

Housing exclusion and responsible communication

Feantsa Conference
2023

Prôvivienda
Con las personas,
por la vivienda


Who are we?



Since 1989, Provivienda has been working so that everyone has **the right to housing under equal conditions.**

Through our association, our goal is to respond to residential needs, especially those **people in the most vulnerable of situations.**

“With people,
for housing.”



155,000
people
housed



67,000+
homes
managed



90+
projects



Present in
15
Autonomous
Communities

Who are we?



MISSION

We offer housing that changes lives and creates community.

We contribute to guaranteeing people's access to adequate accommodation, **managing affordable housing with social intervention.**



VISION

We promote an ethical, social, and non-profit housing provision model.

We want to develop **an alternative housing management model** focused on ethical principles and solidarity, with a social orientation and a non-profit approach.

At Feantsa forum...

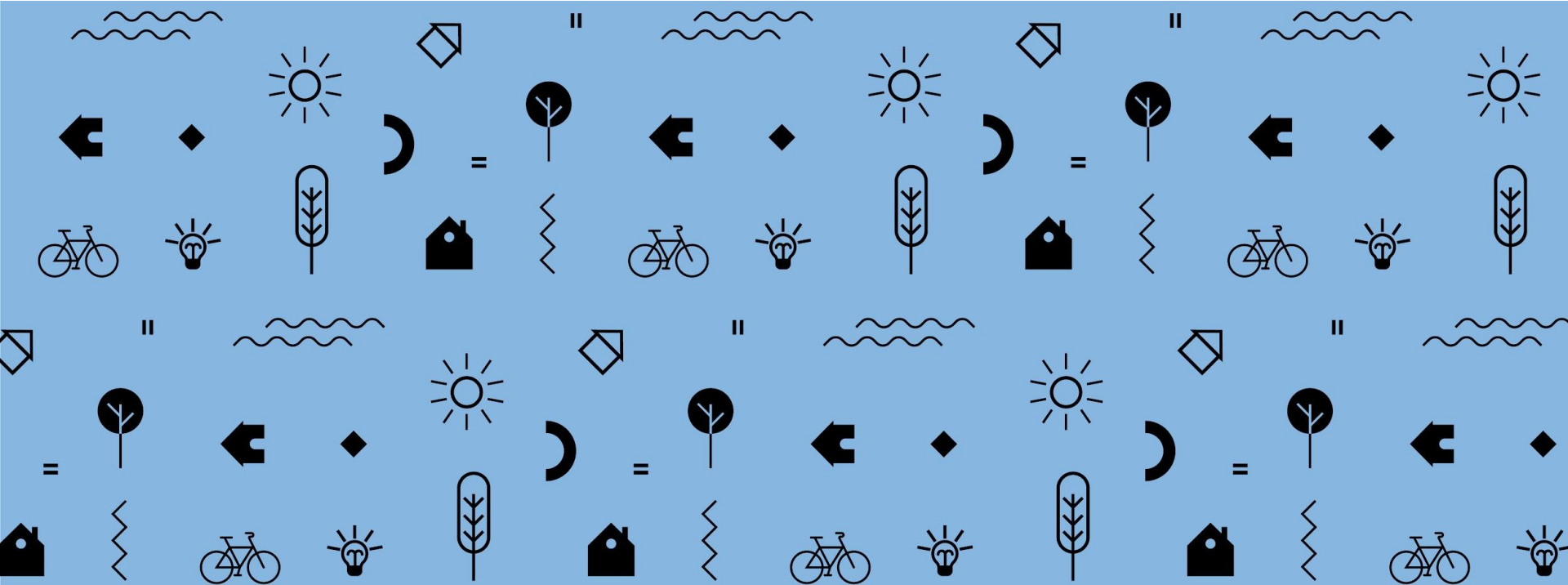


This session will address the question of how to communicate impactfully about housing exclusion without compromising the ethics of our cause.

We will reflect on some of the dilemmas of practice in an increasingly polarised communication context dominated by the political agenda.

