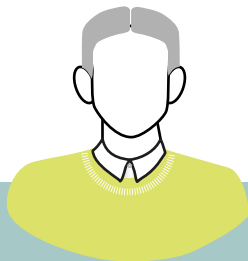


CONSCIOUS
CHOOSE



Age: 50 to 60 years
Household: Living with partner
Education: Master’s degree
Occupation: Professional roles
(e.g., project managers)
Budget: 150 to 200 €/week

KEY VALUES



Health, lifestyle
& information



Environmental
responsibility



Ethics
& Brand Values



SKILLS AND TOOLS FOR SUSTAINABLE E-COMMERCE IN THE AGRI-FOOD SECTOR



CONSCIOUS
CHOOSE



“Strong positive attitude towards sustainability but balances it with price and convenience. Chooses sustainable options when information is clear and accessible. Motivated by health and environmental impact.”

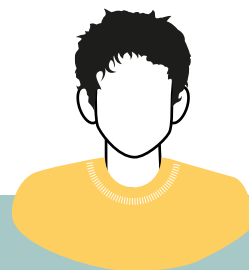


SKILLS AND TOOLS FOR SUSTAINABLE E-COMMERCE IN THE AGRI-FOOD SECTOR



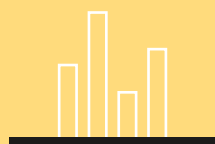
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COVENIENCE SEEKER



Age: 18 to 30 years
Household: Living with partner
Education: Master's degree
Occupation: Early career professionals
Budget: 100 to 150 €/week

KEY VALUES



*Economic and
fairness consideration*



*Health, lifestyle
& information*



*Ethics
& Brand Values*



SKILLS AND TOOLS FOR SUSTAINABLE E-COMMERCE IN THE AGRI-FOOD SECTOR



COVENIENCE SEEKER



*"Low engagement with sustainability values.
Prioritizes price, taste, and convenience.
Sustainability is secondary unless it brings
a direct personal benefit such as better
product quality or promotions"*

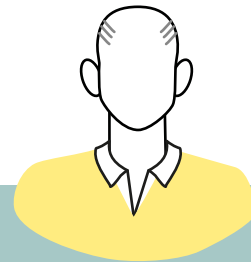


SKILLS AND TOOLS FOR SUSTAINABLE E-COMMERCE IN THE AGRI-FOOD SECTOR



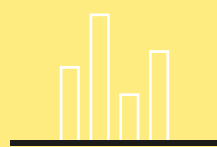
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PRAGMATIC BALANCER



Age: On average 60+ years
Household: Living with partner
Education: Secondary education
Occupation: Often retired
Budget: 50 to 100 €/week

KEY VALUES



*Economic and
fairness consideration*



*Health, lifestyle
& information*



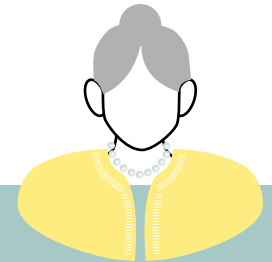
*Environmental
responsibility*



SKILLS AND TOOLS FOR SUSTAINABLE E-COMMERCE IN THE AGRI-FOOD SECTOR



PRAGMATIC BALANCER



*"Moderately aware/interested of
sustainability but decisions are mainly
driven by value for money, availability,
and habits. Will choose sustainable
products if they are affordable, familiar,
and easy to understand."*



SKILLS AND TOOLS FOR SUSTAINABLE E-COMMERCE IN THE AGRI-FOOD SECTOR



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UNENGAGED CONSUMER



Age: 50 to 60 years
Household: Families with children
Education: Master's degree
Occupation: Often retired or non active
Budget: 150 to 200 €/week

KEY VALUES



*Economic and
fairness consideration*



*Health, lifestyle
& information*

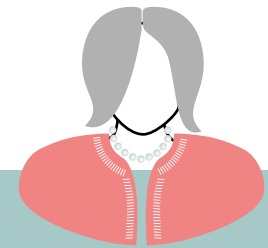


SKILLS AND TOOLS FOR SUSTAINABLE E-COMMERCE IN THE AGRI-FOOD SECTOR



Co-funded by
the European Union

UNENGAGED CONSUMER



*"Little to no awareness or interest
in sustainability in food and agri-products.
Decisions are driven almost entirely by price,
habit, or brand familiarity.
Sustainability claims
have minimal to no influence."*



SKILLS AND TOOLS FOR SUSTAINABLE E-COMMERCE IN THE AGRI-FOOD SECTOR



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SUSTAINABILITY CHAMPION



Age: 31 to 40 years
Household: Living alone
Education: Master’s degree
Occupation: Mixed professional background
Food budget: 50 to 100€/week

KEY VALUES



Environmental
responsibility



Social responsibility
and community



Ethics
& Brand Values



SKILLS AND TOOLS FOR SUSTAINABLE E-COMMERCE IN THE AGRI-FOOD SECTOR



SUSTAINABILITY CHAMPION



“Highly values sustainability, fairness, trust, and responsibility. Actively seeks sustainable food and agri-products, even if it means accepting higher prices. The sustainability champion reads labels, supports local and ethical producers, and influences others in making sustainability-driven choices”



SKILLS AND TOOLS FOR SUSTAINABLE E-COMMERCE IN THE AGRI-FOOD SECTOR



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