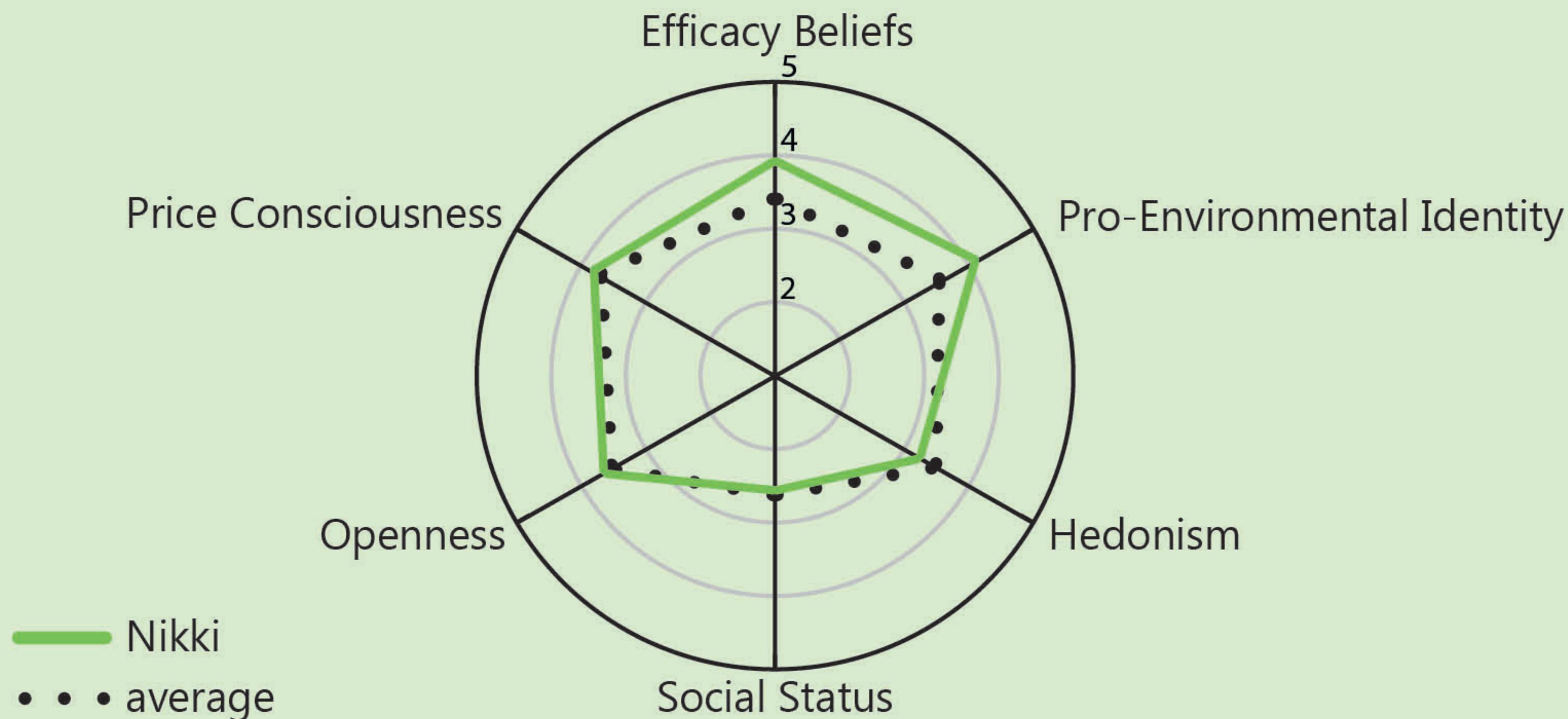




ECO-FRIENDLY NIKKI

Nikki is committed to environmental sustainability, driven by strong altruistic and biospheric values. She embraces simplicity and quality, and avoids over-consumption. She prioritises durable, resource-efficient consumption and is willing to make financial sacrifices but remains cost-conscious. Nikki enjoys new experiences and prefers a modest lifestyle, engaging in sustainability through personal choice rather than organised activities.

“I PREFER TO INVEST IN WHAT LASTS RATHER THAN WHAT'S FASHIONABLE.”