01

How important is communication in housing exclusion?



01

A little bit of psychology...



Nurture. We are not sponge Bob:
the ambiente is not everything.



Nature. We we are not born learned:
our biology is not everything.

01 The role of media

The media has an important role constructing our experience of reality.

There is clear evidence of how the mediatic narratives are related to how we feel, think and behave.

- We think in a narrative way: there are heroes, victims and villains in our thoughts. Re-inforces storytelling.
- We use media for approaching realities we are not used to experience: the more distant the news is, the more probable we believe it. Re-inforces stereotypes.
- We used to check news we agree on: Confirmation bias and reaffirmation of speeches and positions. Re-inforces polarization.

01

Mass media and social media



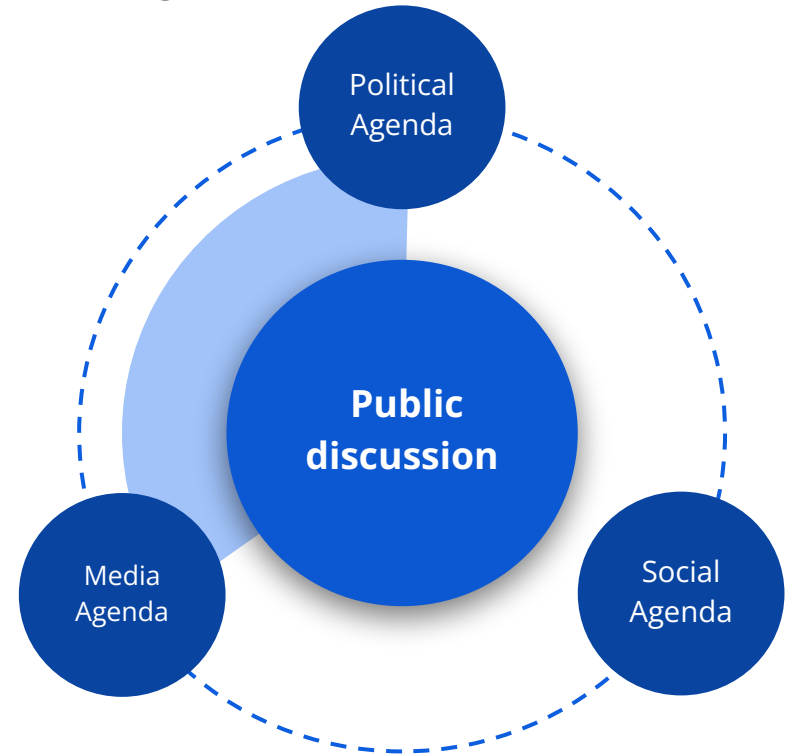
Mass media and social media have a symbiotic relationship that reshape the way media operates:

1. Mass media uses content disseminated on social networks.
2. Social media discusses information that appears on mass media.

...it is both a tool for emancipation and a tool for disinformation

01 Agenda setting theory

1. Political agenda: what is discussed and communicated in the political field.
2. Media agenda: what is discussed and communicated in the mass media.
3. Social agenda: What is important for citizens.



The hybrid nature of social media

01

Housing exclusion and agenda setting



España

CONGRESO >

E Aprobada la primera ley de la vivienda de la democracia que limita la subida de los alquileres

La norma confronta a la mayoría progresista de investidura con la derecha, divide al nacionalismo y supone un hito de la legislatura



- No political problem > Social problem after 2008 crisis > Social mobilization and NGOs advocacy >
- > Media talk about housing exclusion > Housing exclusion appears on political agenda >
- > Housing is one of the 3 more important problems for citizenship.

