

## Target groups and audience

**Target groups** The primary target group is young people, aged 15 &ndash; 30. Young people of this age will also prevail in the part of the group that will actively participate the project. The opinions and perspectives of this target group are particularly important because they provide the potential way into finding possibilities and opportunities for a different approach to addressing problems concerning religious and cultural tolerance in the future. We have chosen this target group on the basis of our action-oriented and therefore future-oriented approach to the difficult and sensitive issues we are addressing in this project. Our focus on youth pragmatically acknowledges that the issues can only be resolved over a relatively long period of time.

**Audience** Considering the breadth and universality of the issues and problems that we are researching, the main audience for the research will be the whole population of the area in which the project research and workshops will be conducted. We are interested in the personal views of individuals with different national and religious backgrounds, as well as views of the wider population, which are sometimes projected as social norms or ideologies. In the audience we are addressing, we will look for individuals that could help solve concrete conflicts through their personal credibility and social status. Therefore selected members of the audience will be actively involved in the project as informers and activists, as well as passively, as participants at the presentations of final productions, round tables and discussions. The audience will also be provided with information through the website, the documentary film, and publications.