

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



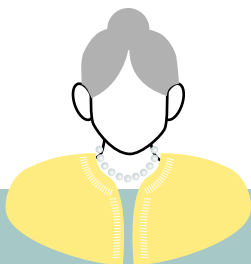
Environmental
responsibility



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



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