



Developing Compassionate Workplaces in Europe for the digital and green work environment to protect employees' mental and physical health and wellbeing

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Project Full Name	Short Name	Grant No.
Developing Compassionate Workplaces in Europe for the Digital and Green Work Environment to Protect Employees' Mental and Physical Health and Wellbeing	EU-CoWork	101137223
Interventions to promote mental and physical health in changing working environments due to climate change, sustainable work practices, and in green jobs	INTERCAMBIO	101137149
Promoting positive mental and physical health in changing work environments	PROSPERH	101137256
Situation-aware OrchestratioN of AdapTive Architecture	SONATA	101137507
Healthy Working environments for all Ages: An evidence-driven framework	WAge	101137207

D11.2 Web Portal and Visual Identity

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1 Executive Summary

This report completes Deliverable 11.2: Web Portal and Visual Identity (D11.2) for the Workplace Innovation for Sustainable Well-being Cluster (WISEWORK-C). D11.2 is the second deliverable for the WISEWORK-C Communications Working Group and led by PROSPERH.

WISEWORK-C is the cluster of five projects funded by the call: **HORIZON-HLTH-2023-ENVHLTH-02-02** “Evidence-based interventions for promotion of mental and physical health in changing working environments (post-pandemic workplaces)”.

Projects in WISEWORK-C share the collective goal of developing evidence-based interventions that promote both mental and physical health in changing work environments, considering also the needs of workplaces in these post-pandemic times. We work together to identify ways in which we can support one another to achieve our respective project objectives and further, strive to meet our shared objectives (see below).

A key component of working together has been to develop a shared visual identity, social media and web portal through which WISEWORK-C creates an outward facing and public presence. This report outlines the approach taken in developing the web portal, social media and the visual identity and shares the results.

2 Introduction & Background

The policy challenge that WISEWORK-C projects responded to in their proposals and subsequent successful funding relates to the twin transition of digital and green that has resulted in rapid changes to our workplaces, how we work, where we work, and how we manage and lead organisations. These changes can impact our working conditions, income, health and occupational safety for both skilled and unskilled workers.

Mental health and ergonomic-related problems affect a significant number of EU workers – it is this challenge, in the context of the twin transition and post-pandemic workplaces, that we each strive to address in our projects. In addition to addressing these challenges individually in our projects, WISEWORK-C as a collaboration seek to meet the following goals and strategic objectives:

Goals

- Promote the benefits of addressing mental and physical health in workplaces
- Develop and test a range of evidenced-based interventions addressing mental and physical health in workplaces
- Influence policy and decision makers to take greater action in addressing mental and physical health affecting EU workers, leading to more sustainable workplaces
- Inform via scientific findings, the future development and implementation of mental and physical health practices for workplaces

Strategic Objectives

- Cross-promote our projects
- Address common areas of practice
- Collectively influence policy and decision makers with our project findings
- Maximize use of public funding

Our visual identity, social media and web portal have been designed to reflect this challenge and how the five projects in WISEWORK-C individually and collectively are addressing it.

D11.2 delivers:

- Visual identity: project name, logo and colour scheme
- Social media: LinkedIn and shared hashtag #wiseworkc
- Web portal: www.wisework-c.eu

3 Approach

In this section of the report, the actions taken, and considerations related to the conceptualisation and development of the visual identity and web portal are outlined.

3.1 Joint Visual Identity

As required by the cluster Modalities of Implementation document and the associated deliverable (D11.2), the joint visual identity of the cluster is to include the cluster name, acronym, a logo and templates for shared and public documents and presentations.

3.1.1 Name

During our first meetings as a group, we discussed potential names for the cluster, before voting and determining that the cluster would be named:

WISEWORK – C: Workplace Innovation for Sustainable Well-being Cluster

This name reflects the core elements of each of the five projects, being that our projects all focus on the workplace, are developing innovative solutions that seek to address the overall well-being of employees (whether mental and/or physical) and with the added support of the cluster, all projects are focused on developing sustainable solutions and findings.

3.1.2 Logo and Branding

Three different logos were developed by Pintail Services (PROSPERH Project Partner) for consideration of the other four projects in WISEWORK-C, see Figure 1 below. The three logos were discussed, from which it was agreed that the style of the first two logos were preferred. Further, the idea to have the first version of the logo with one colour from the colour palette of each of the five projects was proposed, to truly show the collaboration.



The stylized W, formed by interwoven paths, not only represents the cluster name but also emphasises the collaborative approach and unity of the five projects.

Five intertwined, colorful strands symbolise the unity of the five projects within the cluster. The use of vibrant, lively colors reflects the positive outcomes expected from this collective effort.

This abstract form uses clean lines and bold colors to represent the letter W. The vibrant palette conveys energy and diversity, with each of the five colors symbolising one of the five projects within the cluster.

Figure 1 – First WISEWORK-C draft logos

The second version of the logos (Figure 2) was then shared with all five projects for a vote, see below.



No. 1 updated to use the colours from No. 2.

No. 1 updated to use colours inspired by the five project logos.

No. 2 updated to use colours inspired by the five project logos.

Figure 2 - WISEWORK-C logos shared for a vote

Partners voted and the second logo presented above in Figure 2 was chosen. This logo features a stylised W, formed by interwoven paths, that not only represents the cluster name, but also emphasises the collaborative approach and unity of the five projects.

Once this logo was approved, given it had been based on the colours of each project, rather than being an exact match, the logo was further tweaked to ensure all five projects were clearly reflected.

The colour palette of WISEWORK-C is provided below in Figure 3, as is the link between the colour of each of the five projects and the cluster logo, in Figure 4.



Figure 3: WISEWORK-C Colour Palette



Figure 4 – Alignment of project colours with the WISEWORK-C logo

The logo and colours dictate the cluster website's 'look and feel' and the colour scheme will be reflected in other associated materials. Presentation slides, policy and newsletter templates with branding were then created and provided for all WISEWORK-C project partners in the cluster's Dropbox.

3.1.3 Social Media

WISEWORK-C will be present in social media via two strategies: via a shared hashtag that will be utilised across all five projects on their social media channels; via its own LinkedIn page.