01

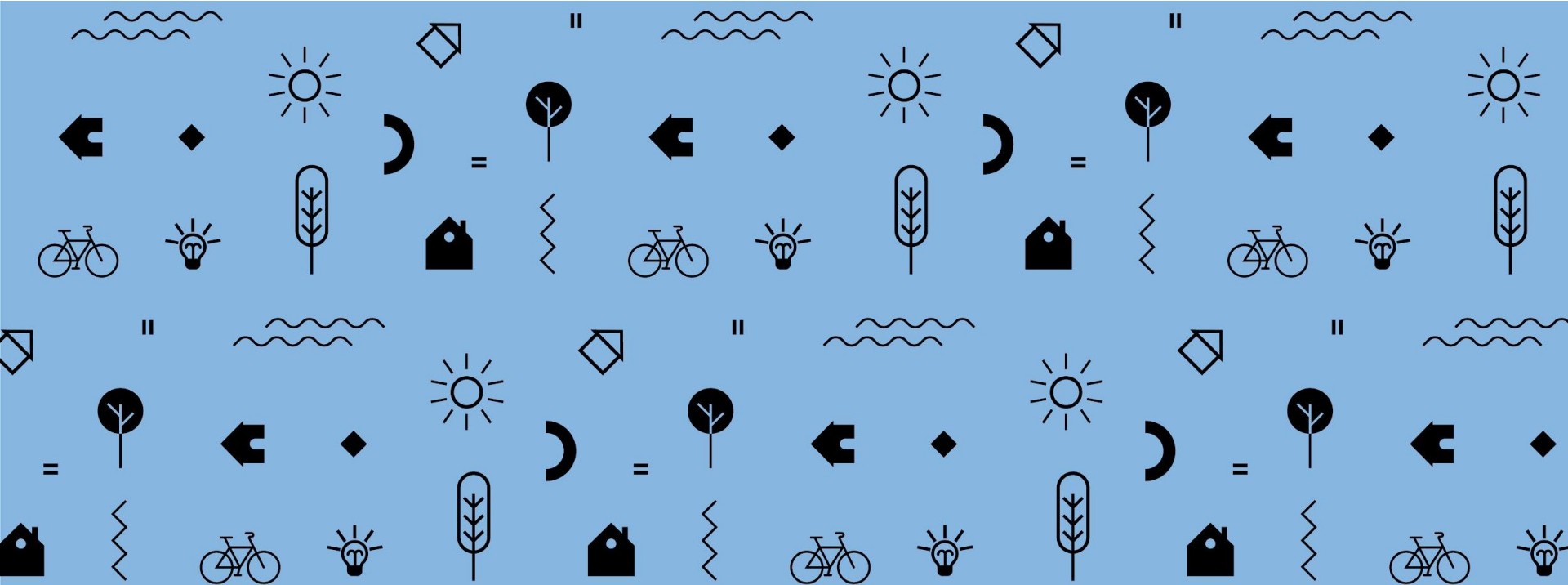
Housing exclusion and agenda setting



The problem of empty homes and unaffordable housing > Political debate and electoral campaign about squatting > Media talk about squatting as one of the main social problems > Single-case generalization > The problem of squatting as a social problem.

02

What is the role of NGOs In the media approach?



02 The role of NGOs

NGOs are an important part of the communication system.

We are an agent that operates in social agenda, but also relates with political and media agenda.

We have a mediation role.

- We are experts in housing exclusion and in housing solutions. NGOs appears as a source on the face in the news.
- Communicate ourselves. NGOs have their own voice in and out their organizations. we also channel our voice through social networks and media appearances.
- Engage with society. NGOs conduct awareness-raising, fundraising and advocacy campaigns.

02

First dilemma

Brand
vs.
Cause

- It is important for the cause to appear in the media, even though this may mean that the ngo's brand is blurred.
- it is important for the brand to be well known in order to generate changes in the public sphere.
- the best way to solve the dilemma is to become a reliable source of information.

02 Second dilemma

Impact
VS.
Empathy

- It is necessary that the message reaches as many people as possible. It is important that the message generates a change in the way we perceive residential exclusion and its solutions.
- It is also needed to respect the dignity of people suffering residential exclusion.
- Empathy is better than pity.

