



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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WISEWORK-C

Cluster Brochure

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CLUSTER BROCHURE

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1 Executive Summary

This report completes the deliverable *Cluster Brochure*, developed for the Workplace Innovation for Sustainable Well-being Cluster (WISEWORK-C) Cluster. This is the third deliverable for the WISEWORK-C Communications Working Group and the production of the brochure and associated deliverable has been led by SONATA.

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.

As part of the *Common Dissemination and Communication Strategy for the Cluster*, as outlined in the related deliverable submitted in M9, the Cluster Brochure has been identified as a key method of promoting the purpose and goals of the cluster, and detailing its five partner projects, utilising the previously developed visual identity for the cluster, as detailed in the related deliverable: *Web Portal and Visual Identity* (M9). This deliverable offers a comprehensive overview of the development, design, scope, and content of the brochure.

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

The Cluster Brochure has been developed to offer a succinct overview of this background and the collective goals and objectives of WISEWORK-C, utilising the cluster visual identity to maintain the WISEWORK-C “brand”, maximising visibility and awareness of the action of the cluster. The brochure will be available digitally on the WISEWORK-C website and promoted on the Cluster LinkedIn page, and cross-promoted on the partner projects’ own websites and social media platforms. A printed version will also be made available for distribution at Cluster events and project partner events.

3 Approach

This section of the deliverable report outlines the actions taken, and the considerations related to the conceptualisation and development of the WISEWORK-C cluster brochure.

3.1 Visual Identity

As outlined in the deliverable *Web Portal and Visual Identity*, a strong visual identity has been developed for WISEWORK-C, to instil a strong cluster brand in the target audiences and to maximise visibility and recognition. This visual identity was utilised in the design of the brochure, including the logo, which draws colours from each of the cluster projects (figure 1), resulting in the cluster colour palette (figure 2). The colours from this palette were used throughout the design of the brochure in title headings and visual elements, with a thought to ensure parity in the colour representation from each project, as outlined in Section 4.1.

The font used throughout the brochure is League Spartan, shared with the body text of the cluster website.

As part of the web design, a graphic was created, which illustrates the drawing together of the cluster projects into the WISEWORK-C logo (figure 3), utilising a flowing ribbon theme. It was foreseen that this graphic would also be used in the brochure design.



Figure 1: WISEWORK-C logo and colours drawn from each project visual identity



Figure 2: WISEWORK-C colour palette



Figure 3: WISEWORK-C partner project graphic

3.2 Content

The aim of the brochure is to be a succinct introduction to the cluster, and it is designed to be a companion communication material to the website and LinkedIn page. As such, the content acts as a brief introduction to the cluster, providing links to the website and LinkedIn page. In this way, the brochure content will remain accurate and consistent throughout the lifespan of the cluster and no updates are foreseen to be required, while the website and LinkedIn pages are easily accessible for updated news and information.

To ensure consistency of information communicated on the cluster, the content was drawn from the website, utilising structure and text, with adaptations where necessary for space allowances. The content therefore covers the following themes:

- Cluster Overview
- Collective Challenge
- Cluster Projects
- Call
- Collective Goal
- Contact Information, including cluster website link, LinkedIn handle and QR code to the website.

3.3 Format

It was initially foreseen that one version of the brochure would be created, to be available digitally and suitable for printing. The initial format chosen was an A4 landscape z-fold, however it was agreed among the Working Group that the layout of the z-fold, while convenient for printing and physical display, did not make visual sense in a digital format. As seen in figure 4, the title page was placed on the right side of the first page, meaning the order of the text did not flow in a logical manner. It was therefore decided that a printable z-fold version would be designed, with a simpler two-page A4 version created for digital display and download.



Figure 4: Z-fold brochure, with printing layout

A digital 'flipbook' feature was also investigated for inclusion on the cluster website, however cost implications, and the short form of the document not necessitating such a feature, resulted in the final decision to continue with a simple pdf. This format is also easier to share and download across platforms.

4 Results

4.1 The Cluster Brochure Design

Both versions of the brochure, printable and digital, utilise the same visual elements and contain the same written content and contact information, including the LinkedIn page link, cluster weblink and QR code directing to the website homepage.

In both versions the colour palette has been utilised across the design, in the logo, in the project graphic, used as a background element in the Projects section, and in the text headings. Four of the more harmonious colours within the palette have been used in the framing design element of the waves (figure 5), taking inspiration from the flowing theme in the logo and the ribbons within the cluster project graphic, as seen in figure 3. To ensure parity across project colour representation, the two stronger colours within the palette have been used as title headings (#1a4ab9 INTERCAMBIO and #fe5c36 PROSPERH), as seen in figures 6-9).