The decision, in addition to its own LinkedIn presence, to use a hashtag to jointly promote WISEWORK-C enables the cluster to leverage the multiple channels of the projects and allows for greater cross-pollination across our collective social media channels. The hashtag is:

#WISEWORKC

An overview of the project social media channels which will promote this hashtag is provided below:

Project	LinkedIn	X/Twitter	Other
WAGE	https://www.linkedin.com/company/wageproject/	https://x.com/WAge_EU	
EU-COWORK	https://www.linkedin.com/groups/13017118/		
PROSPERH	https://www.linkedin.com/company/prosperh-project-eu/	https://x.com/PROSPERHEU	Youtube to follow
INTERCAMBIO	https://www.linkedin.com/company/intercambio-project-eu/		

Project	LinkedIn	X/Twitter	Other
SONATA	@sonata-horizon	SONATA_horizon	Mastodon: @SONATA_horizon Instagram: @sonata_horizoneu YouTube: @SONATA_horizon

A LinkedIn page has been established (<https://www.linkedin.com/company/wisework-c-cluster/?viewAsMember=true>) and will be promoted to gain followers via the five existing social media channels of the projects. Content for social media will be branded via templates, with the goal of one post per week, a schedule for which will be developed by the Communication and Dissemination Working Group.

WISEWORK-C Cluster
Workplace Innovation for Sustainable Wellbeing Cluster
Research Services · 28 followers · 11-50 employees

[1 Message](#) [✓ Following](#) [...](#)

Home **About** Posts Jobs People

Overview

WISEWORK-C is a Cluster of five projects funded by the same call within the European Union's Horizon Europe Research and Innovation Programme. Our projects are:

- WAge: Healthy Working environments for all Ages
- EU-CoWork: Developing Compassionate Workplaces in Europe for the digital and green work environment to protect employees' mental and physical health and wellbeing
- PROSPERH: Promoting positive mental and physical health in changing work environments
- INTERCAMBIO: Interventions to promote mental and physical health in changing working environments due to climate change, sustainable work practices, and in green jobs
- SONATA: Situation-aware OrchestratioN of AdapTive Architecture

The WISEWORK-C projects share the collective goal of developing evidence-based interventions that promote both mental and physical health in changing work environments, considering also the needs of workplaces in these post-pandemic times.

We work together in this Cluster to identify ways in which we can support one another to achieve our respective project objectives.

Website
<https://www.wisework-c.eu/>

Figure 5: WISEWORK-C LinkedIn page

3.1.4 Website

Central to the visual presence of the WISEWORK-C cluster is the common web portal, this has been developed by Pintail Services, in collaboration with the communication leads (Communication and Dissemination Working Group) and Project Coordinators for each of the five projects.

The website will be hosted by Pintail Services throughout the life of the cluster and kept up to date and continually improved via the Communication and Dissemination Working Group.

The website can be found at: www.wisework-c.eu .

The timing of this deliverable required that the WISEWORK-C website be live by end of September 2024, however given the launch event on 4 July 2024 in Porto, Portugal, it was agreed that a single page website would be published before the launch event, enabling interested parties to be directed to it.

The first, single page website, included a brief statement about the cluster, the call it came from, promoted the launch and how to register and gave a brief introduction to each project. This single page included the EU Emblem and acknowledgement statement. This is shown below in Figure 6.



WISEWORK-C

Workplace Innovation for Sustainable Well-being Cluster

The five projects in WISEWORK-C are each developing evidence-based interventions for the promotion of mental and physical health in changing work environments.

More about WISEWORK-C coming soon!

About WISEWORK-C

The five projects in our Cluster are funded by the same call within the [European Union's Horizon Europe Research and Innovation Programme](#) and run between 2024 and 2026.

We share the collective goal of developing evidence-based interventions that promote both mental and physical health in changing work environments, considering also the needs of workplaces in these post-pandemic times.

We work together in this Cluster to identify ways in which we can support one another to achieve our respective project objectives.

Our collective challenge

The twin transition of digital and green has resulted in rapid changes to our workplaces, how we work, where we work, and how we manage and lead organisations. These changes can impact on our working conditions, income, health and occupational safety for both skilled and unskilled workers.

Mental health and ergonomic-related problems affect a significant number of EU workers – it is this challenge, in the context of the twin transition and post-pandemic workplaces, that we each strive to address in our projects.

 WAge	WAge Healthy Working environments for all Ages: An evidence-driven framework	WAge will pave the way to an integral use of evidence within transsectoral developers and policy making, by modelling the complex interactions between work environment risk factors in different age groups and the range of frameworks and interventions for potential solutions. WAge will identify how processes are undertaken to define problems, apply evidence, and select solutions through strong stakeholder representation. Evidence on the impact of physical and mental health risk factors will be collected using state-of-the-art methods and analysed and synthesised in the context of age differences.
 		
 EU-CoWork	EU-CoWork Developing Compassionate Workplaces in Europe for the digital and green work environment to protect employees' mental and physical health and wellbeing	EU-CoWork's ambition is to develop an evidence base for and subsequently develop, test and evaluate a novel Compassionate Workplace Program in Europe to leverage the positive impacts and existing assets of workplaces and mitigate the negative impacts and challenges of the new way of working for the mental and physical health and wellbeing of employees based on end-of-life experiences such as loss, grief, dying, death, serious illness and care giving and other colleagues.
		
 PROSPERH	PROSPERH Promoting positive mental and physical health in changing work environments	PROSPERH is a groundbreaking project that aims to improve physical and mental health in workplaces by developing and validating the multi-level PROSPERH intervention, delivered via the PROSPERH Portal, in Albania, Austria, Denmark, Germany, Hungary, Ireland, Kosovo, The Netherlands, Portugal, Spain and Turkey. Our mission is to launch a comprehensive Portal with tools and supports, tailored to our target sectors, that will help transform rapidly evolving workplaces into health-promoting environments.
 		
 INTERCAMBIO	INTERCAMBIO Interventions to promote mental and physical health in changing working environments due to climate change, sustainable work practices, and in green jobs	The aim of INTERCAMBIO is to promote worker health in the context of climate change and the green transition.
		
 SONATA	SONATA Situation-aware Orchestration of Adaptive Architecture	SONATA addresses the disorientation of workers about their workplace design by implementing architectural adaptive technologies on a personal scale, and by evaluating their impact. The EU-funded four-year project aims to provide evidence-based recommendations on how architectural adaptation enhances human health and well-being in hybrid workplaces.
 		

 **Funded by the European Union**

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Health and Digital Executive Agency (HDDEA) Horizon Research and Innovation Actions. Neither the European Union nor the granting authority can be held responsible for them.

