

## NEURODIVERSE WORKPLACES IN EUROPE COMMUNITY OF PRACTICE BRANDING STRATEGY

Community of Practice (CoP) aims to share, exchange, and learn about policies and practices that effectively and innovatively promote neurodiversity in the workplace. To achieve this mission, it is needed to establish a strong, cohesive brand that communicates our values, goals, and the benefits of neurodiversity in the workplace. A well-defined branding strategy will help unify our community, attract new members, and amplify our impact across Europe.

### Objectives

**Awareness raising:** increasing awareness about neurodiversity and the specific needs and strengths of neurodivergent employees.

**Fostering inclusion:** promoting inclusive practices and policies in workplaces.

**Building community:** creating a supportive network of employers, HR professionals, experts and neurodivergent employees.

**Advocating for change:** providing data and evidence for informing policy makers at local, national, and European levels to better support neurodiversity.

### Brand identity

**Name:** Neurodiverse Workplaces in Europe Community of Practice (NWCoP)

**Logo:** Using the NEW logo to assure link and continuity with the action.

**Tagline:** Neurodiverse workplaces

### Core values

**Inclusion:** commitment to creating an environment where every voice is heard and valued.

**Support:** providing resources and guidance for companies' staff and management in order to value and support neurodivergent individuals.

**Collaboration:** encouraging teamwork and shared learning among members.

**Innovation:** promoting new and effective strategies for workplace inclusion.

**Integrity:** upholding ethical standards and transparency in all activities.

### Target audience

**Primary:** Employers, HR professionals, Diversity Equity and Inclusion officers, neurodivergent individuals, VET providers and advocates.

**Secondary:** Policymakers, educators and trainers, researchers, and non-profit organisations focused on diversity and inclusion.

### Brand messaging

**Core message:** NWCoP is dedicated to enhancing workplace environments through the promotion of neurodiversity, ensuring that all individuals can contribute according to their needs and talents.

#### Key Messages:

“A neurodiversity friendly workplace is beneficial for everyone”

“Valuing neurodivergent employees”

“The benefits of neurodiversity at work”

“A neurodiversity friendly workplace enables employees to achieve their full potential”

“Celebrating the value of neurodiversity in the workplace”

“Simple, no cost or low cost accommodations can make a workplace accessible”

### Brand voice

**Tone:** Supportive, Empowering, Inclusive, Professional.

**Style:** Clear and straightforward, using inclusive language that respects and values neurodivergent experiences.

### Visual branding

**Typography:** choosing clear, accessible fonts that ensure readability and professionalism, and aligned with the NEW project’s Guidelines on Inclusive Communications.

**Imagery:** using images or pictures that depict diverse and inclusive workplaces, highlighting different individuals positively engaged in their work environments.

### Brand touchpoints

**Website:** using the project website as an engaging and informative tool that serves as a central hub for consulting resources.

**Social Media:** using a private LinkedIn group to share content, promote events, and engage with members for in-depth discussions and networking.

**Events:** hosting webinars, workshops, and conferences to promote learning and collaboration (aligned with the NEW project’s Guidance on Conferences and Meetings to ensure inclusion).

**Publications:** producing reports, case studies, and guides on best practices for neurodiverse workplaces.

## Engagement strategy

**Content creation:** developing blog posts, videos, and infographics that provide value and insights into neurodiversity and workplace inclusion.

**Member stories:** highlighting success stories and case studies from members to inspire others and support mutual learning.

**Interactive activities:** organising thematic working groups, webinars, workshops to engage members actively.

## Evaluation and Adaptation

**Feedback mechanism:** implementing regular surveys and feedback forms to gather input from members on the brand's effectiveness.

**Metrics:** tracking engagement levels, membership growth, and event participation to measure success.

**Continuous Improvement:** regularly reviewing and adapting the branding strategy based on feedback and performance data.

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