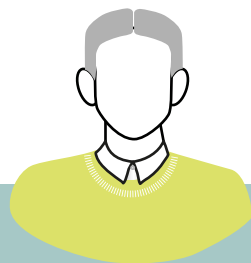


CONSCIOUS
CHOOSE



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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