WISEWORK-C media contact: [@Shirley O'Connor](#), [PROSPERH project](#)

Figure 6: Single page WISEWORK-C website as launched early July 2024

The full website was developed between May-September 2024, with PROSPERH coordinating the development with the support of the Communication and Dissemination Working Group and all project partners by way of providing input and approving the overall structure.

The initial full website includes:

- Home/Landing Page (Welcome to the website, overview of the cluster, its objectives and the five projects)
- About Page
 - Our collective challenge

- Our goals
- European Policy Background
- One page for each project, including key information about the project and contact, with links to social media
- Resources (will be populated as they become available)
- Publications (including two key publications that informed each of the five projects as a starting point, to be populated with publications of the projects/cluster as time progresses)
- Contact information (linking to Co-Coordinator for that year plus each project)
- EU Emblem and Funding Acknowledgement/Disclaimer
- Privacy Policy
- Links to cluster LinkedIn (note social media for each project is linked on their separate pages)

Content published on the website is overall, tailored for the general public. The website and social media communication will be simple, relevant, and factual. Technical and often complex scientific information is translated into a language that is simple to understand, reinforced with evidence, and illustrated with supporting media and images. Additional pages will be developed as the cluster progresses, reflecting for example the working groups. Further plans include:

- Early Career Researcher page – page sharing ECRs of each project to enhance collaboration
- Working Groups

Due diligence will be carried out before the publication of resources online (web pages, news items, social media) to ensure that intellectual property (IP) and potential publications are protected.

3.1.5 Technology



The project website uses the WordPress content management system (CMS). Over 40% of websites use this powerful platform,¹ which has enabled us to build a project-specific theme, implement good search engine optimisation (SEO), and build a site that works on a multitude of platforms and devices (across multiple browsers and on devices such as desktops and mobiles). WordPress is an industry standard and is easy to use, meaning that new pages, news posts, and other media can be shared rapidly, all the while conforming to the project theme and working responsively. Regular and automatic back-ups of the site and associated database ensure that the site has good fault tolerance and availability and can roll back where necessary.

The site is hosted by Anu hosting services on the cloud.² Anu is a well-trusted and mature internet-service provider. They guarantee good availability, ensuring minimal downtime. The EU domain name wisework-c.eu was registered to give us a European identity and signifies that this is a cross-border project connected with the European Union.

3.1.6 Website updates

Design, development, and maintenance of the project website is the main responsibility of Pintail Services (PT), project partner in PROSPERH. The team at PT have significant experience with web development, with a particular focus on designing and maintaining sites for European-funded research

¹ <https://wordpress.org/>

² <https://www.anu.net/>

projects. PT will update the website content regularly throughout the project's lifetime, with all partners featuring and contributing content.

To ensure that it reflects the current project status, the website will be reviewed at each Coordination Meeting. Projects are also encouraged to send project news, as and when they become available. In addition, regular 'calls for news' will be made by the Communication Working Group.

3.1.7 Analytics

Google Analytics³ will enable us to monitor and track our visitors. This important tool enables us to assess the impact of news articles, and the number of visitors to the site, their locations, and the platforms they are on. Understanding our visitors, their behaviours, and where they come from means that we can understand the extent to which our online communication is effective. Google Analytics, in particular, provides a simple toolkit for customising reports, is free, carries out automated data collection for the site, and has extensive documentation.

3.1.8 Privacy Policy

The website includes a Privacy Policy as required, providing information about:

- Who we are
- What personal data we collect and why we collect it
- What data is collected when you are on the site (including analytics and cookies)
- Who we share your data with
- Additional information (as required) about links to LinkedIn, Youtube and Twitter/X and Zenodo
- Ability for the user to not accept any third-party content

3.2 EC Guidance

The online assets comply with the Grant Agreement (Article 16 (Intellectual Property Rights), Article 17 (Communication, Dissemination and Visibility)) and the EC Charter for Researchers (Dissemination, Exploitation of Results). They are also informed by the Horizon Europe Communication guidance⁴ and the Horizon Europe Social Media Guide.⁵

³ <https://analytics.google.com>

⁴ <https://op.europa.eu/en/publication-detail/-/publication/41da9b1e-1c45-11ed-8fa0-01aa75ed71a1/language-en/format-PDF/source-264404113>; https://rea.ec.europa.eu/communicating-about-your-eu-funded-project_en

⁵ https://ec.europa.eu/info/funding-tenders/opportunities/docs/2021-2027/horizon/guidance/social-media-guide_he_en.pdf

4 Results

The following section provides visual evidence of the main elements of the online assets, noting full access is available via the live website at www.wisework-c.eu

4.1 Logo and Branding

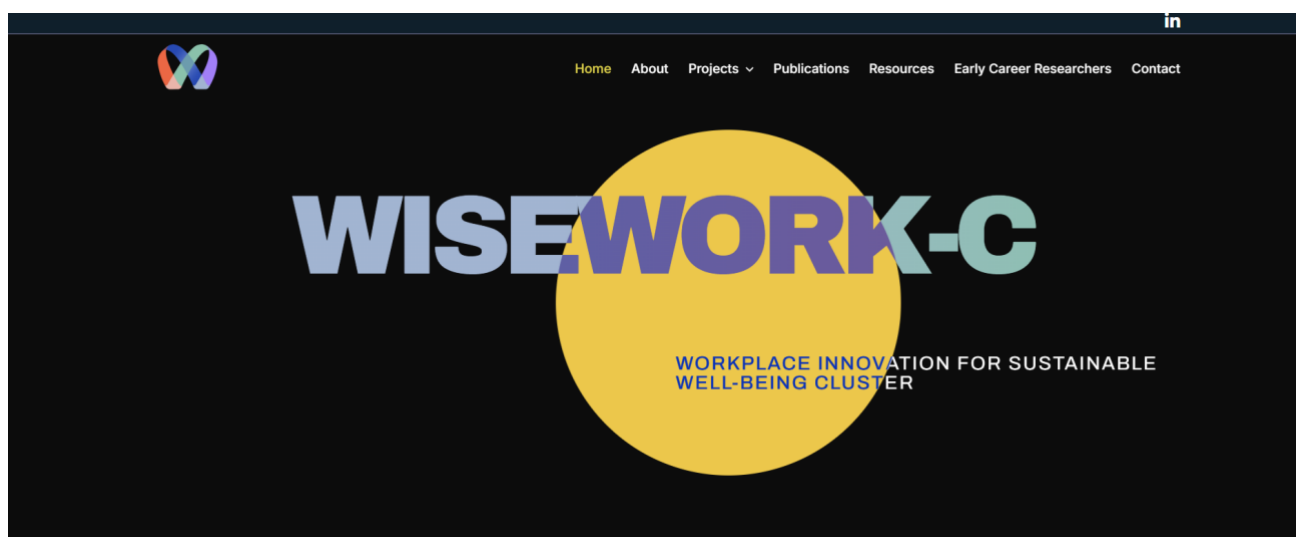
A WISEWORK-C template PowerPoint, including the colour palette and font used has been developed and is available to all projects in the cluster Dropbox. A full set of the logo by variation (size, with and without name) are available in Dropbox. The range of logos can be viewed below in Figure 6.