Prevalence in Society



Consumption and Nutrition

- Eco-conscious consumption
- Focus on sufficiency and efficiency behaviour
- Repairing instead of buying
- High importance of comfort and quality of goods
- Eco-friendly food choices, interest in new diets and importance of regional and seasonal foods



Housing

- Conscious energy saving behaviour
- Efficient use of energy for home appliances, electricity and water



Mobility

- High use of public transport
- Rare use of cars
- Short distances and leisure travel by walking, cycling or public transport



Work

- High energy saving behaviour
- Conscious choice of sustainable products
- Occasional use of co-working spaces



Agency

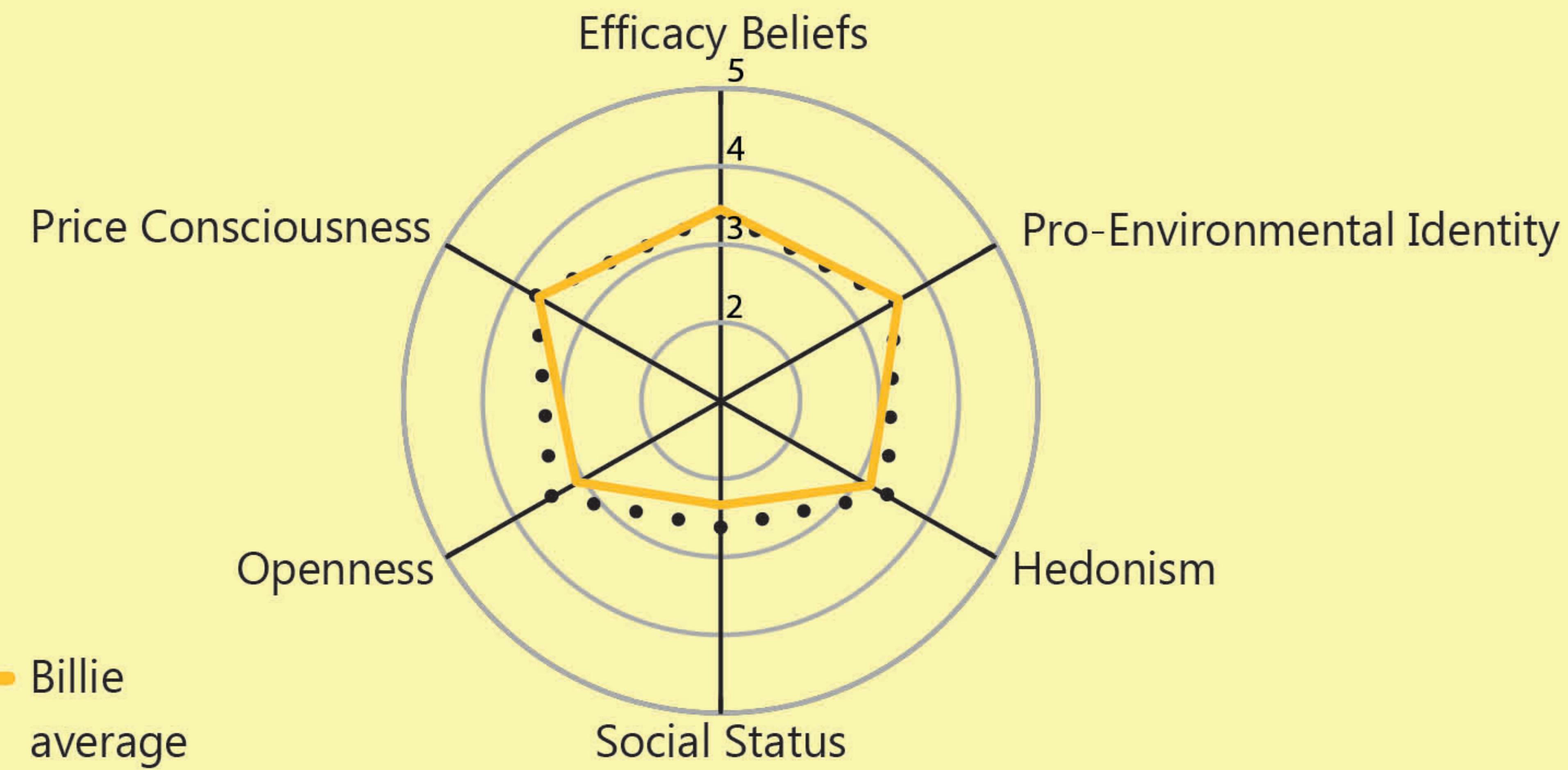
- Support for pro-environmental policies
- Moderate participation in organised environmental activities (rallies, nature conservation projects and similar events)
- Local involvement



MODEST BILLIE

Billie lives a frugal life with little concern for social status, material possessions or self-indulgence. She values sustainability and believes her actions make a difference, but her environmental behaviour is inconsistent. While she is cautious of food waste and practises small energy-saving habits, her efforts in other areas remain moderate. Billie enjoys stability and routine and spends much of her time at home.

