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Tous Besoins



« L'application de
tous vos besoins »

DONATE TODAY AND HELP BUILD
SOMEONE'S TOMORROW

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**YOUR
KINDNESS
COULD
HELP.**

DONATE NOW AND
MAKE A DIFFERENCE.



Problem

Homeless people and other people in need do not always have access to primary needs such as shelters, food or infrastructures for hygiene or health. In 2019, in France, the Insee numbered 200 000 people living without a home or in the streets. The majority are between 30 and 50 years old. Because of their precarious situation, they do not have access to primary health care, causing thereby a mortality due to usually treatable illnesses like diabetes, malnutrition, hypertension or anemia. Moreover, they often suffer from loneliness and lack of social interactions. Each day, unfortunately, there are more and more people in the streets and the 115, the number for emergency calls for social needs, is beginning to be overwhelmed.

Proposed concept

As described in the previous section, we can see that homelessness is a real problem in the Ile-de-France region. Over time it has been increasing and we have come up with a solution for it. The solution is through an app called Tous Besoin (TB). As can be deciphered from the name, this app is a one-stop-shop for all needs a homeless person might have. The 4 major sectors of this app would be Health, Security, Food & daily needs and Jobs. The constraint we deal with is that most homeless people do not have a smartphone to use this app.

As a result of this constraint, we have come up with a solution to installing this app in booths. These booths can be pictured of like the ones you see in the Metro stations in Paris for the “Navigo Rechargement.” It will be strategically placed in bus stops, metro stations, railway stations, grocery stores and high-risk areas like Gare Du Nord and the like. It would be a safe space for homeless people to go to when they need to get any sort of help.

The app starts with a registration form. The homeless people would go to the booth or the app, if they have access to smartphone. They can register with a username that they create which is unique to them, in case they do not have an identity card or a phone number. Post-registration, this app would guide the person to four main sections as mentioned above. If he/she needs any sort of medical attention, there would be options for calling the emergency number directly from the app. Alternatively, if they feel that their safety is at stake, they can press on the police button to get help. The cops would be able to track the location of the person on the basis of the booth they have been calling from. The third section would be the grocery store. This tab would help the homeless person to locate where they can get cheap/free groceries or food. The app would also include addresses of restaurants where the homeless can go after 11 pm to get the leftover food for that day. Finally, let us look into the job section. This section would incorporate the jobs that are available to homeless people. Majorly it would be menial jobs for which there is not much demand. It would also contain information about government conducted seminars and workshops where they can get some life skills and be able to have some market-worth.

Tous Besoin would be a pathway for the homeless to start getting a decent life. It would be a much superior alternative to begging.

➤ *Usefulness of the app for associations and individual's initiatives*

The app has two uses. First of all professional: the app offers associations a kind of improved intranet, which allows them to communicate, observe on a map the marauds of a sector in real time to coordinate and have a better understanding of the immediate needs of the homeless population. Then, in the social dimension, this application will remove the barriers of solidarity. In particular because it

will make it possible to join actions without being at the initiative and to be in a relationship with a homeless person. Individual, such as shop owners, can create and share their voluntary initiative to help the homeless.

➤ *Why would grocery stores want to have this booth?*

It is quite understandable if one has this question. It is not logical for grocery shops or any kind of shop to have this booth set up within their premises. It would incur a heavy influx of homeless population towards that shop which might drive away customers. However, we suggest that the government provide a tax break to the shopkeepers who agree to set up these booths within their premises. We would also put up a sign showing that the shop is part of the initiative, to show to customers that shop owners care about local issues and to indicate the booth for people needing it. In this way, the shopkeeper is motivated to set a booth up and both parties are benefitted. Moreover, this would allow homeless people to get in touch with kind-hearted citizens of the area.

➤ *More features of TB*

The app would be primarily written in French to suit the needs of the not so fortunate people. However, it is very well known that a lot of the homeless population do not speak French and hence would not be able to make the best use of the app. Therefore, the app would also be available in English and Arabic to suit the needs of the homeless.

As of now, there is no one-stop-shop that is available for homeless people. TB is innovative in that nature because it really takes into account all the problems that these people face and tries to provide a holistic solution to the problem. The novelty of the idea lies in the fact that modern technology would be used to solve a problem which has plagued the French society for a long time.

The solution would be effective because it addresses the needs that these people face on a day-to-day basis. It caters to their career aspirations, their immediate needs, their health needs and provides a solution for each of these problems. As of now, there is no point of comparison because such a solution has not been implemented in other parts of the country. The scope is enormous because, if this successful, the app could be used in other major cities in France where homelessness is a major problem like Lyon and Marseille.