Figure 6 – examples of the WISEWORK-C logo

4.2 Website

Logo and colour palette: The WISEWORK-C logo features at the top-left of each page. The colour scheme used on the Homepage splash image (Figure 7) and throughout the site draws from the project logo (Figure 6 above).



7 – Example of logo and colour palette present on each page

Header: A site menu is held in the header and is consistent across all pages. Links to our social media profile are also present (Figure 8). Note that the ‘resources’ and ‘early career researchers’ sections are shown here, but hidden on the first live version of the full website.

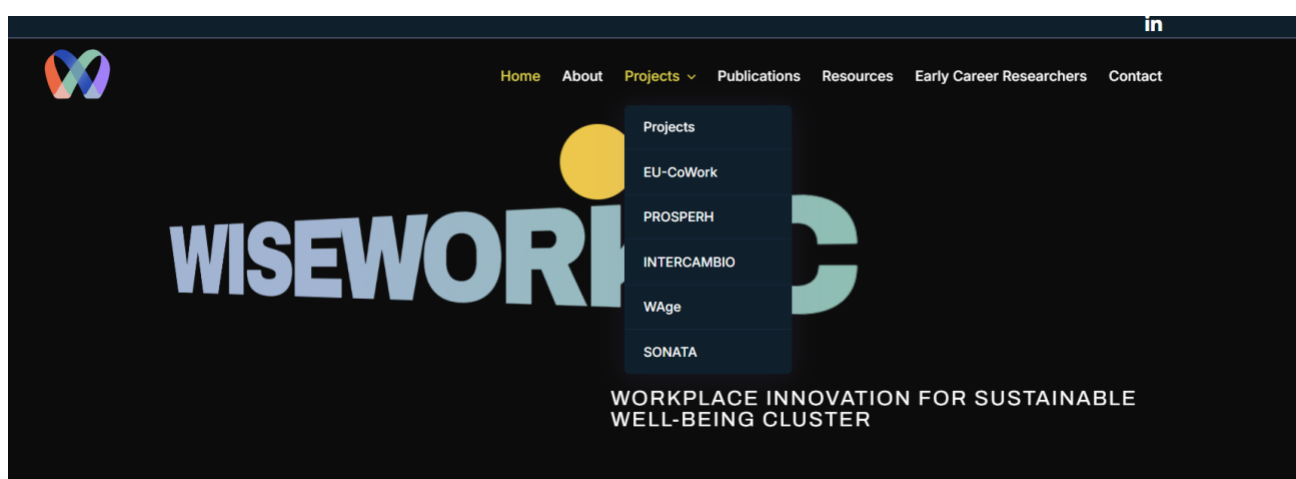


Figure 8 – Website Header

Footer: Horizon Europe acknowledgements and project information are contained in the footer. The footer is consistent across all pages (Figure 9).



Figure 9 – Website Footer

4.3 WISEWORK-C Homepage

The home page introduces the cluster, the call from which the projects are funded, and the shared objectives of WISEWORK-C. Graphics are used to highlight the breadth of our project partners and countries.

