Empathy Map Template

She believes that food waste is an ethical and environmental problem that needs urgent attention.

She thinks many

people in Bogotá

could benefit if

surplus food was

better managed.

She thinks the city has the resources to reduce food waste, but lacks proper coordination and

surplus could be systems were more efficient and

transparent.

awareness. She feels that food better distributed to those in need if

She observes large quantities of edible food being discarded by markets, restaurants, and households.

She notices that while there are some initiatives to tackle food waste, they are inconsistent and not widely adopted.

She sees that many people are unaware of how much food is wasted daily and how it could be redirected to help others.

She perceives inefficiencies in current food donation efforts, with logistical barriers preventing timely redistribution.

She wishes there were more organized efforts to connect food providers with communities facing food insecurity.

Frustration at

the imbalance

between food

waste and food

insecurity in the

city.

Concern about

the health and

safety risks

involved in

distributing

surplus food.

Thinks

Feels

A sense of urgency and responsibility to find sustainable solutions to reduce waste and support vulnerable communities.

Hope that with better organization and collaboration, significant progress can be made in tackling this issue.

Sees

Does

Leads projects aimed at supporting vulnerable populations through her foundation.

Regularly looks for innovative ways to improve the foundation's operations and reach more people in need.

Coordinates food donation efforts with local businesses and markets but faces challenges with transportation and storage.

Engages with other community leaders and organizations to discuss social issues, including food waste.