A Casa é Sua

Submitted By: UrbBrasil s.a



Organization Profile

Organization Name: UrbBrasil e Instituto Arjon

Organization Type: Private sector

Website: https://urbbrasil.com.br/projeto-a-casa-e-sua/

Practice Details

Country(ies): Brazil

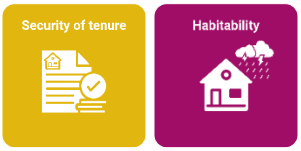
City(ies): Ouro Preto

Start Year: 2024

Ongoing: Yes

End Year: N/A

Main Adequate Housing Components:



Housing Thematic Areas:

- Housing & Informality
- Housing, Land & Spatial Planning
- Housing Data & Monitoring

Relevant SDGs:



UN-HABITAT

Problem & Context

The project A Casa é Sua ("The House is Yours") is an initiative that ensures the right to decent housing for residents of the communities Maracujá, Ribeiro, and Vale Tropeiro.

Its main goal is to promote land and urban regularization in these areas, offering free assistance and all necessary documentation for the formalization of properties.

Through this, residents gain legal security, social inclusion, and official recognition of ownership of their homes.

This action removes bureaucratic and financial barriers, allowing more families to access the basic right to live with peace, respect, and autonomy.

We believe that dignified housing begins with having the proper documentation in hand—this step transforms realities, strengthens self-esteem, and empowers the community.

The entire process is carried out transparently, respecting each individual's story and aligned with institutional values of transformation, sustainability, and positive social impact.

Solution Developed

The housing practice "A Casa é Sua" ("The House is Yours") aims to address the lack of urban land regularization for 800 properties through a technical, legal, and social solution applied directly to consolidated informal settlements.

The target beneficiaries are low- and middle-income families living in unregistered properties, exposed to legal insecurity and urban exclusion.

The objective is to guarantee the right to housing through definitive titling, property value appreciation, and integration of settlements into the formal urban grid.

The solution stands out for its innovative approach: precise geospatial mapping, strategic legal action, community mobilization, and integration of multiple stakeholders (registries, city halls, and associations).

The methodology combines technology, institutional coordination, and social sensitivity, enabling scalable regularization with efficiency and transformative impact.

Implementation

Implementation involved land and social diagnostics, georeferencing, community mobilization, production of property registrations, and legal handling of REURB (Urban Land Regularization) for 800 families, led at all stages by a multidisciplinary technical team.

The stakeholders involved included: property registration offices, city hall (institutional support and document issuance), local associations (community coordination), and residents (voluntary participation).

The process begins with urban-legal planning, followed by field actions, REURB protocol submission, and final titling.

The average timeline is 12 months per settlement.

All resources were fully provided by Instituto Arjon (Arjon Institute).

Enablers & Obstacles

Facilitators:

- Strong institutional coordination by Instituto Arjon was essential. Community engagement, support from residents' associations and city hall contributed significantly.
- Legal frameworks such as Federal Law 13.465/2017 and Provision 142/2025 of TJMG (Minas Gerais State Court of Justice) provided a solid legal foundation.
- The technological infrastructure used (georeferencing and database) ensured precision and agility.
- Integrated action with local city halls was also a key differentiator.

Obstacles:

- Major challenges included the lack of updated public records, initial resistance from some residents, and delays from public agencies in specific stages.
- To overcome these, strategies such as direct communication, community workshops, and legal reinforcement with registries and municipalities were adopted.
- Continuous presence in the territory was crucial to mitigate resistance and accelerate results.

Results & Impact

We are in the final phase of regularizing 900 properties, ensuring legal security, property value appreciation, and access to basic services for low-income families.

Not only is land regularization important, but also health, education, and sports are essential for the community.

With this in mind, Instituto Arjon, acting in urban requalification of the settlements, built, founded, and fully financed:

Escola Ana Pereira de Lima (Ana Pereira de Lima School), directly impacting over 300 students with modern infrastructure integrated into the territory.

UBS do Maracujá (Maracujá Basic Health Unit), which expanded access to essential health services in a previously neglected area.

CT Arjon (Arjon Training Center), which promotes social inclusion through sports, with free training programs and community events.

The impacts go beyond direct beneficiaries: they strengthen the local economy, increase municipal revenue, promote urban mobility, reduce inequalities, and establish a replicable model of urban development based on land regularization, qualified infrastructure, and community leadership.

Replication & Scale Up

The project A Casa é Sua ("The House is Yours") may be extended to other neighborhoods near the current project area, but this is planned for the medium to long term, after the completion of the initial phase.

Infinitely. UrbBrazil has several operations across Brazil, with around 15,000 properties currently undergoing regularization.

Policy Uptake

This housing practice has been fully adopted into formal policy frameworks and legislation, and is being implemented at scale with institutional support.

It is fully aligned with Brazilian legislation, especially Federal Law No. 13.465/2017 and Provision No. 142/2025 of TJMG (Minas Gerais State Court of Justice), which regulate Urban Land Regularization (REURB).

The project operates within existing legal frameworks, with formal protocols established with city halls, property registries, and other public agencies.

Its institutional adoption includes direct support from municipal governments and community associations, which sign technical cooperation agreements for the execution of each phase.

The practice is already being implemented at a national scale, with settlements in Minas Gerais and Piauí.

Lessons & Takeaways

In retrospect, one of the main lessons learned was the importance of initiating more robust social communication efforts from the very beginning of the project.

In some settlements, the lack of clear information led to initial resistance from residents, which delayed certain regularization steps.

We also identified the need for greater prior integration with municipal public agencies, in order to align timelines, responsibilities, and bureaucratic processes.

Note

The original submission was received in Portuguese. An automated translation was prepared using Copilot to enable broader multilingual access.