to review local business on their carbon footprint!

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Post

Adam Smith

@adam7749

...

Create your own review!

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**Aisha** @aishabrown9876 • 1m

Aisha reviewed **Organic Haven** Grocery Store

★★★★★

Proud to announce their commitment to zero-waste packaging! Let's work together for a greener future.

Subratings:  
 Waste Management: ★★★★★  
 Ethical Sourcing: ★★★★★☆  
 Carbon Emissions: ★★★★★☆

4

10

10

John liked

**James** @jamesf3021 • 9m

Post from people you follow.

James reviewed **GreenEats** Restaurant

★★★★★

Visited GreenEats last night - loved their commitment to local sourcing and reducing food waste. Great atmosphere too!

4

10

10

**David** @dave02290 • 22m

Post from people you follow.

Proud to announce my business, **GreenTech**, has completed the "Zero-Waste Office Challenge" 🏡🌱  
We have successfully implemented composting and reduced single-use plastics. Let's make sustainability part of our daily work routine!

4

10

10

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Top Challenges

**Zero-Waste Lifestyle Challenge**  
[Join Now](#)  
185 participants  
Current Leader: EcoTech

**GreenEarth Innovation Challenge**  
[Join Now](#)  
120 participants  
Current Leader: TechSavvyGreen

**Veganuary: Plant-Based Living**  
[Join Now](#)  
89 participants  
Current Leader: VeggieExplorer

Recommended Businesses:

**EcoEats Cafe** ★★★★★

**RenewTech Solutions** ★★★★★

**SustainStyle Boutique** ★★★★★☆

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@sanjay8733

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Adam Smith  
@adam7749

Profile

Carlos Greene  
@carlos5409

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Message

Hi, my name is Carlos! I own a toy store in the Troy area called ToyCo. I am passionate about making my business more sustainable and I hope to make a significant ecological impact on my community!



People with Similar Interests

- James @james8830
- Tina @tina0010
- April @april4309
- Randy @randy2993
- Dan @daniel2212
- Sara @sara5692
- Jay @jay5444

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Recommended Businesses:

EcoEats Cafe ★★★★★

RenewTech Solutions ★★★★★

SustainStyle Boutique★★★★☆

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Adam Smith  
@adam7749

Company

**ToyCo**  
@ToyCo

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Message

Rate

Rating: ★★★★★

Your local toy store, dedicated to improving its carbon footprint. Let us know what you want us to change next!

Subratings:

- Waste Management: ★★★★★
- Ethical Sourcing: ★★★☆☆
- Carbon Emissions: ★★★★★



Companies like this

- EcoPlayWorld** @EcoPlay
- DopeGizmos** @DopeGizmos
- FashionKids** @FashionKids
- TechToys** @TechToys
- EcoHomeGoods** @EcoHomeGoods
- GreenTechInnovate** @ GreenTechInnovate
- LocalHarmonyBooks** @ LocalHarmonyBooks
- GreenFieldsFarm** @GreenFieldsFarm

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**Veganuary: Plant-Based Living**

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89 participants

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  - RenewTech Solutions** ★★★★★
  - SustainStyle Boutique** ★★★★★
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