

INVIZIBILII.RO: BE SEEN

Help vulnerable people evolve, transform and thrive

Disciplines / skills: strategy / digital / design thinking / design feeling

The client:

Invizibilii.ro is a recently launched platform dedicated to Romanians in vulnerable situations and at risk of social exclusion. An in depth study identified 6 categories: **Subsistence farmers / Small entrepreneurs / Single-parent families / Undeclared workers / Retired people / Unemployed individuals over 50 years old.**

Problem / Challenge:

How do we reach the biggest number of people in the shortest amount of time, in a consistent way, so we could help them improve their lives, get out the risky zones and ultimately thrive?

Your task:

1. Pick a vulnerable category out of the 6 identified through the study:
<https://www.invizibilii.ro/studiul/>

Make your selection based on:

- a) degree of importance- medium and long term perspective
- b) the impact of your strategy

2. Design an effective, creatively driven, EQ aware strategy in two steps:

2.1. **Create the system** that would work best to help your **selected category escape the vulnerable situation, evolve and thrive.** You can pick the Invizibilii.ro solution - meetings and workshops facilitated by Government agencies active in each of Romania's 40+ counties (<https://www.invizibilii.ro/ateliere/>) and make it highly functional or you can come up with alternative or complementary solutions. **How good looks like ?**

2.2. **Connect & communicate:** Select the best tools and the best media mix to reach out for the biggest number of people and have them engaged in your #BeSeen program.



WhatsApp & Phone

+40 744 10 50 15
+40 722 10 50 15

Web & Address

www.thealternativeschool.com
Triunghiului, 27, s.5, Bucharest, Romania

Emails

win@thealternativeschool.com
teodora.migdalovici@thealternativeschool.com

Brand's Tone of voice:

Compassionate, unpretentious, familiar, warm, inviting, conversational, practical.

Brand's personality:

Functional, useful, supportive, reliable, compassionate, makes improbable possible. High level of emotional intelligence. Hands on. Let's make things happen.

Deliverables:

1. Explain in max 2 pdf pages the mechanics created to help your vulnerable group of choice and the associated communication strategy making INVIZIBILII.RO the go to, highly functional Platform for them. Indicate how do you reach the biggest number of people from your chosen group and how do you help them solve their vulnerability, evolve and thrive.

2. On an A 3 board, present in a concise, visually compelling form:

2.1. The insight / relevant tension related to your chosen vulnerable category. What hurts the most?

2.2. The idea: "How do you reach them or make them reach out for INVIZIBILII.RO's help?"

2.3. The Communication Strategy delivering the solution for the Problem / Challenge.

2.4. For the visual support, you can use Invizibilii.ro visual resources or you can come up with your own visual narrative, if it serves best the strategy.

Samples of A3 competition boards solving similar briefs [here](#).

Deadline: 21.04 | 11 AM

Send your solutions on a google drive, under YOUR_TEAMS_NAME_24H link until 21.04 | 11 AM.

Make sure the link is public before sending the email.

Contact:

andra@thealternativeschool.com

teodora.migdalovici@thealternativeschool.com

**WhatsApp & Phone**

+40 744 10 50 15

+40 722 10 50 15

Web & Address

www.thealternativeschool.com

Triunghiului, 27, s.5, Bucharest, Romania

Emails

win@thealternativeschool.com

teodora.migdalovici@thealternativeschool.com

Few Q&A helping you to better solve the brief:

1. Can we use the existing system and make it better ?

Definitely yes. You can use anything with potential on the platform and come up with more functional, exponentially useful solutions.

2. Top 5 challenges of the current program ?

- 1. Predictability & scalability:** The workshops and meetings (currently facilitated by the local governmental agencies) are unpredictable in terms of people accessed, time and date. There is not a scalable format, yet, to consistently service all 6 vulnerable groups, in a structured, clear, transparent, highly impactful, 24/7 system.
- 2. User experience fluent mechanics:** Recently launched, Invizibilii.ro platform is not yet at its best when it comes to people interacting with it, especially those that are its main beneficiaries.
- 3. Literacy:** Subsistent farmers are the biggest, most vulnerable category out of the 6. They might own a phone, but some of them have a low level of literacy - be it digital or formal. Low education is very often a common ground for the 6 vulnerable categories.
- 4. Fragile alliances:** The local governmental agencies are not necessarily open to support INVIZIBILII's effort to reach out for vulnerable categories, so either a smart strategy to convince all of them to join or complementary routes to connect independently and build relationships with people might be considered. Could we find a better way to connect people with the support that's ready to help them ?
- 5. The support itself.** The program, being in its infancy, still needs to figure it out a coherent, tangible, concrete form to address each of the 6 vulnerable categories in ways that are relevant to them, that can genuinely facilitate change, bringing solutions in a fair amount of time. "Give people fish and they will have food for a day. Give them a line and teach them how to fish and they will have food for a lifetime." How do we do that ?



WhatsApp & Phone

+40 744 10 50 15
+40 722 10 50 15

Web & Address

www.thealternativeschool.com
Triunghiului, 27, s.5, Bucharest, Romania

Emails

win@thealternativeschool.com
teodora.migdalovici@thealternativeschool.com