

# FATIHA

47 years old, Tourcoing (North of France)  
Volunteer in a community center

*"At the store, I buy what comes cheapest. So, I don't pay attention to the origin of products and I don't buy seasonal products."*

*"I travel to Morocco every 2 years with my husband and children. We go by car because I don't like flying, but since my parents retired, I plan to fly there once a year to visit them."*



# FATIHA

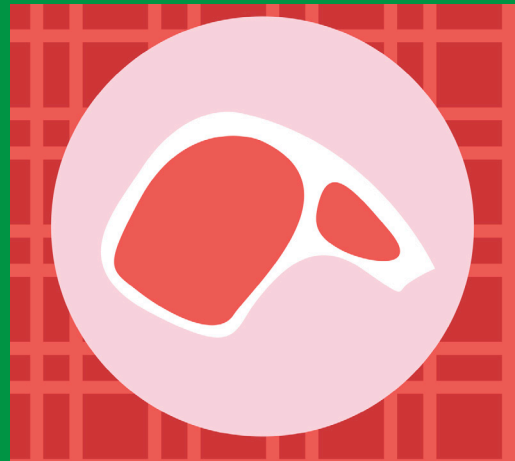
47 years old, Tourcoing (North)  
Volunteer in a community center

*"Our desktop computer hasn't worked for a few years but we have a tablet computer. the tv is always on in my house and my kids spend a lot of time on their phones."*

*"I'm the one who takes care of household expenses. Fortunately so, because my husband is much too frugal! As I often go shopping, I know how to look for good deals and that allows me to have a well-stocked wardrobe."*



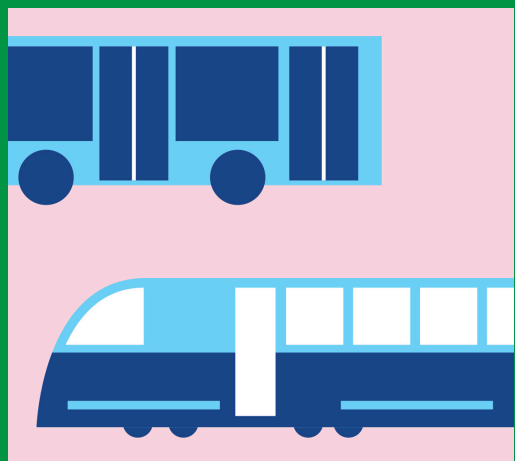
Fatiha volunteers in a community center and works there part-time. Volunteering helped her build confidence and enriches her life. She lives in a terraced house with her husband and 4 children, between 9 and 18 years old.



She cooks meat every 3 days because it is expensive, and once a week she orders delivery food for her family. From time to time, after work, she goes out for ice cream or to have a drink with colleagues.



Fatiha spends little time in stores, but she goes there 3 times a week. She likes to find good deals at Kiabi and buys on average 10 pairs of pants per year. She quickly replaces household appliances & defective machines because it can take forever when her husband tries to fix them.



