

Name: Thomas Mayer



Demographics:

Age: 45

Location: Berlin, Germany

Job: office clerk in VW

Status: Married

Family: Father of two children

Education: Professional training as office clerk

Goals:

- Wants to know how bad forest pollution currently is
- Finding out what danger's pollution brings
- Explore the impact of the future

Interests:

- Likes to watch series
- Driving in his sports car
- Caring for his children

Environment:

Thomas works as a gaming clerk in the big car company VW. He spends most of his time in Berlin, be it in the office or his apartment with his family. He doesn't really care for the environment and thinks it doesn't affect him personally. However, he also wants a great future for his children and has recently started to think about the future of the nature.

Name: Lisa Reif



Demographics:

Age: 23

Location: Luckau, Germany

Job: Web designer in a startup

Status: Single

Family: None

Education: Bachelor's degree graphics Design

Goals:

- Wants to know how to support environmental protection
- Finding places to help hands on
- Wants to protect the local forest

Interests:

- Likes to go for walks
- Camping in nature
- Reading books

Environment:

Lisa works as a Web designer in a small startup company. She tries to live as environmentally friendly as possible. She bicycles to work and doesn't eat meat. She knows how bad of a waste problem we currently have and wants to do everything in her power to change something.