

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



ECO-merce has received funding from the European Union's Erasmus+ program under contract n°2025-1-DE02-KA220-VET-000363635
This document reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein