



sustainwell

Rethinking the roles of
family, **market** & **state**

www.ub.edu/sustainwell-eu-project

Promotional materials report

WP6, Deliverable 6.4. Version 1.1

ALL PARTNERS



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UK Research
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Deliverable description: A set of promotional materials (trifolds, infographics, presentations, project brief) will be developed to help with the dissemination and communication activities of the project.

1. Project Consortium



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BARCELONA

WIFO

AUSTRIAN INSTITUTE OF
ECONOMIC RESEARCH

UAB

Universitat Autònoma
de Barcelona



PARIS SCHOOL OF ECONOMICS
ÉCOLE D'ÉCONOMIE DE PARIS

ÖAW

AUSTRIAN
ACADEMY OF
SCIENCES



Universidad
LOYOLA



HUNGARIAN DEMOGRAPHIC
RESEARCH INSTITUTE



Universidad
de Navarra



"la Caixa" Foundation

IER

Inštitut za ekonomska raziskovanja
Institute for Economic Research

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London**



CeMPA
Centre for Microsimulation
and Policy Analysis



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HISTORY OF CHANGES		
Version	Publication date	Change(s)
0.1	07/07/2023	Initial version
1.1	31/01/2024	First version to be uploaded at the F&T Portal

List of used abbreviations and acronyms

EC – European Commission
ESSEX – University of Essex
EU - European Union
EB – Executive Board
EUROMOD - Tax-benefit microsimulation model for the European Union
GA – Grant Agreement
GUF - Goethe University Frankfurt
HDRI - Central Statistical Office Demographic Research Institute
IER - Institute for Economic Research
IMPERIAL - Imperial College of Science, Technology and Medicine
LA CAIXA – Fundació La Caixa
LOYOLA - Universidad Loyola Andalucía
NAVARRA - Universidad de Navarra
NTA - National Transfer Accounts
OEAW - Viena Institute of Demography
PC – Project Coordinator
PM – Project Manager
PSE - École d'Économie de Paris
SAB – Scientific Advisory Board
SDCC - Stakeholder Dialogue and Consultation Committee
SUSTAINWELL - Sustainable Welfare: Rethinking the roles of Family, Market and State
UAB – Universitat Autònoma de Barcelona
UB – Universitat de Barcelona
UL - University of Ljubljana
WIFO - Austrian Institute of Economic Research
WP(s) - Work Package(s)
WPLs – Work Package Leader(s)

1. Project Introduction

SUSTAINWELL is a Horizon Europe funded project which addresses the long-term socio-economic impact of population ageing on European society. It is a partnership between 14 partners from 7 European countries, coordinated by *Universitat de Barcelona* (UB) and will run for four years (2023-2027).

The aims of SUSTAINWELL are to identify: (i) opportunities arising from longer and healthy life expectancy and in general from the silver economy; (ii) resilient responses from individuals and households (in market and non-market outcomes) and from other actors in society facing the challenges posed by ageing; (iii) the impact of ageing on inequality (both within and between generations), knowing that social cohesion is crucial to face the ageing challenge; (iv) gender and lifecycle balanced policies helping the sandwich-generation to sustain baby-boomers entering retirement, without decreasing fertility nor investment in education. Particular attention is devoted to the role of job design to foster intergenerational complementarities in the labour market. To better understand the benefits of living longer, SUSTAINWELL takes a holistic perspective by a) investigating the behavioural reactions in key lifetime decisions along the lifecycle (education, skills, fertility, work effort, home production, savings, and retirement) and the decision process itself leading to prosocial behaviour; and b) accounting for the three ways to provide wellbeing along the lifecycle (market, family and government). Both dimensions will be analyzed by extending the *National Transfer Accounts* method (using comparable EU datasets) to be incorporated as inputs in a dynamic microsimulation comparative model quantifying the future of ageing societies. SUSTAINWELL takes a new multidisciplinary approach in different basic - Neuroscience- and social sciences -Economics, Demographics, Sociology and Political Science.

1.1. Purpose

The purpose of this document is to present the different materials that are intended to support the communication and dissemination plan. Whereas we have not envisaged a revision of this deliverable, further updates and new releases of these materials will be incorporated in the next DEC reports. We believe that these dissemination materials will be relevant to help the consortium spread the projects' outcomes and therefore may be needed updated over the project implementation. In the following sections, we present a list of the first set of these materials, as it has been designed for the time being.

2. Promotional materials

2.1. Project logo

Created by [LOVEO design](#), an illustrator based in Spain, it has been built upon and is intended to reflect the core research of the project. It includes three geometrical shapes which represents the areas to be analyzed within the project (i) a circle in a warm color which symbolises family, (ii) a triangle in yellow linked to the market, (iii) and the square in blue which represents the government. Therefore, a palette of three colours represents the SUSTAINWELL project:

Manual usos básicos logo proyecto Sustainwell



Figure 1. SUSTAINWELL logo in the different formats available

The logo has been made available in high resolution for all project's communication activities in the following formats: EPS format, PNG format, PDF in colour, in black and white and transparent background.

2.2. Project presentation

A project presentation with key data and information will be made available in digital format on the project website so that anyone can download it instantly. This template shall also be used for external presentation of the consortium (conferences,

workshops, meetings with policymakers, etc.). This will help in promoting the consistency and uniformity of SUSTAINWELL's communication activities and in reinforcing its brand recognition. The template we propose consist of a cover slide, main content slides and a final slide. All includes the EU acknowledgement and GA number and the project website.



General Presentation

All partners



2.3. Project brochure

The objective of the project brochure is to support communication in outbound activities and contains relevant and general information about the project outputs, objectives, the list of the consortium partners, timeline.

The cover page contains information about the key outputs, the logo and full title of the project. In the second page, the objectives of the project are specified, the list of the consortium partners and the EU and UKRI acknowledgment. A QR code is also included directly linking the reader to the project website. It is laid out as classical tri-fold business brochure and will be made available in digital format on the project website so that anyone can download it instantly.



Images 1 and 2. General appearance of the project trifold – cover and second pages (work in progress)

2.4. Banner

This an example of the banner we will use to communicate new publications, working papers and events organised by the consortium:



2.5. Social media posts

We will disseminate key data resulting from the project to raise awareness through our social media accounts. Instagram, for example, will be targeted to a younger public. Below is an example of an Instagram post presenting the project:



Images 3 and 4. Example of an Instagram post

2.6. Other documents

We envisage to release at least three **infographics** related to deliverables and project's results, the policy briefs and "la Caixa" Foundation dossiers - details of which will be included in the subsequent versions of the DEC.



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