



urban window:
communication plan

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compassionately designed urban living



THROUGH
THE EYES OF
OUR CITY

EXECUTIVE SUMMARY

*“Championing inclusion
in all life improvement
processes and designs.”*

- Urban Window

As part of our commitment to and refreshing of our mission, vision and values, URBAN WINDOW is launching an important new service area to champion inclusion in all life improvement processes and designs.

Professionals from various people-serving disciplines are in agreement that human-centred, optimised and sustainable living can only be co-created in the context of transformative relationships and communities - and yet there is human-disconnect in many design and development processes within healthcare, education, business and society at large.

At URBAN WINDOW we understand that narrative competence is the window to the heart of the people we guide, which is why our latest practice aims to facilitate compassionate and engaged communication between our clients, the groups they serve and all supporting stakeholders.





*“Compassionately
designed urban living.”*

MARKET INSIGHT

Inclusivity, tolerance, flexible thinking and the ability to share experiences and listen to those of others, are URBAN WINDOW's foundational principles for compassionately designed urban living.

Contrary to this, social exclusion is silencing many individuals, groups and communities across the world and preventing them from accessing opportunities, services, products, resources and what is considered their fundamental rights. It is an issue not only for the individual, but also for society at large and affects quality of life across all sectors.

Even though historically marginalised populations are clearly recognised and organised today, there is still a lack of representation amongst other silent stakeholders which not only points to barriers, but also to opportunities for meaningful change.

Despite progress, the world is still plagued by various socio-economic, demographic, psychosocial, cultural, behavioral and professional disciplinary divides, as well as an inability to bridge them. The discourse between those who campaign for inclusion and those for whom quality is often rooted in a static or reductionist culture and the overestimation of ability amongst stakeholders to express, listen to, interpret and act with compassion, is also far from ideal.



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COMMUNICATION OBJECTIVES

One: To create awareness and understanding around the importance of narrative competence - redefining marginalised populations within various social, health, educational and business contexts and increasing demand for the new service offering.

Two: To change perception by addressing the false sense of security that exists within some organisations.

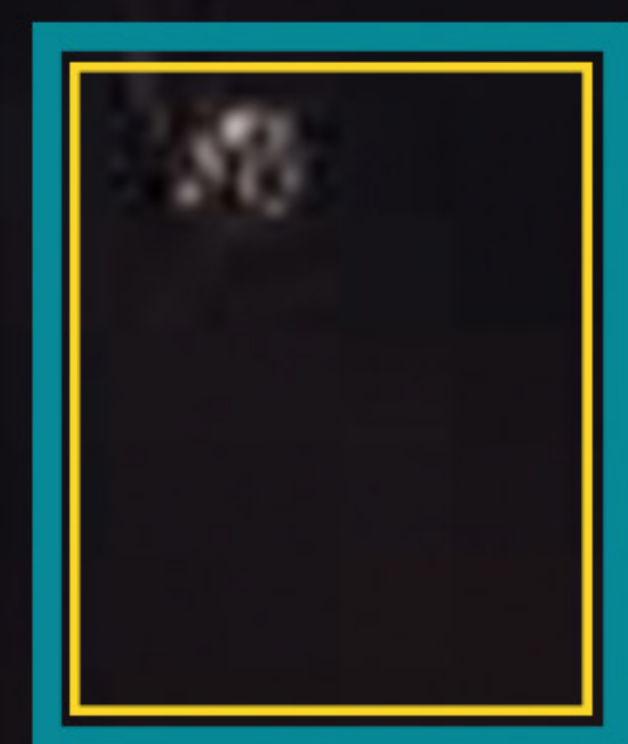
Three: To position URBAN WINDOW as a leader in the field of narrative guidance and social inclusion.

TARGET MARKETS

Internal: Employees, Service Providers & Existing Clients

External: The external target market consists of social influencers across all sectors including:

- Academic experts on social inclusion and narrative competence
- Political stakeholders
- Task Forces
- Community agencies
- Advisory committees
- NGO's & advocates
- Social entrepreneurs, service providers and enterprises
- Social media influencers



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OUR CITY



- URBAN WINDOW

"We champion inclusion in all life improvement processes and designs to facilitate compassionately designed urban living."

