

Intent Statement

Sustainable development goal 11

Group 1

Problem:

The high cost of housing in urban areas makes it difficult for students to live or people to maintain a family.

Audience:

All low-income families and students.

Failures:

Slowness in existing solutions, which cannot keep up with the speed at which housing is needed; concentration of houses and buildings in certain areas, leading to social segregation; lack of information about existing solutions.

New Value:

Promotion of new ideas through digital platforms to ensure they reach young adults; focus on the longevity and sustainable maintenance of housing rather than rigid commitment or obligation.

Opportunity:

Create a communication movement that frames housing as a fundamental right and not just as a market commodity; develop a campaign that uses accessible language and creative formats to reduce the gap between decision-makers and citizens.

Risk:

Limited quality and comfort generating dissatisfaction among the target audience; resistance from those who profit from high housing prices.