

WP4 Media-Based Communication Strategy

1. Objectives & Message Rationale

The purpose of this media campaign is to shift the prevailing narrative around employing individuals with Special Needs (SN) from one focused on limitations and legal obligations to one that highlights **value, capability, and opportunity**.

Too often, the hiring of SN individuals is viewed through the lens of compliance or charity. This strategy instead promotes an evidence-based, emotionally resonant message: that hiring SN individuals **enhances team cohesion, strengthens organizational culture, and contributes to long-term sustainability**.

The campaign aims to:

- **Raise awareness** among employers about the proven benefits of inclusive hiring.
- **Challenge stereotypes** and biases surrounding SN individuals in the labor market.
- **Provide inspiration and social proof** through relatable visuals, impactful slogans, and accessible tools.
- **Build bridges** between VET providers, employers, and SN job seekers by fostering empathy and practical understanding.

This communication strategy aligns with the broader goals of the UPWORK project by supporting job placement efforts through a positive shift in public and business perception, ultimately facilitating a more inclusive and resilient labor market.

All outputs will follow shared branding and acknowledgment protocols, ensuring alignment with the UPWORK visual identity and Erasmus+ visibility requirements.

2. Slogans & Key Messages

To create a consistent and emotionally resonant message across media, the following six slogans were selected as the central pillars of the campaign. These messages speak directly to employers while emphasizing value, diversity, and community strength. They are designed to be adaptable across different national contexts, cultures, and communication formats.

1. “See Beyond the Label. See the Talent.”

- **Core idea:** Challenge surface-level judgments. SN individuals are often labeled in limiting ways; this message invites employers to look deeper — at ability, not disability.
- **Tone:** Empathetic, empowering, and clever (plays on both literal and metaphorical labels).

2. “Talent Comes in Many Forms. Welcome Them All.”

- **Core idea:** Redefine talent as diverse and multifaceted. This message helps reframe inclusion as a form of professional enrichment, not accommodation.
- **Tone:** Inclusive, confident, future-facing.

3. “Workplaces That Include, Communities That Thrive.”

- **Core idea:** Hiring SN individuals contributes not only to business but to society at large. It connects the company’s internal culture to external impact.
- **Tone:** Aspirational, community-minded, values-driven.

4. “Empower Every Ability.”

- **Core idea:** Shift the focus from perceived limitations to strengths. Every individual brings unique potential — the message encourages companies to unlock it.
- **Tone:** Direct, motivational, concise.

5. “Different Strengths. One Workplace.”

- **Core idea:** Embrace diversity of minds, bodies, and experiences in a united work environment. The workplace becomes a space for complementarity, not conformity.
- **Tone:** Balanced, constructive, team-oriented.

6. [Optional Local Adaptation] “Respect Differences. Embrace Potential.”

- **Core idea:** A partner-suggested alternative, this slogan places emphasis on dignity and growth. It may be used in testing phases where cultural tone or linguistic structure requires alternatives.
- **Tone:** Respectful, empowering, locally adaptable.

These messages will guide the **visual and textual components** of the campaign and can be used in **posters, social media, brochures, presentations, and employer outreach**. National partners are encouraged to test **2–3 slogans** that best suit their local context and target audiences.

Expanded slogans.

“See Beyond the Label. See the Talent.”

- **Short:** “Beyond the label. Talent is everywhere.”
- **Brochure/Website:**
“*Too often, people are defined by their challenges. It’s time to look beyond the*

surface and recognize the unique talents that individuals with disabilities, learning differences, or mental health challenges bring to the workplace.”

“Talent Comes in Many Forms. Welcome Them All.”

- **Social Media:**

“From focus to empathy, creativity to precision — talent wears many faces. #InclusionWorks”

- **Poster:**

“Talent isn’t one-size-fits-all. Smart companies know how to see it.”

“Workplaces That Include, Communities That Thrive.”

- **Presentation:**

“When we build inclusive workplaces, we don’t just support individuals — we strengthen entire communities.”

- **Video Voiceover:**

“Hiring inclusively is more than a decision. It’s a movement that benefits us all.”

“Empower Every Ability.”

- **Short:** “Empower potential. Enable performance.”

- **Social Media:**

“Every ability has value — when empowered, it shines.”

- **Brochure:**

“Inclusion isn’t about lowering expectations — it’s about unlocking possibility. Empowering every ability leads to measurable impact.”

“Different Strengths. One Workplace.”

- **Poster:**

“Precision. Creativity. Empathy. Focus. All strengths. One team.”

- **Website/LinkedIn:**

“Today’s workforce is stronger when diverse minds work together. Bring out the best in everyone by building teams that complement each other.”