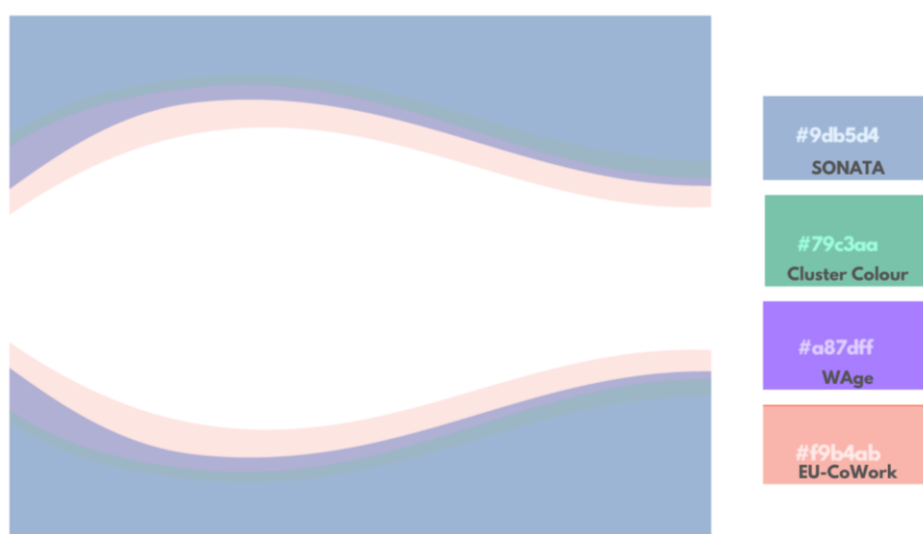


Figure 5: Wave framing design element and project colours

The print version of the brochure, in comparison with the digital version, utilises more white space. The reasons are twofold: firstly, the reduction in block colour will reduce printing costs, secondly, this limits the risk of text becoming more difficult to read if printed in a lower resolution.

4.2 Print Version

The print version of the brochure is offered as a two-sided A4 landscape document, formatted as a z-fold brochure. The brochure has been designed in A4 size, for ease of general printing by each partner project. This brochure has been shared to the cluster Dropbox for access across projects. The printable brochure is shown in figures 6 and 7.

The content is arranged to flow when printed and folded for display and distribution. As per figure 6, page 1 will show, when folded, title page (front cover), contacts (rear page), cluster introduction and Collective Challenge (first page visible on opening). As per figure 7, page 2 will display the cluster project information, call information, Collective Goals and EU funding acknowledgement. This page layout is designed so that, on unfolding, the entire page is visible.



Figure 6: Cluster Brochure, Z-fold for printing, page 1, showing (when folded) r-l, title page (front cover), contacts (rear page), Cluster Introduction and Collective Challenge (first page visible on opening).



Figure 7: Cluster Brochure, Z-fold for printing, page 2.

4.3 Digital Version

The digital version of the brochure is available as a two-page A4 document. The content is identical to the print version, with slight changes to the title colours due to readability issues over the blue background colour, not relevant to the print version. This brochure has been uploaded to the WISEWORK-C website (<https://www.wisework-c.eu/resources/>) and will be uploaded to the projects' websites. The digital pdf also contains active URLs to the cluster website, to the project pages on the cluster website via the project logos, and to the LinkedIn page via the LinkedIn logo. The digital brochure can be seen in figures 8 and 9.



Figure 9: Cluster Brochure A4 digital version, page 1.



Figure 8: Cluster Brochure A4 digital version, page 2.

Page 1 of the brochure includes the WISEWORK-C logo and title, with the cluster introduction beneath. The Collective Challenge text is visible above the EU funding acknowledgment. Page 2 includes the cluster project logos and titles (with clickable URLs to the project pages on the cluster website), Call information, Collective Goal text and the contact information, including a QR code to the cluster website homepage, a clickable URL to the homepage and a clickable link to the LinkedIn page for the cluster.

5 Impact & Conclusion

To conclude, the WISEWORK-C Cluster Brochure has been developed and finalised, with a digital version available on the cluster website and a printable pdf version shared among the cluster projects. The cluster visual identity has been adhered to, utilising the cluster logo, colour palette and partner project graphic, to ensure brand continuity and to maximise cluster recognition among the target audiences. Two formats have been made available. One digital A4 format document has been produced and shared on the WISEWORK-C web portal, available for general download (<https://www.wisework-c.eu/resources/>) and LinkedIn page, as well as via partner project websites and social media channels. A z-fold version has also been designed for ease of printing, display and distribution at cluster events and at events with cluster project participation.

The information contained within the brochure is a general overview of the WISEWORK-C cluster and as such will remain accurate throughout the cluster lifespan, so major updates are not foreseen. The inclusion of links to the cluster website (including an active QR code) and LinkedIn page, will allow the audience to easily access the latest news and updates via these channels. It is also foreseen that this will increase traffic to the website and followers to the LinkedIn page. The WISEWORK-C Cluster Brochure will act as a concise yet comprehensive overview of the cluster, its background, projects and shared challenge, goals and objectives.