



Let me
introduce
myself

BACKGROUND

- Generation Z
- Digital native
- Aware of climate change and its effects
- Less power to change consumption habits
- Very value based

GOALS

- Increase knowledge in sustainable living methods
- Spark change in living habits of peers
- Daily sustainable consumption choices

PAIN POINTS

- Not knowing where to find trustworthy information on climate change and sustainable living habits
- Doesn't know how to incorporate sustainable habits into daily life