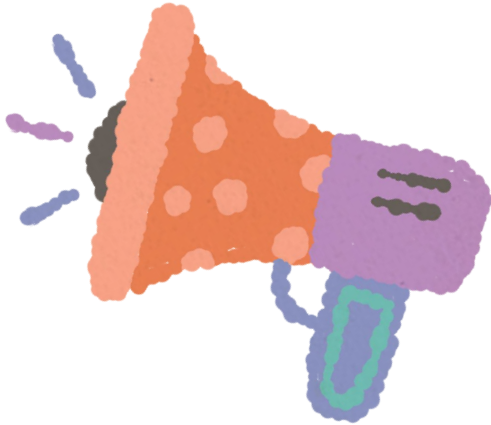
02 Third dilemma

Emergency
VS.
Structural

- Media (and people) answer faster and stronger to an emergency situation, like floods, earthquakes, winter storms, eviction crisis or a pandemic.
- However, it is necessary to communicate that housing exclusion is an structural problem. It is related to policies and financing.
- If we only communicate the emergency, we will hardly engage solutions for the real problem.

03

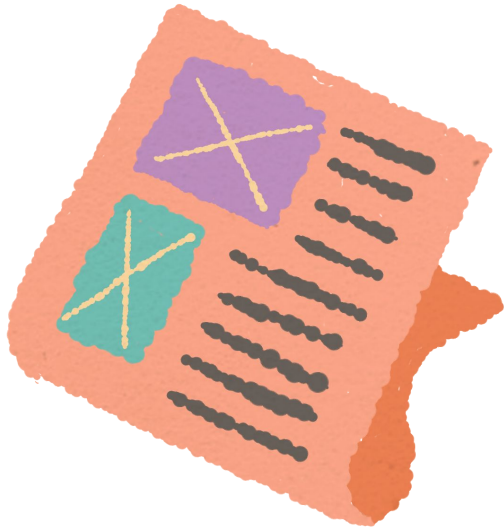
...regarding our contents.



- It is advisable to give up a certain impact in order not to reproduce stereotyped content and information. To get out of the "click" and "like" logic.
- We must focus on the structural problem and the violation of rights. We must, also, provide solutions in our communication.
- We have to respect the dignity of people experiencing housing exclusion and homelessness. It is important to take care about the photos and images we publish.
- It is necessary to break stereotypes (in our practice too)

03

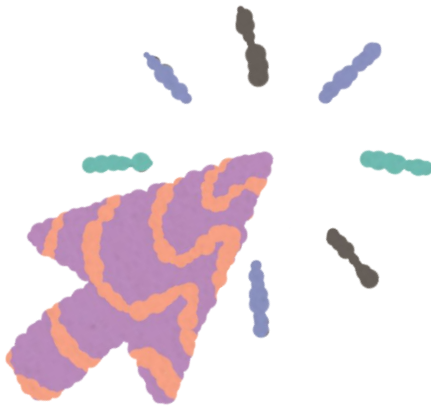
...regarding media.



- Collaborative work with the media in the improvement of their practice. The media are our allies, not our enemies.
- We need to understand the functioning and dynamics of media. Also, we need to be aware of labor precariousness in the information context.
- We have to facilitate their job: data, spokespersons, videos, press dossiers...
- We must become a reliable and specialized source that prioritizes the cause over the brand.
- Well informed and up to date.

03

...regarding our activity.



- Develop awareness campaigns and best practices with the different agents involved in communication mediations. Not only the media, also institutions, schools, other NGOs, etc. .
- We should move towards facilitating the empowerment of affected people by making their case visible. Spokespersons' schools for clients.
- We have to include gender perspective, and other intersectional visions. Inclusive language, images and problems. How this problem affects the most vulnerable?

03 An example to conclude.

“Towards responsible communication in migration and housing. A practical guide for professionals”

We want to offer a support document for those communication professionals and students who have never dealt with aspects related to migration and housing.

Content: legal framework, examples of fake news and how to refute them, recommendations, official data, self-assessment questionnaire, a list of institutions and possible sources.



Thank you!

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