Expected Positive Impacts

The project intends to tackle the main life shortcomings that stem from being homeless. Homeless people are exposed to health issues, insecurity issues, extreme unemployment. They also lack basic needs including food, water, warm cloths, hygienic products. 56% of homeless people face mental health issues and 72% long term physical health issues.

The app and booths make it possible for them to benefit from medical assistance, going from psychological support to medical care and emergency care. They will also be able to get medical and hygienic products from pharmacy and grocery stores. This aims to reduce the intensity of the health problems they endure and to prevent some homeless people to develop mental health problems and long term physical damages. This strategy both prevents risks and heals damages.

According to a recent study by IDF Mobilités and Région Ile de France, 2 500 homeless people using metro stations as a shelter have been identified throughout 2018. They are very exposed to addictions : 21% of them drink daily, and one out of four have used drugs in the past year.

The 115 has a very high rate of negative responses concerning request for shelter: 75% of negative responses in Paris, 83% in Seine-Saint-Denis. We expect to reduce this number to 50%

maximum in both Paris and Seine Saint Denis, by mobilizing more shelters and associations and make it easier to reach the 115.

Paris counts around 1200 grocery shops, including 110 “popular shops” for small budgets. We intend to partner with these 110 popular shops and with, in the first year, 200 grocery shops. This number will increase as the positive impacts of the partnership will start to be proven. With those 300 shops helping homeless people, around the whole city, at least 600 of them will be able to benefit from the leftovers and products everyday.

Homeless people are facing everyday insecurity, several of them died in the past years after being beaten aimlessly by people, others telling how they have been beaten too several times. This exposure adds a huge pressure on their mental and physical well-being. The app will allow them to contact emergency numbers or the police to get help 24/24 and then to be taken care of.

Concerning jobs, one out of four homeless had a job in 2017 according to Insee. But it does not protect them from extreme tenuousness. The app will enable homeless people to access more jobs, compare revenues, and work with dignity. By creating a direct platform between employers and homeless, monitoring jobs will go to the hands of the homeless themselves and empower them. We intend to partner with 50 institutions including public institutions (Mairie de Paris, Mairies in Seine-Saint-Denis, RATP, etc.), local shops, industries for them to publish job vacancies. This will enable a minimum of 100 homeless to get a job every month.

Major risks and actions to reduce them

First, with the emergence of digitization, and the desire to solve all problems through the use of technology, some may fear a risk of social assistance being used. It is a question of returning to the primary purpose of the application, in particular the saving of time. Despite the many disadvantages of technology, we cannot ignore the time and therefore money savings it can bring. With this app, and thanks to the democratization of smartphones, associations and individuals can locate, help or find help in no time. In addition, this phenomenon of digitisation of help already exists, particularly on social networks. Whether on Twitter, Facebook, many pages ("Solidarité SDF", "Une Main Tendue aux Sans Abris") or hashtags (#AdopteunSDF) are available to the homeless and people who want to help. We interviewed a woman helping the homeless anonymously, who explained that she had always "done this (asking for help or helping through social networks), but at her low level through social networks". She asks the homeless what they need and posts a Facebook message. At the moment, she is caring for a 27-year-old girl who lives in a basement. Her Facebook request has 50 shares. Entourage will help "industrialize" these initiatives.

Another problem that may arise from the implementation of this application is the current political context. Indeed, the app could be misused by extreme right-wing associations. An unsympathetic town hall opposed to aid for the homeless in its wealthy neighbourhood, could misuse them.

We could send the cops to the homeless instead of the social samu for example. On the other hand, this information can be misused. For example, if I'm a real estate agent, I'm interested in knowing which streets the homeless are on. The solution we propose is to have associations and partner organisations wishing to join the application sign a mandatory charter, which clearly stipulates the rules and prohibitions. This charter will also explicitly list the blocking criteria. Moreover, regarding malicious associations, they would not do more damage with the application than without it. What we can do at our level is to set up a system of effective daily monitoring of the actions, people assisted and partner organisations that have participated.

Out of ignorance or under the guise of benevolence, we can wonder about the ethical problem that this type of application generates. Indeed, although anonymous, the position and information concerning the person identified as street person are recorded on the application and can be recorded without his consent. For these reasons, some voices may be concerned about the abuses it may cause. For example, in the United States, an openly repressive application called "New York Map the Homeless" allows homeless people to be photographed and located on a map before adding their description and behaviour in the form of hashtags. The application then allows you to define on a map of the areas with a high concentration of homeless people.

Our aim is to change the way people view homeless people. The general public version will allow users to create a network of relationships and respond to identified needs.

The Law of 2 January 2002, renewing social and medico-social action, aims to place users at the heart of the measures by reaffirming their rights. The implementation of an application not subject to the person's consent constitutes a danger by the circulation of their personal information, and which, for the most part, do not possess the mastery of technological tools of which they themselves are deprived. If the law shows the priority given to a user-actor in his or her journey, the creation of this system does not mention consultation with the first parties concerned.

