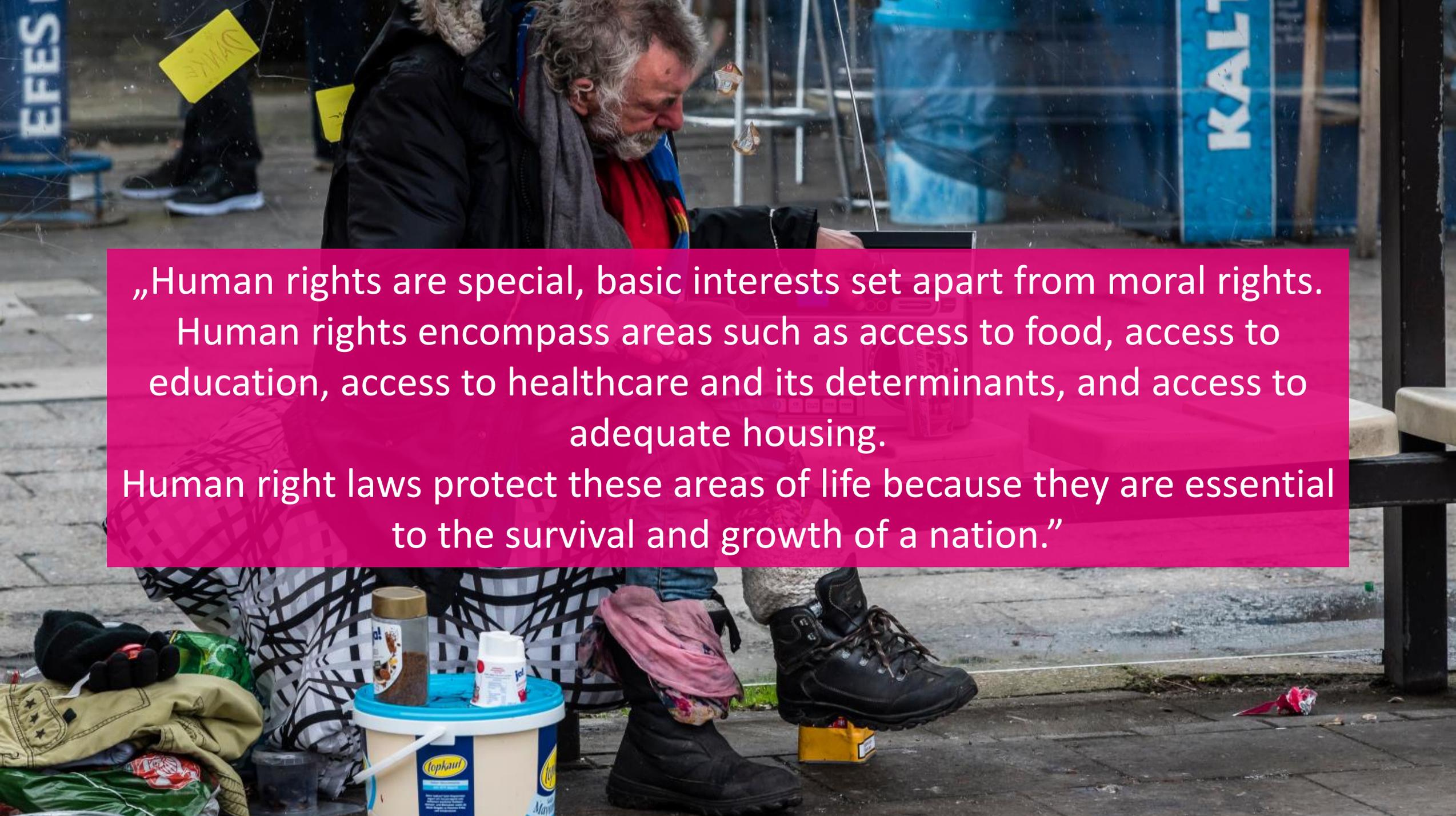


# HOMELESS NOT HOPELESS

GIVE A HAND FOR A CHANCE

ÁFONYAVÖRÖS

A photograph of a homeless man sitting on a bench in a public space. He is wearing a black jacket and a grey scarf. He is looking down at a laptop computer on his lap. In the foreground, there is a yellow bucket with a blue lid, a white container, and a pink jacket. The background shows a blue wall with the word 'KAL' and a person standing with a yellow sign.