“Respect Differences. Embrace Potential.” (Partner-suggested optional)

- **Social Media:**

“Differences aren’t deficits. They’re doorways to new perspectives.”

- **Newsletter/HR Presentation:**

“The most successful workplaces are those that recognize potential where others see ‘otherness.’ Inclusion begins with respect.”

3. Visual Identity

The visual tone of the campaign should be **modern, bold, and human-centered**. Our aim is to design a communication style that is both **accessible and professional**, appealing to business leaders while remaining emotionally engaging. We explicitly avoid clichés, medical connotations, or sentimental imagery.

Tone & Style

- Clean, contemporary layouts
- Bold, sans-serif typography
- Use of whitespace for clarity and balance
- Visual hierarchy that supports headline-first communication
- Realistic and dignified portrayal of individuals from diverse backgrounds

Color Palette (Suggested)

Colors are inspired directly by the UPWORK project logo, ensuring brand consistency and emotional resonance:

- **Teal blue** – symbolizing innovation, calm focus, and fresh thinking
- **Coral orange** – conveying warmth, creativity, and optimism
- **Muted red / blush** – representing empowerment and educational purpose
- **Soft pink / lavender** – reflecting care, inclusion, and humanity
- **Neutral white / gray backgrounds** – to ensure readability and contrast

These tones offer a psychologically positive and visually coherent backdrop for inclusive messaging across all campaign materials.

Imagery Themes

- **Visual metaphors**: clothing labels, open doors, overlapping puzzle pieces, diverse tools
- **Inclusive work settings**: hospitality, cleaning, food service, logistics, event coordination
- **Stylized figures or photos**: representing individuals with disabilities, neurodiverse individuals, or those with psychosocial vulnerabilities — always depicted in empowered, integrated roles

Style Guidance

- Avoid pity-based or medical imagery
- Favor realistic photography or stylized illustrations that highlight **competence, dignity, and everyday contribution**
- Ensure visual consistency with the UPWORK logo and its **friendly, contemporary aesthetic**



Technical Format & Media Use

Social Media:

- Instagram/Facebook square: **1080 x 1080 px**
- LinkedIn banner: **1200 x 627 px**
- Instagram stories: **1080 x 1920 px**

Posters:

- A3 & A4 printable versions (PDF/PNG, 300 dpi)
- Provide in both RGB (screen) and CMYK (print) formats.

Brochures/Presentations:

- Editable PowerPoint or Canva templates
- Recommended fonts: **Open Sans, Montserrat** (open-source, clean sans-serif)
- Suggested padding: **1.5–2 cm** margins for legibility

Accessibility & Inclusion Guidelines

- Ensure **high contrast** between text and background (minimum WCAG AA compliance).
- Use **alt-text** for all digital graphics.
- Avoid flashing images or excessive animation.
- Represent both **visible and invisible disabilities**, such as assistive tools or neurodivergent characteristics.
- Avoid using symbolic imagery (e.g. puzzle pieces) in ways that reinforce stereotypes.

Localization Guidelines

- Partners may adapt materials using **local photography** or translated slogans.
- **Translations** should retain the meaning and tone of the original message.
- If using **real testimonials or photos**, ensure:
 - Consent has been obtained.
 - Representation aligns with dignity, strength, and integration.
- Maintain **core branding elements** (colors, logo, slogan positioning) when adapting.

This visual direction will guide the development of **posters, social media graphics, brochures, and other outreach materials**, setting the tone for a compassionate yet professional media campaign — one that challenges bias while celebrating talent.

4. Mockup Suggestions

These proposed visual mockups are designed to translate the campaign's core messages into clear, localized media assets. All visuals follow the UPWORK color palette and maintain brand consistency across countries. National partners are encouraged to test these concepts with local audiences and adapt them when appropriate, ensuring cultural relevance without compromising message clarity.

1. Clothing Label Poster (Updated)

- **Visual:** A close-up of a garment tag or office badge featuring the message: **“100% Reliable. No Labels. Just Talent.”**
- **Tagline below:**
“See Beyond the Label. See the Talent.”
- **Design guidance:**
Use **realistic photography** rather than illustration. Three variations are available:
 - Close-up of clothing label only
 - Female worker (e.g., in hospitality) wearing labeled uniform
 - Male worker (e.g., in logistics or cleaning) with visible tag or badge
 All versions integrate the official UPWORK logo and brand colors.
- **Purpose:**
This visual challenges surface-level assumptions and invites employers to focus on ability, not perceived limitations. It is particularly suitable for posters, LinkedIn graphics, or brochure covers.

