## 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.

*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

<table>
<thead>
<tr>
<th>PARTNER(S)</th>
<th>SCREAM TEAM</th>
<th>DELIVERABLES</th>
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</thead>
<tbody>
<tr>
<td>Add the partner org, name(s), role(s), contact details, and availability of each partner.</td>
<td>Add the names, expertise, role, contact details, and availability of each team member.</td>
<td>State the expected deliverables, e.g. a proof of concept/prototype.</td>
</tr>
</tbody>
</table>
PROJECT BRIEF TEMPLATE

PROJECT:

PROJECT BACKGROUND

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

THE CHALLENGE

PARTNER(S) | SCREAM TEAM | DELIVERABLES