We are aware of and sensitive to data issues, and we do our best to participate in this invasion of privacy. With regard to the protection of the information collected, we ensure that the data is encrypted and that it is only accessible by the person who entered it. What we want to set up is a consent request for the recording of personal data. Indeed, in our case, the data recording can be used to safeguard the person's vital data, needs... Otherwise we undertake not to record any personal information concerning the homeless person and the user. The action remains anonymous. The locations are temporary and disappear after 8 hours if no action can be taken.

Deployment strategy and major milestones

Our first step would be to pitch our idea to actors in order to **find funding**. Funding will be detailed further in this document. Once funding is acquired, we would have to organize our **logistic**. This means we would hire people to help us develop further. We would be recruiting one person to pitch the idea with us and help us prepare our meetings. We would also hire well trained IT people to help us set-up the app and the booths. At this step, we might try and rent an office to have a place for our team to work and to hold meetings in. Our staff would start to work on the creation of the app.

Then, we would **discuss our concept with associations and government agents**. This is a necessary step for us to make sure our app is useful and appropriate to the needs of the people who will be using it. We would also make sure our app will be used by associations and the government, pitching in how it would help them.

After this, we would have all the tools we need to fully **finish developing the app**. We would also **meet with shop owners and members of Paris City Council** to make sure we can install booths in the street or in shops. This is an important step for us to make sure we have strong partnership with the people who are going to help us implement the app. We would explain to them what they could gain from working with us. From there, we have to develop effective communication channels with them.

Once we have secured partnership and authorizations, we would start a **testing phase**. This means that our booths would be available for testing in one or two districts of Paris and Ile de France. This will help us detect what works and does not work with our app and work it out. From there, we will start a **communication phase**. We would take part in marauds to explain homeless people what would change for them using our app and how to use it, announce our launching date and send out detailed guidebooks to our partners. Our marketing campaign would aim to enroll individuals to launch

initiatives for homeless people and shops to join our network. We would **install booths in all of Ile-de-France**. We would then, officially, **launch our app**. From there on, we would work on fixing issues, involving as many homeless people, shops and associations as possible. If it is a success, we would **think of expanding our app to other French cities or abroad**.

ROI analysis

Each booth has to be designed, constructed and installed. We estimate the cost of each booth at 500€, with an economy of scale of 10% in total if we implement 200 booths. This will cost 90 000€ to invest at the launch.

For the app, we will hire designer, developer and social professionals (sociologists and people with a career in associative organisations) who know how to implement strategy to target homeless people. The designer and the developer will be paid 3 000€ each for the design of the app. It will be a single mission. Social professionals will be remunerated at 2 500€ each and it also will be a mission with a pre-determined term. They will be 3. At the launch this will in total 13 500€ to launch.

We will then hire 2 persons in charge of Public Relations, finding partnerships, convincing shops of the benefits of a partnership with TB. This will be a cost on the long run since these people will continue working as long as TB exists. We estimate this cost at 4 200€ a month. 2 social professionals will work with us to monitor the impact of TB. This will cost us 5 000€ a month. Our team is composed of five members: our earnings will depend on the return on investment from TB.

ROI	Investment	Long Run
Costs	90 000 + 13 500 + 4 200 = 107 700 €	4 200 + 5 000 a month (salaries) = 9 200 €
Benefits	Fundings from - Mairie de Paris: 20 000€ - Préfecture of department of Ile de France: Seine-et-Marne (77) : 10 000€ Yvelines (78): 15 000 € Essonne (91): 10 000€ Hauts-de-Seine (92): 10 000 € Seine-Saint-Denis(93) : 20 000€ Val-de-Marne (94) : 5000€ Val-d'Oise (95): 10 000€ -Ministry of Intérieur: 30 000€ Total = 130 000€	Benefits on the tax exemption that shops benefits from when partnering with TB. Expectation at 10 000€ a month minimum

Organization

Sponsors of the projects:

- Mairie de Paris

- Préfecture de Paris (involved in homelessness issues with the BAPSA = Brigade d'Assistance aux Personnes Sans Abris)
- Samu Social
- Mairies d'arrondissement
- Préfecture d'Ile de France et mairies d'Ile de France
- Fondation Abbé Pierre
- Entreprises with philanthropic projects to contact

These institutions will sponsor us as homelessness is a prevalent issue where they operate.

Partners:

- Grocery shops in Paris
- Insee (to know more datas about homelessness)
- Croix-Rouge Française
- La Banque Alimentaire
- Armée du Salut
- Médecins du Monde
- Restos du Coeur
- RATP

From all these partners, we will gain returns from experiences, advisory, information, help.