



DIAMOND

Providing a Digital and Modular Ecosystem for Personalized Capabilities Development to Enhance Labour Market Participation and Employment Transition



Funded by the European Union

DIAMOND	
Project number:	101178081
Project name:	Providing a Digital and Modular Ecosystem for Personalized Capabilities Development to Enhance Labour Market Participation and Employment Transition
Topic:	HORIZON-CL2-2024-TRANSFORMATIONS-01-02
Type of action:	HORIZON Research and Innovation Actions
Starting date of action:	1 October 2024
Project duration:	42 months
Project end date:	31 March 2028
Deliverable number:	D7.1
Deliverable title:	Website and social media
EC document version:	Ver1
WP number:	WP7
Lead beneficiary:	09-EA
Main author(s):	Chris Haberl (09-EA)
Internal reviewers:	Mirja Hubert, Marco Hubert (01-AU)
Nature of deliverable:	DEC
Dissemination level:	PU
Delivery date from Annex 1:	M2
Actual delivery date:	16.12.2024 (M3)

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 Research Executive Agency (REA). Neither the European Union nor the European Research Executive Agency (REA) can be held responsible for them.

Executive Summary

This report, D7.1: Website and social media, outlines the creation and implementation of the DIAMOND project's online presence to support its mission of enhancing employability and facilitating labour market transitions. The report details the branding strategy, and the design, development, and functionality of the official project website and associated social media platforms. These tools are integral for disseminating information, engaging with stakeholders, and fostering collaboration among consortium partners and the wider community.

The document highlights the following key elements:

- **Branding Guidelines:** A cohesive visual identity, including logos, typography, and color schemes, developed for consistent communication across all channels.
- **Website Development:** This deliverable also includes a description of the website structure, including the HOME, ABOUT, CONSORTIUM, NEWS & ACTIVITIES, and CONTACT pages, each tailored to present project goals, updates, consortium details, and contact information. The website also incorporates accessibility tools to accommodate the diverse and neurodiverse target groups to ensure readability and usability. It also supports **24 language options**. Additionally, the website features a robust consent management system, ensuring compliance with EU standards for user data privacy and transparency.
- **Social Media:** Establishment of active profiles on LinkedIn, X, Facebook, Instagram, and YouTube to expand DIAMOND's outreach and interaction with diverse audiences.

Abbreviations

AU	Aarhus Universitet
CETIC	Centre d'Excellence en Technologies de l'Information et de la Communication
D	Deliverable
DEI	Deinde Spolka Z Ograniczona Odpowiedzialnoscia
DEM	DEMONSTRATOR
EA	Evolutionary Archetypes Consulting SL
EC	European Commission
ECEPAA	European Centre for Economic and Policy Analysis and Affairs
^E GROW Index	Employability Growth Index
EMiT	Ente Morale Giacomo Feltrinelli per l'incremento Dell'Istruzione Tecnica
FM	Fundación Miradas
FOB	Fundacja Obiektywna
FUB	Freie Universität Berlin
IMM	Immersion
MOVE ^E	Modular and Versatile Platform for Engagement and Employability
PM	Proportional Message Associacao
RWTH AACHEN	Rheinisch-Westfälische Technische Hochschule Aachen
UBU	Universidad de Burgos
UNIVIE	Universität Wien
WP	Work Package
WT	Work Task
YP	Youth Power Germany EV

Contents

1 DIAMOND Project Identity 7

1.1 DIAMOND Project Identity Overview..... 7

1.1.1 DIAMOND – The Rationale Behind the Logo and Project Name 7

1.1.2 DIAMOND – Logo Design 8

1.1.3 DIAMOND – Philosophy & Style..... 10

1.1.4 DIAMOND – Logo Marks..... 10

1.1.5 DIAMOND – Logo Type 12

1.1.6 The Color Palette and Typography..... 13

1.1.7 The Motto: Shaping Potentials, Sparking Success: 14

1.1.8 Brand Imagery..... 15

2 DIAMOND Website 17

2.1 DIAMOND Website Development Overview 17

2.1.1 HOME Page 17

2.1.2 ABOUT Page 21

2.1.3 CONSORTIUM Page 25

2.1.4 The NEWS AND ACTIVITIES Page 31

2.1.5 CONTACT Page and Newsletter 34

2.1.6 Website Footer & Disclaimer 35

2.1.7 Accessibility Tools 36

2.1.8 Consent Preferences..... 37

2.1.9 Language Options..... 38

3 DIAMOND Social Media Channels..... 39

3.1 DIAMOND Social Media Overview..... 39

3.1.1 LinkedIn 39

3.1.2 X 40

3.1.3 Facebook 40

3.1.4 Instagram 42

3.1.5 YouTube 42

4 Conclusion 43

5 References 44

List of Figures

Figure 1. Logo 1..... 8

Figure 2. Logo 2..... 8

Figure 3. Logo 3..... 9

Figure 4. Logo 4..... 9

Figure 5. Engaging Organized Minimalistic 10

Figure 6. Logo Mark 1 11

Figure 7. Logo Mark 2..... 11

Figure 8. Logo Mark 3..... 11

Figure 9. Logo Type 1 12

Figure 10. Logo Type 2..... 13

Figure 11. Logo Type 3..... 13

Figure 12. Brand Colours 14

Figure 13. Typography 14

Figure 14. Motto..... 15

Figure 15. Brand Imagery 16

Figure 16. HOME Page – We Build Empowerment..... 18

Figure 17: Home Page - Making A Difference 18

Figure 18. HOME Page – Shaping Potentials 19

Figure 19. HOME Page – DIAMOND Empowerment 19

Figure 20 HOME Page – DIAMOND Objectives..... 20

Figure 21. HOME Page – Latest News 20

Figure 22. The DIAMOND Project..... 21

Figure 23. DIAMOND Pathway to Employment..... 22

Figure 24. DIAMOND Framework 23

Figure 25. Work Packages (WPs)..... 24

Figure 26. Grassroot Living Lab Procedure..... 24

Figure 27 The DIAMOND Consortium..... 25

Figure 28. Consortium Members Contribution..... 25

Figure 29. Consortium Overview & Map..... 26

Figure 30. Consortium Members – AU, FUB, UBU, RWTH AACHEN 27

Figure 31. Consortium Members – UNIVIE, CETIC, IMM, ECEPAA..... 28

Figure 32. Consortium Members – EA, PM, EMiT, DEI, FOB..... 29

Figure 33. Consortium Members – YP, FM 30

Figure 34. NEWS & Activities – Blog Post: DIAMOND: Your Path to a Brighter Future 31

Figure 35. NEWS & Activities – Blog Post: DIAMOND: A New Horizon for Empowering Vulnerable Individuals..... 32

Figure 36. NEWS & Activities – Blog Post: DIAMOND Takes Off: Productive Kick-Off Meeting in Milan..... 33

Figure 37. CONTACT Page 34

Figure 38. Website Footer..... 35

Figure 39. Accessibility Tools..... 36

Figure 40. Consent Preferences 37

Figure 41. 24 Language Options..... 38

Figure 42. DIAMOND LinkedIn Profile..... 39

Figure 43: DIAMOND Twitter Profile 40

Figure 44. DIAMOND Facebook Profile 41

Figure 45: DIAMOND Instagram Profile 42

Figure 46: Diamond YouTube Profile 42

1 DIAMOND Project Identity

1.1 DIAMOND Project Identity Overview

The EAs design team developed a cohesive project identity for DIAMOND. This identity, which includes logos, fonts, and other visual elements, ensures a unified and polished representation of the project both publicly and internally throughout its duration and beyond.

To maintain consistency across all communications, the consortium created and distributed comprehensive brand guidelines. These guidelines, reviewed, adjusted, and approved by all project partners, now serve as a standard for all project-related documents. Additionally, we developed a suite of document templates aligned with the brand guidelines, facilitating uniformity in presentations, reports, and other materials.

1.1.1 DIAMOND – The Rationale Behind the Logo and Project Name

The name “DIAMOND” serves as a powerful metaphor for the project’s mission to empower individuals, enabling them to shine by equipping them with the right skills needed to unlock their potential and succeed in the labor market. Our logo features a clean and modern design with a diamond shape in a vibrant turquoise. This design reflects the essence of the project and its core values:

- **Transformation and Potential:** Like a diamond that begins to shine when shaped and polished, our project symbolizes empowering individuals to realize their full potential and stand out.
- **Value:** Diamonds are treasured for their rarity and worth. Similarly, our participants will gain the skills needed to be highly valuable and sought-after by employers in the job market.
- **Uniqueness:** Every diamond is one of a kind, just as everyone is unique. This aligns with our person-centered approach, tailoring support to each participant’s distinct needs.
- **Invincibility:** Diamonds are known for their resilience. Likewise, the project aims to make participants adaptable and resilient in the face of continuous changes in the labor market.

Also, the logo is composed of four sides, each representing one of the core actions of the project:

- Providing a Digital and Modular Ecosystem for
- Personalized Capabilities Development to
- Enhance Labour Market Participation and
- Support Employment Transition."

This structure emphasizes the connection between the logo's design and the project's goals. Figure 1-11 present different variations of the DIAMOND logo that are implemented in the project templates.

1.1.2 DIAMOND – Logo Design

The DIAMOND logo was designed to incorporate the versatility and elegance of a diamond shape, showcased in various color options. We developed multiple versions of the logo in three distinct colors: dark silver, light silver, and turquoise, aligning with the brand guidelines. These variations are designed for adaptability, making the logo suitable for a range of applications, including websites, documents, presentations, and social media posts. The different color options ensure compatibility with diverse background styles, enhancing visual consistency and aesthetic appeal.

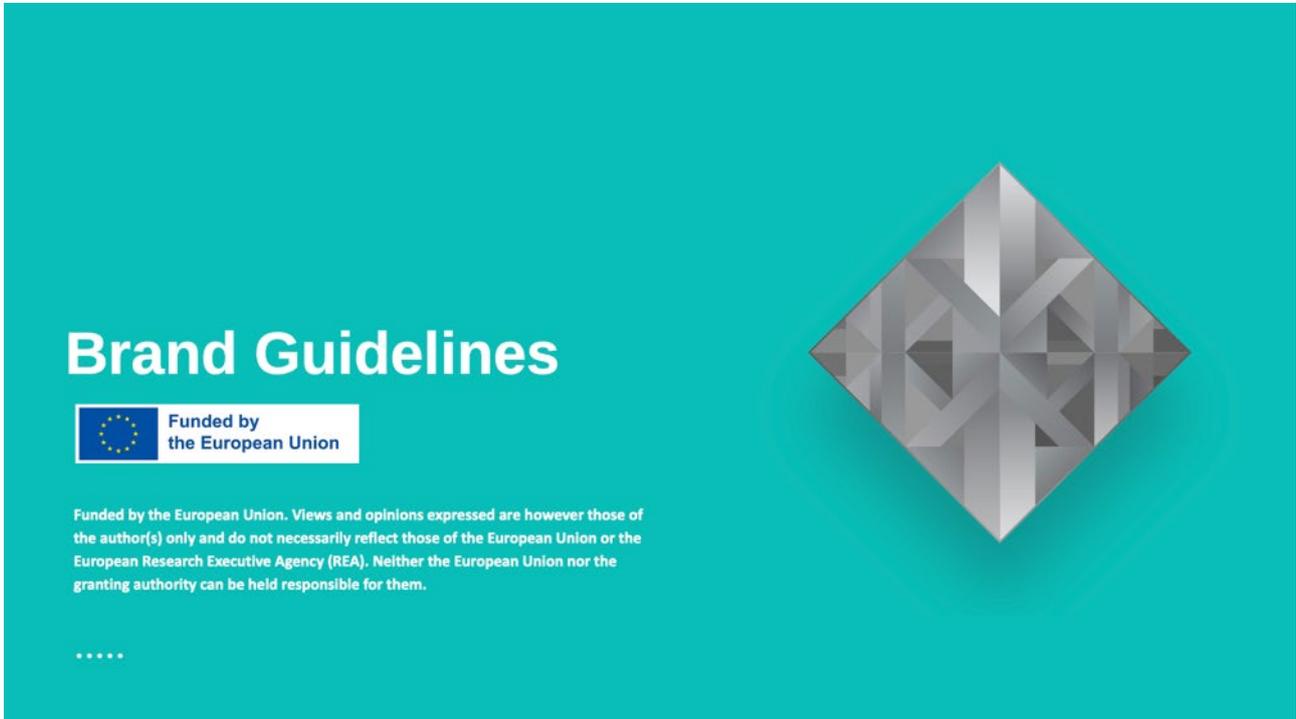


Figure 1. Logo 1

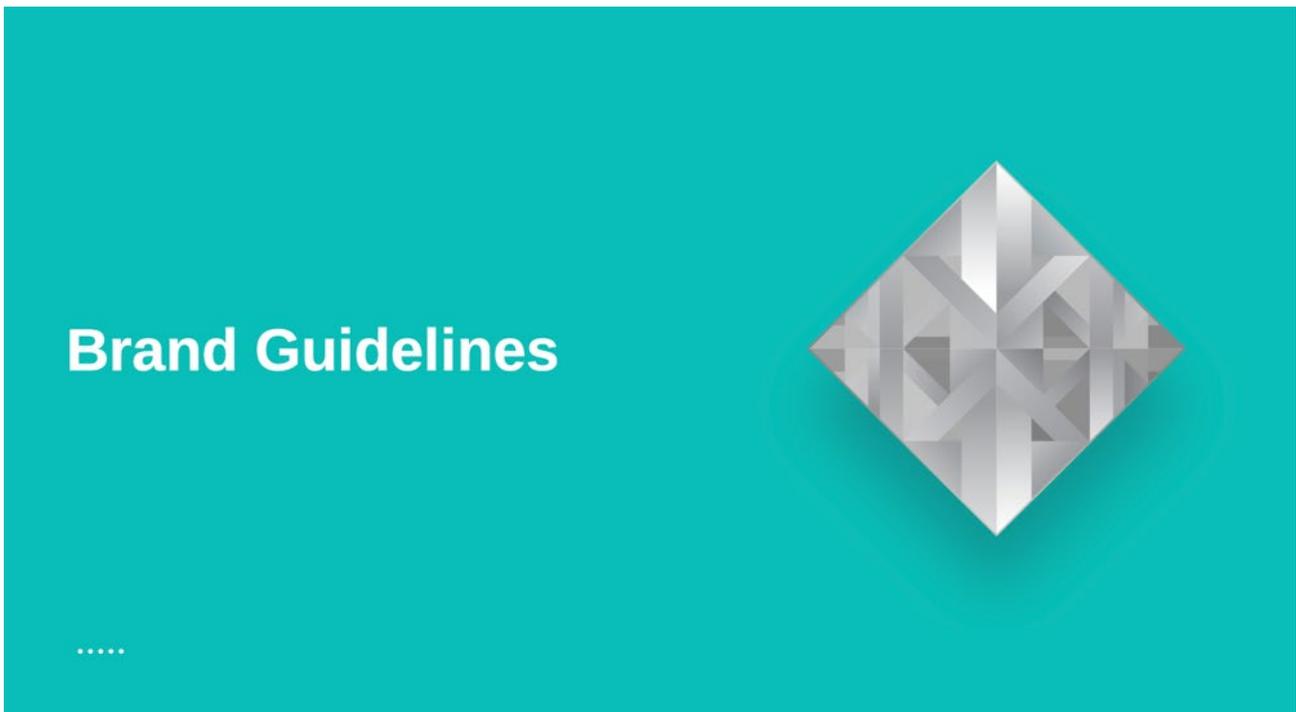


Figure 2. Logo 2



Figure 3. Logo 3

We also developed the visual design of the DIAMOND proposal to complement the logo and be used in appropriate contexts.