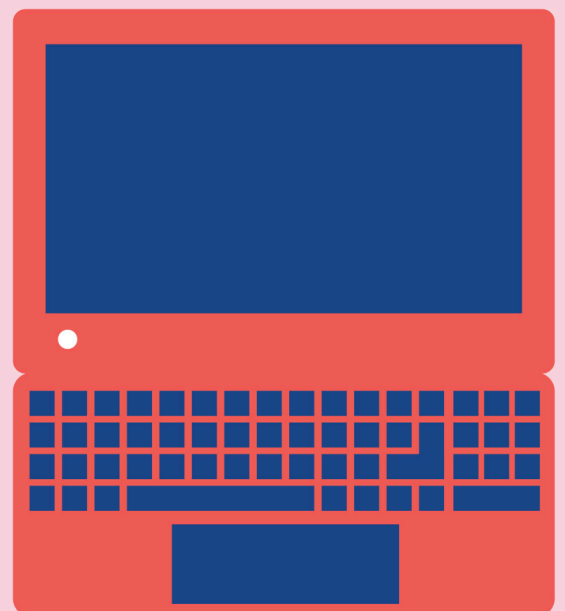
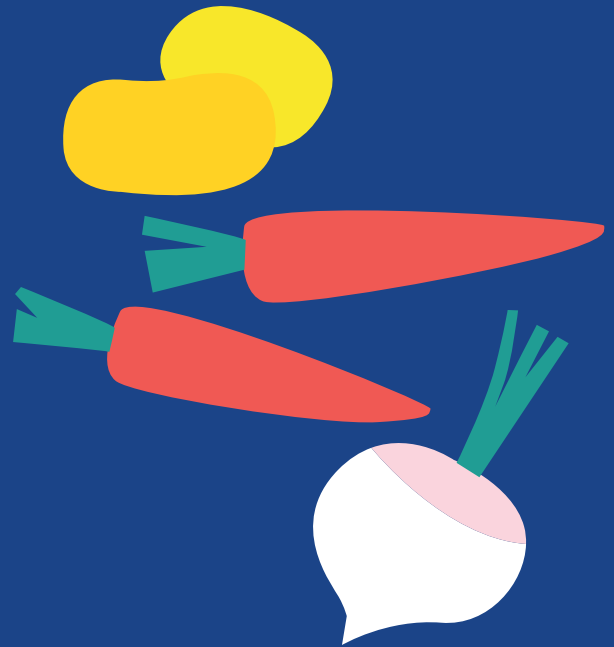
Fatiha bought a 7-seater car, especially for her daughter who uses a wheelchair. She uses it less and less, for economic reasons. She does her shopping by car, because groceries are too heavy for her to carry. For leisure activities, she travels by public transport and carpools.

# YACINE

21 years old, Tourcoing (North of France)  
President of a junior association

*"I don't have time for zero waste, it takes too much organization and it's quicker to shop at Auchan's hypermarket!"*

*"I like cooking, but I never know if the products are in season..."*



# YACINE

21 years old, Tourcoing (North of France)

President of a junior association

*"I am a fan of cultural travel: I take the plane twice a year to visit European cities for a weekend or one week max. Most often, I fly Ryan Air because their tickets are cheaper."*

*"At home, we often buy second hand and try to have our machines repaired before replacing them. I've been to a Repair Café before but there are always too many people."*



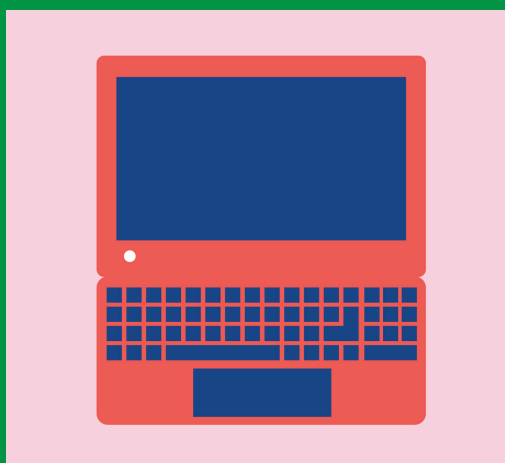
Yacine lives with his mother in a council estate (HLM). He does theater studies and works as a supervisor in a middle school. He has been involved in associations for a long time because he enjoys the freedom to undertake projects in the associative sector. He likes to play board games with his friends at the last bar before the end of the world.



He often cooks pasta dishes, chicken and vegetables, regardless of the season. He prepares homemade sandwiches and salads for going to college and eats at a fast food restaurant once a week.



Yacine does not own a car and no one in his family has a driving license. He always travels by metro but sometimes, when he comes home late at night, he catches a Uber. He often takes the train to Paris, where he attends castings or visits friends.



When he travels, he always buys a book in the language of the country he is visiting, and translates it using the "Google translator" app to read it in French and learn a few words. He spends a lot of time on screens.