“MANAGING THINGS CAREFULLY FEELS LIKE THE RIGHT THING TO DO.”

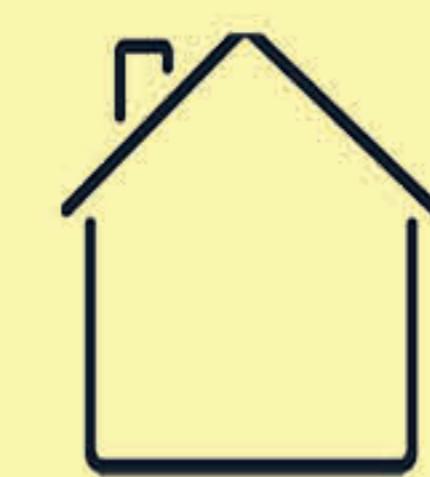


Prevalence in Society



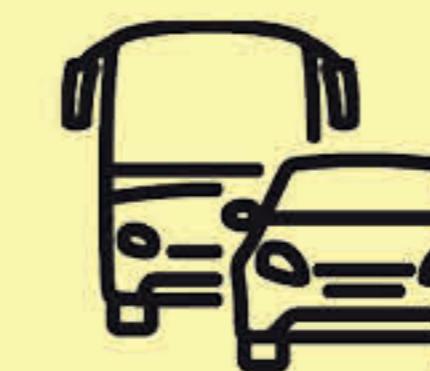
Consumption and Nutrition

- Moderate consciousness
- Moderate sufficiency behaviour
- Low meat consumption



Housing

- Average energy saving behaviour
- Moderately efficient use of energy for household appliances, electricity and water
- Low interest in technological solutions



Mobility

- Average use of all modes of transport
- Locally rooted
- Infrequent flyer



Work

- Relatively high energy saving behaviour
- Rare conscious choice of sustainable products
- Rare use of co-working spaces



Agency

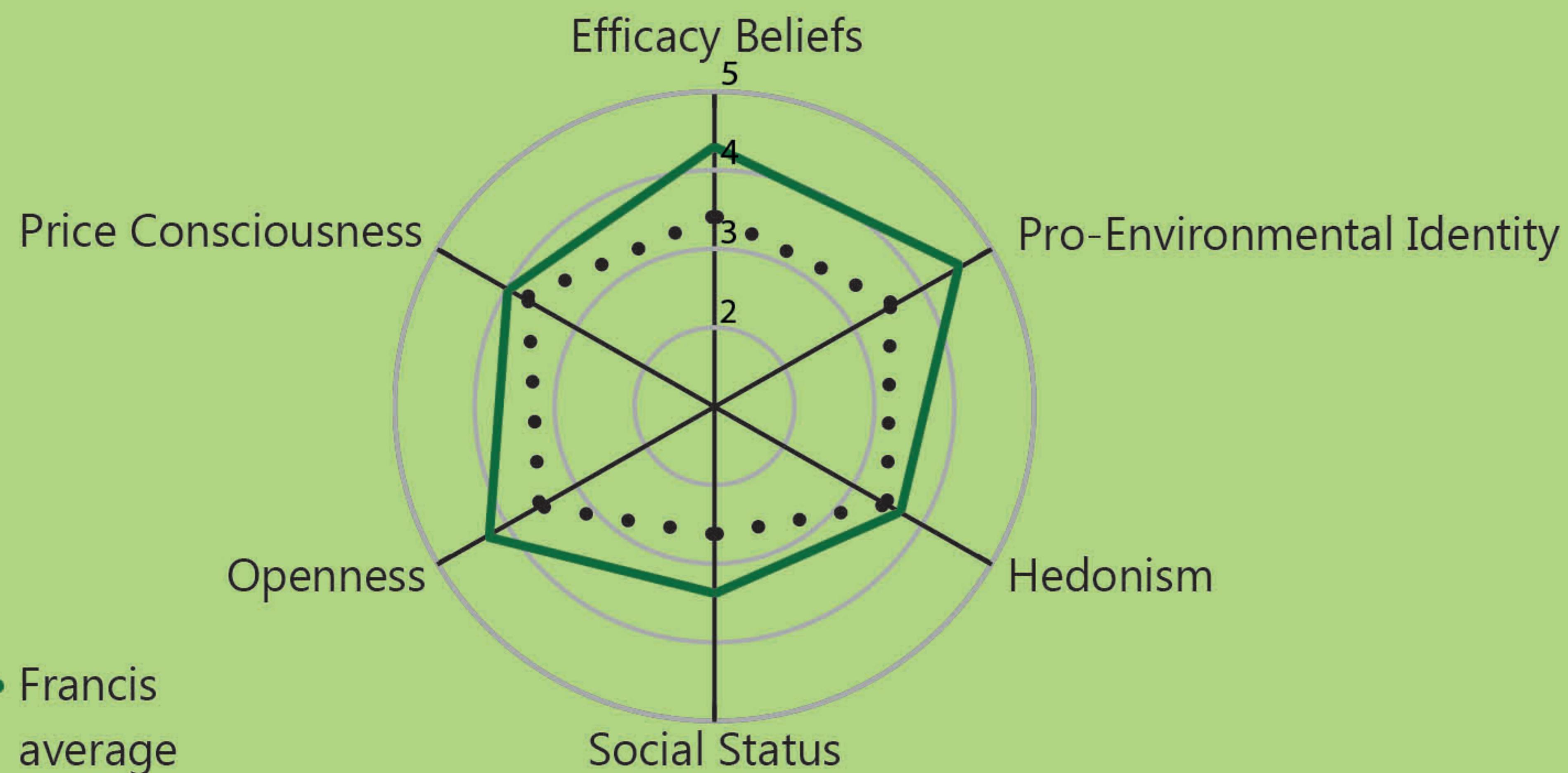
- Average support for pro-environmental policies
- Moderate participation in organised environmental activities (rallies, nature conservation projects)
- Reluctance to share (goods, tools and space)



