



Future Eco-Parent Forrest

Age: 35
Occupation: Renewable Power Engineer
Education: Engineering Degree
Location: British Columbia, Canada
Marital status: Married

"I think a lot about the future generations and how our actions today will impact them tomorrow. My concern is that the poor sustainability habits will affect our quality of life. Our future children depends on us, and I want to inspire others to live a sustainable lifestyle."

BIO

Forrest is a nature enthusiast who works in the public works department. He has been pondering whether to have a child with his wife, but they could not stop picturing their hypothetical child growing up in a non-ecological environment with poor sustainability. For his future children, he wants to be a good role model of embracing a sustainable lifestyle in a world that is environmentally friendly by adopting eco-habits. Their mindset is to use products that are environmentally friendly and to avoid those that are not.

GOALS

- Aims to be a role model for his future children and family.
- A passion for protecting the environment and mentoring younger generations.
- Aims to adopt green shopping habits to lower the overall carbon footprint.
- Wants to buy sustainable products that fulfill their promises.
- Contributes to the supply chain mindset to make manufacturing more environmentally friendly.

MOTIVATIONS

- A tool that alerts users about the implications of not following an eco-friendly shopping decision.
- An easy-to-use method to track the carbon footprint when making purchasing decisions in support of climate action.
- Using an app to scan product barcodes to compare sustainability impacts.
- Quick and easy way to check the sustainability impact of products on the shopping list before going to the store.

ECO-SHOPPING HABITS

- Considers the sustainability of the product use and post-use.
- Use of products that are biodegradable, recycled or with reduced packaging.
- Feel a moral duty to make careful shopping decisions towards a greener lifestyle.

FRUSTRATIONS

- Feels unable to handle the growing anxiety about the climate emergency.
- Concerned about the future unsustainable environment for their hypothetical children.
- Difficulty in finding efficient ways to shop and to reduce the impact on the environment.
- Diminishing natural resources for the future generation.
- Lack of public support and actions for eco-friendly products.

FAVORITE ECO-FRIENDLY BRANDS

- Bulldog's Bamboo Razor, a reusable shaving option.
- Califia Farms Oat Milk, products are packaged in widely recyclable materials.
- Tentree, products made of recycled polyester, organic cotton, and hemp.

COMMUNICATION CHANNELS



Word of Mouth

