

# PROJECT BRIEF TEMPLATE

PROJECT: \_\_\_\_\_

## PROJECT BACKGROUND

Describe the project background in 200-500 words.

--> Attach your transformation canvas and stakeholder map to the project brief.

## THE CHALLENGE

Break the challenge down into a main question, sub questions, and define target groups/users.

**"How might we..."**

**Sub questions: "how to..."**

- ...
- ...

**Target groups/users:**

- ...
- ...

**Example: "How might cities visualise and communicate heat stress risks to influence its citizens and policy makers?"**

**Sub questions, "how to:"**

- Drive citizen awareness on the risks of heat stress?
- Be inclusive for diverse citizens?
- Show the longer-term effects of interventions?

**Target groups/users:**

- Primary target group: citizen homeowners
- Secondary target group: policy makers

### PARTNER(S)

Add the partner org, name(s), role(s), contact details, and availability of each partner.

### SCREAM TEAM

Add the names, expertise, role, contact details, and availability of each team member.

### DELIVERABLES

State the expected deliverables, e.g. a proof of concept/prototype.

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## THE CHALLENGE

PARTNER(S)	SCREAM TEAM	DELIVERABLES