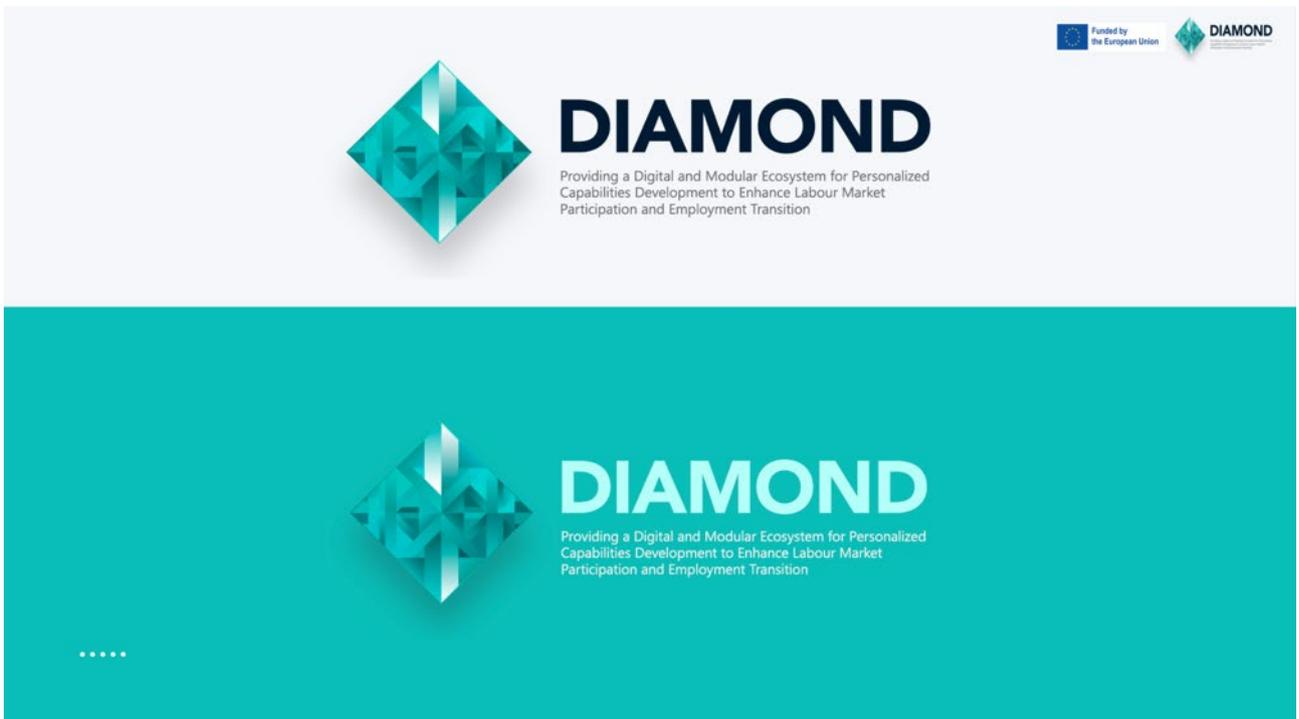


Figure 4. Logo 4

1.1.3 DIAMOND – Philosophy & Style

The brand guidelines also include examples of how to format presentations and providing ideas on how to present the brand in a polished and impactful way.

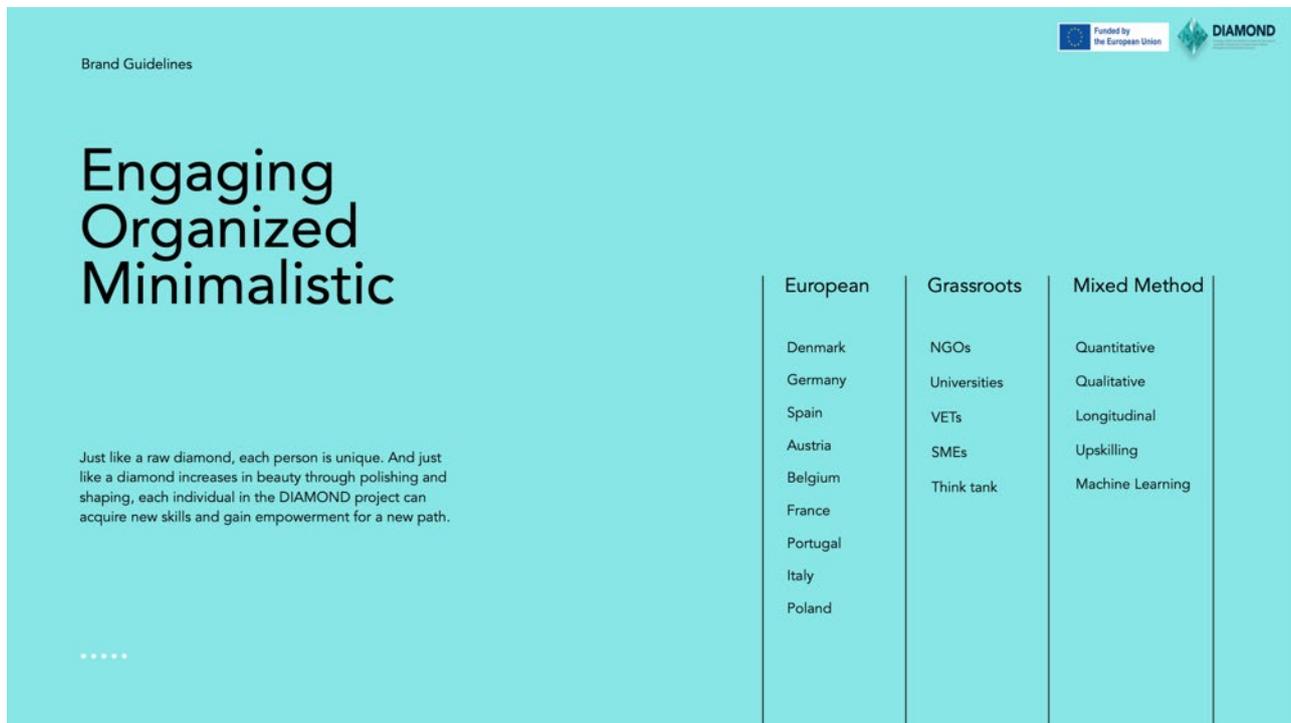


Figure 5. Engaging Organized Minimalistic

1.1.4 DIAMOND – Logo Marks

As described in 1.1.1 DIAMOND – The Rationale Behind the Logo and Project Name, the logo marks have four sides, representing the four actions of the project.

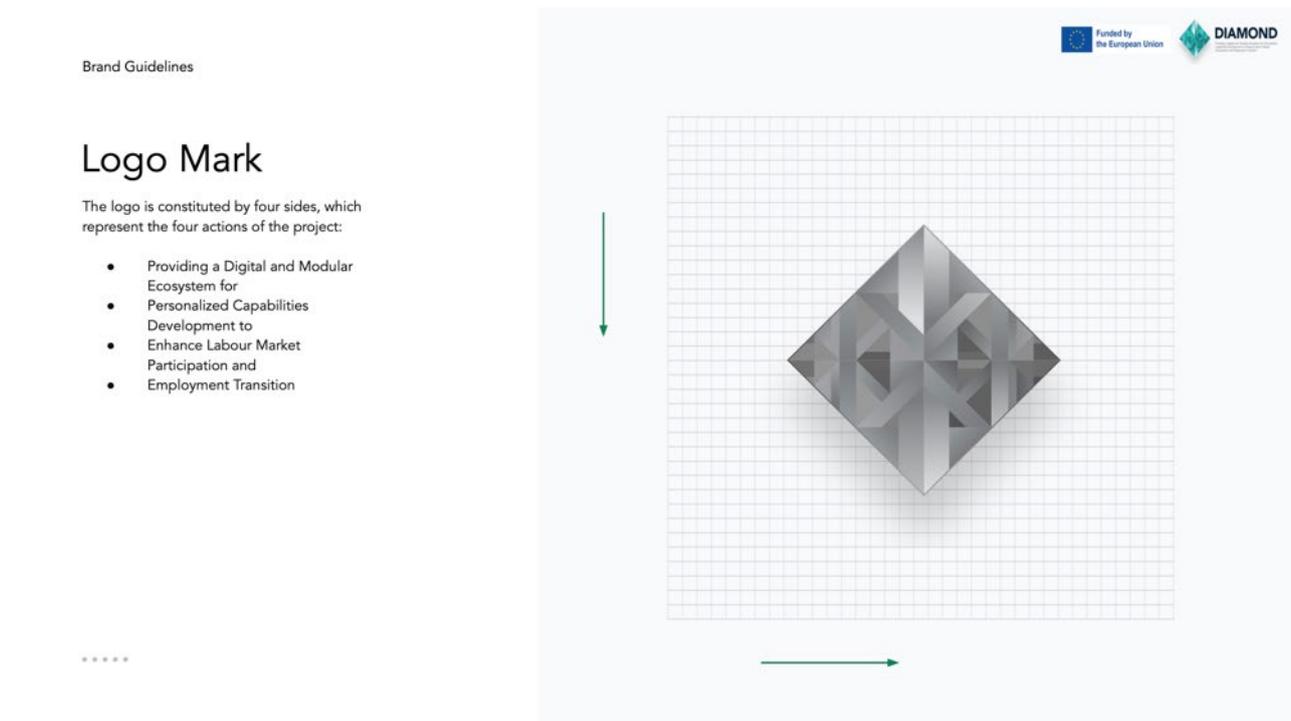


Figure 6. Logo Mark 1

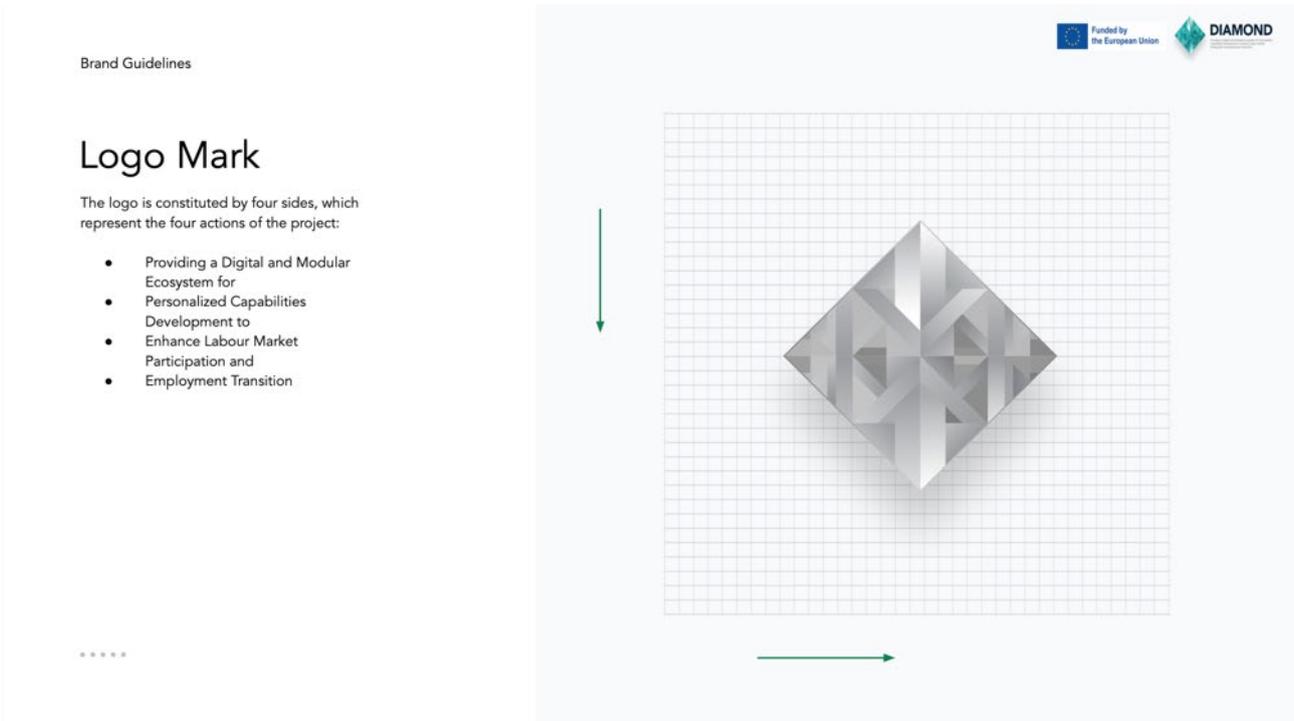


Figure 7. Logo Mark 2

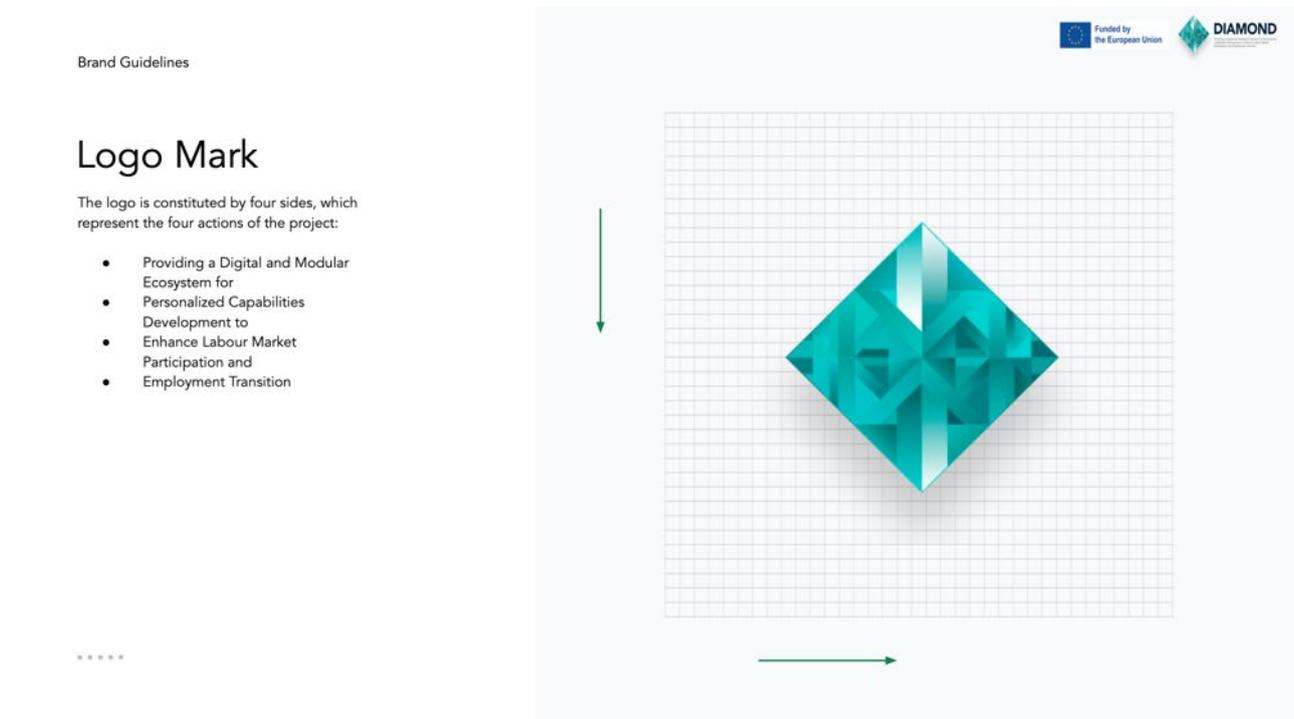


Figure 8. Logo Mark 3

1.1.5 DIAMOND – Logo Type

We developed examples of logo types that include the three variations of logo colors, and spacing suggestions. The "DIAMOND" text is positioned horizontally, with the insignia placed to its left. This is a classic and versatile version that can be used in various contexts. The "DIAMOND" text is stacked vertically, with the insignia positioned above. This format can be suitable for vertical spaces or applications where the logo needs to be more compact. Depending on the content, and background, these options provide all partners with various options on how to apply the logos and DIAMOND title in different contexts.