# STANISLAS

28 years old, Beauvais (Oise)

Territorial civil servant and president of an environmental association

*"I buy everything second-hand and all my home furniture is recycled materials! But I remain selective, because accumulating too many things is useless."*

*"For the holidays, I travel across mainland France by train and cover almost 2000 km. One exception though, I attend a music festival in the mountains in the Czech Republic, for which I have not yet given up on flying."*



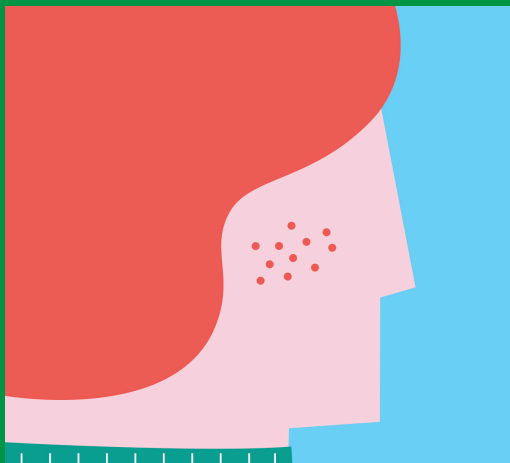
# STANISLAS

28 years old, Beauvais (Oise)

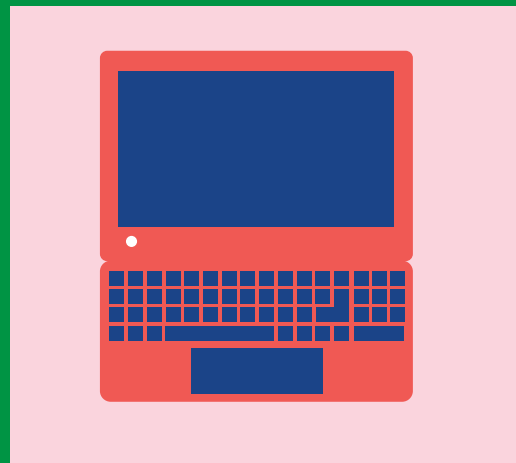
Territorial civil servant and president of an environmental association

*"I really believe in carpooling on a daily basis in rural areas to compensate for the use of private cars and the lack of public transport."*

*"I have a plan to buy real estate. I'm moving to the city and looking for a lowenergy building in an eco-neighborhood."*



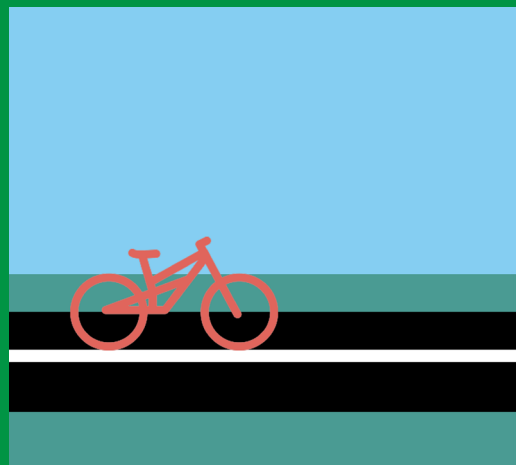
Stanislas is the Climate Air Energy Plan (PCAET) project manager in Oise. During his studies in Compiègne, he founded an association to support ecological and social transition. Over the years he became more and more committed and decided to invest his energy locally.



Stanislas is a computer geek. He has already built several computers using scrap parts. He's a gamer, and spends hours playing every week. The key to reducing his impact is low quality video: 240P instead of 1080P for HD. Some platforms give you a choice.



For eating, Stanislas gets his food from AMAP (Association for the Maintenance of Peasant Agriculture) , he prioritizes local and bulk products. He is flexitarian, he likes meat but of good quality and locally produced. He prefers to cook himself except for a Japanese takeaway, for which they deliver with returnable packaging!



Stanislas would dream of riding his bike to work but, given where he lives, it's a bike ride of over two hours (round trip) each day along an expressway, so that is totally self-delusional. Teleworking at least allows him to reduce his commuting time, 2 days a week.