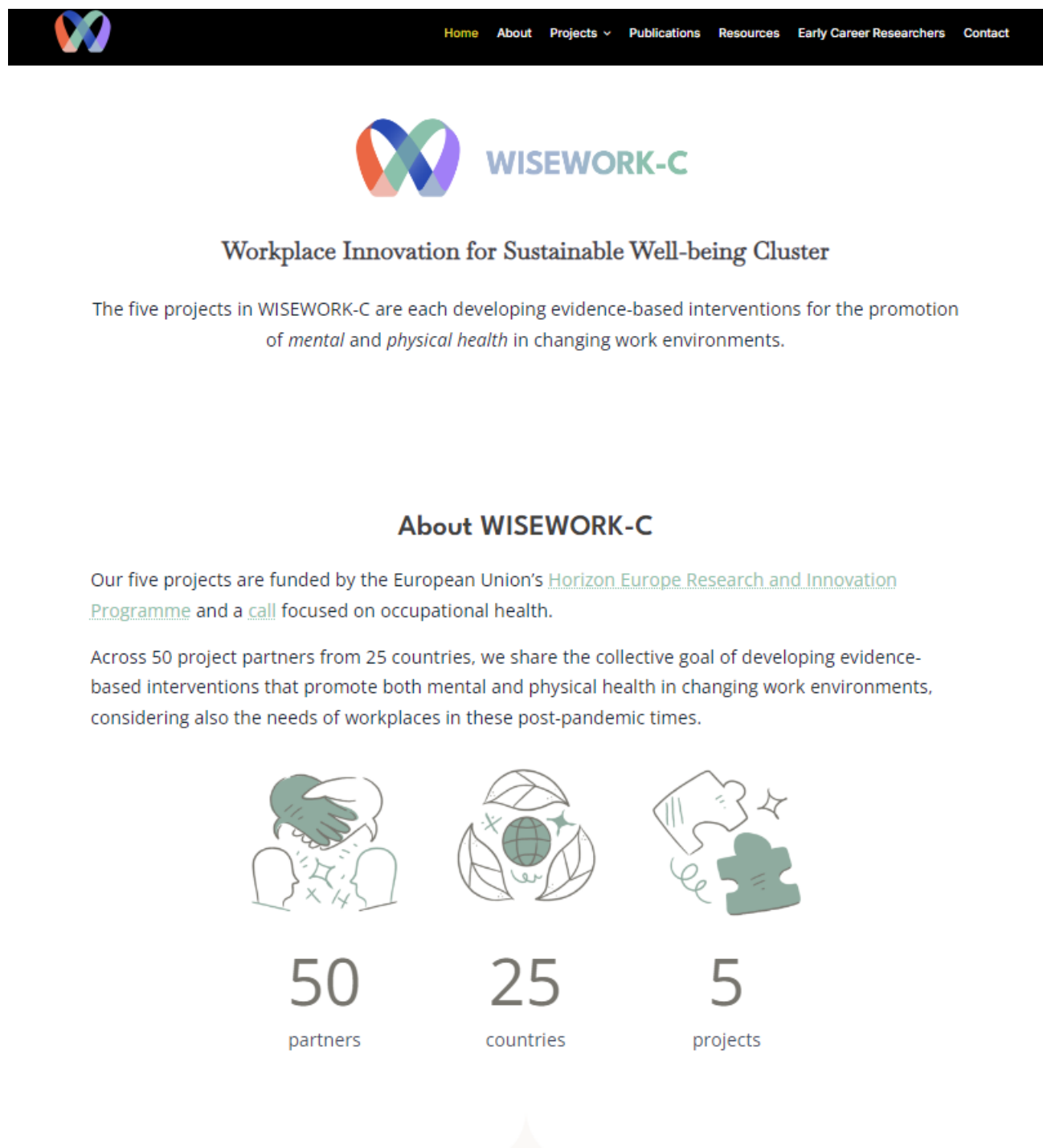
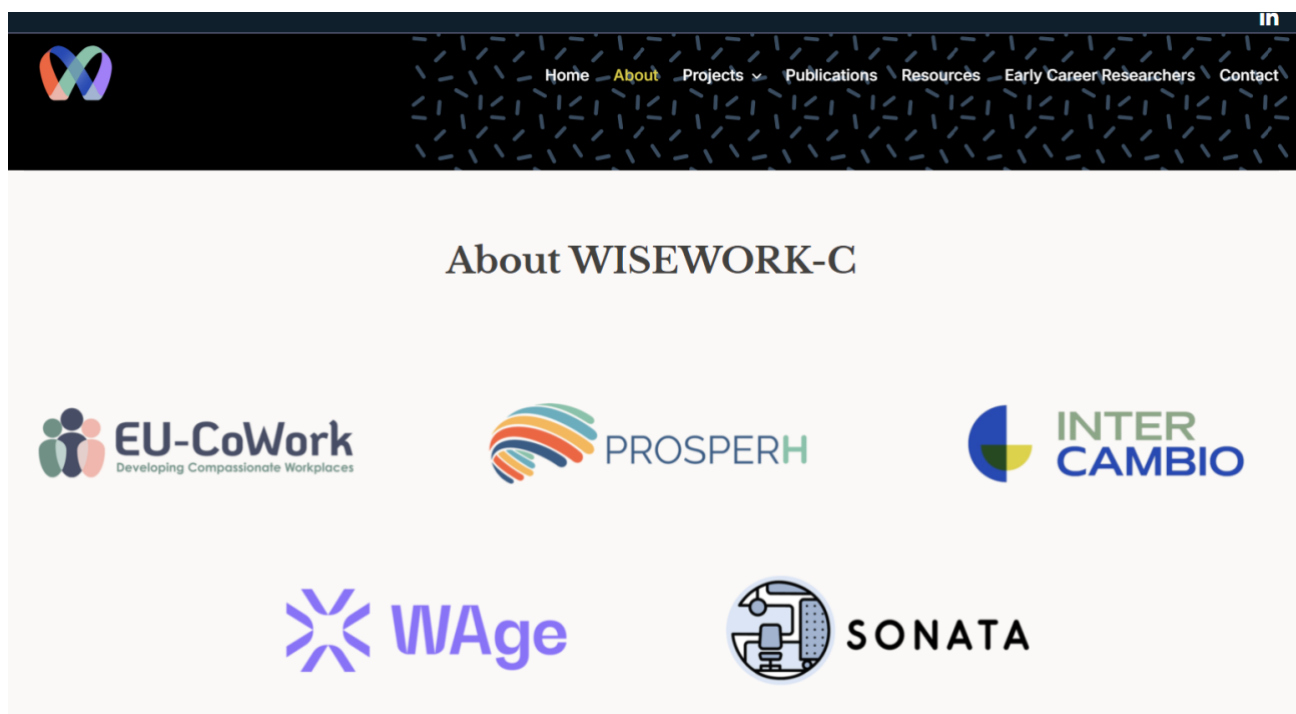


