Who could be a hero?

The Making Rights Real approach applies human rights concepts to local government processes that are common in many countries.

When creating the Making Rights Real materials, we tried to clearly define the target audience of local government officials in a way that applies to different countries. Generally, one can find the personas described here everywhere in the world.

In working with Making Rights Real, focusing on engaging the "would-be heroes" is most likely to create impact: They want to see change and all they need is support to overcome some of the challenges they face.

Use this persona document to identify the local government officials that you want to engage with Making Rights Real

Super hero: ***"I can make things better!"***
… as a highly motivated player, the super hero is aware of its role and has a high interest in taking things forward. She is dedicated to positive change and open to new ideas and concepts, even if she is not an actual decider.

"… I want to help my community"
"… I want to get things done"
"… I want to be seen as a good person"

Would-be hero: ***"I want to see first that it works out!"***
… as a passive onlooker, this player needs leadership and guidance to take action. He believes in rules and hierarchies and is scared of doing something wrong. Because hierarchies matter to him, he follows directions and rules. To his mind, human rights are too abstract and a far away concept.

"… I want to report success"
"… I want to please everyone"
"… doing nothing is safer than acting"

Laggard: ***"I am not responsible for that!"***
… as a person who doesn't feel responsible for any change process, she wants to keep existing structures and hierarchies which she follows consistently. Furthermore, external factors are easily holding her back from acting, especially from a "too abstract and far away concept" as human rights.

"… I only follow rules"
"… I don't want any trouble"

Persistent objector: ***"I don't want any change!"***
… as a person who doesn't want any change process, he simply refuses to act. He takes advantage of his power situation by doing nothing and just keeping the status quo. Due to his lack of motivation, it seems pointless to be dealing with him.

"… I want to have a pleasant time"
"… My rules, my priorities"