



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

Deliverable no. D8.10 Communication and dissemination reports

Document name: EU-COWORK_DELIVERABLE D8.10_WP 8

Deliverable no. D8.10 Communication and dissemination reports

Part of WP 8: Dissemination, Exploitation and communication

30 June 2025

TYPE: Report

DISSEMINATION LEVEL: Public

Lead Beneficiary WP 8: Vrije Universiteit Brussel (P1)

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1 Introduction

This report outlines the communication, dissemination and exploitation efforts of EU-CoWork in the first period of the project.

The project has employed a diverse range of media and communication methods to encourage societal, scientific and economic impact, effectively engage with stakeholders, and promote the dissemination of project outcomes. These include targeted newsletters, both online and face-to-face events, participation in academic and industry conferences, active social media engagement, promotional videos, and other multimedia content. This approach has been designed to reach different audience segments and maximise the impact and visibility of EU-CoWork's research findings and innovations.

1.1 Communication objectives

- **CO.1.** to maximize the outreach of project results
- **CO.2.** to maximize the visibility of the project and its results at a European scale
- **CO.3.** to establish a community of interested stakeholders
- **CO.4.** to maximize the potential for exploitation of the project results, through the use of state-of-the-art communication tools towards relevant stakeholder groups.

1.2 Dissemination objectives

- **DO.1.** Disseminate through publication in high impact international and national journals.
- **DO.2.** Disseminate to and interact with all scientific stakeholders through active contributions at international conferences.
- **DO.3.** Disseminate to and interact with all scientific stakeholders through own organized events: an end-of-project conference.

2 Press release (CO.2)

In January 2024 an example of the press release was adapted to the context and translated to the language of the participating countries.

The original press release and the adapted versions can be found in Deliverable 8.1 Press release.

3 List of publications (DO.1)

Articles in International Peer-reviewed journals

- Vanderstichelen S, De Moortel D, Nielsen K, Wegleitner K, Eneslätt M, Sardiello T, Martos D, Webster J, Nikandrou I, Delvaux E, Tishelman C, Cohen J, on behalf of EU-CoWork. *Developing and evaluating Compassionate Workplace Programs to promote health and wellbeing around serious illness, dying and loss in the workplace (EU-CoWork): a transdisciplinary, cross-national research project.* **Palliative Care and Social Practice.** 2024;18. doi: <https://doi.org/10.1177/26323524241281070> [2024 IF 2.7; **Ranking Q2**; ranking 136/403 in Public, Environmental & Occupational Health]
- De Moortel D, Turner MC, Arensman E, Nguyen ABVD, Gonzalez V. Improving health-promoting workplaces through interdisciplinary approaches. The example of WISEWORK-C, a cluster of five work and health projects within Horizon-Europe. **Scand J Work Environ Health.** 2025 Jun 23:4238. doi: 10.5271/sjweh.4238. Epub ahead of print. PMID: 40548425.

Abstracts

- Vanderstichelen S, De Moortel D, Nielsen K, et al. Developing and evaluating Compassionate Workplace Programs to promote health and wellbeing around serious illness, dying and loss in the workplace (EU-CoWork): a transdisciplinary, cross-national research project. **Palliative Care and Social Practice**. 2024;18. doi:[10.1177/26323524241281070](https://doi.org/10.1177/26323524241281070)
- Vanderstichelen, S, De Moortel, D, Cohen J, EU-CoWork Consortium. Developing Compassionate Workplaces to protect employees' health and wellbeing: presentation of the international EU-CoWork project. **Palliative Care and Social Practice**. 2024;18.

4 Events

Hereunder we have listed some of the main events and workshops that were organized or co-organized by members of the EU-CoWork consortium. These events are registered in SyGMA under *Communication activities* and *Dissemination activities*. More information about target audiences and outcomes can be found there.

