

PERSONAS

Claire is a bridge between the agrarian world and the halls of legislation, tirelessly working to shape policies that promote ecological stewardship and technological innovation in farming. She understands the urgency of sustainable agriculture in the face of climate change but is often met with resistance from policymakers reluctant to prioritize or fund these initiatives.

Interests

- Enjoys reading about global economic trends.
- Organizes educational workshops on sustainability.
- Enjoying weekend family outings

Frustration

- Her challenge is to navigate the complex political and economic landscapes to secure support and funding for agricultural technology initiatives

Goals

- To influence the adoption of sustainable agriculture policies that support and encourage the use of advanced technologies like "Eco Scan."



Name: Claire

Age: 52

Location: Brussels, Belgium

Occupation: Environment Policy Advisor

Income: \$70,000/annually

Family: Married

