

Tom is a father of two and newly promoted financial advisor working for a large finance firm that finances business' and projects that will uproot existing industries and push a sustainable and environmentally friendly alternative to existing products and services. To celebrate his promotion, as well as his pay increase, he wants to purchase a new car, but as he understands from his work that to change an industry he too must make a change, he wants to purchase the car with the least environmental impact and is the most sustainable. To do this he uses an app that allows him to compare and contrast different vehicles with reference to their sustainability and environmental impact. The first thing he does is put in his address, so that the app can determine the how sustainable the different fuel sources in his region are. From there, he can choose what type of car he is looking for, as he has two children, he wants a car with lots of space that could also deal with having their friends in it too, so he chooses an large sedan, as it will be better for the environment than an SUV, but still have lots of space. Now he can look at all the cars available, sorted based on environmental impact. He notices that a lot of the cars are small, turbo charged petrol engines, he deduces that this is because where he lives in Ireland still uses fossil fuels for electricity production, so it must be pulling the electric cars down, but he also knows that soon his area will be only using wind power for electricity production, so he checks a box for electric cars only. Now looking through all the cars left, he sees three that he likes, and clicks on a box in the top corner of them all, and then selects compare selected vehicles so that he can compare the cars in more detail. Now looking at them, he sees that they all use recyclable materials for most of their respective cars, and so this becomes a negligible factor. However, he also sees that two of the cars source the lithium for their batteries from a Chinese firm and that the other sources its lithium from Australia, as he believes that the Australian firm extracts the ore in a more environmentally friendly manner, he decides that this is the car that he wants to buy. He then goes into the main page for this vehicle, and scrolls down to see nearby dealers and their prices, having found the best price in his area, he checks this dealer's contact information to arrange a test drive of the vehicle at their facilities.