# GEORGES

60 years old, Coudekerque-Branche (North of France)  
Retired, administrator of an environmental educational association

*"I discovered community work when I retired. First as a Nature Guide then as a Master Composter. Always sensitive to my environment, I found meaning in volunteering by getting involved locally."*

*"Free public transport in the community is a real plus. The bus is the best way to get around, a real alternative to the daily use of a private car...but I sometimes find it difficult to give up the flexibility that my car allows. »*

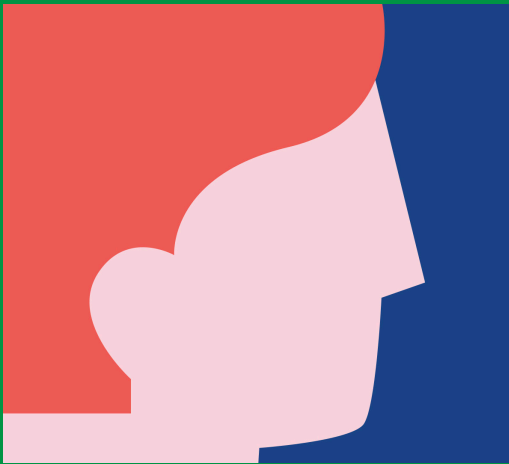


# GEORGES

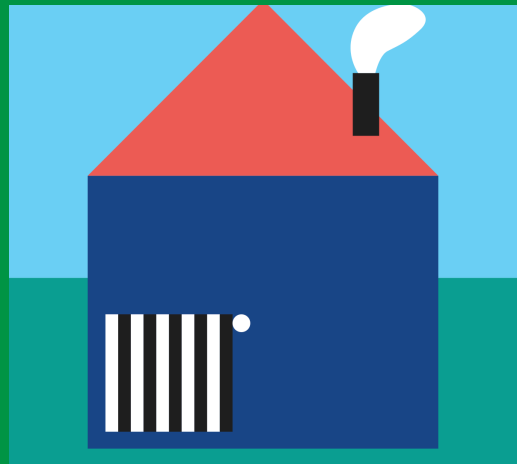
60 years old, Coudekerque-Branche (North of France)  
Retired, administrator of an environmental education association

*"We eat white fish several times a week, for taste and convenience. Living by the sea makes buying fish easier since I come and buy directly from boats as they return from fishing."*

*"At home, we started our zero waste approach with the installation of a composter offered by the city, and we adopted chickens. We really saw the difference in the weight of our trash cans! "*



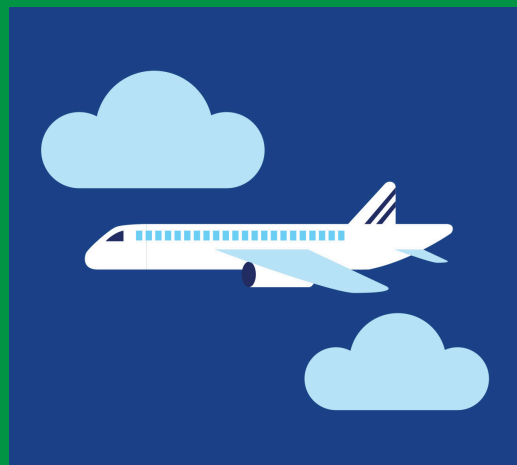
Georges is married, he has children and grandchildren. When retiring, he volunteered as treasurer of a local environmental educational association. He trained to speak at awareness-raising events. Protecting the coastal environment is close to his heart.



Georges had his house built a few years ago, and made sure it was superconnected. For him, home automation is an advance that allows you to measure your consumption and identify progress margins. Everyday he can notice that eco-friendly actions help reduce his bills.



Georges expresses his awareness for the sea by getting involved in environmental educational actions, promoting waste reduction and good fishing practices. As a nature guide, walking always give him a good opportunity to help participants change their practices.



Georges and his wife like to travel. They fly several times a year. They know that this is what weighs the most on their carbon footprint and are looking for alternative medium-haul flights. Traveling by train, means taking a different approach to upcoming trips and their destinations.