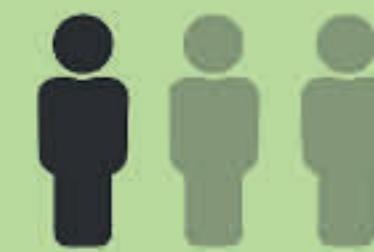
FOCUSED FRANCIS

Francis is very committed to sustainability and optimises his impact through innovative technologies and behavioural choices. He actively supports environmental policies and participates in social and environmental initiatives. Although he is aware of the potential impact of his behaviour on the environment, he also values his social status and his own enjoyment and likes to discover new things, even if it means using an airplane.

“I DON’T JUST TALK ABOUT CHANGE; I MAKE IT HAPPEN, EVEN IF IT’S NOT ALWAYS PERFECT.”



Prevalence in Society



Consumption and Nutrition

- Highly conscious consumption
- Strong focus on sufficiency and efficiency behaviour
- Repairing instead of buying
- High importance of comfort and quality of goods
- Open to a variety of diets



Housing

- High energy saving behaviour
- Efficient use of energy for household appliances, electricity and water
- Regulation of energy use through smart appliances



Mobility

- High use of bicycles
- Rare use of cars
- Owner of E-car or hybrid car
- Short distances and leisure travel by walking, cycling or public transport
- Regular flyer



Work

- High energy saving behaviour
- Conscious choice of sustainable products
- High use of co-working spaces or home-office