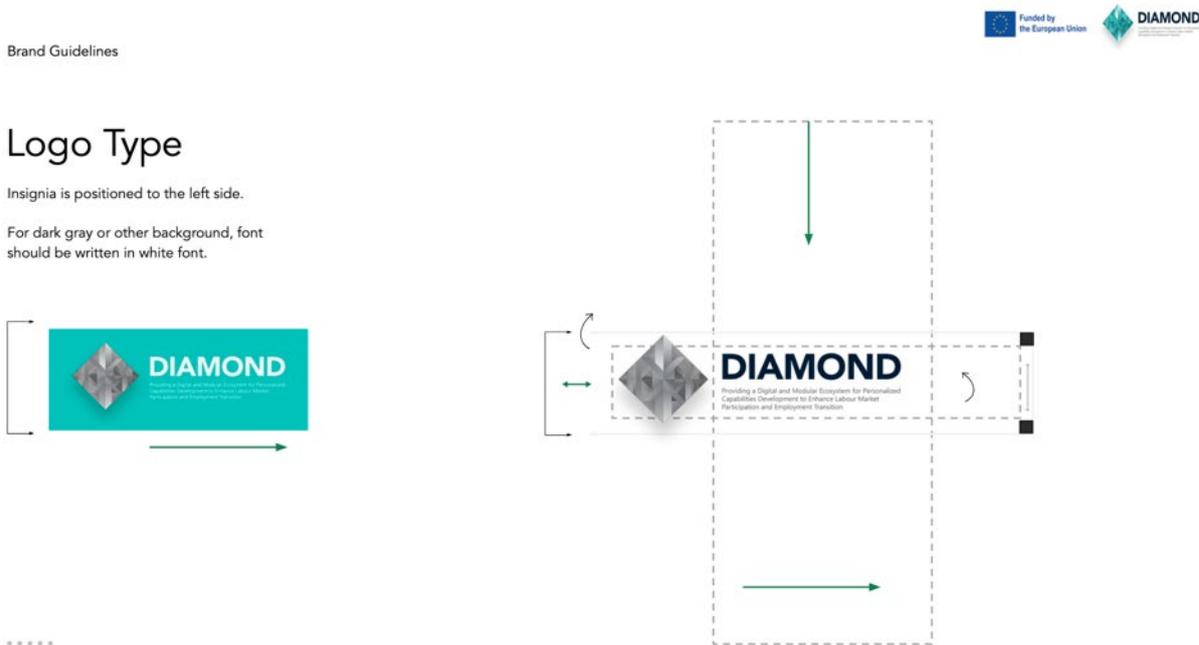


Figure 9. Logo Type 1

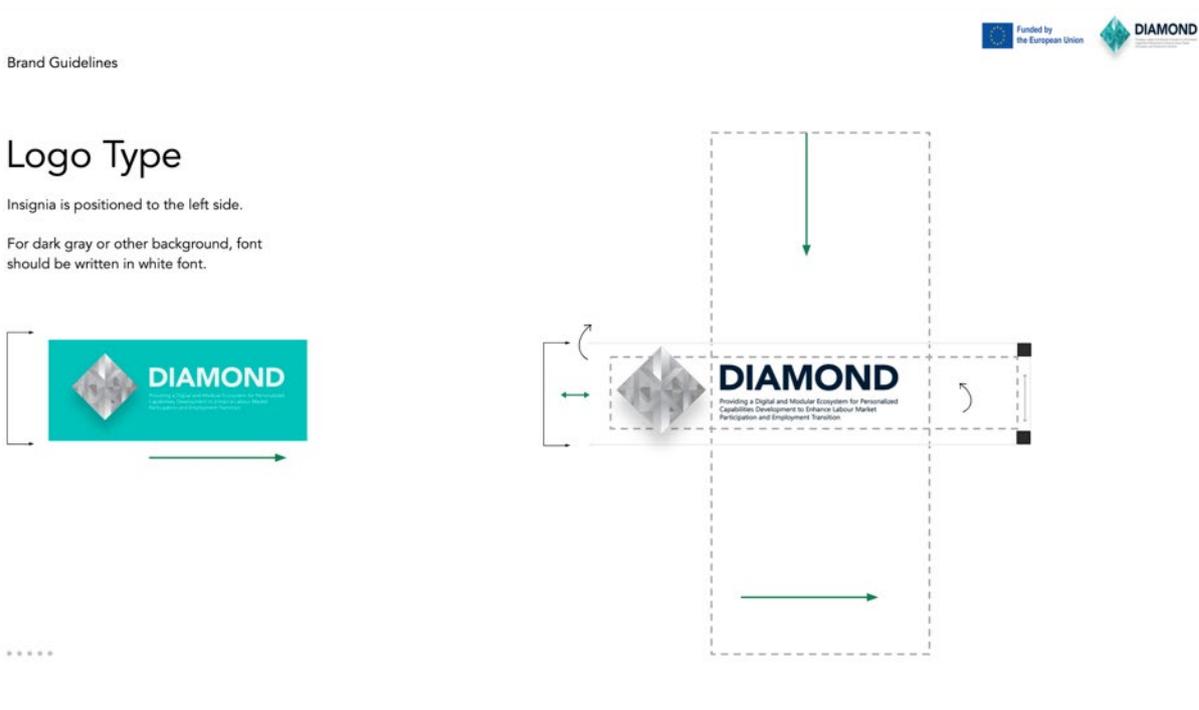


Figure 10. Logo Type 2

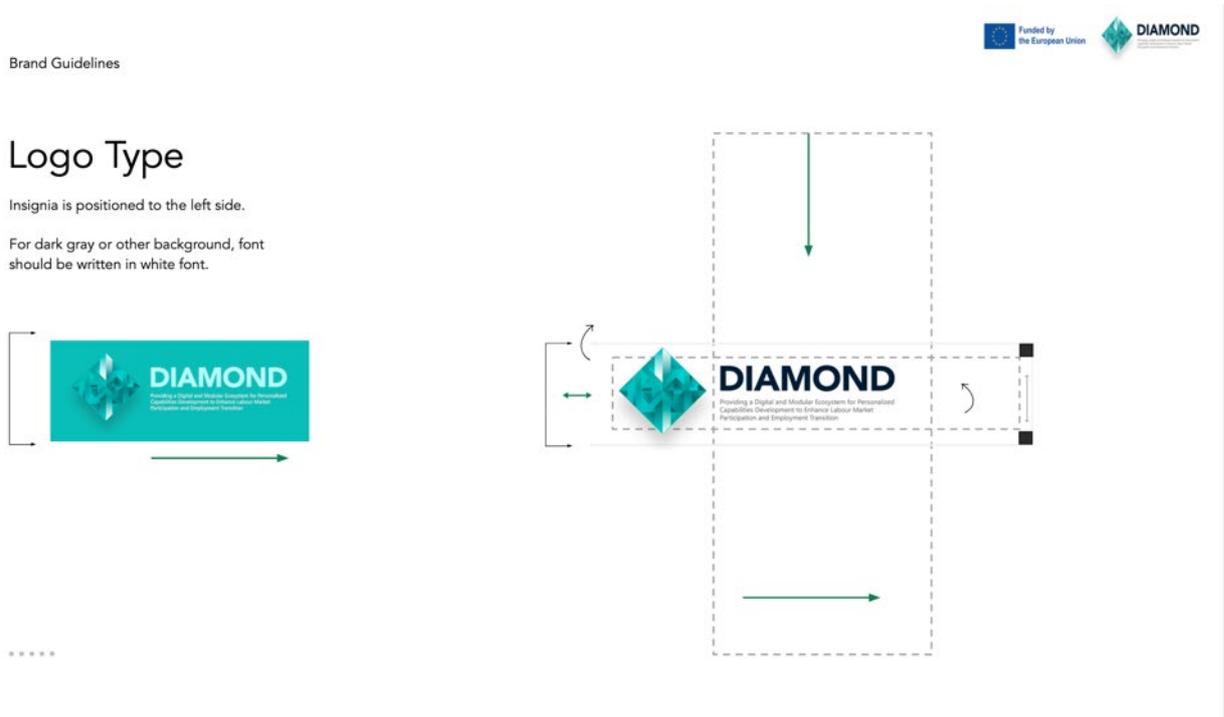


Figure 11. Logo Type 3

1.1.6 The Color Palette and Typography

The turquoise color represents renewal, creativity, and energy. It symbolizes the optimism and innovation that underpin the project’s approach to skill development and employability. This color choice reinforces the message of transformation, creativity, as well as balance and calm. Turquoise is a universally relatable color, transcending cultural and personal preferences. It is a color that everyone can identify with, reinforcing inclusivity and connection.

We chose the **Avenir** font for its clean, modern design and excellent readability. Its geometric style conveys professionalism and clarity, aligning with the DIAMOND project’s focus on transformation and growth. Avenir’s versatility ensures it works well across both digital and print materials, supporting a consistent visual identity.



Brand Guidelines

Brand Colors

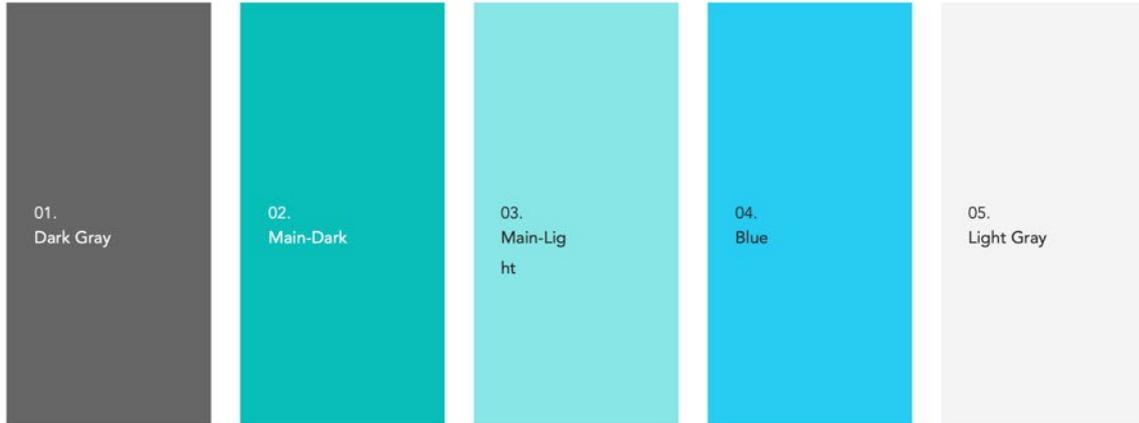


Figure 12. Brand Colours



Brand Guidelines

Typography

Main font used is AVENIR

AaBbCc

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQq
RrSsTtUuVvWwXxYyZz

1 2 3 4 5 6 7 8 9 0 ~ ! @ # \$ % ^ &

0 1 2 3 4 5

Figure 13. Typography

1.1.7 The Motto: Shaping Potentials, Sparking Success:

The motto, “*Shaping Potentials, Sparking Success,*” represents the DIAMOND path to employment similar to the natural evolution of a diamond:

- **Shaping Potentials** Just as a diamond is carefully shaped to reveal its brilliance, the DIAMOND project helps individuals develop their skills and capabilities, enabling them to grow and unlock their full potential.

- **Sparking Success:** A polished diamond catches the light and shines brightly. Similarly, the project equips participants with the skills to stand out in the labor market and achieve their goals.

This motto highlights the project’s focus on transformation, personal growth, and success, all inspired by the enduring qualities of a diamond.

Brand Guidelines



Motto



Figure 14. Motto

1.1.8 Brand Imagery

The EA design team has created a shared folder containing various brand images for use by partners. All images have been thoroughly reviewed to ensure compliance with copyright regulations, allowing partners to freely incorporate them into their presentations and documents.

Brand Guidelines

Brand Imagery

The images used represent the principles of the grassroots living labs: inclusive, participatory, co-creative, innovative, user-oriented, empowering.

.....

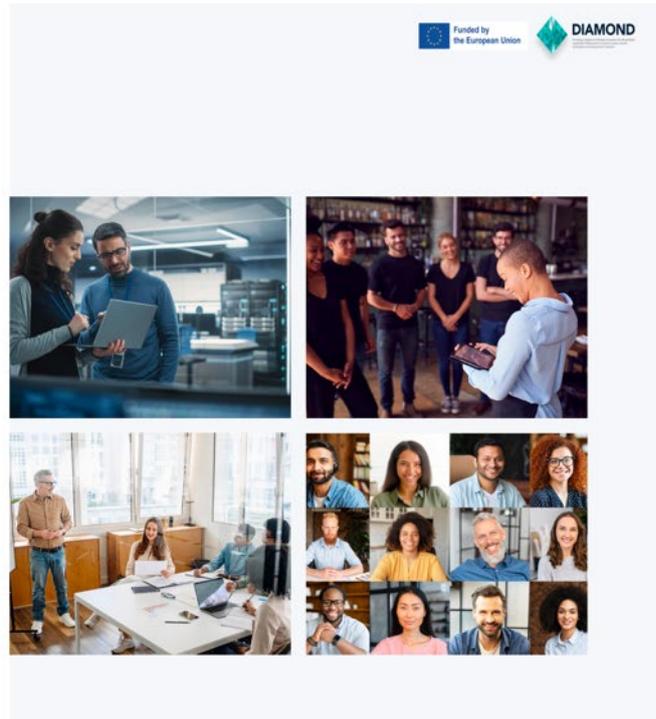


Figure 15. Brand Imagery

2 DIAMOND Website

2.1 DIAMOND Website Development Overview

The consortium designed and launched the DIAMOND website on <https://diamond-empower.eu>. We will manage regular updates to the DIAMOND website throughout and beyond the project's duration. This website now serves as a one-stop shop for information and updates about interim results, learn about our partners, and discover upcoming events. The website is mobile-friendly. The website's intuitive design and rich content aim to engage a diverse audience, from researchers to community stakeholders with the **following pages**:

- **HOME**: Provides an overview of the project's main goals, basic consortium information, DIAMOND objectives, and links to the latest blog posts.
- **ABOUT**: Offers detailed insights into DIAMOND's solutions, including the Employability Growth Index (^EGROW Index), the Modular and Versatile Platform for Engagement and Employability (MOVE^E), the DIAMOND Framework, Work Packages (WPs), and the Grassroot Living Lab Procedure.
- **CONSORTIUM**: Introduces the 15 consortium members and highlights their contributions to the project.
- **NEWS & ACTIVITIES**: Features blog posts, including the Kick-Off Meeting in Milan, an introduction to the project, and a summary of DIAMOND's goals and impact.
- **CONTACT**: Provides an easy way to reach the consortium via email at empower@diamond-empower.eu and links to social media channels.

Other Features:

- **Social Media Channels**: The webpage provides direct links to all DIAMOND social media pages (listed in Section 3: DIAMOND Social Media Channels).
- **EU Funding Disclaimer**: Project Funding & Funded by the EU disclaimers.
- **Accessibility Tools**: Incorporates accessibility options to ensure usability for everyone in the EU.
- **Consent Preferences**: Provides customizable data-sharing preferences. The website informs visitors about its use of cookies to enhance functionality, analyze performance, and personalize user experiences. Detailed consent options are available for necessary, functional, analytical, performance, and advertising categories.
- **24 Language Options**: The website translates automatically from English to 23 languages, including Bulgarian, Croatian, Czech, Danish, Dutch, Estonian, Finnish, French, German, Greek, Hungarian, Irish, Italian, Latvian, Lithuanian, Maltese, Polish, Portuguese, Romanian, Slovak, Slovenian, Spanish, and Swedish.

2.1.1 HOME Page

The DIAMOND Empowerment homepage (<https://diamond-empower.eu/>) offers a clear overview of the project's goals, consortium, and objectives. It is visually engaging, using the project's signature colours and large, changing images to increase the visitor's interest. The page also features links to the latest blog posts and provides easy access to project and consortium information. The Home page can be accessed from all sides by clicking on the DIAMOND logo in the upper left corner.

As the homepage will be regularly updated, the displayed content may evolve over time. Screenshots of the homepage are included for reference.