2. Doors of Talent Visual (Updated)

- **Visual:** A workplace hallway or entrance area with **five open doors**, each labeled with a key professional strength:
“Empathy,” “Creativity,” “Precision,” “Focus,” “Resilience.”
- **Scene details:**
Behind each door stands a **realistic, diverse individual** in an empowered pose, representing a variety of visible and invisible traits (e.g., physical disability, neurodivergence, lived mental health experience). The open doors lead toward a **shared inclusive workspace**, symbolizing collaboration.
- **Text overlay:**
“Talent Comes in Many Forms. Welcome Them All.”
- **Design guidance:**
 - Use **photo-based visuals** over illustration where possible
 - Ensure **gender and role diversity** (avoid stereotypes, e.g., “empathy = woman”)
 - Make sure all door labels are **clearly readable**
 - Background should reflect a real-world work environment (e.g., modern office, logistics hub)

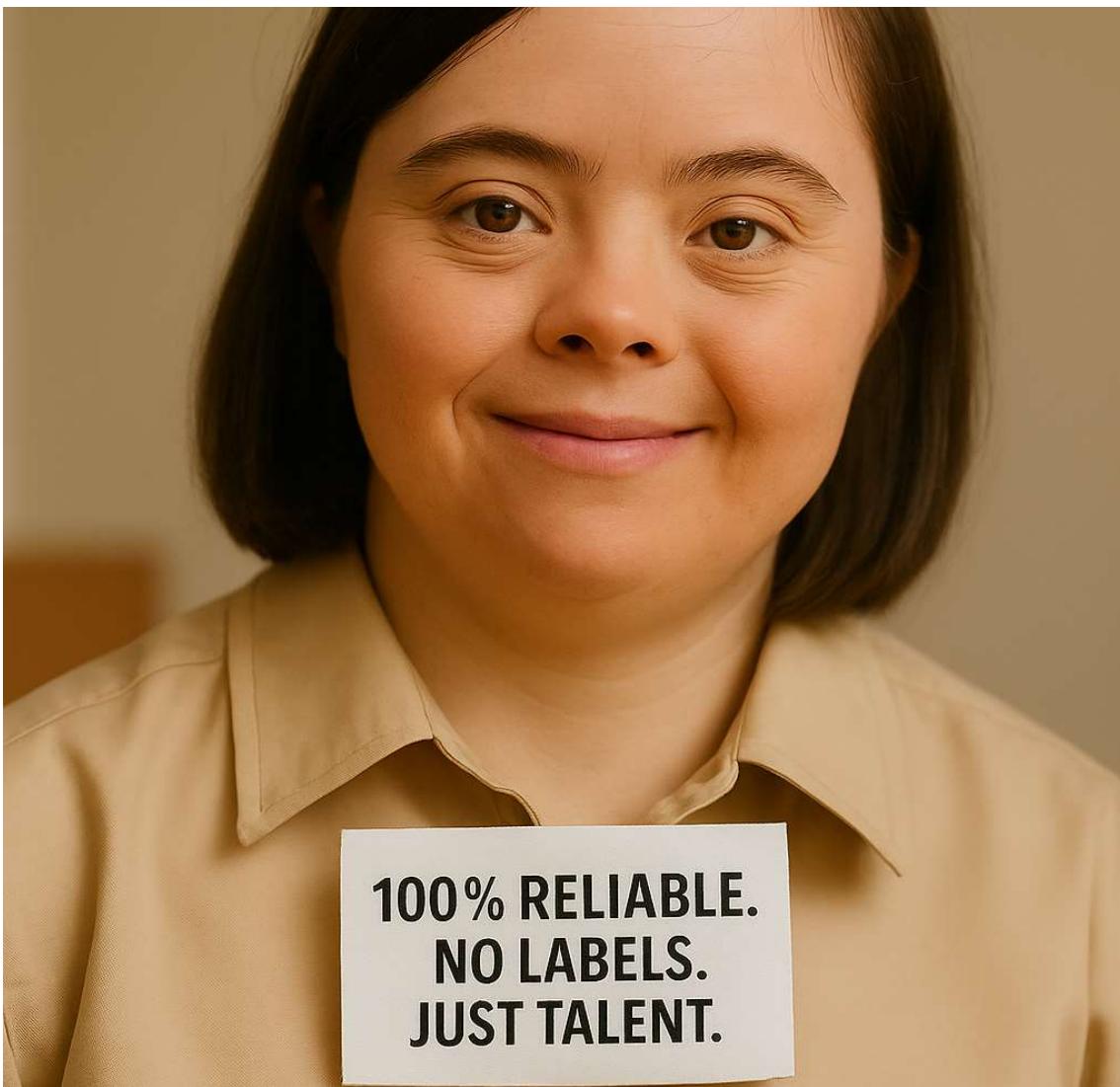
- **Localization tip:**

National partners may adapt this visual using local imagery or professional settings, as long as they retain the core structure and tone.

