Says

What have we heard them say?
What can we imagine them saying?

Transparency and Trust: Climate organizations and governments have often discussed the need for transparency in tracking and verifying carbon emissions and other climate data. Blockchain has been presented as a technology that can provide a tamper-proof and transparent ledger for these records.

Reducing Fraud: There has been a focus on reducing fraudulent carbon offset projects and ensuring that carbon credits are genuine. Blockchain can be used to track the creation and transfer of carbon credits, making it more difficult for bad actors to manipulate the system.

Decentralization: Advocates of blockchain have emphasized its decentralized nature, allowing for a distributed network of nodes to validate and record climate data. This is seen as a way to avoid centralized control and enhance the integrity of climate tracking.

Thinks

What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?

Wants: Accurate and transparent climate data, reduced carbon emissions, effective carbon offset programs.

Needs: Reliable blockchain-based systems for tracking and verifying emissions and offsets.

Hopes: A significant reduction in global greenhouse gas emissions and better preservation of the environment.

Dreams: Achieving ambitious climate goals, such as limiting global warming to 1.5 degrees Celsius.

Wants: Compliance with international climate agreements, efficient emission tracking, fraud prevention.

Needs: Secure, standardized, and verifiable blockchain systems to ensure accurate data.

Hopes: Meeting climate targets and reducing the adverse effects of climate change.

Dreams: Leading the world in sustainable, low-carbon practices and achieving global climate leadership.

Wants: Cost-effective carbon management, improved supply chain sustainability, and positive public relations.

Needs: Transparent and efficient blockchain solutions for tracking emissions and ensuring the credibility of sustainability claims.

Hopes: Reducing environmental impact while maintaining profitability.

Dreams: Becoming carbon-neutral or even carbon-negative and being recognized as an environmentally responsible leader.

Persona's name

Short summary of the persona

Numerous pilot projects and initiatives were launched by governments, organizations, and startups to explore the use of blockchain for climate tracking. These projects aimed to test the feasibility of using blockchain for transparent and reliable tracking of emissions and carbon credits

Some organizations and platforms had started to develop and deploy blockchain-based solutions for climate tracking. These platforms allowed for the transparent recording and validation of environmental data, emissions reductions, and carbon offset transactions.

Many stakeholders, including environmental organizations and concerned citizens, fear the potential catastrophic consequences of climate change, such as extreme weather events, rising sea levels, and loss of biodiversity

Stakeholders emphasized the importance of data transparency, aiming to provide the public with clear and accessible information about the environmental impact of products and services. Blockchain was seen as a tool to enhance data transparency

There may be anxiety about the security of blockchain technology. Stakeholders might worry about data breaches, cyberattacks, or vulnerabilities in the blockchain systems used for climate tracking

The fear that nations will not cooperate effectively in addressing climate change and will not adopt standardized blockchain solutions for tracking, hindering global progress.

Does

What behavior have we observed?
What can we imagine them doing?

Feels

What are their fears, frustrations, and anxieties?
What other feelings might influence their behavior?

See an example