

Eco-Friendly Nikki

Nikki is extremely environmentally friendly. This is reflected in energy-saving behaviour at home and at work, using environmentally friendly means of transport, avoiding food waste and buying seasonal food with sustainability labels. Nikki values privacy and prefers things to be simple but of high quality.

What you can do - Choose suitable tips



- Buy and sell items and clothes at flea markets, second-hand shops or clothing swaps.
- Decide on a day of the week when you will visit the local market or farm shop to buy regional produce.



- Only heat rooms that are in regular use.
- Find out about the next date for switching to a more environmentally friendly electricity product and set it up.



- Advocate for better cycle paths and pedestrian zones.
- Use the night train connections to the cities of Europe.



- Encourage the purchase of organic coffee at work.
- If possible, recycle packaging materials at work, e.g. PE plastic packaging, coffee capsules and milk bottles.

Budget-Conscious Kim

Kim is very self-determined, attaches great importance to pleasure and does not want to be restricted in the consumption behaviour by rules or prohibitions. Moreover, Kim endeavours to save costs. This is reflected in efforts to save energy and use food economically, but also in a low acceptance of costly sustainability measures.

What you can do - Choose suitable tips



Browse for unique items at flea markets and second-hand shops and save money.

Buy reduced food that is about to expire; e.g. use the app „Too Good To Go“ to search for tasty offers in your neighbourhood.

Only run the washing machine when it is completely full and save time and money.

Check the correct setting for the freezer (-18°C) and refrigerator (7°C) for an optimal quality of food.



Take advantage of early booking discounts and savings offers for train tickets and travel stress-free with night trains to the cities of Europe.

Replace your car with public transport and save on taxes and parking fees.



Bring your own food to work.

Exchange ideas with your work colleagues on sustainable life hacks to save energy.

Comfort-Oriented Gaby

Gaby is a bon vivant, appreciates the tried and tested and enjoys peace and privacy. Environmental issues play a subordinate role and Gaby doubts that one's own actions have any impact on the environment. Gaby usually travels by car, rejects restrictive regulations in favour of the environment and generally shows little energy-saving behaviour.

What you can do - Choose suitable tips



Invest in a pressure cooker. This will help you cook faster and saves energy.

Buy seasonal and regional vegetables for a more intense taste.



Fill the dishwasher completely and use the energy-saving programme.

Descalcify your kettle and coffee machine regularly for more flavour and save electricity in the process.



Avoid traffic jams and searching for a parking space by using an e-bike instead.

Replace car journeys with public transport and enjoy the landscape without stress.



Switch off work appliances completely and don't leave them on standby.

Choose the veggie menu one working day a week.

Techie Tony

Tony is socially well-connected, loves trying out new things and has a keen interest in technological innovations. Further, Tony is very involved in society, for example by taking part in activities for the environment. Efforts to save energy or avoid animal products are rather moderate. Tony is a frequent traveller and often uses public transport, but also travels by car or plane.

What you can do - Choose suitable tips



Discover other cultures through their vegetarian cuisine and invite your friends or family over for a meal.

Buy second-hand clothes and items online.



Check your shower temperature and duration with a smart measuring device (e.g. Amphiro shower head).

Optimise your home with smart devices (e.g. warm water tracking, timers, smart meters, etc.) and buy energy-efficient household appliances.



Use the night train connections for your trips to European cities.

Resolve to use your bike for shopping for a month and announce it to your friends and family.



Use your work laptop for as long as possible before purchasing a new one.

Go looking for a good veggie lunch at your place of work.

Modest Billie

Billie is frugal and attaches little importance to social status and possessions. Overall, Billie is very responsible with food, but is rather reluctant to do without animal products. In addition, energy-saving behaviour in the household is rather moderate. When it comes to new experiences and innovations, Billie is rather cautious. Billie doesn't travel much and if so, only rarely by public transport.

What you can do - Choose suitable tips



Introduce a vegetarian day and discover delicious new recipes for regional specialities.

Visit the local market or a farm shop and buy regional products.



Pay attention to the weather and dry your laundry in the wind and sun.

Set „Eco mode“ as the default setting for all your household appliances.



Discover the cycle paths in your neighbourhood for your next excursion.

Use public transport more often or consider investing in an electric car.



Cook ahead at the weekend for the first two days of the week.

Switch off your work equipment completely at the end of the working day.

Focused Francis

Francis likes to try new things, is constantly looking for new challenges and behaves very sustainably. This can be seen in the conscious purchase and handling of food, in the choice of environmentally friendly means of transport and in pronounced energy-saving efforts in the home. However, despite this great commitment to living in an environmentally conscious way, Francis regularly travels by plane and consumes animal products.

What you can do - Choose suitable tips



Set a challenge among your friends to eat meat only once a week. Who is the most successful?

If you need a new device, search the internet for second-hand devices.



Switch off the heating and appliances (Wi-Fi, coffee machine, etc.) completely when you go on holiday.

Borrow and lend devices and items among your friends instead of buying them.



Leave your car behind - Take part in a mobility challenge and benefit from, for example, a trial GA, e-bike subscription or Mobility.

Make a resolution to avoid flying on your next holiday and tell your family and friends about it.



Advocate for sustainable products in the workplace.

Try out co-working spaces in your neighbourhood and inspire your colleagues to do the same.