

# Sustainable Housing Initiative Plan

By Josh Hasenau, Amanda Kulak, Nate Vincent



# The Golden Circle

WHAT

An outreach program providing sustainable housing programs within coastal communities

HOW

Partner with Governments and the local communities to develop a housing program

WHY

Ensure the welfare and decrease poverty of developing coastal communities



# Social Business Model Canvas

<b>Key Resources</b>  <i>What resources will you need to run your activities? People, finance, access?</i>	<b>Key Activities</b>  <i>What programme and non-programme activities will your organisation be carrying out?</i>	<b>Type of Intervention</b> ②  <i>What is the format of your intervention? Is it a workshop? A service? A product?</i>	<b>Segments</b> ①  <b>Beneficiary</b> <i>Who benefits from your intervention?</i>	<b>Value Proposition</b> ③  <b>Beneficiary Value Proposition</b> <b>Impact Measures</b>
<b>Partners + Key Stakeholders</b>  <i>Who are the essential groups you will need to involve to deliver your programme? Do you need special access or permissions?</i>		<b>Channels</b> ④  <i>How are you reaching your users and customers?</i>	<b>Customer</b> ④  <i>Who are the people or organisations who will pay to address this issue?</i>	<b>Customer Value Proposition</b> ⑤  <i>How will you show that you are creating social impact? What do your customers want to get out of this initiative?</i>
<b>Cost Structure</b>  <i>What are you? How do they change as you scale up?</i>	<b>Channels</b>  <i>Who</i>	<b>Revenue</b>  <i>Break down your n</i>		

## Case Study:



# Value Proposition

## **Beneficiary Value Proposition:**

Set up housing programs in developing countries

## **Impact Measures :**

Increasing the number of homeowners in communities

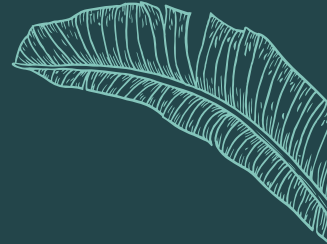
Decrease homelessness/ unstable housing

## **Customer Value:**

Get to experience new country

Hands on learning experience

Volunteering and giving back to those in need



# Segments & Customers

## Segments:

Citizens in developing coastal communities



Undeveloped land on the outskirts of Placencia



## Customers:

Civil Engineering Students

Other College Students

Socially Conscious Individuals

Engineering and Sustainable Professionals

# Type of Intervention & Channels

## Intervention:

Provide outreach to coastal communities and developing countries government

Assist in organizing sustainable affordable housing efforts

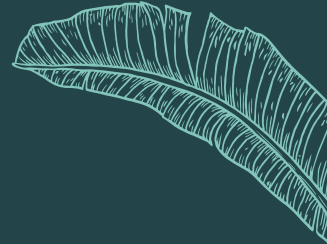
## Channels:

Lobbyist

Environmental Consultants- such as Chris

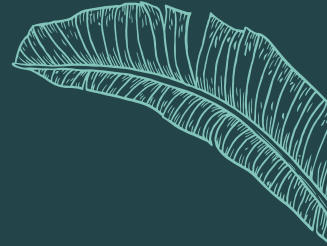
Volunteer Recruitment at Campuses

Social Media Pages

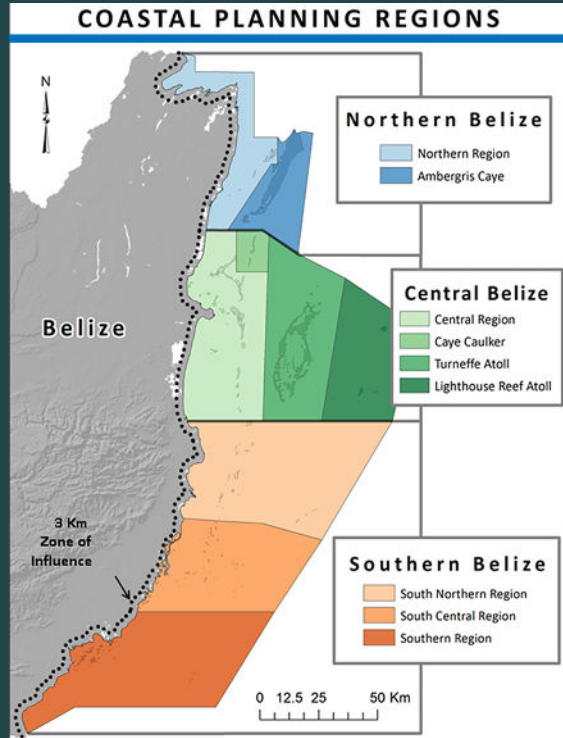


# Key Activities

1. Reach out to government officials
2. Connect and work with local community leaders
3. Devise different housing models applicable to the location
4. Work with professional engineers and college engineering students to help design
5. Assist with the gathering of resources
6. Provide monetary support and volunteer workers to implement design