Agency

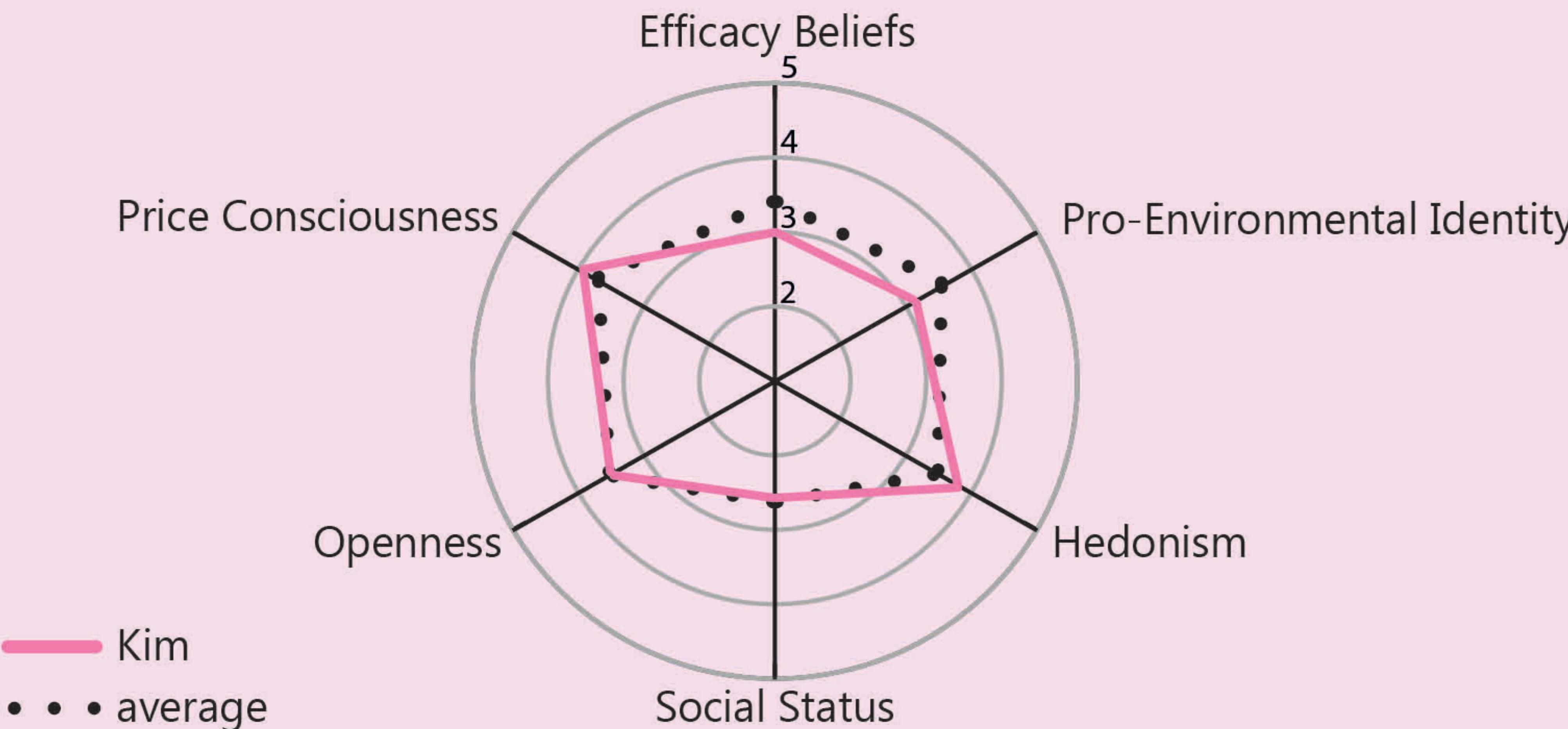
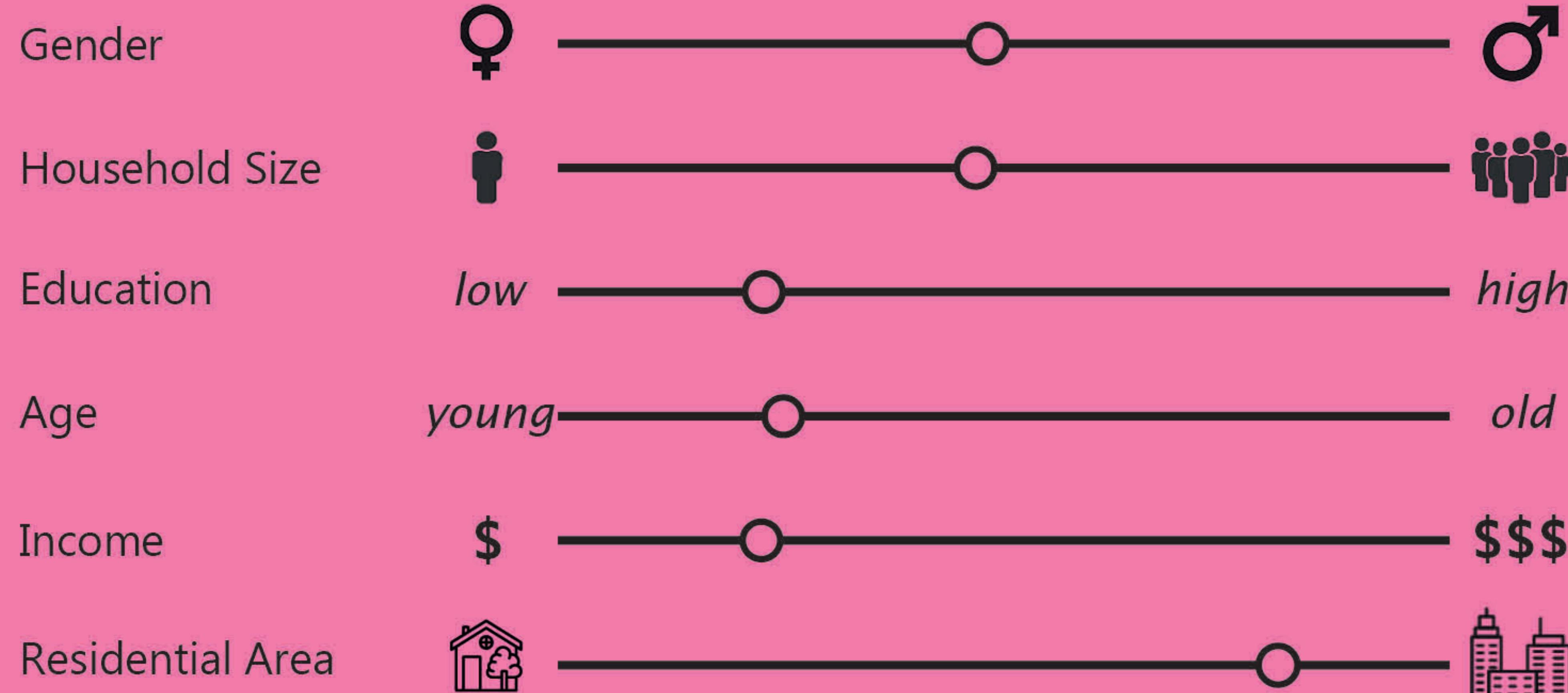
- Support for pro-environmental policies
- Frequent participation in organized environmental activities (rallies, nature conservation projects and similar events)
- Openness to sharing (goods, tools and rooms)
- Community-oriented