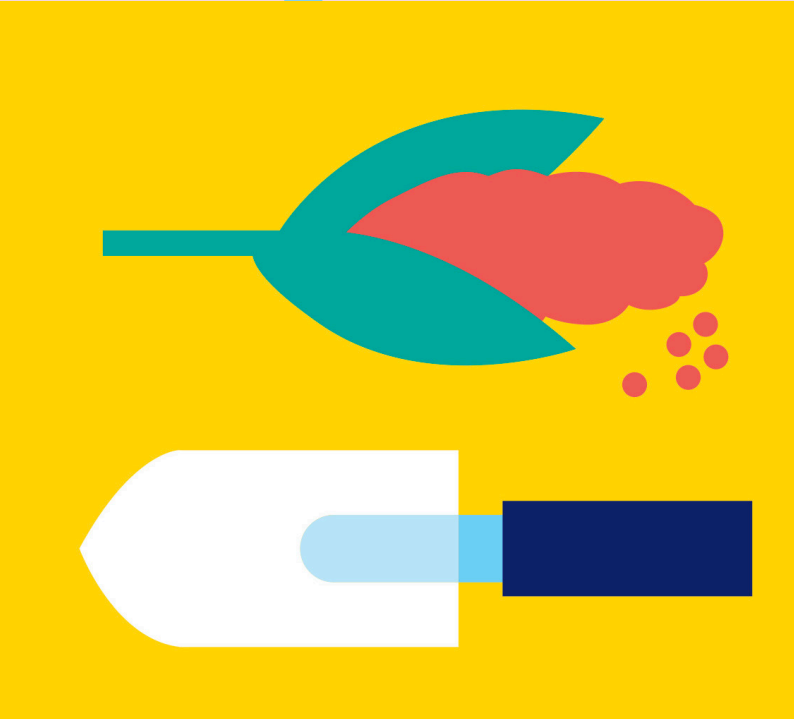
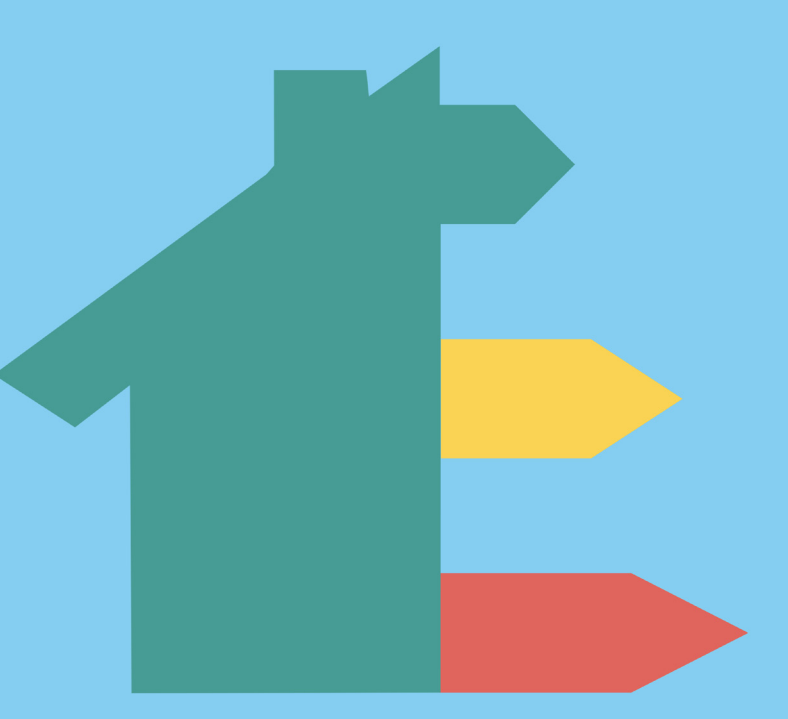
# CATHERINE

56 years old, Laon (Aisne)

ESS/Social Sand Solidarity Economy project manager in an association

*"My awareness of our role in protecting the environment came from my son, who, at the age of 3, made me feel guilty after throwing a piece of paper out of the car window."*