# Key Resources & Partners/Stakeholders



## Resources:

### Donor Networks-

Penn State Club- fundraising efforts through University

### Social Media

### Community Connections –

Placencia Humane Society and Placencia Village Council

BWSFA and Seaspray Tours

## Partners/ Stakeholders:

### Belize government

### Green companies-

Green Building United, Environmental Insurance Companies

### Donors & Investors- Oil and gas companies,

Local communities -Placencia, Punta Gorda





# Cost Structure

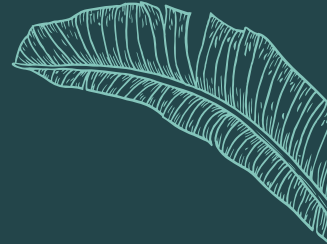
Staff/  
Volunteers  
\$320,532 BZE

Online  
Platform  
\$4,000 BZE

Enviromental C  
onsultant  
\$336,000 BZE

Media  
\$2,000 BZE

Total: \$662,532 BZE ~ \$331,266 USD



# Surplus & Revenue

## Surplus:

Expanding the program to other countries

Reaching out to more colleges

Increase the number of houses built

## Revenue:

Government grants

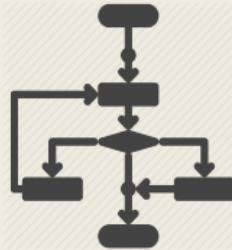
Donations/ funding

Reinvesting in the firm-

Stronger, bigger program

- More money is more houses
- Help cover volunteer costs

Process



Platform



People



# The Sustainability Complex

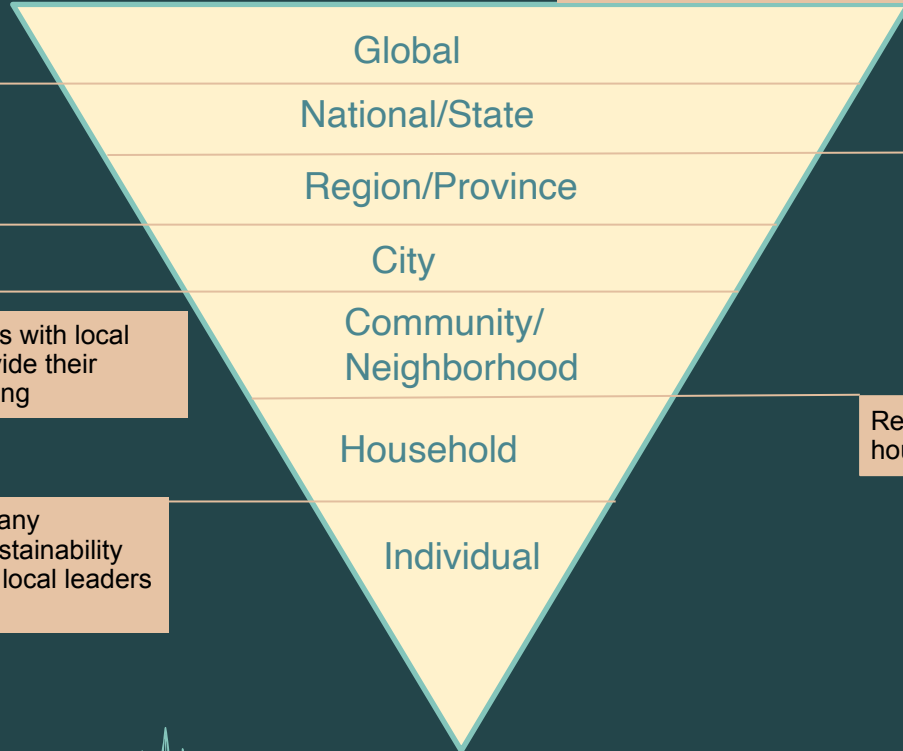
Speaking with local government officials to further establish housing programs that lessen environmental impact and lower the homeless population

Applying for grants to be used as well as developing a housing strategy

Discussing sustainable building codes and zoning laws with respective town organizations

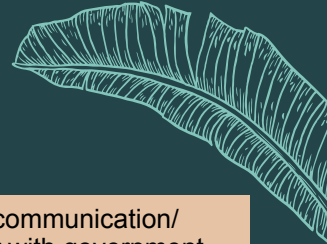
Building partnerships with local communities to provide their members with housing

Reaching out college-age/any interested volunteers in sustainability efforts & partnerships with local leaders and connections



Close communication/partner with government officials on the provincial housing laws

Reaching families that would benefit from housing programs



# Goals for the solution and SDGs



# Sustainable Development Goals



## #11: Sustainable Cities and Communities

Resilient housing solutions provide safety and wellbeing of communities. SHIP tackles the vulnerability faced from increased prevalence of climate change through both weatherproof and sustainable housing



## #9 Industry, Innovation & Infrastructure

SHIP bolsters the economic development of coastal communities through the introduction of more innovative structures sourcing local materials



## #1: No Poverty

Through effective action among local communities, SHIP reduces homelessness in communities.



# SHIP Student Interest Form

## SHIP Student Interest Form

Thank you for your interest in the Sustainable Housing Initiative Plan. Below are 15 questions that may take up to 30 minutes to complete. If there are any questions you may have, email [ShipBuild@outlook.com](mailto:ShipBuild@outlook.com)

Hi, Nathan. When you submit this form, the owner will see your name and email address.

1. Full name

Enter your answer

2. Phone number

Enter your answer

<https://forms.office.com/r/RVcWKqMFHg>



# Sustainable Materials



**Questions?**

