

Testimonials- Round 1

Maya

- Accessibility- for example food in the grocery market, everything is packaged. It's impossible to be zero waste in the US. knowledge of how something works in your city (composting in Gainesville)
- categorize different recommendations.
- Make sure it's percentages rather than quantities for reduction (comparing between people)

Erin

- "For a lot of people, it's the hurdle of 'it's not really me, I can't make a difference'" - show them that they can make a difference. Aggregate numbers
- year to date impact (like baby sizer)

Connie

- "Show them the incentive to be sustainable". Large changes, how they are helping

Anonymous 1

- costs and effort
- "[I would definitely use this website,] especially if it showed me how much impact it would have"
- If they had a source telling them exactly what to do to improve their carbon footprint, they would. Otherwise, the cost (time and effort) is too much to do their own research

Eddie

- Blocking action: the law. "If it was illegal for me to throw something recyclable in the trash then I would follow that." - inconvenience
- "I think people care about convenience way too much."
- He cares about the quality of the fabric. Goes hand in hand with sustainability
- Estimated lifetime of the clothing piece to compare to cost and carbon. Cost per wear

Testimonials - Round 2

Anonymous 2

- "when you see carbon footprint used in marketing its always very condemning. It's nice to see something focused on action"

Mentor

- What will you do to make money? Make sure you express that
- How are you different from other carbon footprint calculators? Be clear in pitch