Empathy Map Template

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

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

She thinks many people in Bogotá could benefit if surplus food was better managed.

She feels that food surplus could be better distributed to those in need if systems were more efficient and transparent.

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

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

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

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

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

Chin!

Thinks

Sees

Does

Feels

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.

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.

Leads projects
aimed at
supporting
vulnerable
populations
through her
foundation.

Woman of 54 years old

Worker and mom

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.