BUDGET-CONSCIOUS KIM

Kim prioritises personal enjoyment and self-indulgence, although her spending is limited by budget constraints. She values her freedom of choice over social status and is sceptical about her individual impact on the environment. As a result, she rarely engages in pro-environmental behaviour and tends to choose the most attractive option without considering the wider consequences.

“ENJOYING LIFE MEANS CHOOSING WHAT FEELS RIGHT IN THE MOMENT, NOT WORRYING ABOUT TOMORROW.”



Prevalence in Society



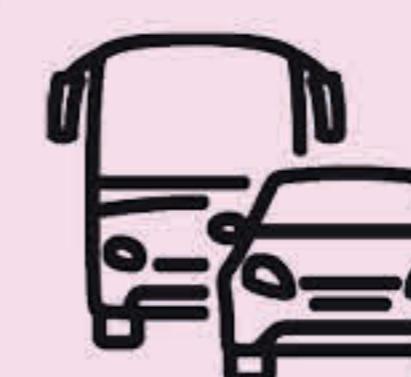
Consumption and Nutrition

- Self-centred consumption
- High eagerness to consume
- Moderate importance of comfort and quality of goods
- Traditional food choices, indifference towards new diets and quality labels



Housing

- Moderate small-scale energy saving behaviour
- Inefficient use of energy for household appliances, electricity and water



Mobility

- Average use of all modes of transport
- No specific preference for one mode of transport
- Convenience-oriented mobility



Work

- Moderate to high energy saving behaviour
- Rarely conscious choice of sustainable products
- Rare use of co-working or home office



