

DEMOGRAPHICS

Woman

Ages
35

Working
mother

Living in
a small
town

SAYS

There's no
enough
time in the
day

Ask
suppliers
about
certificates

Poor English
is an
obstacle to
overcome

THINKS

She wants her
company to be
responsible for
the
environment

GOALS PAINS

Better
communication

Limited
time

Professional
development

Failing to
understand
complex
documentation

DOES

Tries to
introduce
sustainable
solutions in
her company



Agnieszka

FEELS

Motivated
but tired
with tight
schedule

Feels
pressure
about
EUDR