

NAME

EugeniePROPORTION OUT
OF ALL CONSUMERS

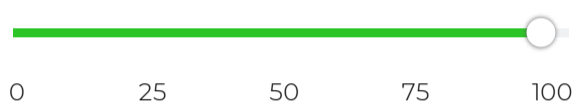
TYPE

**Wholesome
Consumer****Influencers**

- Values
- Making impact
- Understanding concept of interdependency

Sustainable habits

Choosing sustainable brands



Energy and water saving



Reuse and recycle

**Frustrations**

- All household cleaners in Russia are tested on animals, even though this fact is being concealed. Almost impossible to be cruelty-free
- When most of people hear "vegan" or "eco", they automatically perceive the product as inferior

Motivations

- Making world a better place
- Different alternatives of info sources
- Serving as an example and encouraging other individuals to sustainable consumption
- Opportunity to support sustainable brands and spread awareness

Demographic

♀ Female 24 years

📍 St. Petersburg

Single

Interior architect

Lifestyle

Eugenie tries to live in harmony with all things and beings surrounding her. A passionate activist, volunteer and vegan lifestyle adherent, she attributes her values and ethics to making all of her life decisions.

Quote

“ I will pick a sustainable version of a product even if it means paying more, as I want to support an ethical brand with my own money. It costs me nothing to spend some time researching on a product's ethical rating. Sustainable cleaners are equally effective, if not more. ”

Engagement with sustainable consumption

As a consumer, Eugenie understands her place in the world around her, her contribution to environment and society. She checks on brands before making a choice and rejects unethical brands, engages in community and public service and prefers to financially contribute to issues that matter to her. Eugenie reduces her negative impact on the planet by sticking to vegan lifestyle, consuming less, choosing alternative transportation means, separating her waste and giving a second life to old things by donating them.

Eugenie's values on more sustainable living are well aligned with her expectations on brands' objectives, such as transparency, being cruelty-free and eliminating negative impact on environment and society.

Interaction with household cleaners

When shopping for household cleaners, Eugenie first researches product's sustainable ratings. Eco labelling plays critical role in her choice, however, she trusts only a limited number of labels that she learns from influencers she follows, as they constantly conduct inspections on brands' activity. She is always open to trying new brands in case some that she usually uses are missing in the store, but takes time to check on information - in particular, whether it is cruelty-free. She will pick sustainable product even if there is a price premium, but not a ridiculous amount. Eugenie claims that choosing sustainable cleaners does not compromise quality or effectiveness as they work even better than regular products. She is aware of product's non-toxic properties, however, admits that environmental impact is of bigger importance. She aims to prolongate the use time of product and turns in the package for recycling.