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



• Wants to know how bad forest pollution currently is

Finding out what danger's pollution brings

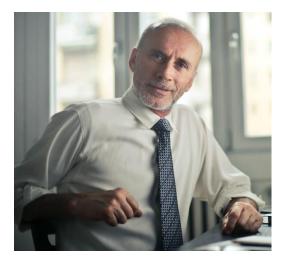
• Explore the impact of the future

### **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



- 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 possibly. 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.