*"As I have flown around the globe several times I have had my fill of intercultural discoveries, and I am therefore not frustrated today as I cut down on flying, especially when I see the impact that it has."*



# CATHERINE

56 years old, Laon (Aisne)

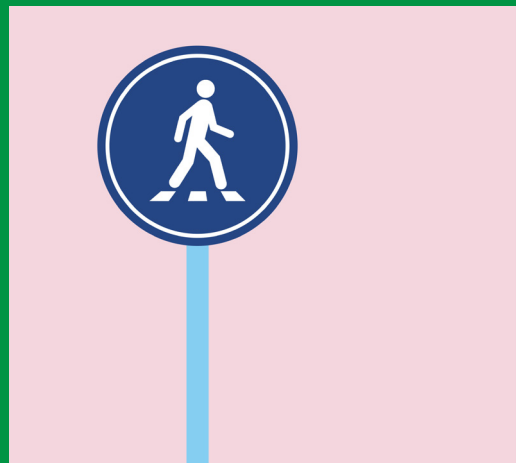
ESS/ Social and Solidarity Economy project manager in an association

*"Between my cousin who left everything to set up a permaculture business, my son who has now moved to Ardèche to live closer to nature, and my sister-in-law who is involved in a rooftop cultivation project... My whole family is right on it, it's hard not to get caught up in the adventure!"*

*"In my professional life I also try to be consistent with my personal values, both on the human and environmental levels. But it's not always easy, especially when living in an area poorly served by public transport. »*



Catherine is a dynamic woman, who lives by herself in the city center of Laon. She pays real attention to her environmental impact. When she was younger, that wasn't of much concern to her, but her son made her change her habits over the years.



In a previous job, she would often fly for short stays, but has now radically changed modes of transport. She travels mainly on foot to go to work or do her shopping, but she still happens to drive across France to go visit her son, 3 times a year.



She remodeled an old factory (with a garden), but it turns out that it's too much space for a single person and a handicap as it is energy intensive. She would like to move to the country but knows that this will have an impact on her daily use of a car.



