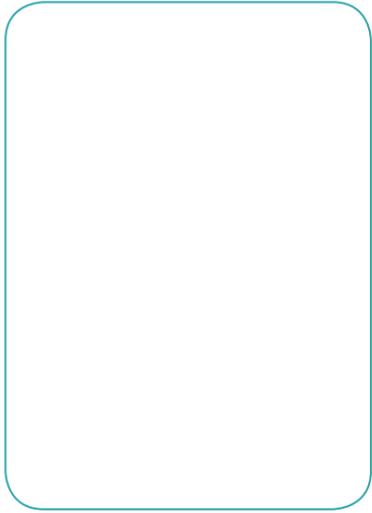


PERSONA



Name

Age

Activity

Values

.....

.....

Level of concern regarding the issue



Level of awareness regarding plastic

(consumption, recycling process, organisations, policies...)



Level of professional involvement

(building waste manager, policy maker, association employee...)



Specify how and why

.....
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.....
.....

Level of personal involvement

(recycling, responsible consumption, association member...)



Specify how and why

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