Agency

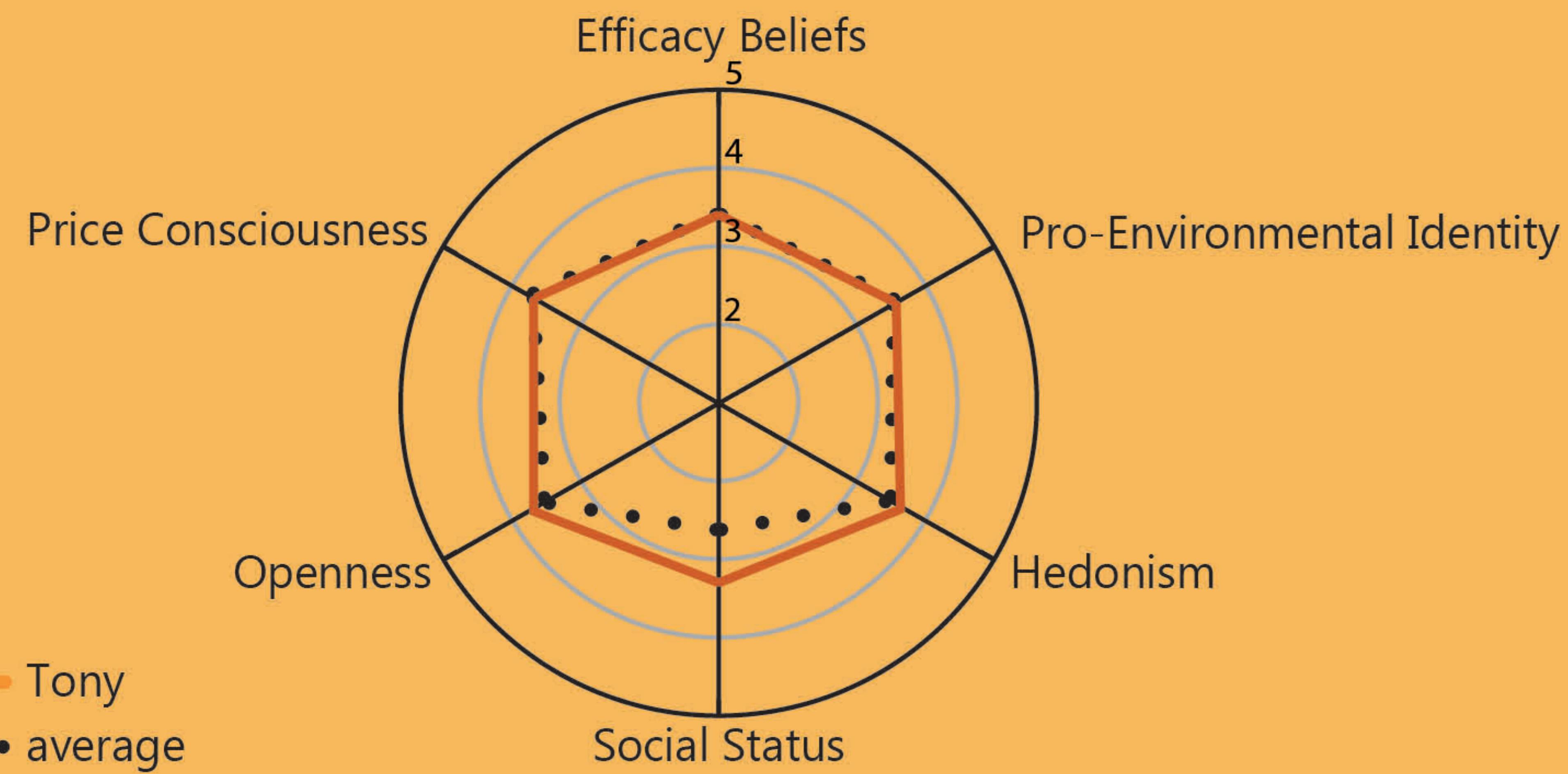
- Low support for pro-environmental policies
- Low participation in organised environmental activities (rallies, nature conservation projects and similar events)
- Detached from neighbourhood



TECHIE TONY

Tony is strongly involved in social and environmental initiatives and places great importance on his position in society. He is open-minded and curious but not fully convinced that he can personally make a positive impact on the environment. Therefore, he is keen to explore new mobility, nutrition, and work practices, but is reluctant to embrace sufficiency. Instead, he values innovation and efficiency over personal sacrifice.

**“TRUE PROGRESS MEANS INTEGRATING NEW
SOLUTIONS WITHOUT SACRIFICING OUR STANDARDS.”**



Prevalence in Society



Consumption and Nutrition

- Inconsistent sufficiency behaviour
- Preference for technological solutions rather than avoidance of consumption
- High meat consumption but openness for a variety of diets



Housing

- High electricity use
- Low energy sufficiency behaviour
- Moderately efficient use of energy for household appliances, electricity and water
- Regulation of energy use through smart appliances



Mobility

- High use of all modes of transport
- Overall a lot on the move
- E-car or hybrid car owner
- Regular flyer



Work

- Large share still in education or training
- Moderate energy-saving behaviour
- High use of co-working spaces or home office



Agency

- Average support for pro-environmental policies
- Active participation in organised activities for the environment (rallies, nature conservation projects)
- Openness to sharing (goods, tools and rooms)



