

TEAM GIRL CODE + 2

The Challenge – #2 Breaking Boundaries

GET PEOPLE & POLITICS TO

Become better aware of the  
effects of poverty

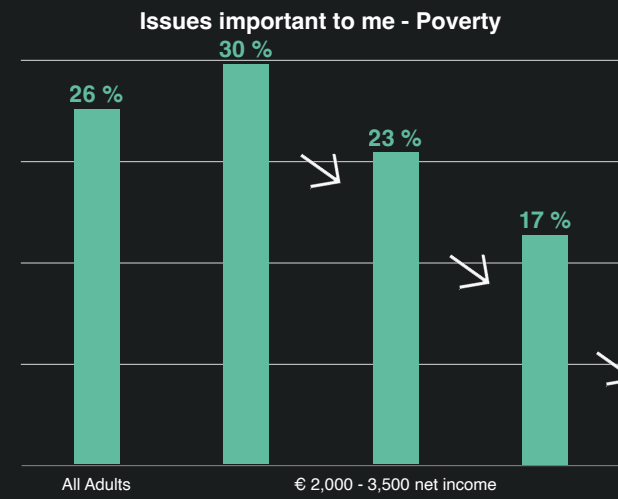
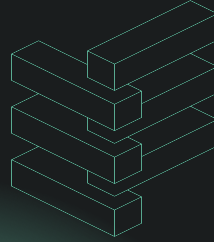
BY

visualizing the situation



Yesterday we took on a significant challenge, not only to us, but to our society in general.  
We worked on ideas to get people and politics to become more aware of the hard realities of poverty.  
A highly relevant issue in times of spiraling inflation and living cost crisis.

But the higher the  
income,  
the lower the interest  
in poverty



Source: dentsu Consumer Connection Study 2021

But as we could see in our data research, poverty is not - or at least not yet - that relevant to all of us.

The higher our income, the less we are interested in poverty.

Amongst earners of 3.500 euros and more, poverty ranks not even under the top 5 important issues to them and is far behind highly reported topics such as climate change and animal welfare.

## We relate to what is close to us



> disrupting <  
the vicious cycle of systemic poverty

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Altogether we conclude the following: We relate to what is close to us but poverty keeps you from taking part in society. We need to disrupt the vicious cycle of systemic poverty.

Compassion by comparability  
of life expenses



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Compassion and Tangibility - We create that sense by creating comparability of life expenses – because that’s what connects us all. Our tool and visualization of that is the so-called CalcuRelator

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Mind the Gap  
Rechner für Relative Preise

Monatliches Netto-Einkommen: 0 €

Bundesland: Wien

Referenz Einkommen Armutsgefährdungsschwelle: 1371 €

Preisveränderung: 0.0 %

Wohnen

Miete_warm_(Wien)	575 €	→	0.00 €
Miete_warm_(Österrei...	553 €	→	0.00 €

Essen & Trinken

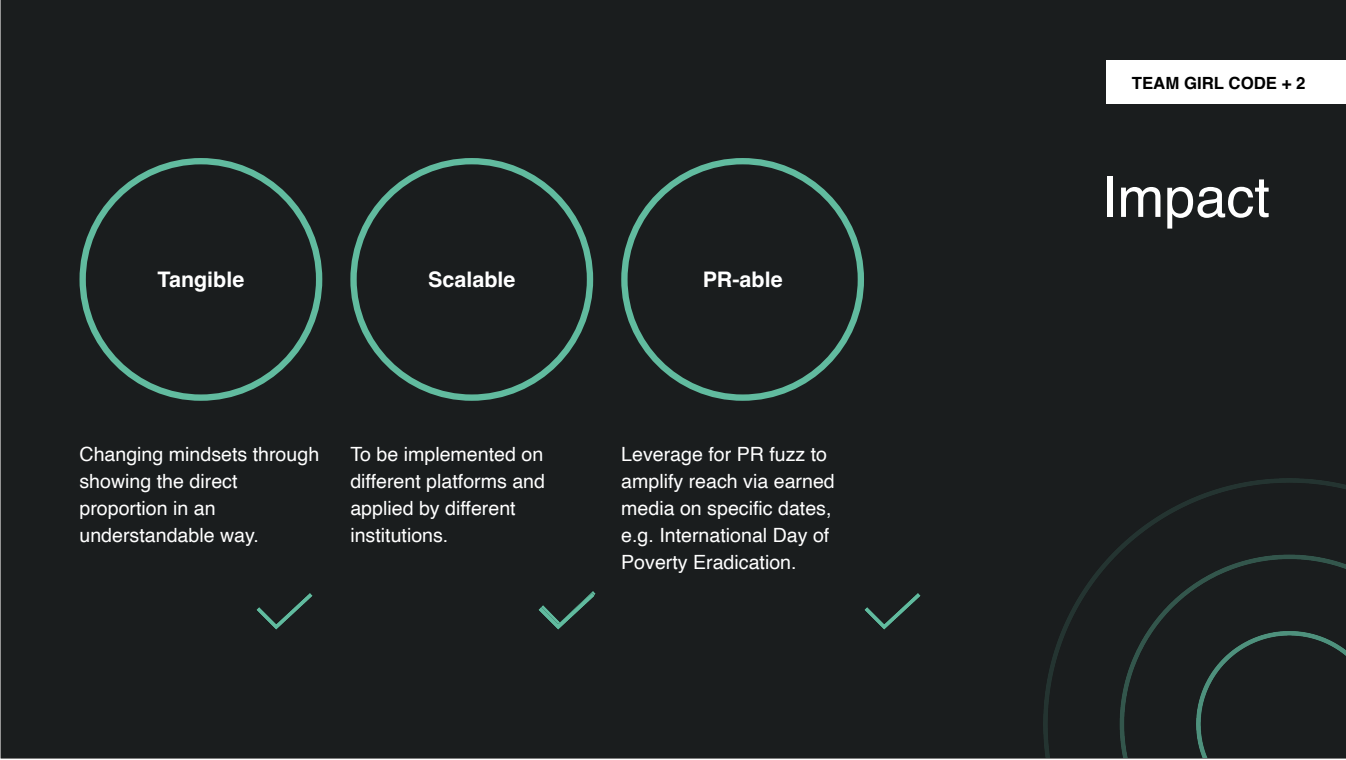
Laib Brot	5.90 €	→	0.00 €
1 Liter Milch	1.59 €	→	0.00 €

## Calculator for relative prices

Enter your net income & location

Discover restrictions of life in poverty by prices proportional to your income

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What's the impact of our idea/solution?

- It changes mindsets through showing the direct proportion of prices in an understandable way
- It is scalable by implementing it on different platforms and applying it by different institutions.
- We leverage the CalcuRelator for PR fuzz to amplify reach via earned media on specific dates such as the International Day of Poverty Eradication.

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