MESSAGE

Suggested Revised Service Positioning:

URBAN WINDOW champions inclusion in all life improvement processes and designs to facilitate compassionately designed urban living.

Promotional Message:

Through the Eyes of Our City

A city doth not a person make. It is the other way around – or at least it should be. The starting point of the promotional message for this service is the city's people. URBAN WINDOW is the facilitator or 'window' through which stakeholders can 'see' and connect with one another. We guide without dictating, participate without dominating and ultimately 'frame' stakeholders' experiences. The promotional message also plays on the idea of the eyes as the windows to people's souls.



As part of the promotional launch, we will be hosting an online “Person-Centred Calculator” that measures and rates stakeholders’ awareness and understanding of social inclusion when it comes to their own employees and the people they serve.

Not only can the data obtained, form the campaign baseline from which indicators of success can be deducted, but it could also be used to gain insight in terms of URBAN WINDOW’s own team and culture.

- URBAN WINDOW

“Creating a campaign baseline.”

**INDICATORS OF
SUCCESS**





- URBAN WINDOW

“Inclusivity, tolerance, flexible thinking and the ability to share experiences and listen to those of others.”

TACTICS & CHANNELS

Internal:


It is important that URBAN WINDOW’s in-house space and culture is compassionately designed and that it aligns with the company’s core values of inclusivity, tolerance, flexible thinking and the ability to share experiences and listen to those of others.

We will therefore facilitate a “Through the Eyes of Our Team” initiative to engage with its existing clients, employees and service providers and start planning for required changes that are framed in the process.

External:

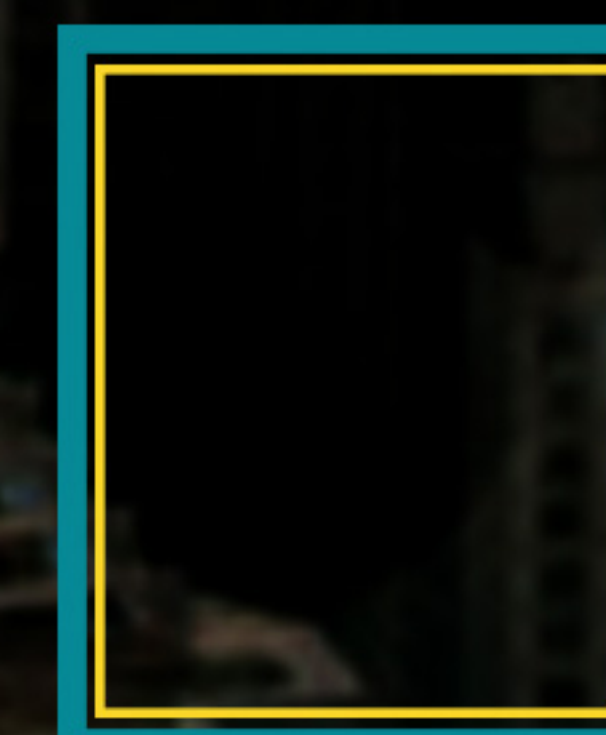
The “Through the Eyes of Our City” communication initiative will be aimed at creating a stronger, more influential social media presence for URBAN WINDOW. Free content that is rooted in the core social inclusion message and aimed at the afore-mentioned target markets will be channeled via blogs, podcasts, educational videos and tools and play a crucial role in achieving the outlined communication objectives - positioning URBAN WINDOW as a market leader.



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- An aerial photograph of a dense urban landscape, likely Hong Kong, with numerous skyscrapers and buildings. A large, semi-transparent graphic of a hand is overlaid on the right side of the image, with its fingers spread. The hand appears to be holding or framing the city. The overall tone is blue and slightly hazy.
- Full strategic planning and creative overlay (including social media plan and content strategy development)
 - Action outline and briefing (team and service providers)
 - Timeline development
 - Budgeting
 - Overseeing all implementation processes

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IMPLEMENTATION



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