

12 Co-Inno

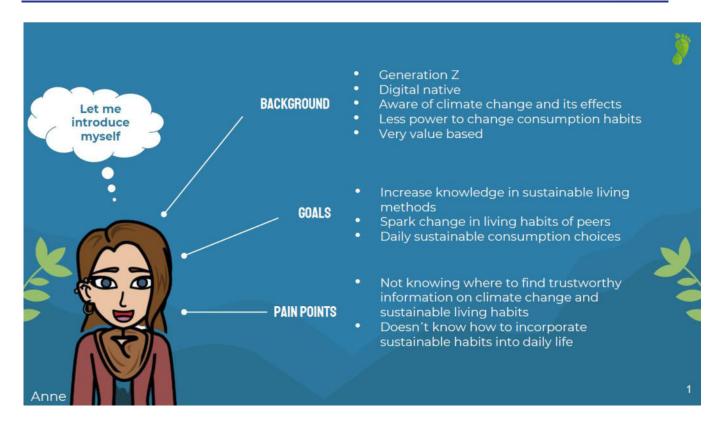


Figure 6: Customer Persona

1.3 Problem Statement

Today **Generation Z** has to **handle information overload regarding sustainability** when **they integrate sustainable habits into their daily life.**