

*"I want to make more eco-friendly shopping decisions and to learn if my shopping is beneficial for both me and the environment."*

## BIO

Montana works at a non-profit organization and creates content for social media and other digital channels. As an environmentalist, she is very concerned about the current eco-issues, particularly what has happened to Canada due to climate change. Her belief is that consumers are critical in reducing emissions and slowing climate change by making environmentally conscious purchases. She fears making an unwise purchase decision since some companies have overstated the sustainability credentials of their products. Montana feels that these companies have used misleading advertising to entice consumers to make poor purchasing decisions.

## GOALS

- Aims to seek out new ways to make a positive impact on the community.
- Hope to see a positive difference globally, after adopting eco-friendly shopping habits.
- Interested in learning about eco-friendly products to reduce the negative impacts on the planet.
- The personal mission is to live in zero-waste lifestyle on a daily basis.
- Hope to find a tracking system that shows the Carbon Footprint with each purchase.

## MOTIVATIONS

- Receive regular updates on the environmental impact of products.
- Platform or app showing green certifications and to provide other eco-alternatives for a product.
- A simple-to-follow format with minimal scrolling required when trying to use it when making shopping decision.
- An interactive way to review the sustainability impact of products after they are purchased.

## ECO-SHOPPING HABITS

- Visits company social media accounts before making her shopping decisions.
- Shop locally within the community.
- Prefer buying products that are in recycled packaging.
- Shop with a plan in mind to save time and money.

## FRUSTRATIONS

- Difficulty in researching about all the sustainability information of products.
- lack of information on products with non-eco-friendly packaging.
- Unclear and inconsistent sustainability labels on consumer goods.
- Due to excessive packaging, consumer goods become unaffordable.
- Figuring out and researching which eco-friendly products deliver its promises is time consuming.

## FAVORITE ECO-FRIENDLY BRANDS

- ECO GRO, Eco-friendly plant foods that help the garden grow.
- Abeego, Beeswax wraps keep the food fresh.
- Coco & Coir, Gardening products that promote sustainability.

## MEDIA CHANNELS:



# Eco-Conscious Montana

Age: 26

Occupation: Social Media Specialist

Education: Master's degree in  
Communications

Location: Toronto, Canada

Marital status: Single