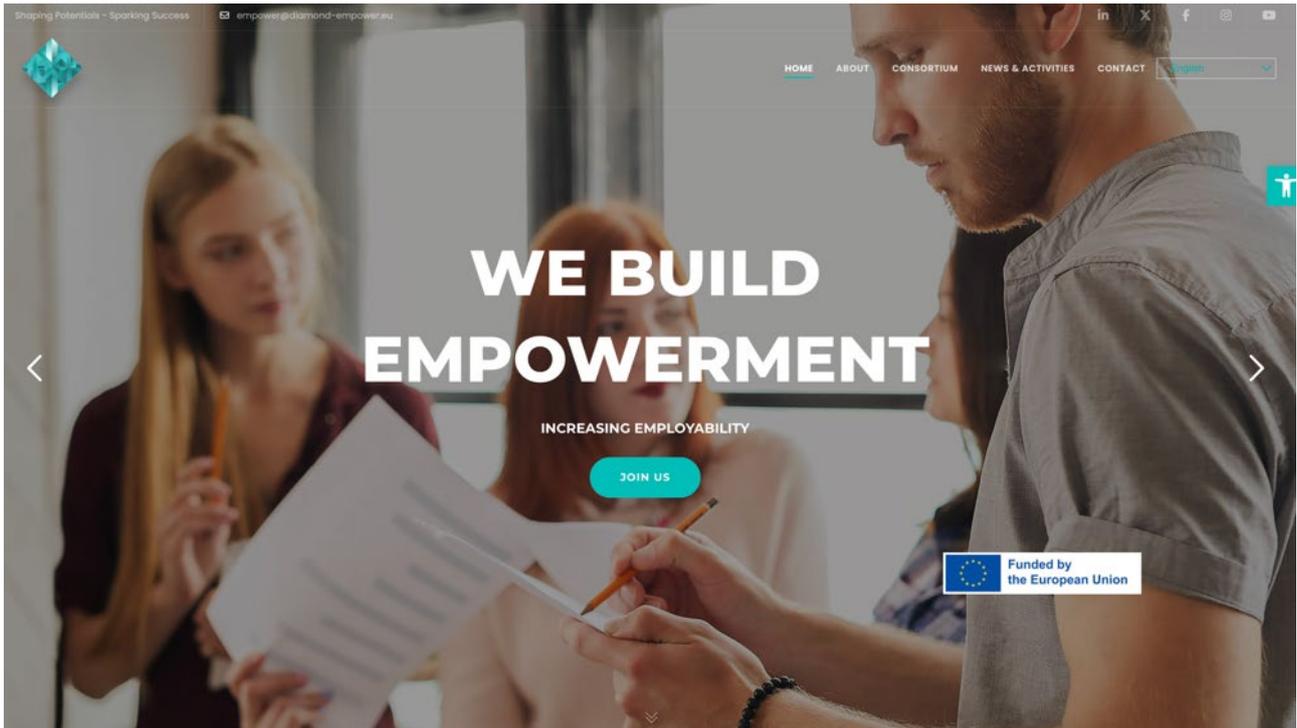


Figure 16. HOME Page – We Build Empowerment

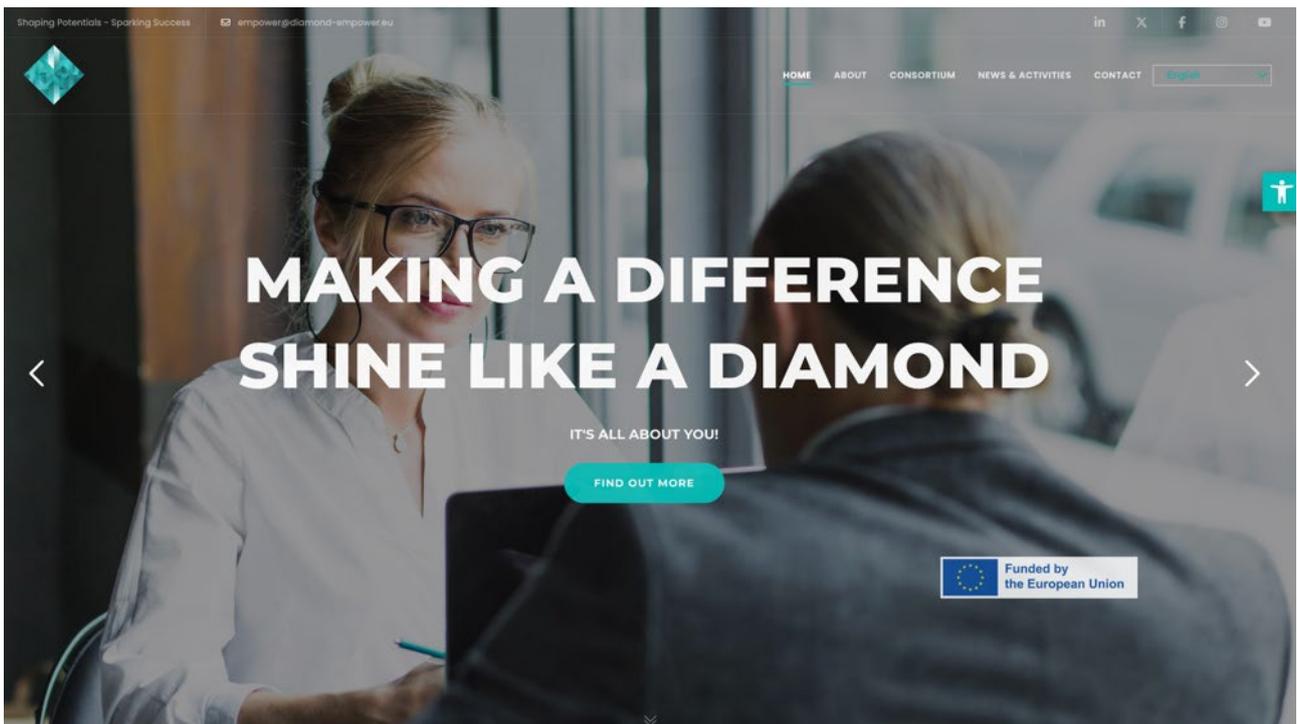


Figure 17: Home Page - Making A Difference

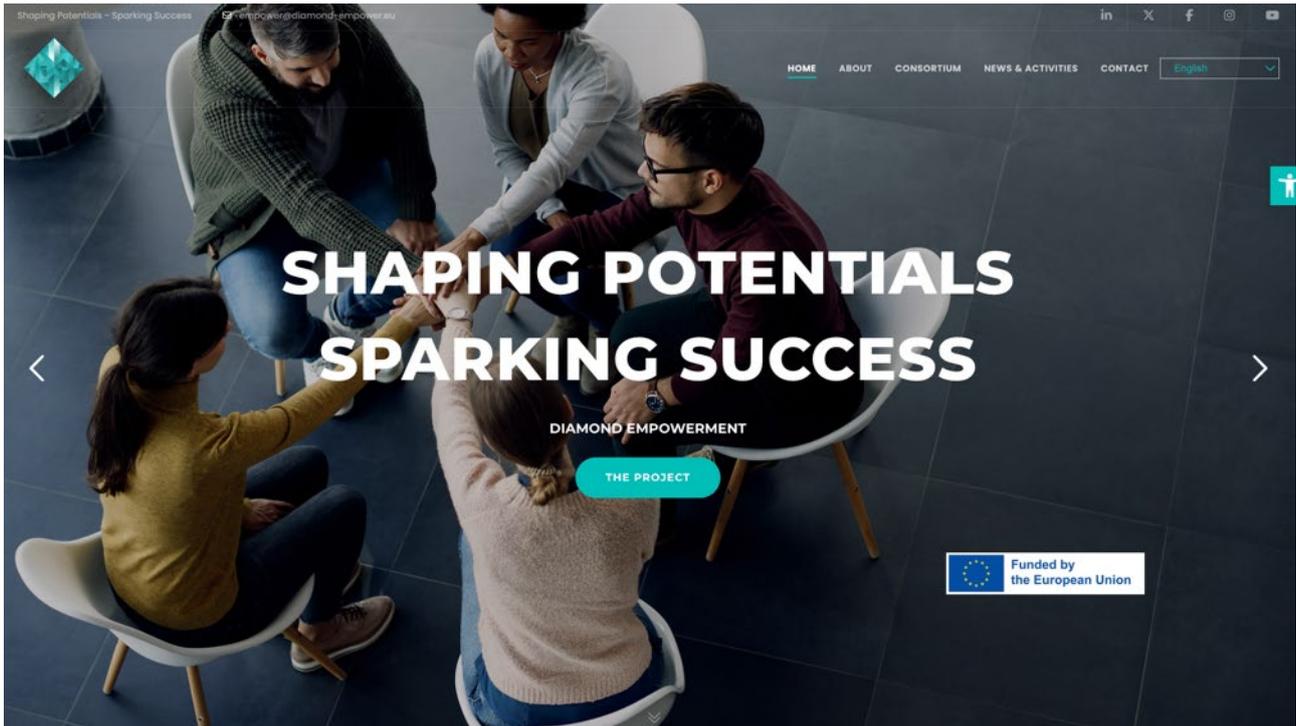


Figure 18. HOME Page – Shaping Potentials

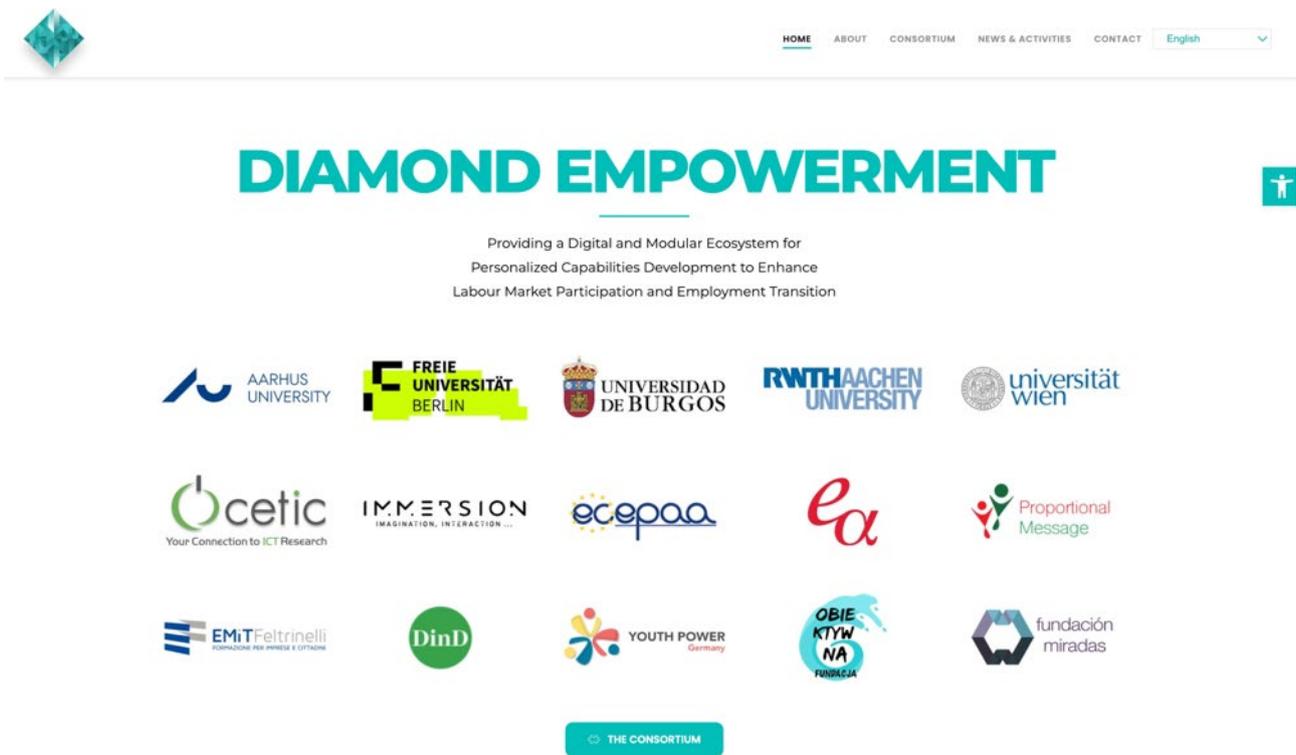


Figure 19. HOME Page – DIAMOND Empowerment

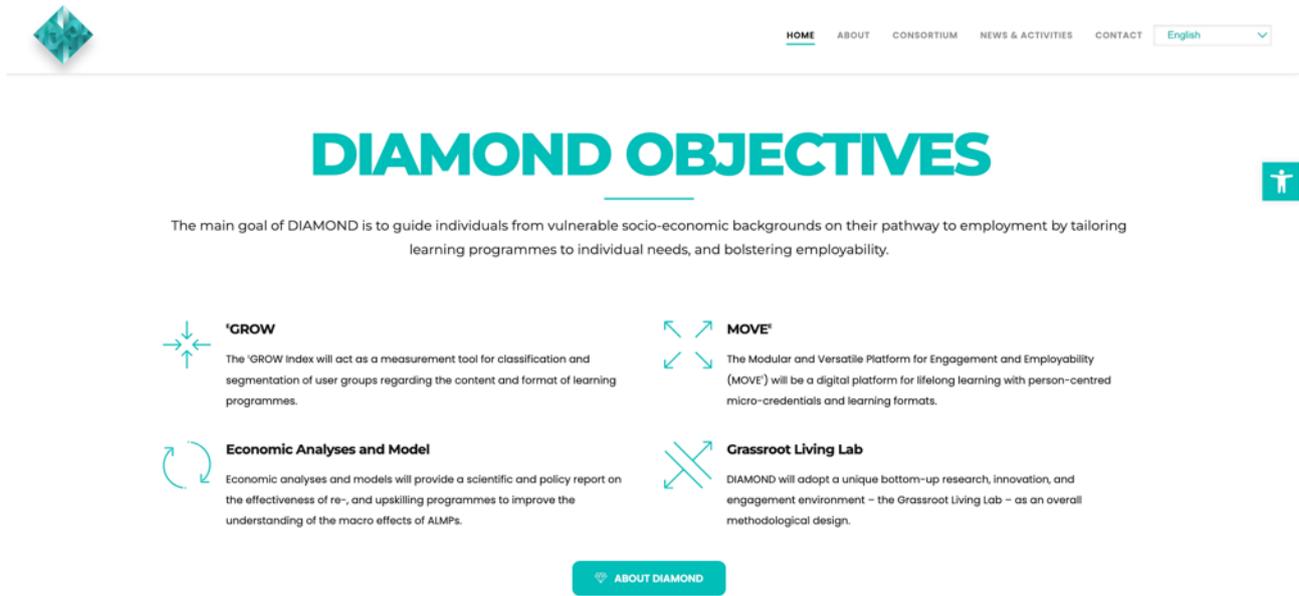


Figure 20 HOME Page – DIAMOND Objectives

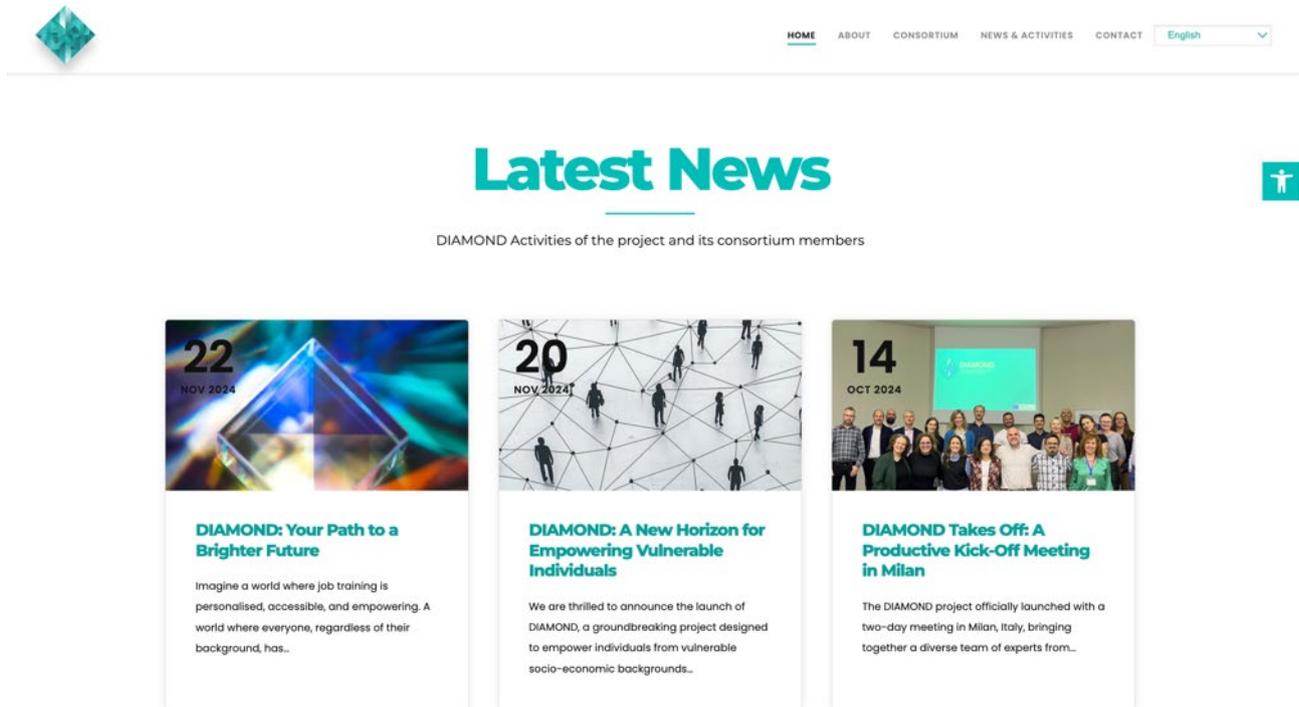


Figure 21. HOME Page – Latest News

2.1.2 ABOUT Page

The About page (<https://diamond-empower.eu/about/>) provides a comprehensive overview of the most important aspects of the project. It comprises an overall summary of the goals and a description of the two unique DIAMOND solutions – The ^EGROW- Index and the MOVE^E platform. Also, visitors can learn more about the proposed DIAMOND pathway to employment and the Grass Root Living lab. For transparency, the page includes detailed descriptions of the various work packages, offering insights into the project's structure and activities. Below we included screenshots to exemplify the content.

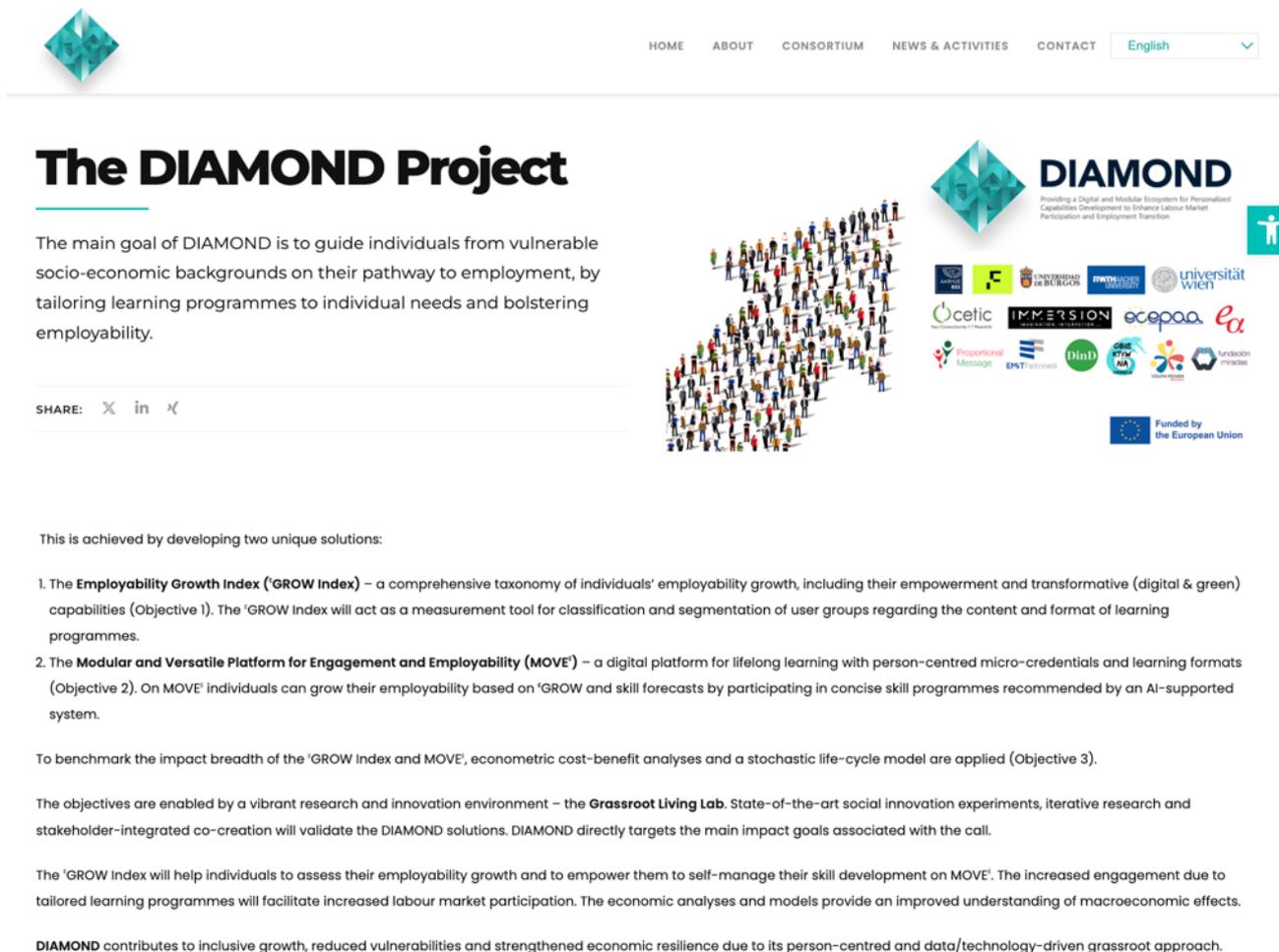
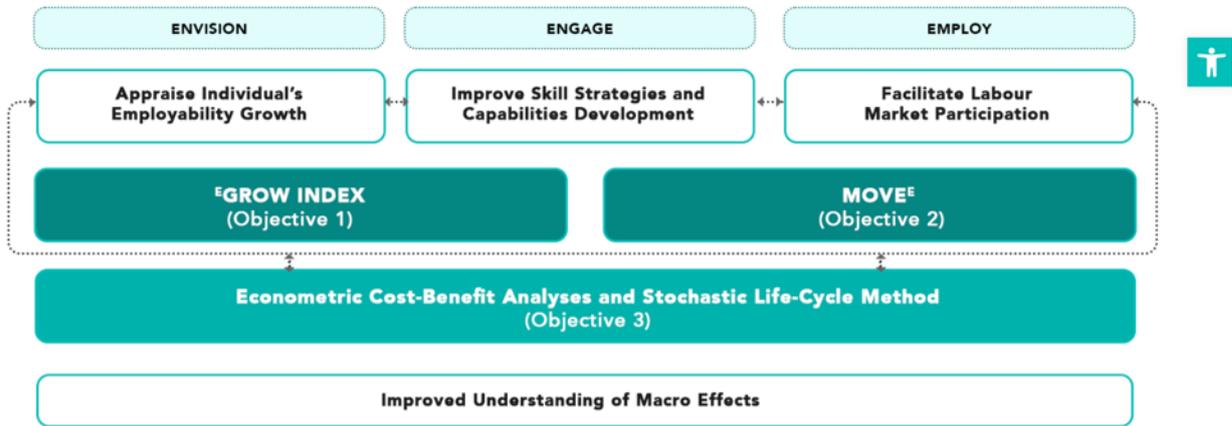


