





Building personas

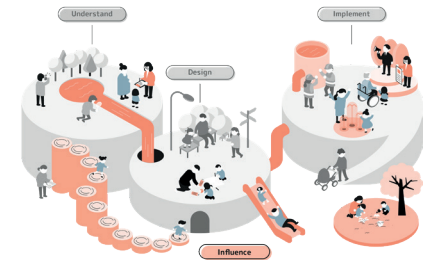
What is it? Creating **fictional personas** to represent the needs and interests of the groups or individuals helps plan communications that engages them effectively.

How to use it? Personas can be built either through in-person or written **interviews** or by putting yourself in their position and answering questions, which will help you understand:

- How they seek or consume information
- Their goals and challenges
- How decisions around their work are made and the role they play in decisions
- Their current level of awareness or support for your project or approach
- Their needs in relation to the project and what it aims to achieve.

Keep in mind: Make sure to always **check your assumptions**. Reflect on the diversity of needs and identities in your context and whether someone is left-out from your communications plans.

-  **Format**
template, team workshop
-  **Group size**
small
-  **Time**
few days
-  **Facilitation experience**
high



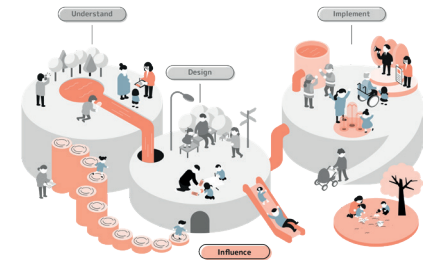
name and job title
(can be fictitious)

image/drawing/collage/metaphor

<p style="text-align: right;">general information</p> <p>What organisation do I work for?</p> <p>What sector am I in?</p> <p>What are my role and responsibilities?</p> <p>Why am interested in engaging with the Proximity of Care project?</p> <p>Who is my audience?</p>	<p style="text-align: right;">goals and challenges</p> <p>How do I measure success?</p> <p>What is my biggest challenge?</p>
<p style="text-align: right;">sources of information</p> <p>What sources do I use to keep up to date with industry news, knowledge, innovation...?</p>	<p style="text-align: right;">decision making</p> <p>What criteria do I use to make decisions in projects?</p> <p>Who/what has an influence on my decisions?</p>



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Building personas #example

Building personas by **Cidade Ativa** for the “Ciranda” project proposal in Jardim Nakamura, Sao Paulo, Brazil (October 2022)

LOCAL COMMUNITY PERSONAS

Cleyton is 16 years old, he dislikes going to school and loves to meet his friends on the street, to listen to rap and to use the internet on his phone. He has two little brothers, one ageing 12 and the other 4. He is the responsible of picking the smaller one at the kindergarten while his mom is at work.

Ludmila grew up at Jardim Nakamura, where her mom still lives. Now she lives with her husband and a 2 years old in another area, close to a park. She likes to take her kid there, where he can run and play. Twice a week he stays with the grandma, but at this neighbourhood there is barely no option of safe playspaces, so they just stay indoors.

Sheilla has a new born of 2 months. She likes to meet her friend outdoors to chat while the baby sunbathes. Soon she will get back to work and is sad she will not stay as close to the baby as she would like to. She likes to listen to funk. She lives in the neighbourhood since she was 5 and has seen little improvement regarding playspaces.

Elisa is 3 years old. She loves to play with her brother Felipe (10) and the cousin João (11). Their father left the family and the mom works cleaning houses in downtown. Felipe is Elisa’s caretaker after school.

Karla finds very tiring coming back from the local shop with nowhere to stop now that she is pregnant with Júlio. She lost her temporary job after the pregnancy and has agreed with few neighbors to take care of 3 small children after kindergarten so that they can go to work.

OBJECTIVES: Bring small children and community to the project, design based on their interests; Make them feel they have what to contribute to the project and to their city.

APPROACH: Murals, banners, workshops, cultural activities; Effective participation; Prototyping; Child-communicative.

STAKEHOLDERS

Vininho is the local leader. He is well known and respected at the neighborhood and at the submunicipal townhall. He aims to improve Jardim Nakamura for its people and is able to articulate various local stakeholders when he is into a project.

OBJECTIVES: Articulate the local community; facilitate the engagement

APPROACH: Direct approach, whatsapp, in person meetings/walks
Laura is a social driven elected law maker. She is a young woman in the politics and is driven mainly for human rights, climate change and childhood. She has supported the municipal early childhood plan, which does not have much implementation so far.

OBJECTIVES: Showcase our project is aligned with the municipal plan for early childhood; Place this project as a good example and bring insights of synergies to keep improving early childhood life.

APPROACH: 1-2-1 meeting, contact using our mutual connections; social media.

Pedro is the District Mayor. He is an engineer by training and is a conservative politician who knows the relevance of delivering impact projects at the city outskirts. He is active on Instagram and likes to show results. He knows the structure of the municipality and how to manage the budget for implementing small projects, however there is a lack of capacity for intervention development.

OBJECTIVES: Involve and articulate the local authority; Allocation of municipal budget for the project.

APPROACH: In person meetings.

Rose (sponsor) manages the social department of an international painting company. She is the responsible for managing the budget the organization has to invest on social projects - and deduct it from taxes while building the social portfolio. She likes urban art and is seeking for something out of the box that could both deliver impact as well as increase interaction on social media to give the company good exposure related to social or environmental projects.

OBJECTIVES: Bring more funds to keep implementing it in more areas; Convince about the impact of the project.

APPROACH: Social media activity; Calling; 1-2-1 meetings; partnership with other organizations; Media outreach; Specialist events.