4.1 Public lectures (Dissemination) (DO.2)

4.1.1 Presentation during WISEWORK-C: International Symposium on Occupational Safety and Hygiene

In July 2024, during the WISEWORK-C symposium in Porto, Portugal, Dr. Cristian Vasquez (USFD) presented EU-CoWork, outlining research goals and motivations, then discussed policy and collaboration opportunities. The symposium had EU institutions, research communities and international organizations among its stakeholders.

4.1.2 Seminar at EpiConnect Sciensano

In November 2024, Prof. Deborah De Moortel (VUB) was invited to present the EU-CoWork project at an online seminar for Sciensano with as focus educating and training the participants.

4.1.3 Workshop: Co-Creating Compassionate Workplaces: Challenges and Insights from 4 European Participatory Research Projects

In June 2025, Prof. Deborah De Moortel (VUB) led a workshop, in collaboration with Prof. Carol Tishelman and Dr. Hanne Bakelants, during the 4th International Research Seminar EAPC Reference Group on Public Health and Palliative Care in Victoria, Canada. The workshop focused three main objectives:

- Learn about and share challenges and opportunities involved in initiating mixed methods participatory research on Compassionate Workplaces
- Discuss existing workplace assets and needs identified by participating workplaces
- Identify real-world challenges in the first stages of implementing compassion initiatives, for example, gaining entry, engagement and promoting active participation, and discuss potential solutions

4.1.4 Presentation during WISEWORK-C: World Mental Health Day 2024 Webinar

As part of the WISEWORK-C cluster, Prof. Deborah De Moortel (VUB) hosted a 10-minute presentation during the WISEWORK-C webinar, where she introduced the EU-CoWork

project. In this presentation, Deborah outlined the research plans, key aims, and the motivation behind the initiative. The main objectives were to describe:

- What a compassionate workplace is and why it matters
- The goals of the EU-CoWork project
- How this research will address health challenges in evolving green and digital workplaces
- The work accomplished on the project to date

4.2 Sessions and presentations (Communication) (CO.1-3)

4.2.1 Workshop at PHPCI conference in Bern

During the 8th Public Health Palliative Care International conference in October 2024 in Bern, Switzerland, Prof. Joachim Cohen and Dr. Steven Vanderstichelen (VUB) organized a 1.5-hour workshop about 'Compassionate Workplaces in Europe: sharing experiences and resources'.

4.2.2 Inspiration day Compassionate Communities

In February 2024, VUB organized an inspiration day, during which they explained what exactly compassionate communities are. In addition, they provided more information on:

- initiatives on how to concretise compassionate communities,
- how to make themes such as serious illness, loss and grief more visible in a community,
- how to lower barriers around these themes.

See deliverable D8.14 Scientific stakeholder interaction event for more information about this event.

4.2.3 Session on Compassionate Workplaces at Flemish conference Inspire Health & Care

EU-CoWork co-PI, Professor Deborah De Moortel (VUB) held a 45-minutes session on the second day of the event: 'VUB – Compassionate Workplaces: How to Better Support Employees Facing Caregiving Responsibilities, Serious Illness, and Grief'.

See deliverable D8.15 Scientific stakeholder interaction event 2 for more information about this event.

4.2.4 Compassionate Week @ Vrije Universiteit Brussel

In November 2024 VUB invited everyone (including their colleagues and students) to engage in a diverse range of activities centered around the topics of serious illness, grief, care, and loss, both on-campus and online. They offered an array of free workshops, seminars and get-togethers. As part of COCO, the EU-CoWork project specifically led a session on what Compassionate Workplaces for family caregivers would look like.

See deliverable D8.15 Scientific stakeholder interaction event 2 for more information about this event.

4.2.5 Lunch d'inspiration — Événements traumatisants : de l'importance d'implémenter un processus de soutien au sein de votre organisation

In April 2025, IDEWE together with Htag organized an inspiration lunch that focused on the importance of implementing a support program within organisations and the creation of a compassionate workplace. Participation in the inspiration lunch was free of charge. This

inspiration lunch was reserved for people in Human Resource Development and HR managers working in a private company or an organisation in the public or non-profit sectors.

