

MISSION & VISION

YouthfulCities is on a mission to make the world's cities a better place to live, work, and play for the younger generations. They connect change agents to the right networks, information, and tools in order to make cities more sustainable. This is achieved through engagement with the 6 youthful values.

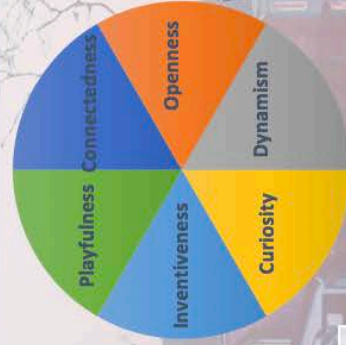
ROLE

Project lead for a Toronto Youth Housing Strategy, incorporating research on YouthfulCities' 10 Urban Housing Imperatives: sustainability, accessibility, cost, transport, public space, safety, diversity, employment, mental health, and engagement.

MAIN PROJECTS

- Research** (May)
- Conducted research on YouthfulCities' 10 Urban Housing Imperatives through public sector data and scholarly sources in order to understand intersections and research gaps.
 - Analyzed and organized the data for use in marketing and webinar projects.
- Marketing** (June)
- Wrote copy for YouthfulCities' website, including the housing project landing page and blog articles, for the purpose of enhancing the company's brand and event promotion.
- Webinar** (July)
- Planned a set of youth housing webinars for the cities of Toronto, Vancouver, and Montreal.
 - Applied for two School of Cities grants for webinar funding
 - Outreached via phone/email to partner organizations and youth organizations to secure panelist speakers and target audiences.
 - Post-internship: designed, organized, and facilitated Toronto webinar event in conjunction with Masters research course, held Sep 3, 2020.

THE 6 YOUTHFUL VALUES



KEY TAKEAWAYS

- Much of YouthfulCities' revenue comes from corporate sponsorship and government funding for conducting primary research and financing of projects, including youth summits
- Limited working capital, small staff size (often contract), budget constraints, and short-term project deadlines create unique challenges in coordinating large youth-led initiatives.
- Connecting different organizations (private, public, and non-profit sectors) is challenging but essential for solving issues of sustainability.
- Affordable housing is not just an economic issue, but a social and environmental one as well; all YouthfulCities' projects seek to address these intersectional aspects.
- Housing unaffordability is deeply rooted in socioeconomic inequality, which disproportionately affects queer, trans, Indigenous, and racialized communities.

REFLECTIONS

- Youth (age 18-29) comprise **23%** of Toronto's population.
- Youth not living at home spend on average **46%** of their income on rent.
- **30%** of youth believe they will never be able to buy a home.
- The question going forward: **Should home ownership be the end goal for today's youth, or is this no longer a sustainable option, from an economic, social, and environmental perspective?**

