

**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 faced in cities.

Terms of reference of the essay includes:

**Topic: The urban challenge of your city**

*{Mention the name of the city}*

**Content:**

- Presentation of one concrete urban challenge in your city  
*Example: Urban poverty, climate change, urban growth and expansion, infrastructure development, informality, slums, community development needs, etc*  
**Make sure your topic is relevant to the specialisation track that you are applying for**
- 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 (to your chosen specialisation track);
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!*