

**Motivational Essay**  
**Masters in Urban Management and Development (UMD)**  
**Institute for Housing and Urban Development Studies of the Erasmus University**  
**Rotterdam**

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Applicants to the Urban Management and Development Master's programme at the Institute for Housing and Urban Development Studies are required to produce a well written original essay with max. 500 words. This essay is to demonstrate your understanding of urban challenges in your city.

To apply for the Urban Housing, Equity and Social Justice (UHES) thematic area, you are required to write about an urban challenge in your city related to housing.

Terms of reference of the essay includes:

**Topic: The urban challenge in your city related to housing**

*{Mention the name of the city}*

**Content:**

- Presentation of one concrete urban challenge in your city relevant to and addressed by Urban Housing, Equity and Social Justice (UHES) thematic area

*Example: equitable access to housing, affordable housing, housing needs and settlement planning, rights and development-based approaches to housing, housing shortage, resettlement, in/formal housing solutions, in/equality, displacement, gentrification, urban renewal, housing finance, slum upgrading, climate change and housing etc.*

- An analyses of the chosen challenge in your city  
*Include facts, data, images, examples (a case or situation) to strengthen your analyses*
- Discussion on how you as an urban manager/ planner/ actor can address this challenge  
*How will you address the challenge and/or what you would like to learn at IHS that would enable you address the challenge faced in your city*

**Our Criteria:**

1. Clarity and relevance of the problem;
2. Logic of the paper and the development of the argument;
3. Originality of ideas;
4. Well-informed (incorporates relevant facts);
5. Clarity on what type of knowledge is sought after at IHS;
6. Writing style (clarity, flow, transitions, grammar, paragraphs, sentence structure).

*Best of luck with the essay. We look forward to welcoming you at IHS!*