Figure 22. The DIAMOND Project



DIAMOND Pathway to Employment



The **central goal** of DIAMOND is to strengthen economic fairness and resilience of active labour market policies (ALMPs) and address high unemployment by **rethinking and disrupting** training for **re-, and upskilling**. The increased skill gap in the economy and society due to the digital transformation and green transition poses a threat to the various pathways to employment of unemployed people, especially those with a vulnerable socio-economic background. By challenging the current approach of skill development as well as skill strategies and by turning the threats on employment caused by digital and green transformation into opportunities, the DIAMOND pathway to employment offers a **novel and interdependent** set of **pro-active** stages – **Envision, Engage and Employ** (see figure above).

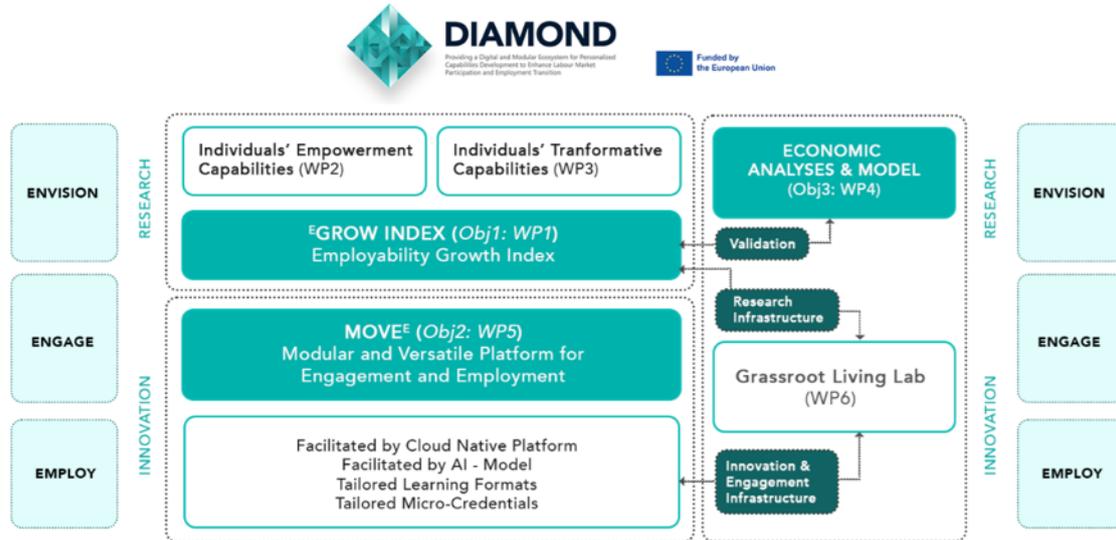
Diamond's pathway to employment will for the **first time** connect (i) a comprehensive knowledge base about individuals' employability growth (**Envision**) with (ii) predictive and human-centric solutions for skill and capability development (**Engage**) to (iii) tailor and increase individuals' labour market participation and employment transition (**Employ**).

This is achieved by developing two **unique DIAMOND solutions**: (1) the **Employability Growth Index ('GROW Index')** as a comprehensive taxonomy of empowerment and transformative capabilities to improve skill development strategies (Objective 1, from current TRL3 to TRL6 at the end of the project) and (2) the **Modular and Versatile Platform for Engagement and Employability ('MOVE')** as an ecosystem for lifelong learning to facilitate an increased labour market participation and employment (Objective 2, from TRL3 to TRL6 at the end of the project). Furthermore, to support an improved understanding of the macro effects of ALMPs and to **benchmark** the impact breadth of the 'GROW Index and MOVE' on their effectiveness including *displacement and substitution effects*, econometric cost-benefit analyses and a stochastic life-cycle model will be developed, tested, and validated (Objective 3, from TRL3 to TRL6 at the end of the project).

Figure 23. DIAMOND Pathway to Employment

DIAMOND Framework

The overall framework underpinning DIAMOND (see figure below) relates to the three main objectives and associated **key exploitable results (KER)** – the ‘**GROW Index** (Obj1; KER1), **MOVE**’ (Obj2, KER2), and the **economic analyses and model** (Obj3, KER3) – and will be facilitated by the **Grassroot Living Lab** (KER4). DIAMOND is distributed among 9 corresponding work packages (WPs).



The **framework and conceptualization of DIAMOND** are uniquely constructed to fulfil the ambition of each objective and to innovate ways in which re-, and upskilling programmes strengthen economic fairness and resilience of ALMPs. The DIAMOND framework for the three stages of the DIAMOND pathway to employment – envision, engage, and employ – builds on four main propositions.

First, re-, and upskilling programmes as crucial components of ALMPs need to be human-centred, agile, affordable, accessible, and suitable for lifelong learning.

Second, the effectiveness and efficiency of re-, and upskilling programmes are determined by the level of individuals' potential to self-determine their programme participation.

Third, besides their employment history, an individual's commitment and engagement in re-, and upskilling programmes is strongly connected to an individual's learner typology, which creates insights about their specific needs for developing human-centric learning formats.

Fourth, DIAMOND acknowledges the two-sided nature of digital technologies as a problem-maker and problem-solver. On the one hand rapid developments in the digital and green sectors increase educational boundaries and barriers for different employment pathways and associated ALMPs. On the other hand, digital technologies enable the transition to human-centric and agile learning platforms and have the potential to reduce inequalities by enabling learning independence (i.e., online training, and time-flexibility).

Figure 24. DIAMOND Framework

Work Packages (WPs)

WP 1 – Development, Validation, and Facilitation of the 'GROW Index

WP1 will develop, validate, and facilitate the 'GROW Index (Objective 1 of the DIAMOND Framework in the figure above). WP1 will primarily include, i) the selection of dimensions of empowerment and transformative capabilities based on a systematic literature review, ii) the application of the 'GROW Index for group classification and segmentation of learner typologies to support WPs and WP6, and iii) continuous and agile improvement of the 'GROW Index (e.g., adjustment of dimension weights) based on ML techniques for deriving a final setup of the 'GROW Index for exploitation based on continuous knowledge integration of WP2-WP4.

WP2 – Insights Into Empowerment Capabilities

WP2 will provide a comprehensive understanding of individuals' empowerment capabilities and will include, i) a comprehensive mapping of drivers and outcomes related to empowerment capabilities and to identify different learner typologies (e.g., autonomous learner, social learner, goal-oriented learner) used in WPs and ii) an examination of the interdependencies between individuals' empowerment capabilities and a) their change mindsets, and career determination/Indecision, b) their approach and avoidance orientations in learning, and c) their performance in learning tasks (connected to WP6). Thus, by continuously integrating insights and data, WP2 will support the development of the 'GROW Index (WP1) and MOVE (WPs).

WP 3 – Insights into Transformative Capabilities

WP3 will provide a comprehensive understanding of individuals' transformative capabilities (e.g., digital, green skills) and will include, i) a mapping of individuals' transformative capabilities with the goal to identify critical and missing capabilities for skill development and skill strategies used in WPs, ii) a mapping of potential drivers and inhibitors of transformative capabilities, iii) an examination of the interdependencies between people's transformative capabilities and potential drivers and inhibitors, and iv) an examination of the interdependencies between people's transformative capabilities and their employment probability (connected with WP6). Thus, by continuously integrating insights and data, WP3 will support the development of the 'GROW Index (WP1) and the facilitation of MOVE (WPs).

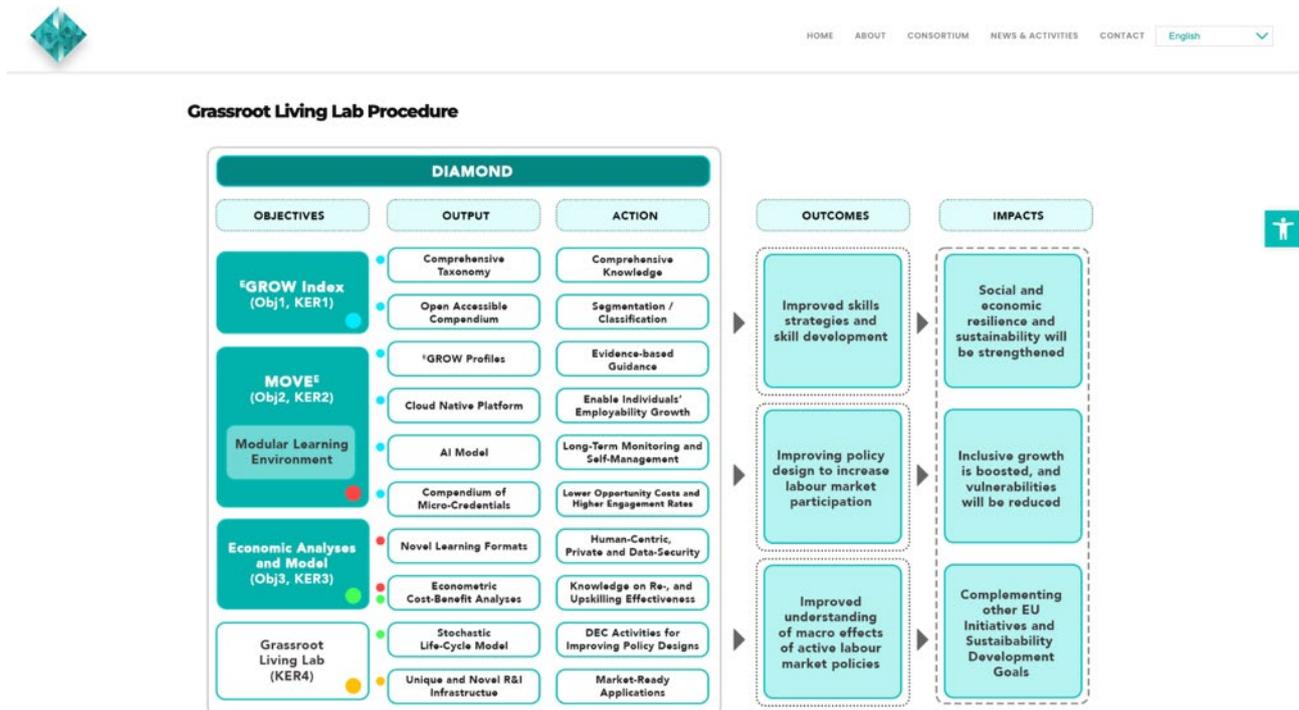
WP 4 – Economic Analyses

WP4 will provide an in-depth examination of the effectiveness of re-, and upskilling programmes from a micro- and macro perspective, considering various factors such as individual traits, labour market dynamics (e.g., skill mismatches, cyclical unemployment), and associated risks (mismatch between training and labour market needs, limited access and participation). WP4 will include i) an empirical meta-analysis with a focus on re-, and upskilling programmes, ii) the development of a stochastic life-cycle model, iii) the application of economic cost-benefit analyses, and v) the derivation of implications for policy re-designs of re-, and upskilling programmes as active labour market policies. WP4 will strongly interrelate with WP1 and WP5 to benchmark the effectiveness and efficiency of the 'GROW Index and MOVE' and will integrate data and insights from WP2-3 and WP6.

WP 5 – Development, Validation and Facilitation of MOVE

WP5 will develop, validate, and facilitate MOVE (Objective 2 of the DIAMOND Framework in the figure above). WP5 will include i) the establishment and maintenance of the cloud-native platform, ii) rethinking existing and co-development of new micro-credentials for increasing transformative capabilities, iii) innovating existing and co-development of new learning formats, and iv) the development, validation and facilitation of an AI model supporting the modular learning environment (i.e., as recommender system). WP5 is in strong interdependence with WP1 (to integrate the 'GROW index and 'GROW profiles) and WP6 for integrating research, innovation, and engagement activities.

Figure 25. Work Packages (WPs)



DIAMOND will adopt a **unique research, innovation, and engagement environment** – the **Grassroot Living Lab** – as an overall methodological design, which will lead to an additional **key exploitable result** at the end of the project (KER4). A common understanding of a Living Lab as a research, innovation and engagement infrastructure is the underlying concept that different stakeholder groups are engaged as testers and co-creators of new technologies, products and services in open real-life communities and environments. Research and innovation activities within a Living Lab often follow a **co-creation and co-production approach with agile, iterative stages**. By adding the term 'grassroot', DIAMOND highlights its unique bottom-up and human-centric approach by explicitly integrating vulnerable groups into all activities on DIAMOND's pathway to employment. The **Grassroot Living Lab** will create the playing field for the consortium and their research and social innovation activities to be vivid and 'living' themselves. Thus, the **Grassroot Living Lab** is integrated into the entire project and associated work packages. It will support the continuous promotion of research and innovation and is highly connected to work on the 'GROW Index and MOVE'.

Figure 26. Grassroot Living Lab Procedure

2.1.3 CONSORTIUM Page

The **Consortium** page (<https://diamond-empower.eu/consortium/>) introduces the 15 DIAMOND partners, providing an overview of each organization's role in the project. It features an interactive European map showing the partners' locations, along with brief descriptions of their organizations and links to their respective websites.

The DIAMOND Consortium

The DIAMOND consortium is uniquely qualified to achieve the project's objectives, has worked together on different EU-relevant projects, and pays attention to gender equality in terms of human resources with a majority of female WP leads and consortium members.