See deliverable D8.15 Scientific stakeholder interaction event 2 for more information about this event.

4.2.6 Online Impulse Afternoon – Diversity Needs Management by the Show Responsibility! Network

In April 2025, Uni Graz presented the project as part of an exchange with economy stakeholders, managers and specialists of more than 40 companies. The main question of the session was ‘How can diversity—when consciously shaped—create a positive corporate culture and sustainably increase employee satisfaction and innovative strength?’. They identified approaches and success criteria for effective diversity management and highlighted the potential of consciously engaging with this issue.

4.2.7 VOCAP Seminar Return to Work

In May 2025 Prof. Sara De Gieter (VUB) hosted a seminar during the Study-day Return to Work (Studiedag re-integratie). Prof. De Gieter highlighted the critical success factors for sustainable reintegration, with a focus on the needs and responsibilities of employees, employers, HR, and other involved stakeholders. She shared insights from recent scientific research and her own practical experience. Additionally, she emphasizes the importance of compassionate workplaces, addressing the needs of employees experiencing personal suffering, the challenges faced by their supervisors, and potential initiatives at the organizational level.

5 Social media

5.1 LinkedIn as dissemination tool (CO.3)

As stated in the DEC plan, we decided to focus on **LinkedIn** to establish a connection with (potential) stakeholders. HSE (P8) regularly posts updates in the public EU-CoWork LinkedIn-group ‘EU-CoWork Developing Compassionate Workplaces’. The group remains one of the main conduits for the dissemination of information beyond the immediate research teams and all consortium members are encouraged to repost posts to broaden the project’s exposure.

Some of the posts have included videos to introduce the project’s PhD researchers and the LinkedIn group has also used its posts to connect members to WISEWORK-C.

The majority of group members are based in the EU and UK but the group has also attracted members from universities in Australia, Brazil, South Africa, The Philippines, Saudi Arabia, Malaysia and Pakistan.

Number of members in the LinkedIn Group since January 2024	205
Number of posts since January 2024	40
Total post views since January 2025	8,026

5.2 Organization-owned social media (CO.4)

Additional to the project’s LinkedIn group, the organizations in the consortium also engage their own social media channels to distribute information concerning the project, e.g. Instagram-posts by Uni Graz about compassionate workplaces.

6 Project website (CO.1-2,4)

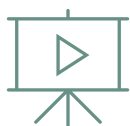
The project's website was launched in the first months of the project and received a lay-out makeover one year into the project to boost user engagement.

The website now hosts general information about the project as well as the project's inspiration guide for facilitators. A broad online platform with downloads for materials, the inspiration guide, publications, resources and project results will be integrated in due time.

Total page views	4,364
Total visitors	1,286

7 Videos (CO2-4)

Three videos were recorded during the consortium meeting in Leuven. The first describes the project and its aims. The other two videos tell the story of the PhD students from Sweden and Austria and their experience one year into the project. The videos were uploaded on LinkedIn and the project's website and were overall well-received.



[EU-CoWork: About the project](#)

[EU-CoWork: In conversation with PhD student Linnea Ö. Olsson](#)

[EU-CoWork: In conversation with PhD student Kristina Kreimer](#)

8 Internal communication

8.1 Internal newsletter

We sent an internal newsletter to all consortium members every few months, or depending on the amount and timing of updates that need to be shared. This newsletter is spread via e-mail and is not published online. It contains team updates, news about the project, reminders and general updates. Thus far four newsletters have been sent to the consortium.

8.2 Consortium meetings

- Kick-off consortium meeting in Luleå, Sweden (March 2024)
- Consortium meeting in Leuven, Belgium (November 2024)
- Online consortium meeting (April 2025)
- Upcoming consortium meeting in Athens, Greece (October 2025)