



ANNA is all about buying. She loves to purchase new things to furnish and decorate her home. She regularly remodels the interior. She loves purchasing new clothes. She rarely wears anything for longer than a year – she changes her outfits every season. She tries to always look great, have a classy watch, cool phone and pretty jewellery. She likes fancy meals. When shopping for food, she goes to one of the high-quality grocery stores. She always buys the nicest fruits and vegetables – their appearance is just as important as taste. She likes to have plenty of food in the fridge.

She would hate to miss some important ingredient or, when being inquired by a guest, – to have to admit that she doesn't have something. She always prepares several courses for her guests, so they have plenty of choices. After the party, there is a lot of food left but as it has been sitting out for a few hours it cannot be stored anymore. Anna throws this away.

On a daily basis, she eats out, for she works too hard to cook during the week. She orders what is available in a diner or restaurant and picks from the course what she likes, leaving the rest.



ALEXANDER is very much concerned about the environment. If he needs something at first he asks himself whether he should really buy it. Maybe he can use something that he already has? Or maybe he could borrow it from one of his friends or family members? Before a big purchase like a treadmill for home use (Alexander is an enthusiastic runner), he searches for used equipment. He likes the idea of giving a second life to things because he is aware that substantial natural resources have already been spent in the production process (water, electricity).

He also likes to spend less. He buys a piece of clothing when he really needs it. He likes

good-quality clothes so he can use them for a long time. Alexander is a passionate cook. He rarely eats out as he finds it expensive and unsustainable. He usually prepares meals at home, often making additional portions, so he can eat them later (he simply freezes them). He thinks that this way he spares not only his own time, but also the energy used for cooking.

Alexander likes meat, but at the same time, he is concerned about animal welfare and the quality of meat he consumes. After struggling with this for some time, he finally decided to purchase meat from a local family farm. He pays more money for less meat but gets a high-quality product. He doesn't buy cheaper poor-quality meat from industrial farming.

Alexander likes to have friends over. Usually he serves some delicious meal that he has tried before – this way he is sure that people will like it. Sometimes he is a spontaneous cook – he checks the ingredients he has at home and with help from his friends comes up with an idea for a meal. It is a lot of fun.