Shaping Potentials
Sparking **Success**



SHARE: X in X

Figure 27 The DIAMOND Consortium

Consortium Members Contribution

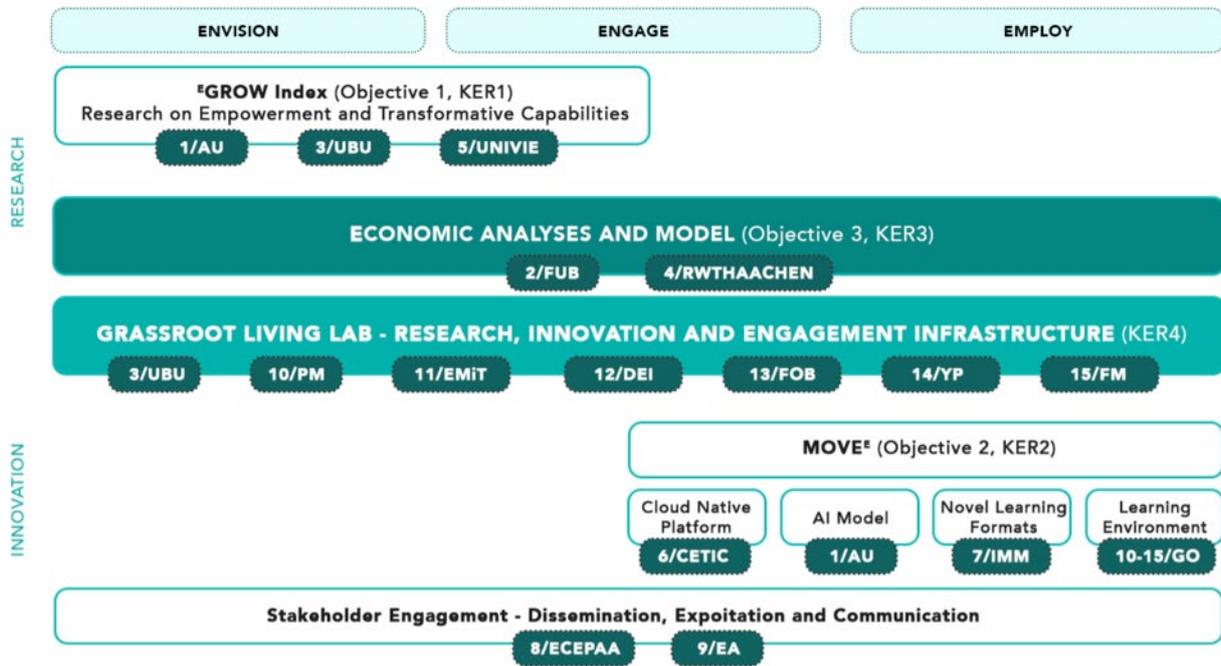


Figure 28. Consortium Members Contribution

Overall, the consortium is well balanced from an organisational (5 academic, 2 technological, 1 creative, 6 societal, and 1 policy partner), a European (15 partners; 9 countries) and a competence-distribution perspective.

- The **research teams** in the consortium (1/AU, 2/FUB, 3/UBU, 4/RWTH AACHEN, and 5/UNIVIE) are some of the best in Europe when it comes to applying an interdisciplinary, multi-method approach to research and to establishing a comprehensive understanding of ALMPs, employability growth, skill development and pathways to employment.
- The consortium heavily relies on the input and participation of its six **grassroots organisations** (10/PM, 11/EMIT, 12/DEI, 13/FOB, 14/YP, 15/FM) in the Grassroots Living Labs together with their respective target groups.
- To secure a **high-profile technological infrastructure and advanced learning formats**, 6/CETIC and 7/IMM are reputable and experienced experts concerning platform development, AI Models and collaborative mixed reality learning formats.
- To ensure the success of **DEC activities** including policy briefs, the consortium includes 8/ECEPAA and 9/EA – renowned experts in DEC.



Figure 29. Consortium Overview & Map



Consortium Members



Aarhus Universitet (1/AU) – Denmark: https://mgmt.au.dk/Aarhus_BSS

Since its founding in 1928, Aarhus University (AU) has grown to become a leading public university with international impact and reach across the entire research spectrum. This breadth gives the university a strong vantage point from which to combine disciplines in the creation of research breakthroughs, and to establish close collaboration with many sectors to the benefit of society as a whole. AU is consistently ranked as one of the world's top universities. It was ranked number 69 in the latest Shanghai ranking and is among the world's 100 best universities in 18 out of 48 subjects in the latest QS World University Rankings by Subject. AU has around 38,000 students, 10,700 employees, 1,800 PhD-students and close to 1,000 postdoctoral scholars. Internationalisation is at the heart of AU's mission and activities.

Coordinator: [Associate Professor Mirja Hubert](#) **Co-Coordinator:** [Professor Marco Hubert](#)

Team: [Teaching Associate Professor Camilla Kelsen Petersen](#); [Associate Professor Lukas Esterle](#).



Freie Universität Berlin (2/FUB) – Germany <https://www.fu-berlin.de/en/>

Freie Universität is a full-spectrum university, comprising twelve departments and three Central Institutes that together offer more than 150 different academic programs in a broad range of disciplines. Charité – Universitätsmedizin Berlin is the joint medical school of Freie Universität Berlin and Humboldt-Universität zu Berlin.

FUB's research team includes experts on quasi-experimental research methods and econometric analyses in the field of labour and family economics using survey and administrative data. FUB applies state-of-the-art skill programme evaluation techniques for causal identification with multivariate regression methods; working with survey and register data, cross-sectional and panel data; and international expertise.



Universidad de Burgos (3/UBU) – Spain: <https://www.ubu.es/>

The University of Burgos is a public university, recognised as one of the best young universities in the world, which carries out its mission based on the provision of comprehensive and quality teaching, very close to the student and focused on internationalisation. Founded in 1994, UBU is already a benchmark for Spanish university research and knowledge transfer to the business world. Recognised by the Ministry of Education as a Campus of International Excellence, it belongs to the European university project EMERGE, together with 7 other universities on the continent.



Rheinisch-Westfälische Technische Hochschule Aachen (4/RWTH AACHEN) – Germany: <https://www.rwth-aachen.de/>

RWTH Aachen University is one of Germany's "Universities of Excellence" and enjoys a high international reputation in research and teaching. The dynamic, creative, and international environment of RWTH is characterized by strong networks, institutionalized collaborations, and the innovative RWTH Campus. The Faculty of Business and Economics takes an interdisciplinary approach to research and teaching, and its degree programs are AACSB accredited. The research groups in Computational Economics and Management Science focus on developing efficient algorithms to analyze problems of optimal decision-making in Economics and Operations Research.



Figure 30. Consortium Members – AU, FUB, UBU, RWTH AACHEN



Universität Wien (5/UNIVIE) – Austria: <https://soko-psy.univie.ac.at/>

Founded in 1365, the University of Vienna is the oldest university in the German-speaking world and one of the largest in Central Europe. It is associated with 16 Nobel Prize winners and has been the academic home of many figures both of historical and academic importance. The University of Vienna is the largest teaching and research institution in Austria University of Vienna, and it is consistently highly rated in international rankings: it currently ranks 11th among the most international universities in the world and is the top-ranked University in Austria (Rank 124) in the Times Higher Education University ranking.



Centre d'Excellence en Technologies de l'Information et de la Communication (6/CETIC) – Belgium: <https://www.cetic.be/>

CETIC's mission is to support regional economic development by providing the most innovative results from applied research in Information and Communication Technologies (ICT) and Digital Technologies. CETIC helps companies that develop software and IT tools to integrate promising emerging technologies into their new products, processes or services more quickly, allowing them to innovate faster, reduce risks, remain competitive in their market and develop new ones. CETIC's innovations take shape through cutting-edge expertise, the response to global technical challenges, and the development of specific IT tools, all of which can be transferred to companies active in their respective fields of application. This expertise is constantly strengthened through multiple collaborations at both European and regional levels.



Immersion (7/IMM) – France: <https://www.immersion.fr/>

Immersion has been a pioneer in virtual reality since 1994, creating immersive and collaborative workspaces. The company specialises in selecting, inventing, patenting, and distributing cutting-edge technological solutions. With a multidisciplinary team bringing diverse expertise, Immersion acts as a catalyst for innovation, excelling in virtual and augmented reality while designing spaces and interfaces.

The company integrates immersive and interactive systems, including headsets, large image walls, and collaborative tables. It is also the developer of Shariing, a software solution tailored for presentations and collaborative work. In addition, Immersion creates mixed reality applications and actively participates in national and European research projects, along with conducting user studies.



European Centre for Economic and Policy Analysis and Affairs (8/ECEPAA) – Belgium: <https://www.ecepaa.eu/>

ECEPAA is an independent non-profit organisation founded on the idea that research-based policy-making is vital for European societies. Established in Brussels in 2011, ECEPAA intends to carry out policy-oriented research and development assistance projects, specialising in questions of European migration policy, lifelong learning programmes, and the global economy. ECEPAA's primary focus lies in social inclusion, education, youth, and migrant issues, demonstrating a dedicated commitment to advancing our comprehension of the challenges confronted by marginalised communities.

Leveraging funding from diverse programmes, the organisation seeks to systematically counteract social exclusion and surmount persistent obstacles rooted in economic, cultural, class, race, and gender determinants.

Figure 31. Consortium Members – UNIVIE, CETIC, IMM, ECEPAA



Evolutionary Archetypes Consulting SL (9/EA) – Spain: <https://ea.consulting/>

EA is an innovation research and science communication company. EA explores and assesses innovation strategies, resources, and technologies to empower future game changers. With innovation research, they study and analyse knowledge that can inspire innovators and entrepreneurs to innovate and succeed. With science communication, they take encouraging insights from scientific and technology research and share the knowledge in everyone's words. Horizon Europe collaboration allows them to get involved directly in R&D projects supporting the researchers with technology and resources.



Proportional Message Associacao (10/PM) – Portugal: <https://proportionalmessage.eu/en/>

Proportional Message supports people with disadvantaged backgrounds through the development of humanistic educational values, representing a way of enhancing the integral development of the individual, both personally and collectively.

PM develops education and training activities to improve the level of key competencies and skills of disadvantaged people to promote their social inclusiveness. PM works on planning, implementation and evaluation of socio-educational projects with human resources, with a strong partnership between the local enterprises, regional stakeholders and policymakers. PM is dedicated to addressing global challenges, including poverty, social and labour inequalities, education, environmental sustainability, peace, and civic engagement.



Ente Morale Giacomo Feltrinelli per l'incremento Dell'Istruzione Tecnica (11/EMIT) – Italy: <https://www.emitfeltrinelli.it/ente-morale-emit-feltrinelli/>

EMIT Feltrinelli ETS is an Italian historical non-profit Foundation and Training Center, based in Milan. It has been a major player in the training and innovation of firms and private people since 1908. Its training courses are focused on digital, technical and managerial skills, mainly in IT, web technologies, languages, marketing, management and creative techniques. EMIT is also committed to helping young people and vulnerable groups in search of job opportunities to enhance their skills in order to meet companies' needs, be more competitive in the labour market and to reach their rights as citizens.



Deinde Spolka Z Ograniczona Odpowiedzialnoscia (12/DEI) – Poland: <https://deinde.pl/en/>

DEI is a training institution and employment agency that operates in the areas of vocational education and training, career counselling, social inclusion, and lifelong learning. DEI aims at vocational activation and social inclusion, restoring unemployed people to the labour market, and helping younger people (most often after completing their education stage) to enter the labour market. In recent years, DEI has provided its target groups with training and courses in topics, such as literacy skills, digital skills, entrepreneurship, personal and social competencies, the standard SA8000 and environmental protection, CSR and the 2030 Agenda, gastronomic services, to name a few.



Fundacja Obiektywne (13/FOB) – Poland: <https://obiektywne.org/>

Since 2018, Fundacja Obiektywne focuses on socio-professional activation, financial education and addiction prevention. Foundation implements projects for various target groups: children and youth, the unemployed, people with disabilities, those facing homelessness, addicts, victims of violence, the incarcerated or recently released, single parents, refugees and seniors. The Obiektywne's team is made up of various specialists: psychologists, psychotherapists, lawyers, social workers, financial educators, addiction preventionists, career counsellors and job brokers. Foundation is also active in the social dialogue committee on homelessness in Warsaw which has a strong influence on the decisions of the city authorities and formation of policies to fight homelessness.

Figure 32. Consortium Members – EA, PM, EMIT, DEI, FOB



Youth Power Germany EV (14/YP) – Germany: <https://yp-de.org/>

YP is a non-governmental and non-profit organisation working to empower young people, especially those facing social and cultural challenges, including migrants. YP has a pool of experts, youth workers and trainers who are delivering different programmes focusing the inclusion of young people with fewer opportunities and have valuable experience with digital tools in youth work, like e-learning courses. YP has experienced professionals (psychologists, sociologists, social workers, etc.) as members, coordinators, and volunteers, who all have the needed expertise and experience in exploring and adapting new methodologies for inclusion and employability of marginalised groups, and whose expertise is also doing professional research and studies.



Fundación Miradas (15/FM) – Spain: <https://fundacionmiradas.org/>

Fundación Miradas is a national organisation created in 2013 by Autismo Burgos (Spain) but based in Burgos, that provides support for the legal capacity and defence of the rights of autistic people and their families, focusing also on improving their quality of life. Fundación Miradas develops different initiatives that promote awareness, knowledge, study and research on autistic people and their families. In 2015, alongside the University of Burgos, Fundación Miradas created the Miradas por el Autismo Chair, the first project to focus its attention on autistic people and their families in Spain.

Figure 33. Consortium Members – YP, FM

2.1.4 The NEWS AND ACTIVITIES Page

The News and Activity page (<https://diamond-empower.eu/blog/>) will be the most dynamic section of the website, featuring frequent updates. It already includes a press release and a report on the Kick-Off Meeting in Milan. This page will continue to provide the latest news and updates as the DIAMOND project progresses.

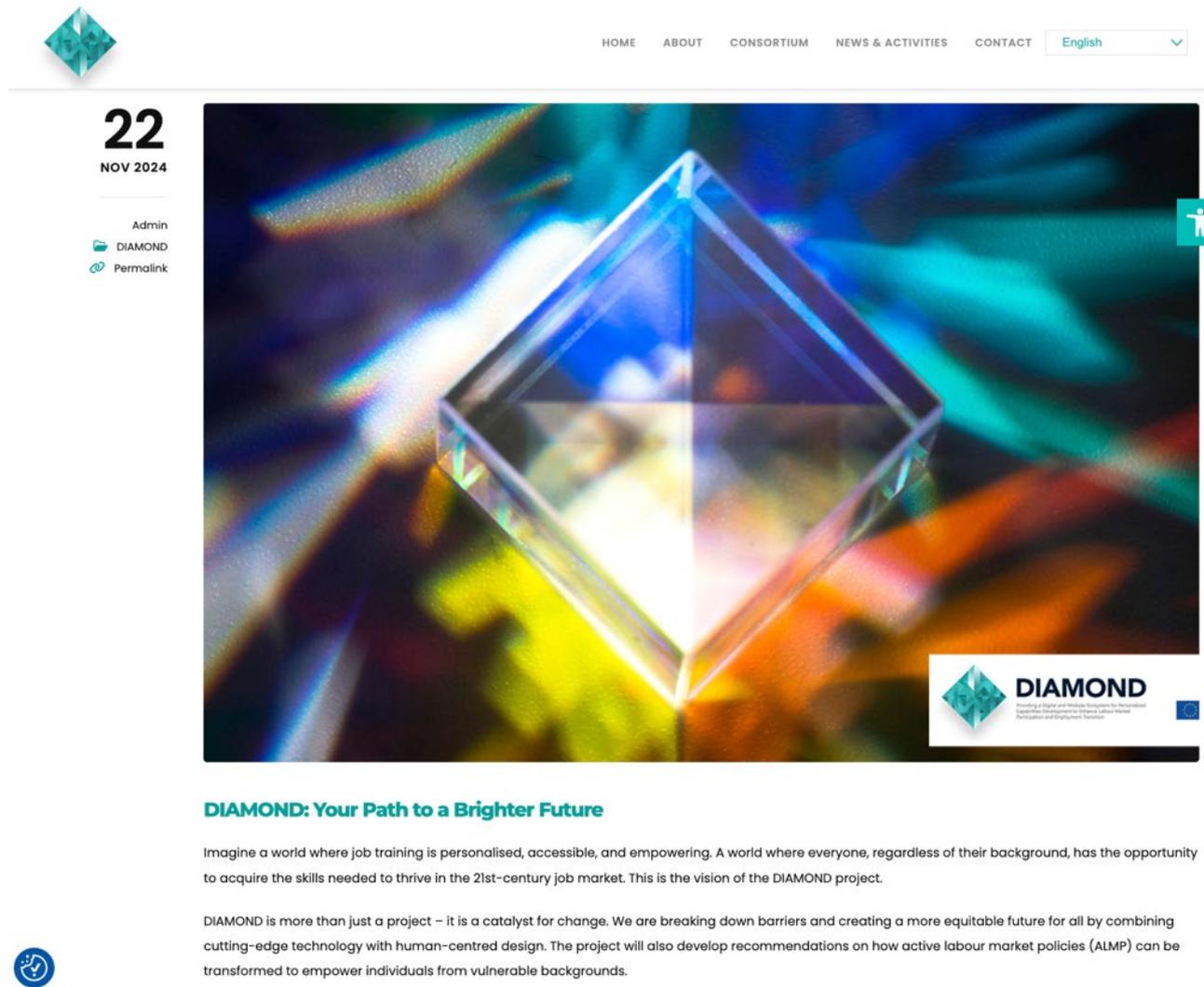


Figure 34. NEWS & Activities – Blog Post: DIAMOND: Your Path to a Brighter Future

20
NOV 2024

Admin
DIAMOND
Permalink

HOME ABOUT CONSORTIUM NEWS & ACTIVITIES CONTACT English

DIAMOND: A New Horizon for Empowering Vulnerable Individuals

We are thrilled to announce the launch of DIAMOND, a groundbreaking project designed to empower individuals from vulnerable socio-economic backgrounds and equip them with the skills needed to thrive in today's competitive job market. DIAMOND is a Horizon Europe (REA)-funded initiative that brings together a consortium of leading experts in education, technology, and social innovation.

DIAMOND
Empowering Vulnerable Individuals
A Horizon Europe (REA)-funded initiative that brings together a consortium of leading experts in education, technology, and social innovation.