These mockups offer adaptable formats for posters, social media, brochures, and presentations. They aim to foster recognition, discussion, and emotional resonance among employers — shifting perceptions from difference to strength.







**SEE BEYOND THE
LABEL. SEE THE
TALENT.**

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Talent Comes in Many Forms. Welcome Them All.



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4. Channels & Target Audiences

To ensure reach and impact, the campaign will use both digital and traditional channels tailored to the communication habits of employers, HR professionals, and community influencers.

Primary Audiences:

- Business owners and managers (especially in hospitality and events sectors)
- HR professionals and recruiters
- Chambers of commerce and trade associations
- VET providers and educational institutions
- Civil society organizations advocating for SN rights

Key Channels:

Digital Media:

- Social media platforms (LinkedIn, Facebook, Instagram, YouTube)
- Short campaign videos, reels, and posters with clear calls to action
- Partner websites and newsletters
- Email campaigns to employer networks
- Web-based toolkits (downloadable PDFs, factsheets)

Print & Physical Media:

- Posters and leaflets in vocational training centers, local businesses, and job fairs
- Info brochures distributed during project events and workshops
- Local press releases in community newspapers

Events & Presentations:

- Employer info sessions and roundtables
- Awareness stands or booths at employment fairs
- Workshops co-hosted with chambers of commerce

Tone Across Channels:

- Forward-looking, engaging, and strengths-based
- Focus on **opportunity**, not obligation.
- Language adapted to business mindsets (return on inclusion, team value, reputation)

These channels will serve both as broadcasting tools and feedback loops, particularly during the testing phase when partners will gather responses and impressions from their national stakeholders.

To support consistent rollout across partner countries, the campaign will include a ready-to-use and adaptable set of promotional materials. Each item will be available in multiple formats for use both online and offline.

A. Materials List:

- 3 branded posters (for print and digital) featuring slogans and visuals
- 1 printable leaflet or trifold brochure explaining benefits of hiring SN
- 5 social media cards (square format, JPG/PNG) with campaign slogans and calls-to-action
- 1 customizable email header and signature block
- 1 short script/template for social media reels or short videos
- Template for press release and article (editable .docx)
- Partner presentation slide deck (PowerPoint)
- **Visual Mockup Example**

Below are two sample social media cards/posters promoting inclusion and visibility of SN workers. Partners may use it for inspiration or adapt the style for local campaigns.



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See Beyond the Label. See the Talent.



**Hiring people with special needs
strengthens your team and
fosters an inclusive workplace.**

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SEE BEYOND THE LABEL. SEE THE TALENT.



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B. File Formats Provided:

- PDF (for print use)
- PNG/JPG (for web and social media)
- SVG/AI (optional: editable vector for layout changes)
- DOCX (for press release templates, editable content)
- PPTX (presentation slides)



C. Distribution Guidelines:

- Partners will localize materials (**translate slogans and adapt visuals to context**)
- Materials should be disseminated in coordination with national awareness events and stakeholder outreach
- **Branding Note:**
All materials must include the UPWORK project logo, the Erasmus+ logo, and the phrase: “*Co-funded by the European Union.*” Branding guidelines will be provided in the shared campaign folder.

D. Suggested future additions – not required in current feedback:

- “Inclusion Champion” digital badge/certificate for companies involved
- Employer Testimonial one-pagers (to be collected during feedback phase)
- QR code generator linking to project webpage or downloadable resources

All items will be compiled in a shared folder with download instructions and branding guidelines to ensure coherent implementation across the consortium.



6. Data: Key Statistics Supporting the Campaign

To strengthen credibility and emotional impact, the media campaign will incorporate a set of concise, reliable statistics that reflect the value of inclusive employment practices.

The final dataset will be drawn from:

- Partner-submitted national data and reports
- Existing EU-wide research (e.g., Eurofound, OECD, McKinsey)
- Data from the UPWORK project itself

Provisional Statistics to Feature (subject to final validation):

1. **“Companies that embrace disability inclusion outperform peers by 28% in revenue.”**
(Source: Accenture, “Getting to Equal” Report)
2. **“85% of employers report that SN employees improve team morale and cohesion.”**
(Source: Danish Centre for Social Inclusion – 2021 Employer Survey)
3. **“Unemployment rate for people with intellectual disabilities is over twice the EU average.”**
(Source: European Disability Forum – 2022)

These data points will be included in:

- Posters and brochures
- Factsheets accompanying press kits
- Presentations delivered at employer info sessions
- Social media infographics

Wherever possible, partners are encouraged to localize these statistics with national or regional numbers during the feedback/testing phase.