



Use the template below to define the particular segments of your audience and create personas. Remember: this is a general template and you can always adapt it to local, national or international contexts.

Politicians (this includes every actor who is directly involved in politics: president, prime minister, ministers, advisors, opposition parties, mayors, etc.)

Public sector & Universities (this includes the broad sector of public service, such as teachers, doctors, public servants, etc. and the academic sector)

Youth (this includes the youth sector from all backgrounds, geographical areas, etc.)

Civil society (this includes particular individuals, or organisations, who are part of civil society)

Media (this includes any type of media representative: editor-in-chief, journalist, online blogger, etc.)

Celebrities (this includes famous people whose words are well heard)

Religious communities (this includes every representative of any religion present in the country)

International organisations and missions (this includes representatives from any international organisation and mission, such as UN agencies, embassies, Council of Europe and institutions, etc.)