Figure 35. NEWS & Activities – Blog Post: DIAMOND: A New Horizon for Empowering Vulnerable Individuals

The screenshot shows a website interface for a news article. At the top, there is a navigation menu with links for HOME, ABOUT, CONSORTIUM, NEWS & ACTIVITIES, and CONTACT, along with a language dropdown set to English. On the left side, a date widget displays '14 OCT 2024' and a sidebar menu with 'Admin', 'DIAMOND', and 'Permalink' options. The main content area features a large group photograph of approximately 20 people standing on a stage in front of a projection screen that shows the DIAMOND logo. Below the photo is the article title 'DIAMOND Takes Off: A Productive Kick-Off Meeting in Milan' in a teal font. The text of the article states: 'The DIAMOND project officially launched with a two-day meeting in Milan, Italy, bringing together a diverse team of experts from all 15 participating organisations. This kick-off session was a whirlwind of productivity and inspiration, laying the groundwork for a groundbreaking initiative that aims to revolutionise job training.' A 'READ MORE' link with a right-pointing arrow is located at the bottom right of the text.

Figure 36. NEWS & Activities – Blog Post: DIAMOND Takes Off: Productive Kick-Off Meeting in Milan

2.1.5 CONTACT Page and Newsletter

The contact page (<https://diamond-empower.eu/contact/>) provides all necessary contact information - including the main project e-mail (Email: empower@diamond-empower.eu) as well as all relevant contact information of the partners. On this page, visitors can also sign up for the newsletter. DIAMOND aims to start publishing newsletters on a regular basis and has already started building a database of relevant stakeholders, who have given their approval for receiving such materials.

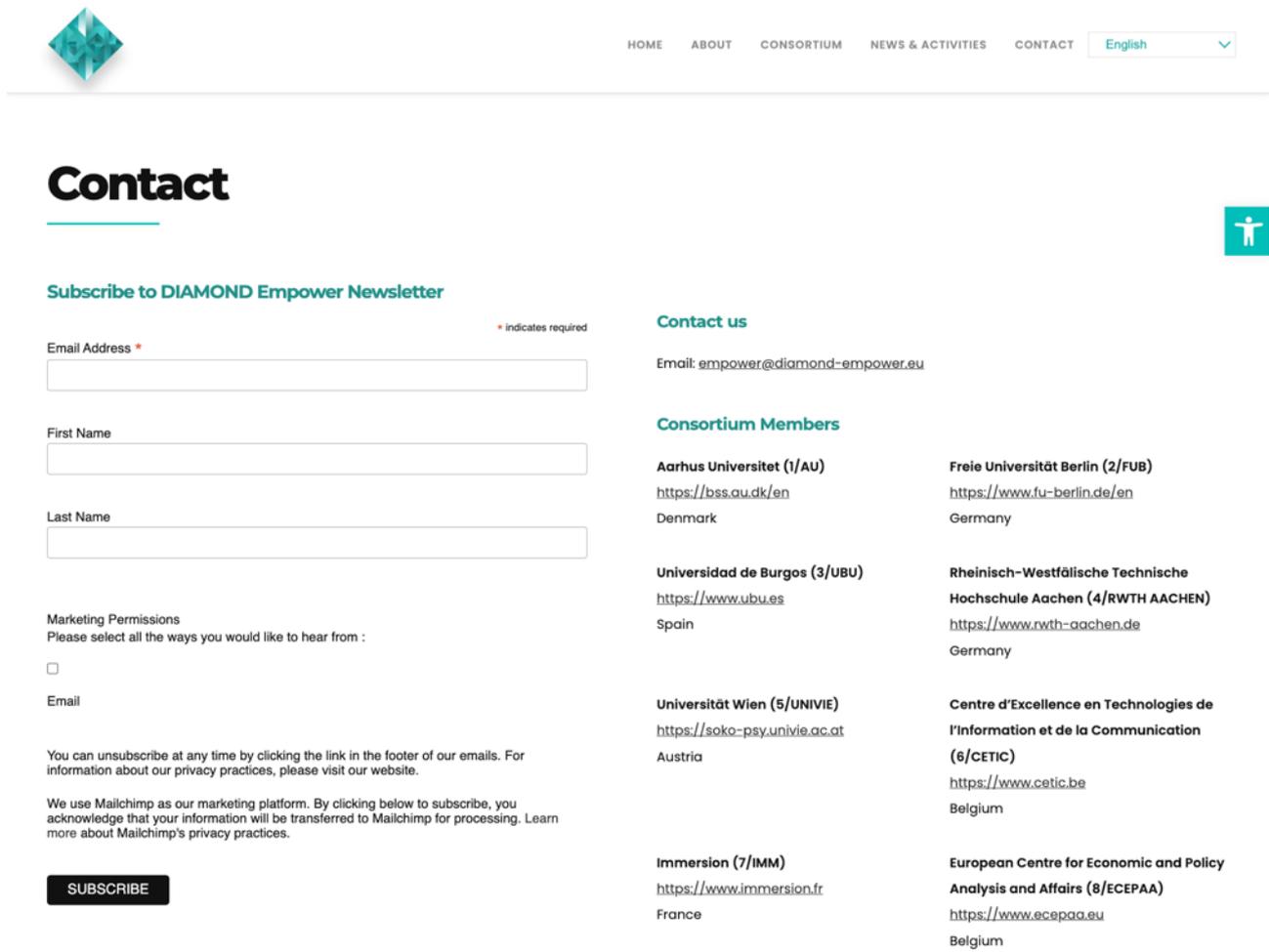


Figure 37. CONTACT Page

2.1.6 Website Footer & Disclaimer

The website footer contains the disclaimer stating that the project was funded by the European Union, ensuring transparency regarding the source of funding and compliance with EU regulations on acknowledgment. This highlights the project's alignment with EU objectives and emphasizes its credibility and legitimacy.

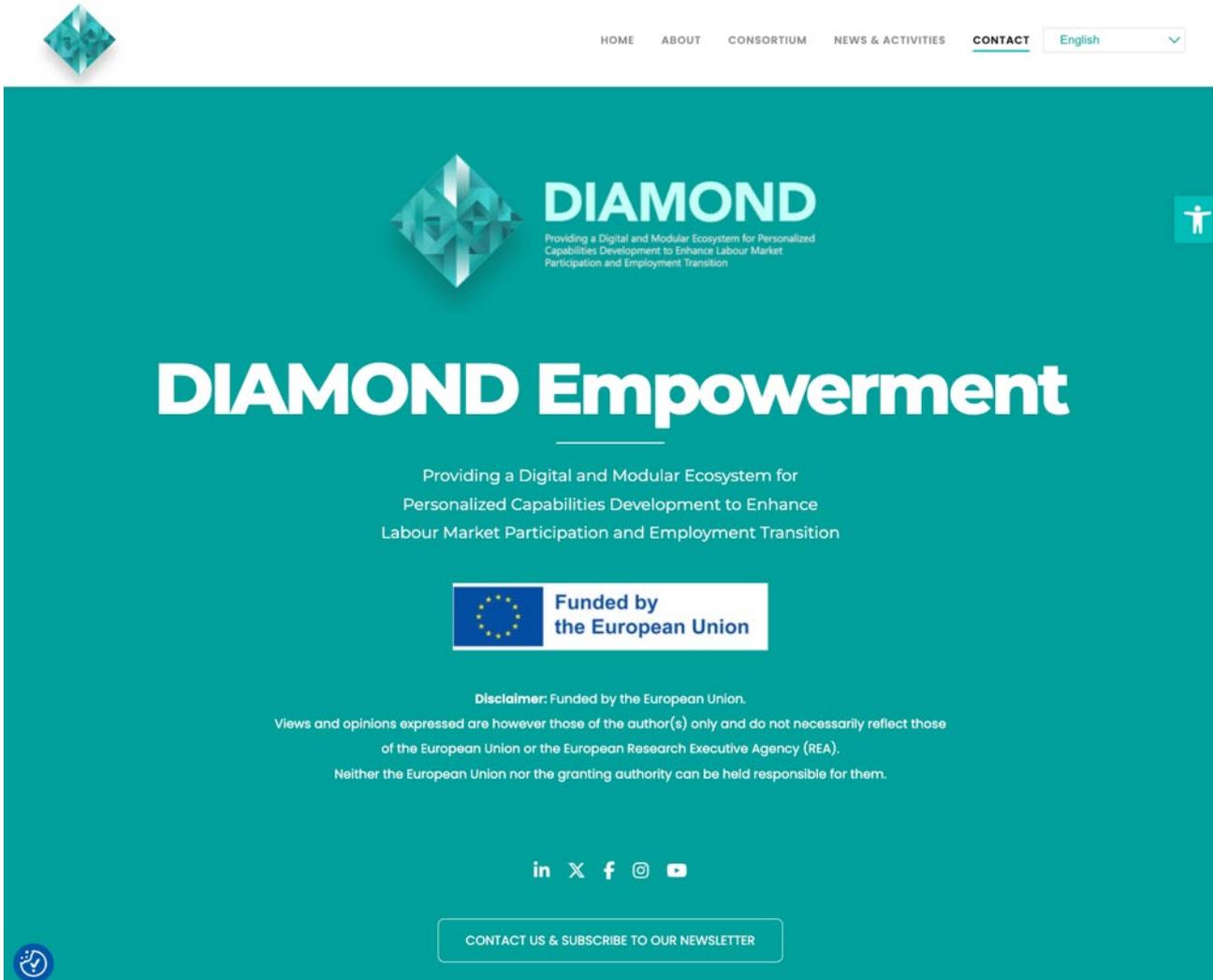


Figure 38. Website Footer

2.1.7 Accessibility Tools

Especially because of the diverse and neurodiverse target group, the website features accessibility tools that aim to make the page readable by a wider range of users.

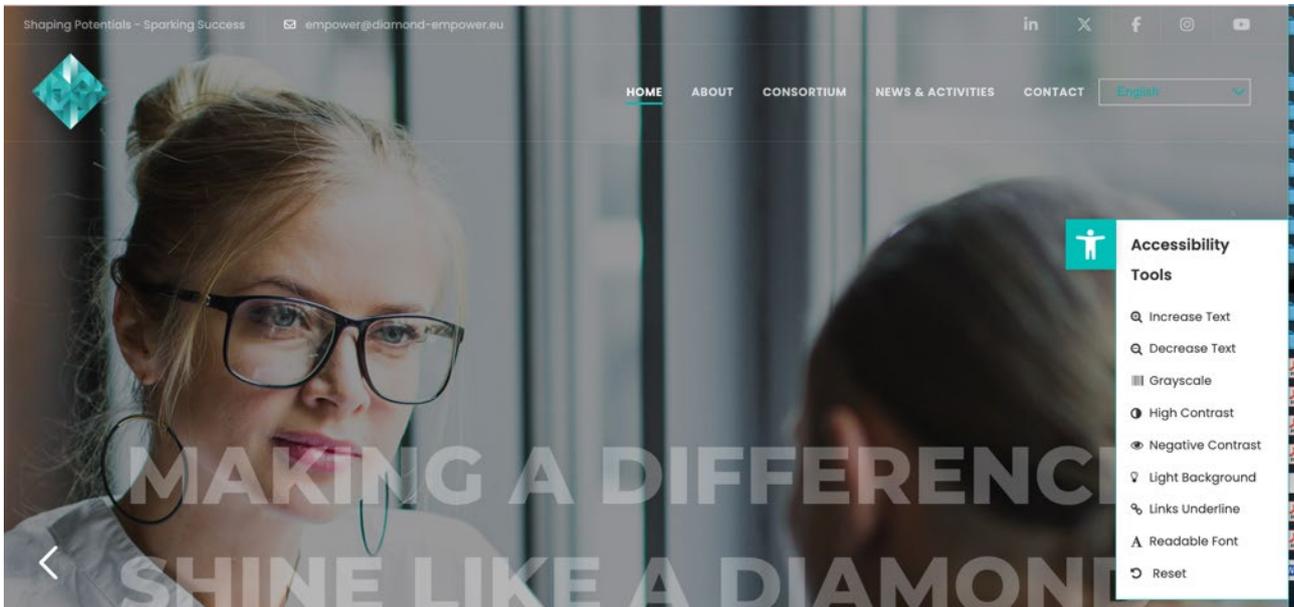


Figure 39. Accessibility Tools

2.1.8 Consent Preferences

The website includes clear consent options for data collection, ensuring compliance with GDPR regulations, which are crucial for the European Commission. This approach protects user privacy and demonstrates our commitment to data protection.

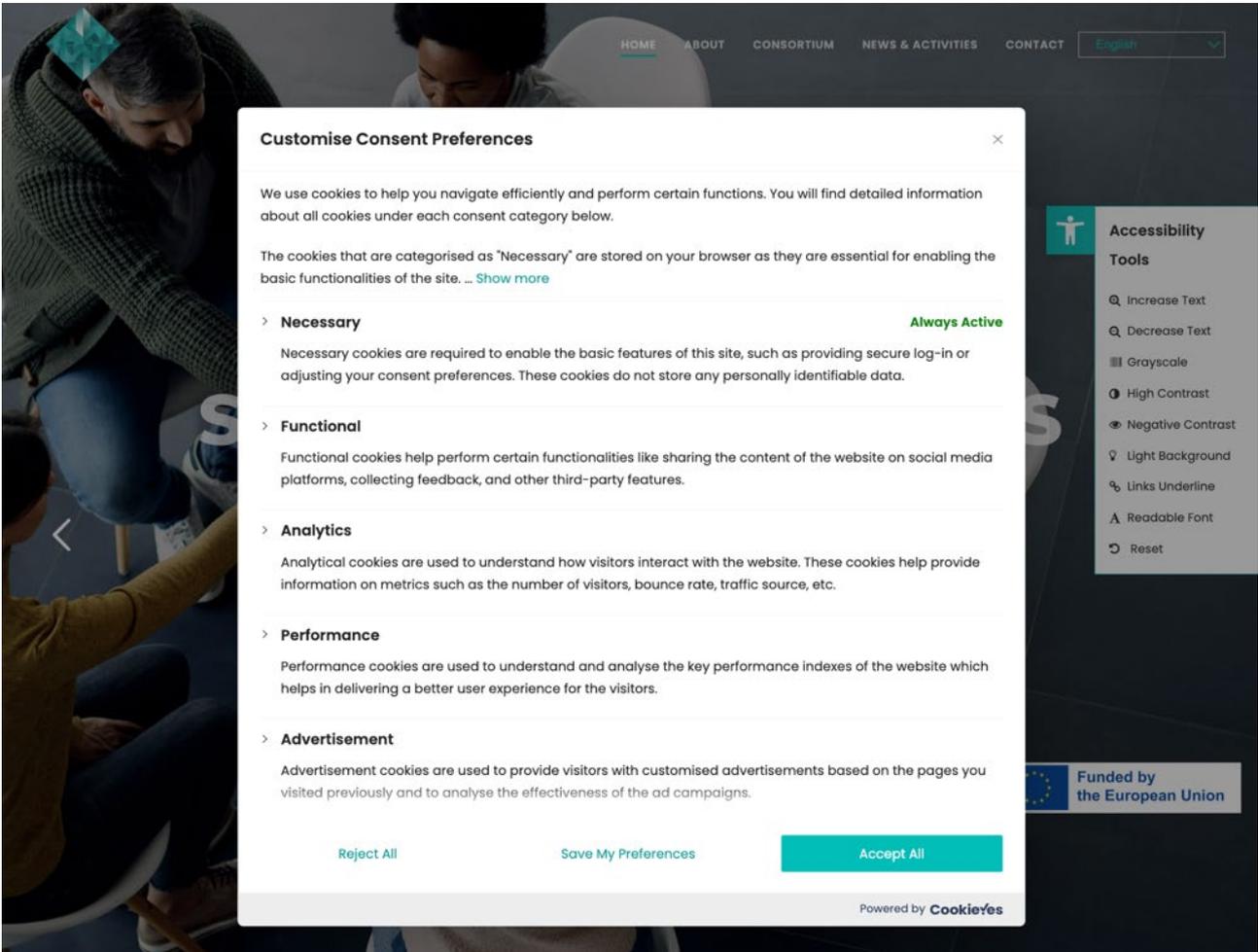


Figure 40. Consent Preferences

2.1.9 Language Options

During the Kick-Off Meeting, grassroots organizations highlighted the importance of accurate translation. To meet this need efficiently, the consortium therefore included an automated translation option which can translate the webpage in 24 languages, and which offers convenient accessibility for stakeholders across all partner countries.

