**WP 2 – How to create „Personas” per selected regions**

**Introduction**

For the initial phase of this work, the project partners undertook research on their selected target group, deciding upon the locations and schedules for their focus group interviews. Subsequently, each nation designed a focus group interview strategy, which was implemented after expert consultation and approval. Our outreach encompassed 2-4 focus group interviews per target group, with each group consisting of a maximum of four participants. This means we interacted with 8-16 individuals for each target group in every partner country.

Guided by the values, emotions, and motivations of the interviewees, we compiled reports on the ***focus group interviews*** and drafted a ***quantitative questionnaire***. The documents were subsequently translated into English and subjected to a review process involving experts.

Upon finalizing the questionnaires, we formatted them for distribution to our target groups. As outlined in the focus group interview strategies, the interview sessions presented an invaluable opportunity for the partner countries to delve deeply into the core values, primary drivers, and intrinsic motivations of their target groups. For the participants, these discussions became a revitalizing platform to rejuvenate their perspectives on the green VET sector, foster new connections, and engage in enlightening conversations on topics often unexplored in their usual discourse.

Through these interactions, partner countries had the privilege of directly interacting with the very individuals they intend to assist within the sphere of green education. It was a splendid occasion to bridge any existing gaps, while also enriching their understanding of the aspirations and perspectives of these vibrant young minds.

To ensure meticulous monitoring of this data, we implemented a comprehensive ***evaluation form*** during the focus group interviews. Each partner country diligently documented its findings and insights, subsequently producing detailed reports. These reports serve not only as validation of the work carried out in this phase but also provide an invaluable resource for reflecting on and learning from our collective experiences.

After we gained insight into the values and drivers of our target group, we created a quantitative questionnaire and started to collect answers. The answers helped us to have a deeper understanding of our target group and the inputs we can use for future strategies.

After collecting enough data, we started to use AI to analyse and help us to create personas. What are personas? These are well-informed stereotypes of typical individuals within our target demographic.

We are genuinely pleased with the advancement and outcomes of the executed work package. The majority of our partner countries have demonstrated initiative and thoroughness in conducting interviews and chronicling their results.

Hereby we are presenting our process with the list of tasks and short descriptions:

1. **Planning of the target group**

The primary step is to pinpoint your target audience. Determine who they are, where they can be located, and what objectives you aim to accomplish through the research.

***Tips and hints: Less is more – avoid analysing an entire country or all age groups. Instead, focus on a target group such as a specific age and gender within a particular region or city. Avoid broad categorizations, like all young adults in a country.***

1. **Interview planning**

We made a plan for interviews using a template. This plan includes where, how, and with whom we are doing the interviews. We also decided what questions to ask and how to record the interviews.

***Remember: Don't do it alone, work with your team! Always plan your interviews ahead of time!***

***FORM: Interview planning***

1. **Conducting interviews**

The goal of the interview is to understand what motivates and matters to our target audience, so your job is to listen to them. You can take brief notes but your main focus should be on listening.

***Tips and hints: If you prefer or want to make sure you don't miss anything, you can record the interview. Just remember to get permission from the participants by signing consent forms.***

***FORM: Focus group interview draft***

1. **Evaluation**

The evaluation aims to gather information and organize thoughts. It makes it easier to identify the drivers and values and helps in customizing your questionnaire. It also helps in pinpointing areas where you want to delve deeper and learn more.

***Tips and hints: The form helps you use it!***

***FORM: Interview evaluation***

1. **Questionnaire**

Once you have decided on the questions, incorporate the insights from the focus group interviews. Finalize the survey, digitize it, and make it accessible to a broader audience.

***Tips and hints: Ensure that more colleagues have access to the results and always keep a hard copy.***

***FORM: Questionnaire***

1. **Excel**

Once you have gathered a sufficient number of responses from the questionnaire, you should have the option to download them to an Excel file for analysis.

***Tips and hints: Make sure you all work together using the same operation system on your computer or agree on a format all can open and read.***

1. **Data analysis**

The data is ready to analyze and the best way is to have a presentation on the information you collected.

***Tips and hints: Highlight some quotes in your analysis, something that came as a surprise or a powerful thought.***

1. **Personas**

The most difficult part of your work is to create personas and the best way is to use AI – upload your results and let the magic happen. Make sure to give detailed prompts and clear guidance to have your personas.

***Tips and hints: Always ask yourself and check your data in Excel if it is a correct typical individual within your target group.***