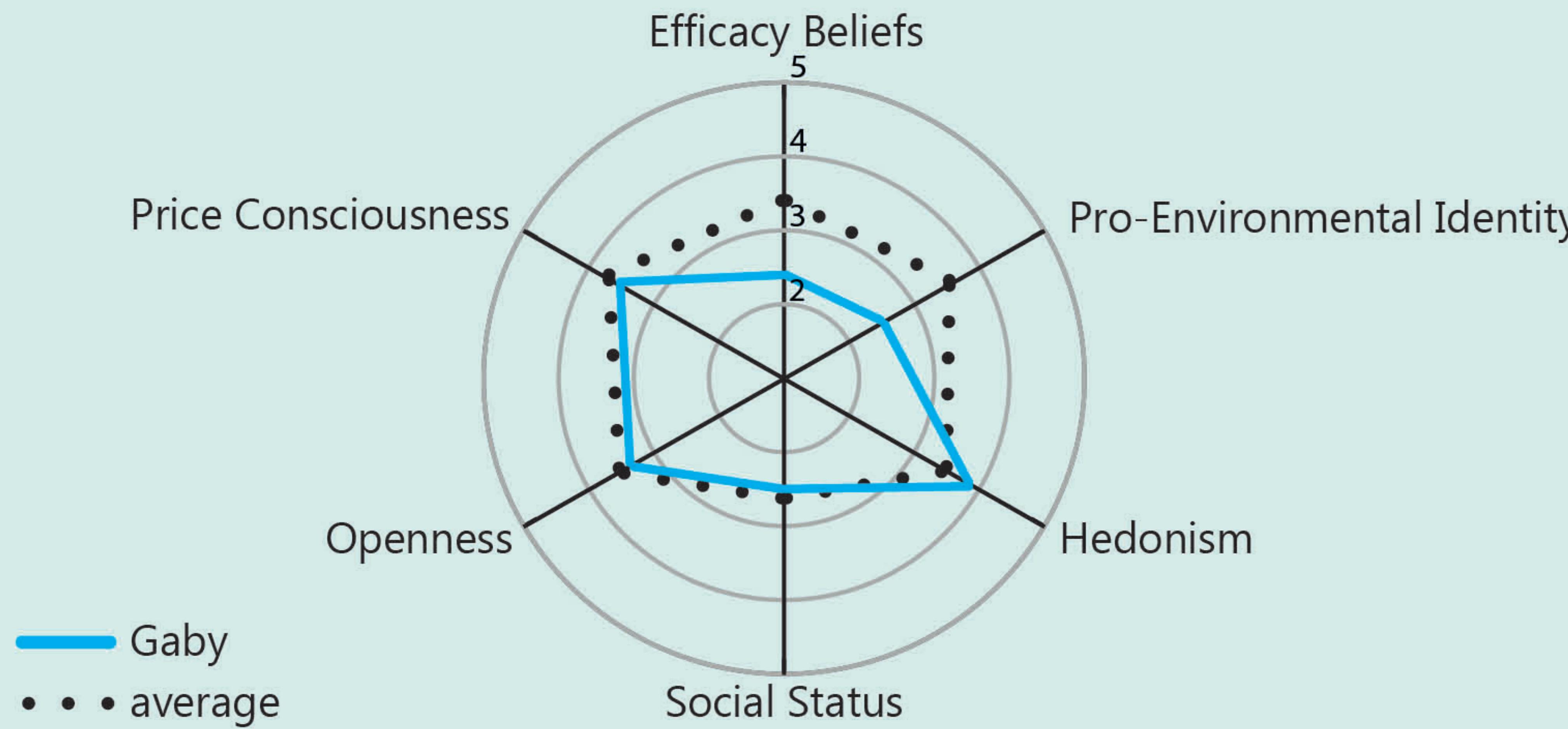
COMFORT-ORIENTED GABY

Prevalence in Society



Gaby values comfort, stability and personal freedom, preferring to live a self-contained life without regard to social status or trends. He is reluctant to new sustainable behaviours and opposes regulations that might affect his lifestyle. Unconvinced of his individual impact, he is minimally involved in pro-environmental or community activities.

**“WHY WOULD I CHANGE MY LIFE WHEN IT’S
ALREADY WORKING PERFECTLY FOR ME?”**



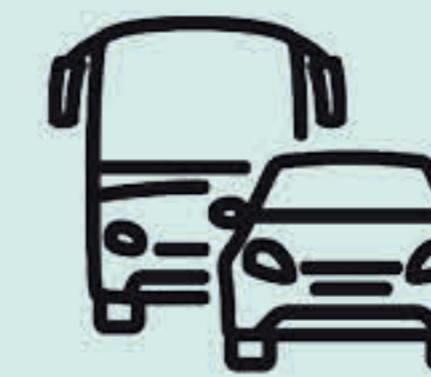
Consumption and Nutrition

- Self-centred consumption
- Buying instead of repairing
- Traditional food choices, indifference to new diets and quality labels



Housing

- No efforts to save energy
- Peak-users of energy and high heating consumption
- Inefficient use of electricity, household appliances and water
- Low interest in smart appliances



Mobility

- High use of car for all activities
- Low use of other modes of transport
- Sporadic flyer



Work

- Low energy saving behaviour
- Low to no sustainable product choice
- Low use of co-working or home office



Agency

- Low support for pro-environmental policies
- Low participation in organised activities for the environment (rallies, nature conservation projects)