„Human rights are special, basic interests set apart from moral rights. Human rights encompass areas such as access to food, access to education, access to healthcare and its determinants, and access to adequate housing. Human right laws protect these areas of life because they are essential to the survival and growth of a nation.”

# THE TERRIFYING TRUTH

15.000 homeless people are living in Hungary

From 2018 living on the streets is misdemeanor.

We passed by them day by day with closed eyes and head down while they fight to survive. They fight with the weather, starving, insults, addictions and loneliness.

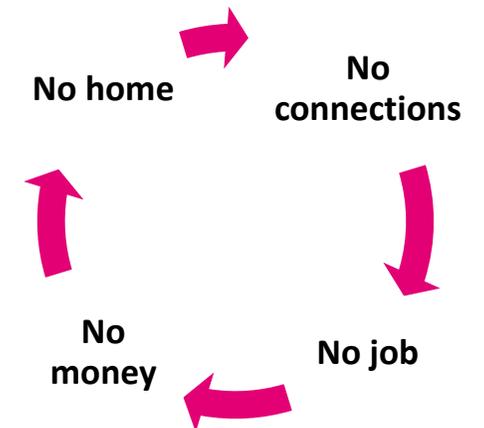
# INSIGHT AND SOLUTION

The situation of the homeless people is a **global social problem** which doesn't get enough spotlight and there is no effective solution for this yet. It creates social tensions both in the homeless and in the civils like disorder, mutual misunderstanding and frustration. **They don't know each other's history, not knowing their potential, goals and motivations.**

The stereotype in the civils minds is that the homless people are people who will not support themselves.

The main problem is **vicious circle**. Once somebody become homless, hardly find escapes.

But it have to be a social responsibility to reintegrate them to the society. **We have to put their problem in the main focus, understanding their situation,** find the way that they get connections and a stable job within a mentor program.



# OUR SWEDISH MEATBALL AKA THE BIG BOOM

First off all we have to **open the people eyes!** How?

With a shocking act in a **Telekom** way ! ;)

Consumers get a notification with a **link** and about their internet will turn off for one day, if they don't visit the **webpage**.

On the site we share a time lapse video which is about a fictive homeless person called „Béla”. „Summer, Autumn, Winter, Spring – sunshine, rain, snow, flowers and Béla is still sitting at the same place, but in the end he is gone.”

And also write down in black and white the facts about the hungarian homeless situation.

# THE ACTION: MENTOR PROGRAM

After we make a big attention for the homeless people situation, we make a mentor program.

We create a **microsite/app** and produce digital „**smart**” **kiosks** with charger and free wifi. We put them to squars, underpasses, stations where lots of civils, but also homeless people can be found. They can read information about the whole program, the app and so on. Also put kiosks to shelters and edcuate the workers to show to the homeless pople howthey can use it.

We use **influencers** as WOM to spare the program for the possible youth volunteers. Push them to join for mentors to the program.

The influencers are Vecsei H. Miklós, Trokán Nóra, Jakabos Zsuzsanna, Caramel, Weisz Fanni, Magyarósi Csaba.



# MENTOR PROGRAM

## MICROSITE/APP:

The key to get in the program.

### Mentors:

Young people (20-40 years) They can registrate to the an microsite/app with their FB. – by their phones

### Homless people:

They can fill their „applicitaion form” with answering few questions (age, skills, profession, shertes address), take a photo and a short video where they can share their stories and get into the database. – by kiosks

The registrated mentors can see this database so all the homeless people’s „CV” and can choose one of them.



# MENTOR PROGRAM

## EDUCATION:

Then the mentors connect with the shelters and meet with their chosen one.

After the first meet they discussed times when the mentor prepare the homeless people to the job fair via the kiosks as an online meeting.

## CONTAINER HOUSES:

We put container houses for the homeless people who are in the program.

They get a code after the last discussion which is open the container and they can go there to prepare themselves for the job fair.

## JOB FAIR:

The job fair is open, so not just for the homeless people because how we mentioned before they are on of use.

# CAMPAIGN TOOLS

- Press conference in Városliget where we introduce the whole mentor program, the influencers, the container house and also the kiosk system.
- Press releases
- Paid online media appearances
- Talkshows and morning shows – Mokka, Reggeli
- Social media for recruiting mentors and spare the program - #homelesstohopeless
- Follow up roadshow with the first 10 homeless people to the shelters all around the country. They can speak about their experiences of the program to other poor ones.

