

Define the main stakeholders involved in your project. Use as many templates as you need.

NAME *Use a realistic name*

MAIN DESCRIPTOR *What type of persona is it?*

Sketch this persona

WHO? *Personal profile segmentation: age, gender, location or any other pertinent descriptors*

QUOTE *Which is the essence of this person in a quote that they could say?*

GOALS *What is their main motivator? Which latent needs and desires?*

ATTITUDE *Describe their point of view/expectations/behaviors within the project context*

LEVEL OF COMMITMENT WITH THE CAUSE

Not committed

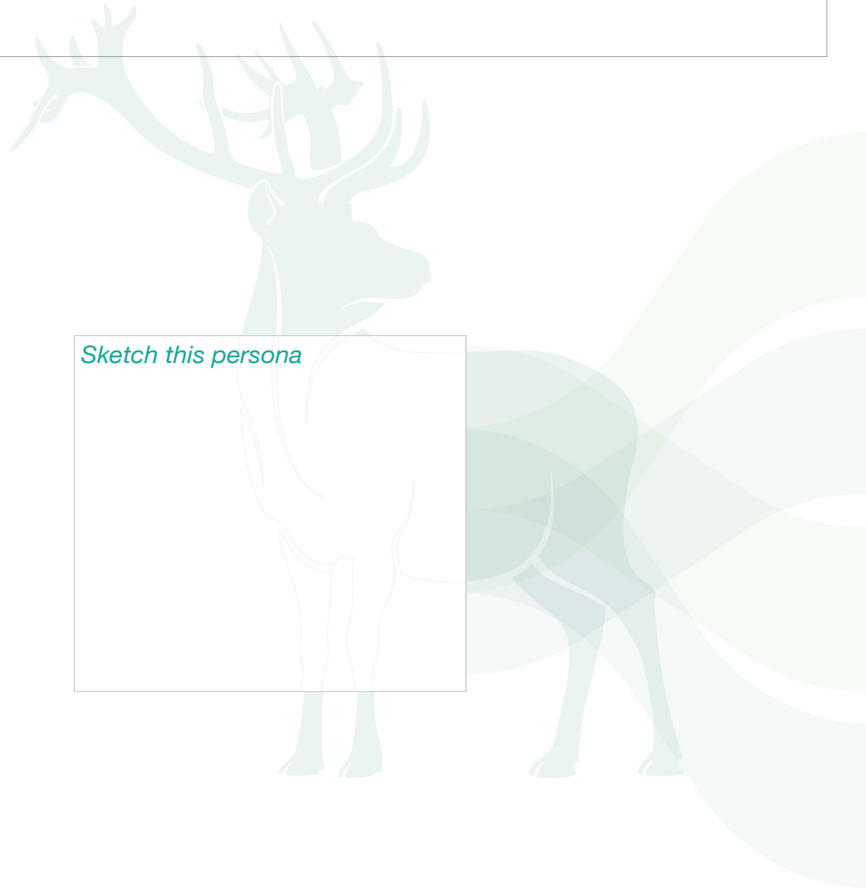
Neutral /don't know

Conservation hero

Define the main stakeholders involved in your project. Use as many templates as you need.

NAME *Use popular and/or scientific name*

MAIN DESCRIPTOR *What type of persona is it?*



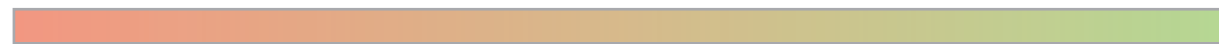
WHERE? *Where is your non-human persona located?*

WHY? *What makes you want to protect this persona (use data if you have it)*

NEEDS *What does this persona need in this specific project context*

OTHER *Describe other pertinent considerations about your persona relevant to this project*

LEVEL OF VULNERABILITY WITHIN THIS PROJECT CONTEXT



Barely affected

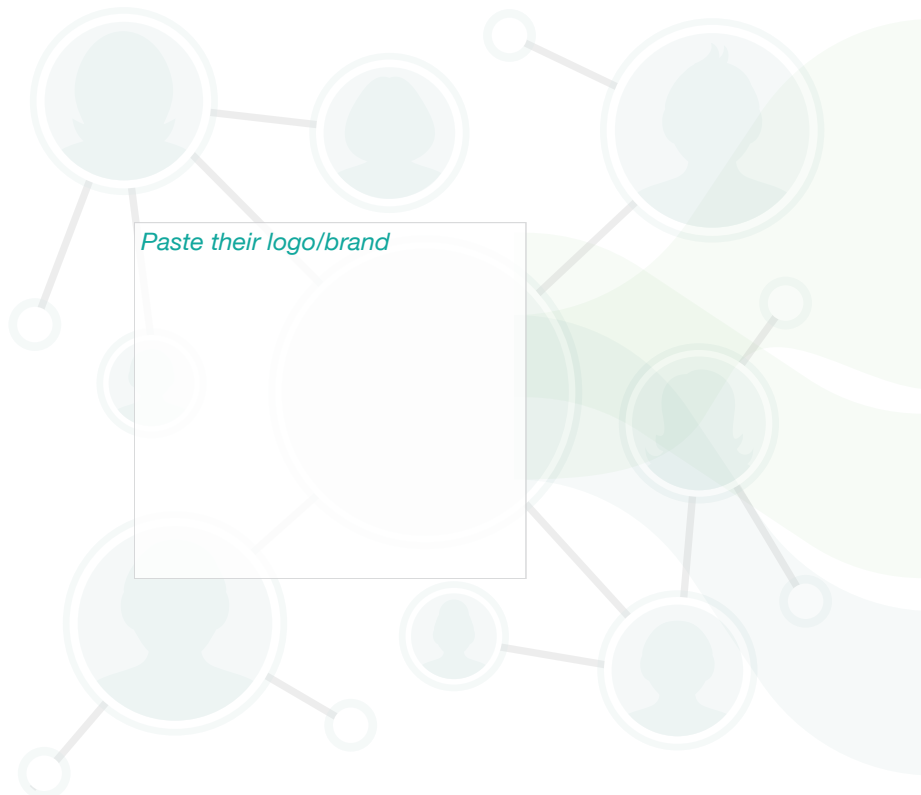
Neutral /don't know

Deeply affected

Define the main stakeholders involved in your project. Use as many templates as you need.

NAME *Use a real name*

TYPE *What type of organisation is it? Describe it briefly.*



ROLE *What is this organisation's role within this project? Why?*

What would this organisation provide?

- Funding
- Work force
- Specialists/Advice/Knowledge
- Physical space
- Products
- Access/Connections
- Outreach/Advertising
- Other:

MOTIVATIONS *What are the organisation goals (relevant to the project)?
Why will this organisation be motivated to participate in your project?*

OTHER *Describe other pertinent considerations about this organisation relevant to this project*

LEVEL OF COMMITMENT WITH THE CAUSE