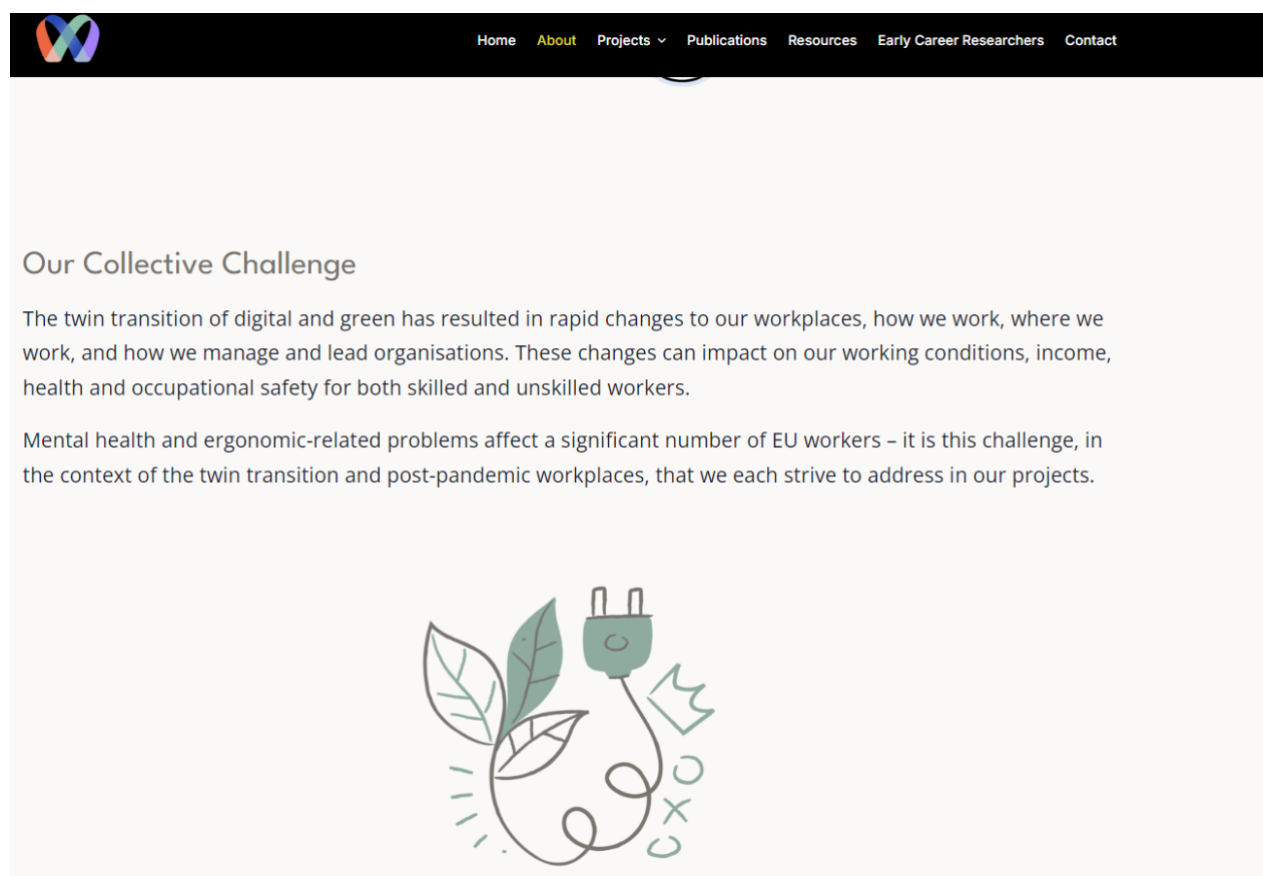


Figure 10 – Homepage

4.4 About WISEWORK-C Page

This page outlines the collective challenge that our cluster projects are addressing, articulates our cluster goals and outlines the European policy background to provide context.





WISEWORK-C Goals

Together we work to:

- ✓ Promote the benefits of addressing mental and physical health in workplaces
- ✓ Develop and test a range of evidenced-based interventions addressing mental and physical health in workplaces
- ✓ Influence policy and decision makers to take greater action in addressing mental and physical health affecting EU workers
- ✓ Inform via scientific findings, the future development and implementation of mental and physical health practices for workplaces

European Policy Background

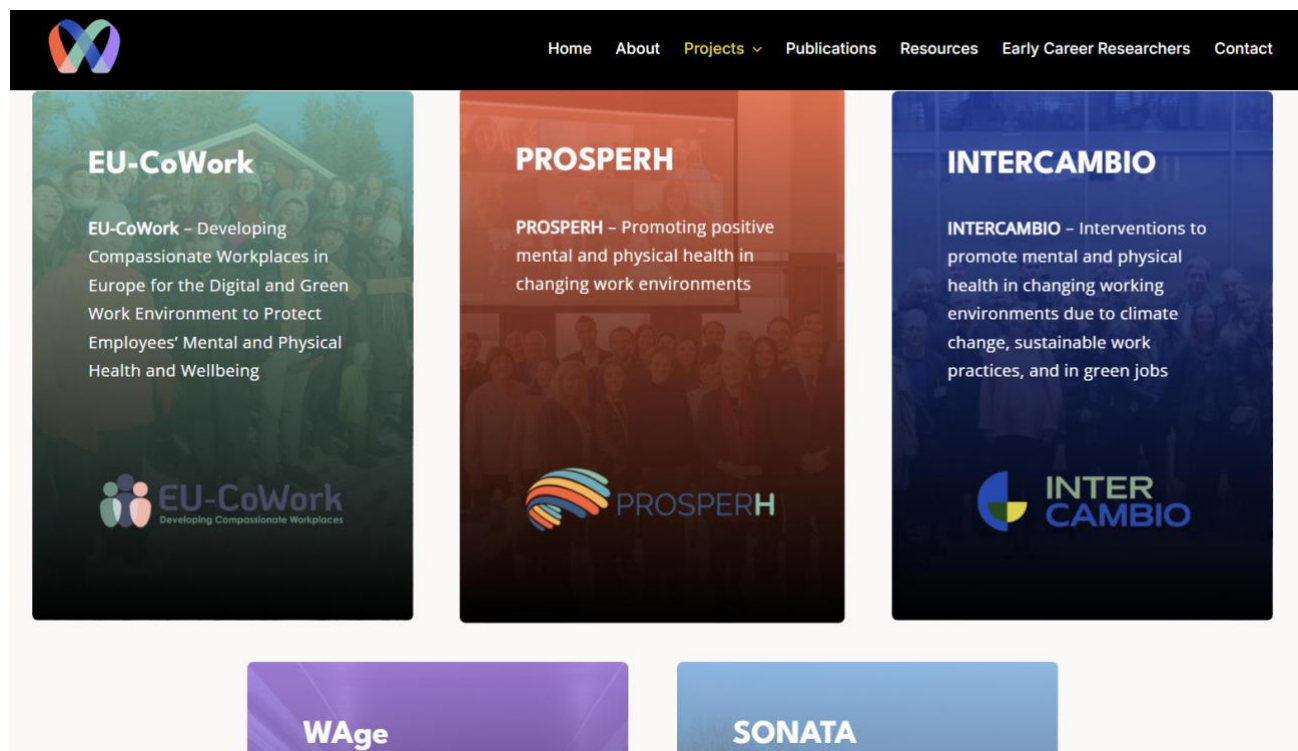
WISEWORK-C projects are funded by Horizon Europe (*HORIZON-HLTH-2023-ENVHLTH-02-02: Evidence-based interventions for promotion of mental and physical health in changing working environments (post-pandemic workplaces)*), aligning to the following policy framework of the European Commission