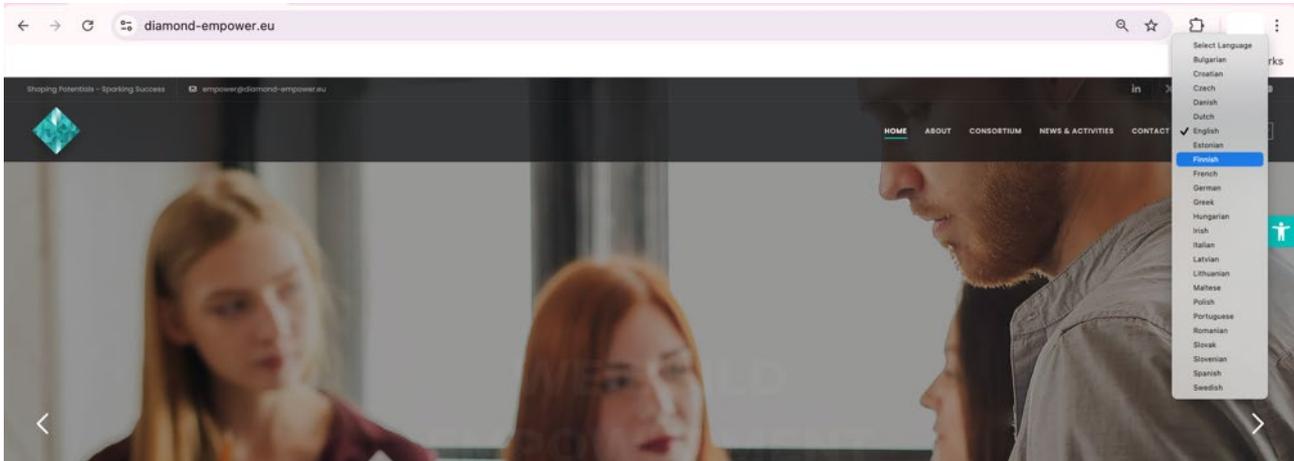


Figure 41. 24 Language Options

3 DIAMOND Social Media Channels

3.1 DIAMOND Social Media Overview

The consortium set up social media pages for the DIAMOND project on the following social media channels:

- **LinkedIn:** <https://www.linkedin.com/company/diamond-empower/about/>
- **X:** https://x.com/Diamond_Empower
- **Facebook:** <https://www.facebook.com/diamondempowereu/>
- **Instagram:** https://www.instagram.com/diamond_empower_eu/
- **YouTube:** <https://www.youtube.com/@DiamondEmpower>

On these social media platforms, DIAMOND will be sharing posts about international meetings, project milestones, research outcomes, events, and activities that align with its mission to enhance employability and labour market transitions. The content will aim to engage a broad audience, including researchers, policymakers, community stakeholders, and everyone in the EU. These platforms will also serve as a medium for real-time updates, fostering a collaborative and interactive community around the project.

3.1.1 LinkedIn

The consortium chose LinkedIn as one of the social media channels, where information about the project and announcements will be shared, due to its professional focus. This platform is heavily populated by industry professionals, researchers, academics, and people involved in the labor market, making it the ideal place to reach the consortium's target audience.

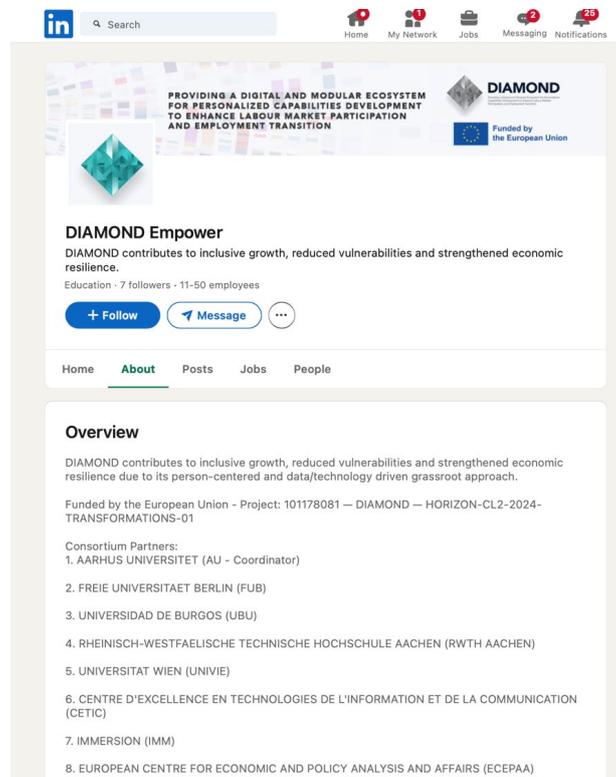


Figure 42. DIAMOND LinkedIn Profile

3.1.2 X

The consortium chose X as a platform to quickly disseminate information and engage in real-time conversations. Its short-form format allows for rapid sharing of news, updates, and key findings from research projects.

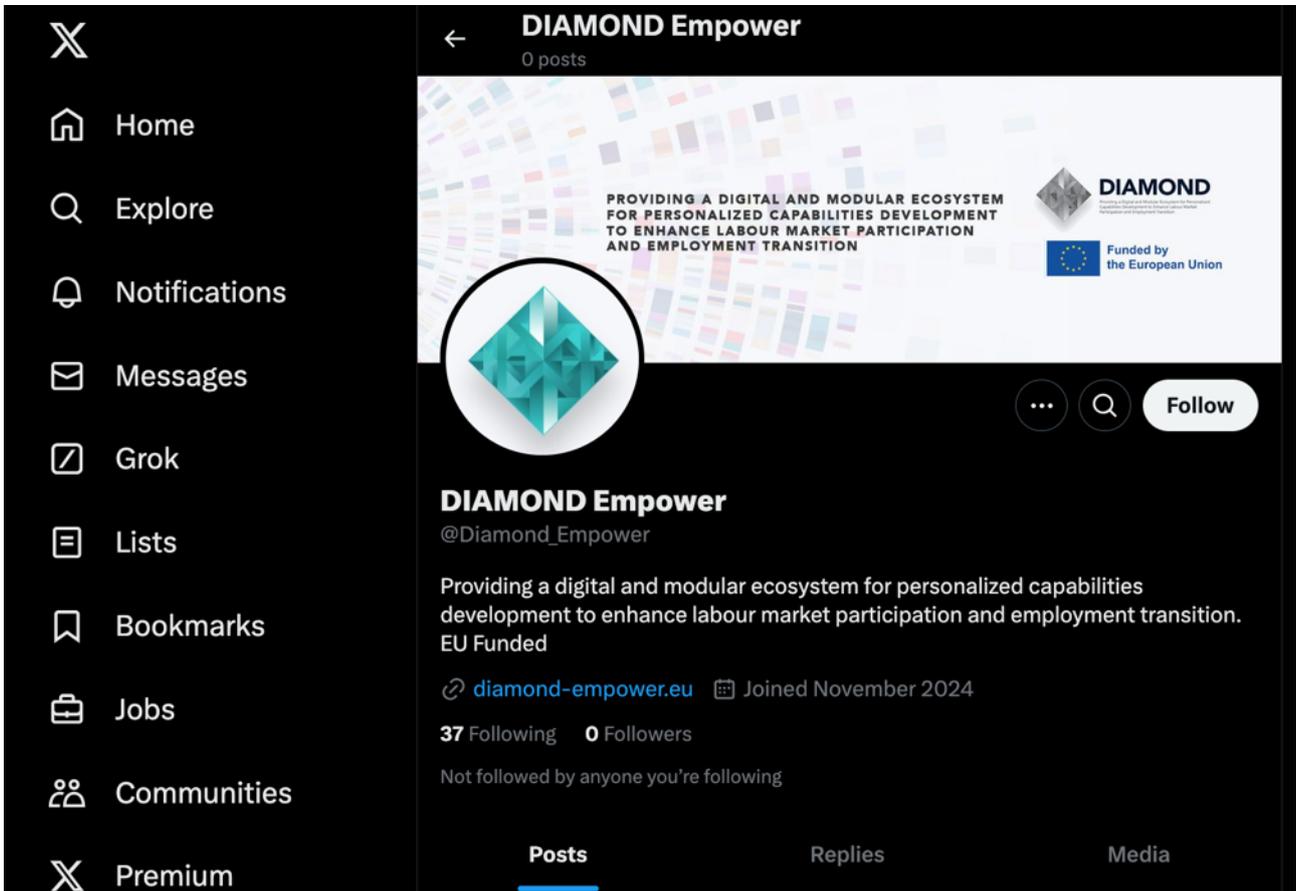


Figure 43: DIAMOND Twitter Profile

3.1.3 Facebook

We also set up a Facebook page and will use our presence on Facebook to reach a broader audience and build community.

facebook [Forgot Account?](#)

PROVIDING A DIGITAL AND MODULAR ECOSYSTEM FOR PERSONALIZED CAPABILITIES DEVELOPMENT TO ENHANCE LABOUR MARKET PARTICIPATION AND EMPLOYMENT TRANSITION

DIAMOND
Providing a Digital and Modular Ecosystem for Personalized Capabilities Development to Enhance Labour Market Participation and Employment Transition

Funded by the European Union

Diamond Empower
0 likes · 0 followers

Posts About Photos Videos

Intro
Providing a digital and modular ecosystem for personalized capabilities development to enhance labour market participation and employment transition.
Funded by the European Union.

Page · Nonprofit organization
diamond-empower@ea.consulting
diamond-empower.eu
Not yet rated (0 Reviews)

Photos [See all photos](#)

Diamond Empower updated their profile picture.
November 13 at 1:41 PM · [View photo](#)

Like Comment

Privacy · Consumer Health Privacy · Terms · Advertising · Ad Choices · Cookies · More · Meta © 2024

Figure 44. DIAMOND Facebook Profile

3.1.4 Instagram

We will share information on Instagram, a visual platform that can be highly effective for a consortium to showcase its work and engage with a younger audience.

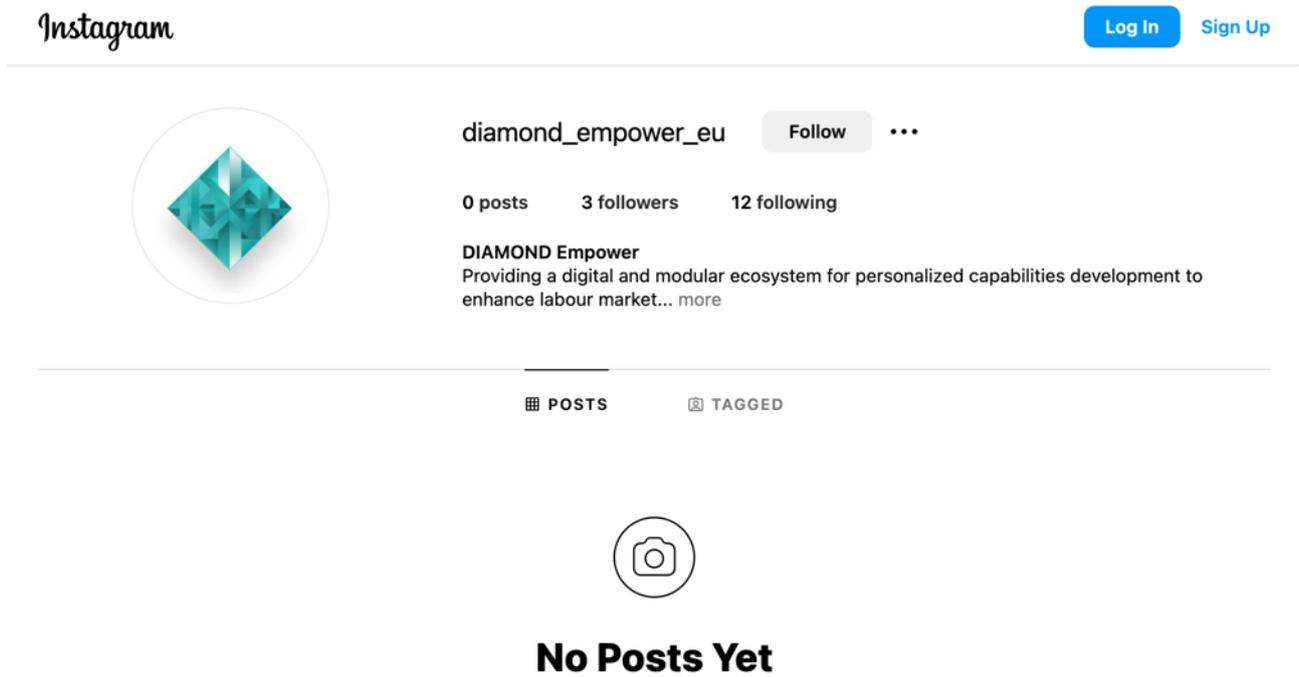


Figure 45: DIAMOND Instagram Profile

3.1.5 YouTube

We will use YouTube to share videos developed during the DIAMOND program and also share these videos on our other social media platforms.

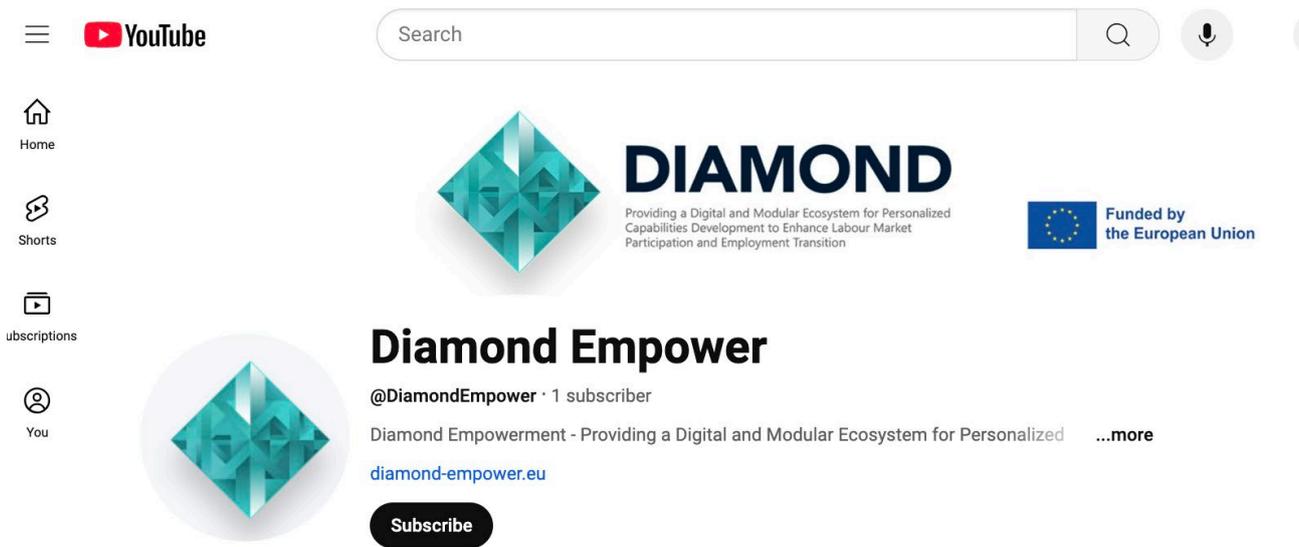


Figure 46: Diamond YouTube Profile

4 Conclusion

The DIAMOND project's online presence, encompassing a professionally designed website and active social media platforms, reflects a strategic approach to communication and engagement.

The cohesive project identity developed by our design team is a central part of the project's identity and online presence.

This identity, featuring logos, fonts, and visual elements, ensures a unified and polished representation of DIAMOND both publicly and internally throughout the project's duration and beyond.

To maintain consistency and professionalism across all communications, we agree on comprehensive Brand Guidelines among all partners, who also gave their feedback for improvements. These guidelines, along with a suite of standardized document templates, facilitate uniformity in presentations, reports, and other project materials, strengthening DIAMOND's visual identity and enhancing its credibility.

The website, with its multilingual (24 languages) translation and accessibility tools catering to diverse and neurodiverse target groups, serves as an inclusive platform for disseminating project goals, updates, and outcomes, while social media channels expand outreach and foster real-time interaction with stakeholders. Together, these tools and branding efforts establish a dynamic digital ecosystem that will support DIAMOND's mission and amplify its impact.

This deliverable demonstrates DIAMOND's commitment to effective communication, inclusivity, and collaboration, laying a robust foundation for DIAMOND's future success.

5 References

Evolutionary Archetypes SL (2024). *DIAMOND Empower*. Retrieved December 6, 2024, from <https://diamond-empower.eu>

Evolutionary Archetypes SL (2024) *DIAMOND Empower: About us*. Retrieved December 6, 2024, from <https://diamond-empower.eu/about/>

Evolutionary Archetypes SL (2024). *DIAMOND Empower: CONSORTIUM*. Retrieved December 6, 2024, from <https://diamond-empower.eu/consortium/>

Evolutionary Archetypes SL (2024). *DIAMOND Empower: NEWS & ACTIVITIES*. Retrieved December 6, 2024, from <https://diamond-empower.eu/blog/>

Evolutionary Archetypes SL (2024). *DIAMOND Empower: CONTACT*. Retrieved December 6, 2024, from <https://diamond-empower.eu/contact/>

Evolutionary Archetypes [@diamondempower]. (2024, December 6). *DIAMOND Empower: About us* [LinkedIn page]. LinkedIn. <https://www.linkedin.com/company/diamond-empower/about/>

Evolutionary Archetypes [@Diamond_Empower]. (2024, December 6). *DIAMOND Empower* [Twitter profile]. Twitter. https://x.com/Diamond_Empower

Evolutionary Archetypes [@diamondempowereu]. (2024, December 6). *DIAMOND Empower* [Facebook page]. Facebook. <https://www.facebook.com/diamondempowereu/>

Evolutionary Archetypes [@diamond_empower_eu]. (2024, December 6). *DIAMOND Empower* [Instagram profile]. Instagram. https://www.instagram.com/diamond_empower_eu/

Evolutionary Archetypes (2024, December). *DIAMOND Empower* [YouTube profile]. YouTube. <https://www.youtube.com/@DiamondEmpower>