

PROJECT: Stronghouse Personas

PERSONA: Drenthe: Ingeborg

NAME

Drenthe: Ingeborg

MARKET SIZE

15 %

TYPE

Idealist

Demographic

Female

38

years

Skills

Skill 1

0255075100

Skill 2

0255075100

Skill 3

0255075100

Skill 4

0255075100

Technology

Browsers

Channels

Goals

Contribute to a better world: 'We have to do something about the climate'

Likes to lead the way, is active in the local community, wants to be consistent in sustainable choices.

Quote

I don't like long meetings, I prefer to get some work done. Communication is very important, I like to take on that role in our local association.

Participating in the collective helps me to make the investments that would otherwise not have been possible for me, for my family. Besides the village association, I have a lot of contact with my peers, other young parents whose children attend the same school.

Background

Ingeborg and her partner have young children, are vegetarian, and both work in the public sector. Ingeborg loves vintage clothing, doesn't have a car, likes to cycle, and runs three times a week.

Ingeborg lives in a semi-detached house from the nineties. In recent years, Ingeborg did not have the financial means to invest in the house. Now that the children are a bit older, Ingeborg would like to make her home more sustainable.

Motivations

'I want to contribute to a better world, also for my children.'

Frustrations

That so many - often older - people in this neighborhood don't want anything. "I don't understand why others don't see that we really need to do something now."

Ingeborg's only has limited means to invest in sustainability.

Difficult to filter so much information about what we can do.

Brands and influencers