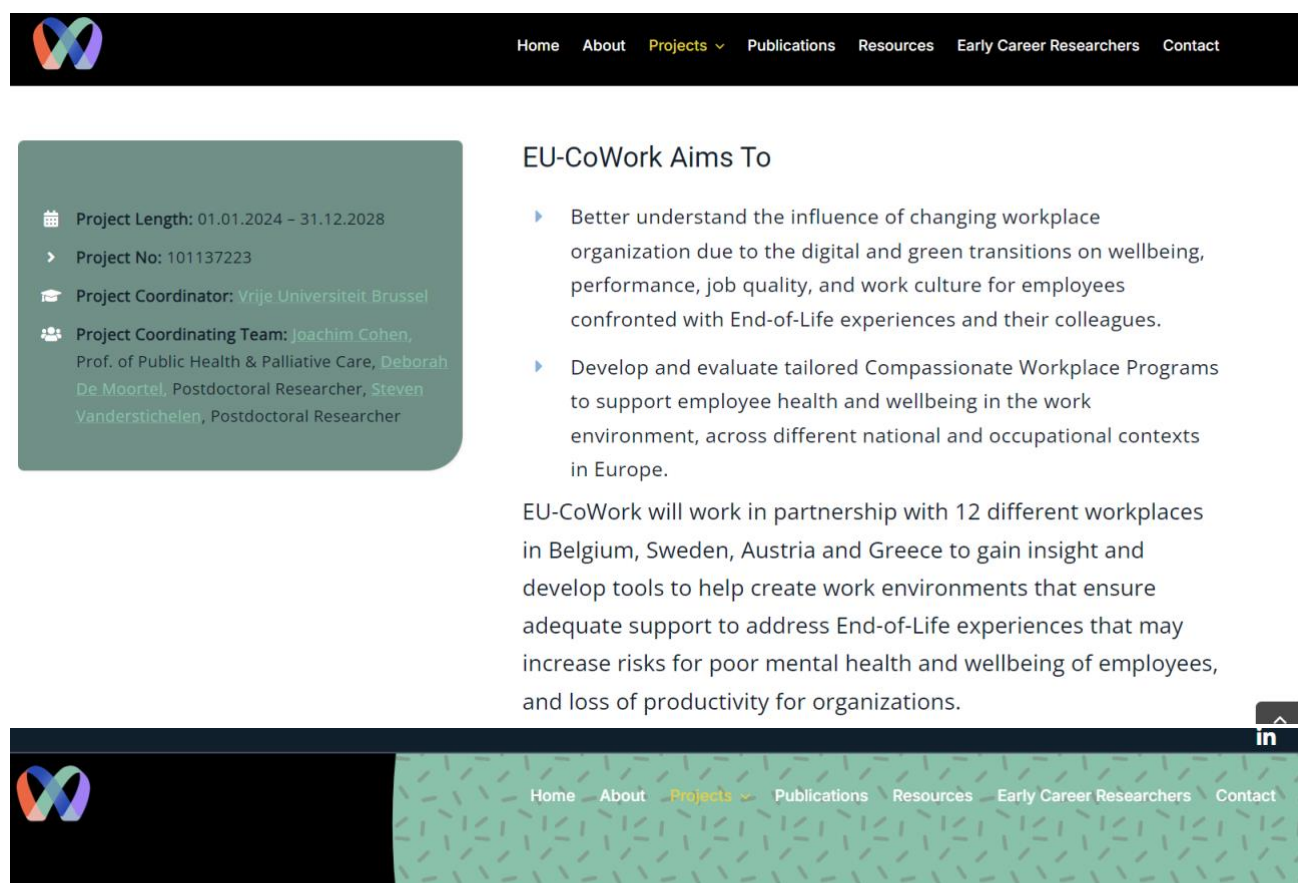
- ✓ The [European Pillar of Social Rights Action Plan](#) aims to promote a healthy, safe and well-adapted work environment in the EU.
- ✓ [Horizon Europe](#) delivers research and innovation supporting economic and social resilience and sustainability, that in turn supports the aims of the Action Plan.
- ✓ The [EU Strategic Framework on health and safety at work 2021-2027](#) calls for strengthening the evidence-base for policymaking and implementation to address psychosocial and organisational risk factors that lead to work-related stress, poor mental health and ergonomic and safety risks.

Figure 11 – About page

4.5 Project pages

Each of the five projects has a page, which highlights key data about the project (e.g. Project No, length, Coordinator etc.) and a statement about the aim of that project. Each project page also includes a graphic for that project, which can also be found on their own project websites.





EU-CoWork

Developing Compassionate Workplaces in Europe for the Digital and Green Work Environment to Protect Employees' Mental and Physical Health and Wellbeing

Figure 12 – Example Project page

4.6 Resources and Publications

This page will include cluster resources (brochure, newsletter, policy briefs) as they become available. Two key publications for each project are provided as a starting point for this page, and additional key project and cluster publications (if eventuating) will be added as the projects and thus cluster progresses.