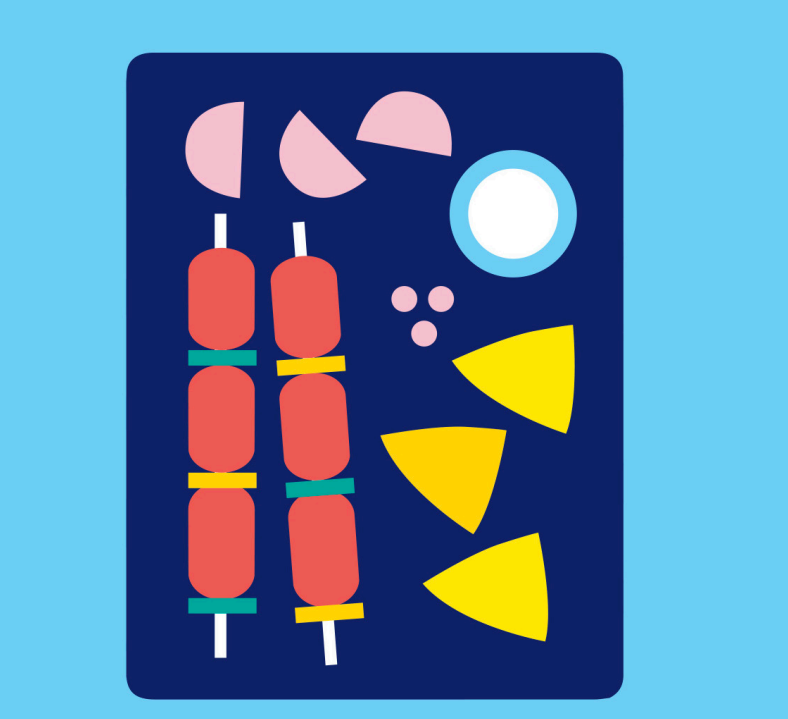
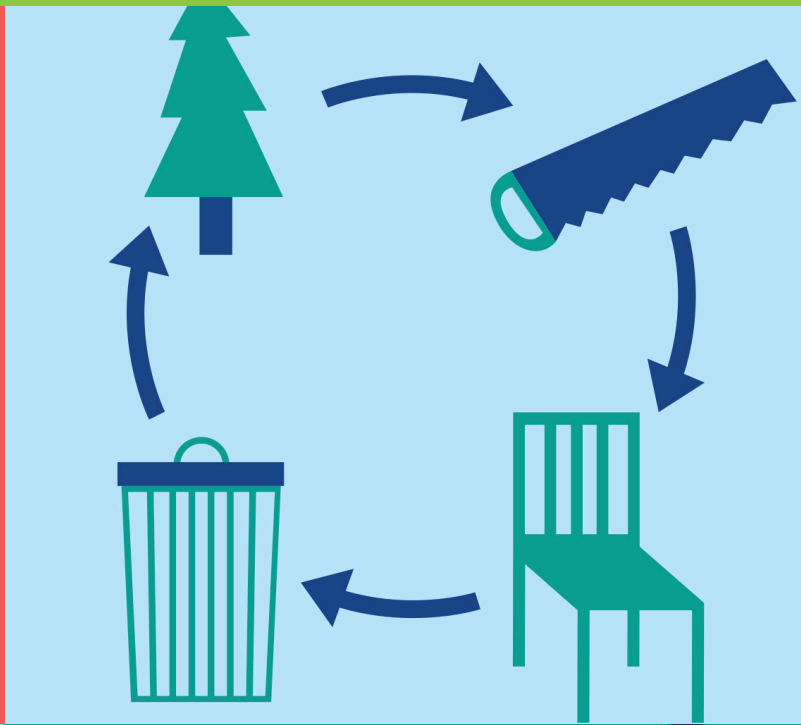
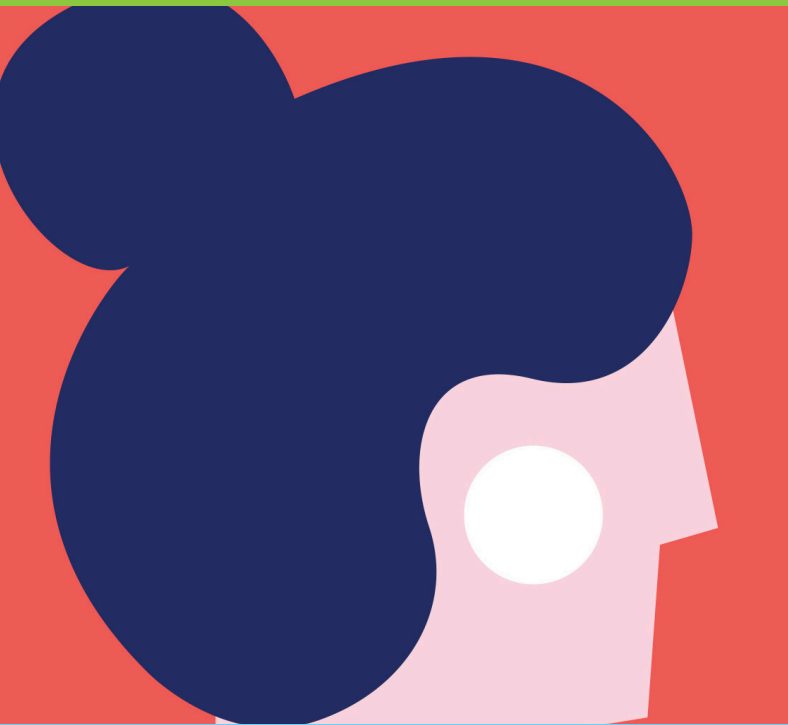
She pays special attention to what she eats, both in terms of quality and consistency : in-season veggies, mainly organic and local. She gets them from her garden during summer time or from local markets. She buys reconditioned or secondhand products.

