

DEMOGRAPHICS

Woman

Ages
35

Working
mother

Living in
a small
town

SAYS

Ask
suppliers
about
certificates

There's no
enough
time in the
day

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

Support her
company in
development

Problems
with finding
a proper
course

DOES

Tries to
introduce
sustainable
solutions in
her company

FEELS

Motivated
but tired
with tight
schedule

Feels
pressusre
about
EUDR



Agnieszka