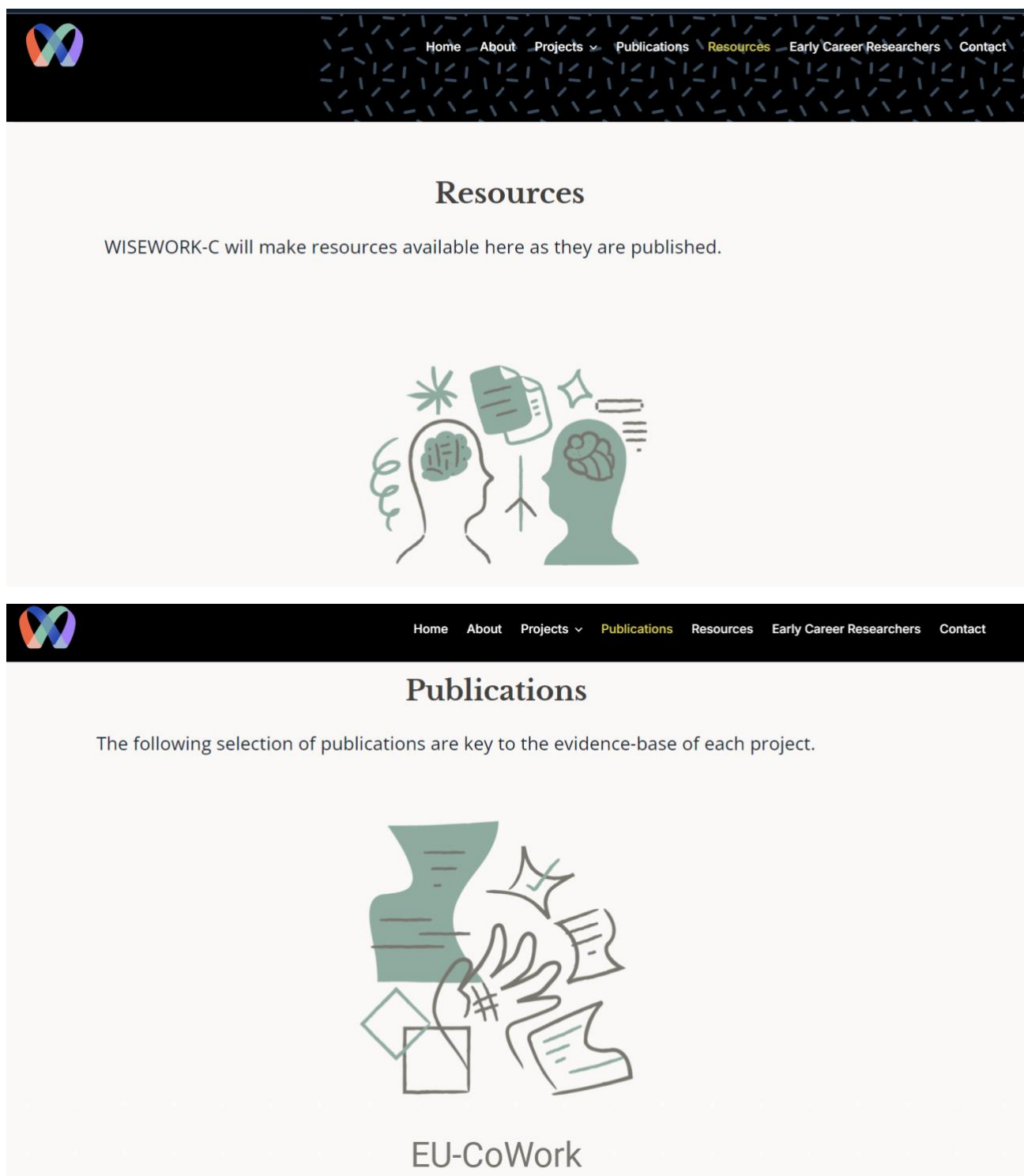


Figure 13 – Resource and publication page

4.7 Contact

This page highlights how the two current cluster coordinators can be contacted, this will then be updated as they rotate. In addition, contact for each of the five projects is provide.

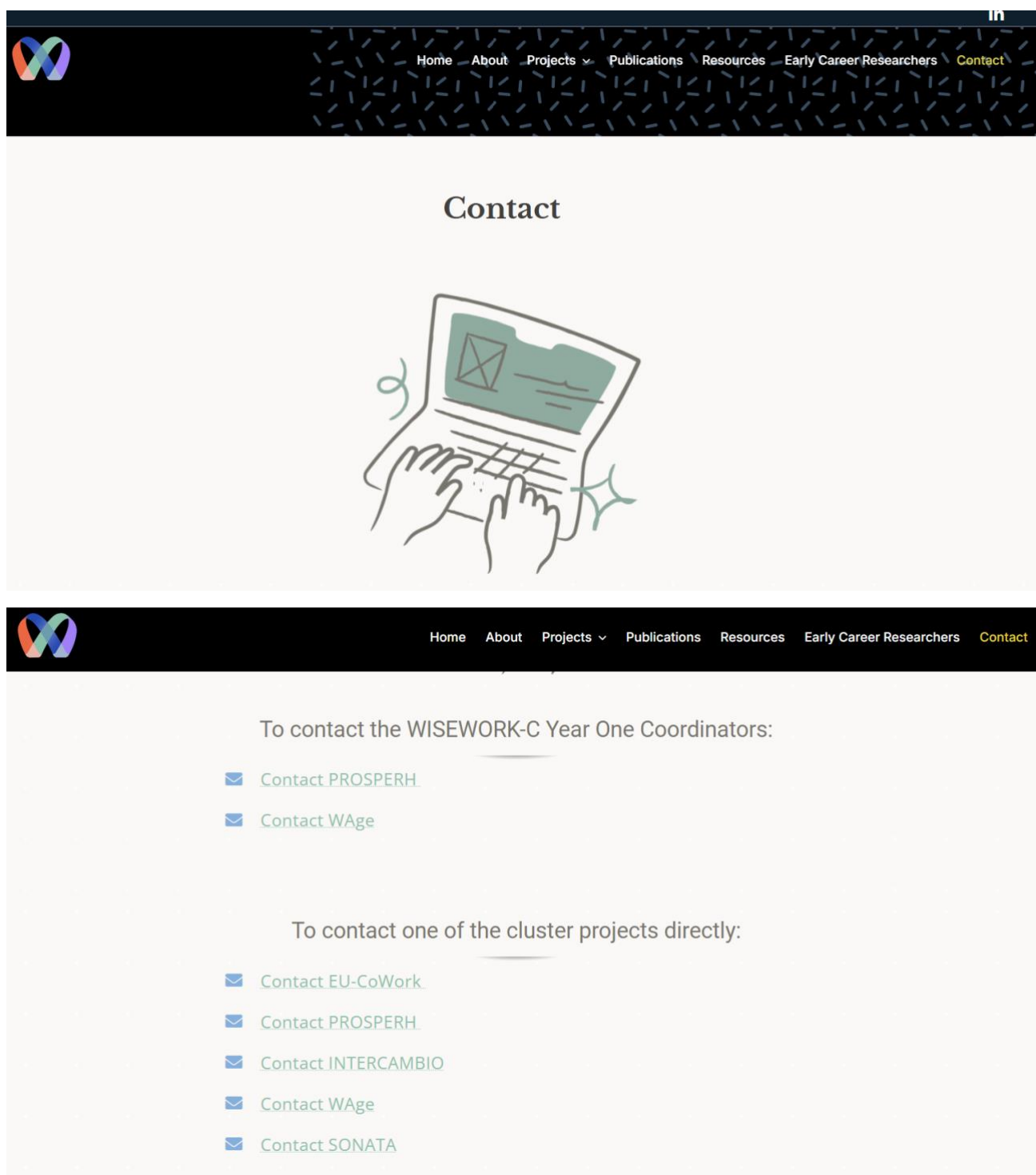


Figure 14 – Contact page

5 Impact & Conclusion

To summarize, the WISEWORK-C web portal, logo and social media have been established. The website will be promoted through social media channels (of each project and the cluster) and during events where projects are active. This adaptable resource will grow over the lifetime of the project, delivering clear and relevant cluster-related information to target stakeholders. The branding and promotional material will ensure a consistent and recognisable brand for WISEWORK-C.