# ANNE

37 years old, Phalempin (North of France)  
Child-minder and basketball coach in a club

*"At home we pay real attention to the environment, especially for the future of our children. We try to keep the link with nature, but we cannot change everything in a short time. One must also be able to enjoy life on a daily basis."*

*As a sports woman I would like to walk or get around more often by bike, but between the children, weekly trainings and weekend matches, it's a rush, and I just feel I cannot possibly do without a car.*

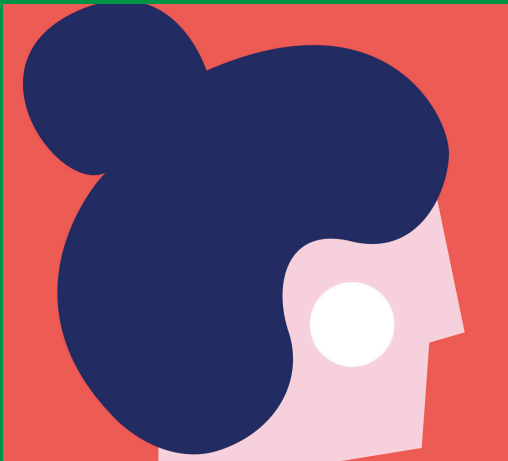


# ANNE

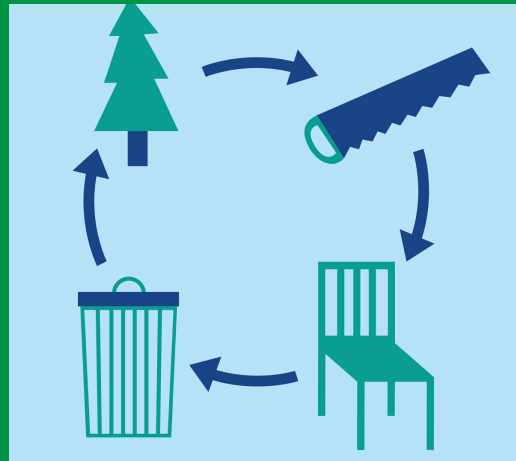
37 years old, Phalempin (North of France )  
Child-minder and basketball coach in a club

*"I am careful to limit access to screens at home, but children grow up with them, so it is difficult to disconnect. Take school, these days everything is dematerialized (homework, grade reports, exchanges with teachers, etc.)."*

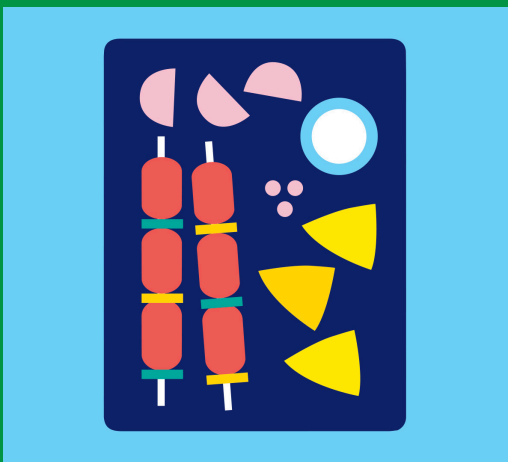
*"I try to take the environment into account in my job as a child-minder, for example by using recycled materials. But it's difficult to avoid single-use products in baby care. I have tried washable diapers, but that's quite complicated on a daily basis."*



Anne and her partner live in Phalempin, with their two children. The whole family (including the grandparents) is passionate about sports. They all play club basketball. She is careful about respecting the environment but is not ready to radically change her way of life.



Where Anne finds it easiest to act with consistency is on the question of purchasing. She makes a lot of things herself, sets objects aside, and essentially buys second-hand clothes for herself and the children.



In terms of food, she pays attention to the quality of products and also tries to buy in-season. But it is important to her to please herself every day and not to deprive herself of everything. As a family of athletes, the intake of animal protein seems, for example, unavoidable.



She is aware that they are not in very good in terms of going places. Driving the family car is still very much prevalent (for training, visiting family, etc.). She puts on a lot of miles on their car for matches over the weekend, and drives or flies down to Spain once or twice a year.