

Making Room for Mental Health

Bloom
Box GROWING THROUGH LIFE

Tuukka Brunila, Silke Creten, Ilana Hartikainen, Antonia Markiewitz, Arron McArdle,
Ariadna Petri, Irene Soriano Flórez, Zea Szebeni

Making room for mental health

- Introducing the problem: mental health, unemployment, Covid-19
 - mental health: macro-perspective, referring primarily to psychological distress
 - 1 in 6 adults diagnosed with mental health problems before Covid
 - bidirectional relationship between mental health and unemployment
- Why we need to take action?
 - cost of mental health problems: more than 4% of GDP of EU
 - youth unemployment rate has consistently remained 17%
- An innovative solution: **The Bloom Box**

Evaluating the problem: Why should we take action?

- Digital and green transitions
 - transformation of the labour market
- Upstream policy
 - action should be taken before the problem becomes bigger

Policy Recommendations

- **EU**
 - incentivise EU Member States to **invest in and implement the “Bloom Box”**
 - macro-approach to unemployment and mental health
 - expand and enhance knowledge of the European Social Fund across Member States
 - mental health as **fundamental right**
- **Member states**
 - adopt and implement the Bloom Box initiative
 - implementing tax and employment policies (e.g. tax incentives)
 - easier access to competent institutions
 - **Youth Basic Income**
 - campaigns and education
- **Potential employers**
 - mental health promotion strategies
 - psychological and career counselling, **(re-)training opportunities**
- **The Bloom Box**

Bloom Box

The Bloom Box

- tailored to the young unemployed to facilitate a journey towards healthy habits
- fighting stigma

4 categories:

- 1) government information
- 2) booklet of vouchers and discounts (to services such as trainings, therapy, community volunteering, leisure)
- 3) life upgrades (wellness, nutrition)
- 4) freebies: pampering items, useful apps



Bloom box

Visual identity

Designed by: **Daniel Vojtíšek**

Color palette





**Cras sollicitudin velit ut orci
vulputate tempus. Duis et
mattis ipsum, non auctor sem.
pharetra vulputate.**

PROIN VARIUS DUI CONDIMENTUM PHARETRA
VULPUTATE. ETIAM FERMENTUM FINIBUS FE-
LIS AT BLANDIT. Nulla justo dolor, congue et ex sit
amet, feugiat ullamcorper lectus. Class aptent taciti
sociosqu ad litora torquent per conubia nostra, per
inceptos himenaeos.

**What could it
look like?**



Bloom Box

GROWING THROUGH LIFE



Bloom Box

GROWING THROUGH LIFE





Bloom
Box

GROWING THROUGH LIFE



Bloom
Box

GROWING THROUGH LIFE

What's inside?

Contact



Lucy Hyacinth
+358 332 434 243
l.hyacinth@bloombox.com

About us

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquo dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Lorem ipsum dolor sit at wisi enim ad minim veniam, quis nostrud exerci tation ullamcorp

Who is it for ?



Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et justo odio dignissim qui blandiesddaast praesent luptatum zzril dekdawedsenit augue dui dolore te feugiat nulla facilisi.

Lorem ipsum dolor sit amet, cons ectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorp

What is a bloom box





Your
guide
to getting
a dream
job







GROWING THROUGH LIFE





I am
blooming





No rush

JUST CRUNCHY CHOCOLATE BAR INSIDE



Starting
on the
right foot

ETHIOPIA GUJI ANA BORA NATURAL



Stationary & Website

**Bloom
Box**



LUCY HYACINTH
Head of marketing

hyacinth@bloombox.com

+358 332 434 243

l.hyacinth@bloombox.com

bloombox.com

Dear Gustav Tulip

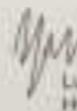
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nunc justo orci, malesuada ac ultricies sed. Blandit dignissim est. Proin quis mauris lacinia, feugiat urna eu, viverra tellus. Sed feugiat massa sit amet metus dictum laculis. Sed auctor ullamcorper quam, a condimentum lacus aliquet vel. Proin ut augue ac sapien tristique acelerisque. Praesent auctor pellentesque nisi non venenatis. Nunc est augue, laculis et nunc eu, pulvinar sollicitudin velit. Integer eros urna, pellentesque nec urna rutrum, pretium interdum est. Nam sodales rhoncus nulla non eleifend. Maecenas pellentesque lacinia hendrerit.

Donec volutpat fringilla lacinia. Ut vestibulum nisi et lectus rutrum, ut porta lacus pulvinar. Etiam placerat commodo acelerisque. Orci varius natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Etiam non pellentesque ex. Nunc lacinia tuctus pretium. In ante tortor, lobortis non tristique in, rhoncus tristique tortor. Cras tristique lobortis justo, imperdiet molestie leo dictum quis. Suspendisse metus nunc, lobortis ut lobortis tempus, euismod sed magna. Etiam vel nibh non nibh laoreet efficitur. Praesent feugiat sapien mi, nec porta risus facilisis quis. Etiam quis mi eget velit dignissim tuctus rutrum.

Integer in nisi non dolor rhoncus fermentum ac sed nunc. Vestibulum placerat semper dolor et rhoncus. Morbi aliquam venenatis feila, id pharetra lectus condimentum et. Nam conwalla venenatis quam rch fringilla. Praesent mauris nulla, tempus ac erat et, molestie tristique ante. Phasellus tempus augue dolor, nec sollicitudin arcu maximus id. Suspendisse id mollis tortor. Vivamus aliquam auctor pulvinar. Ut vel quam lacinia, mattis lectus nec, ornare nibh. Proin egestas leo ac libero molestuada, non faucibus nisi lobortis. Duis sollicitudin placerat pulvinar.

Praesent nuncupatin, mollis sed rhoncus ut, tempus tuctus odio. Proin commodo justo mi, vitae conwalla lacus gravida vel. Pellentesque justo ante, rhoncus a aliquet et, finibus eu eros. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos. Donec urna arcu, bibendum sed turpis et, condimentum pulvinar magna. Sed eu enim in est acelerisque porta. Nulla egestas turpis sapien, a semper ante fringilla in. Vivamus imperdiet suscipit diam in efficitur. Phasellus pellentesque eleifend feugiat. Vestibulum tempus nisi in pulvinar pulvinar. Nam sed quam quis quem imperdiet dapibus sit amet ut nisi.

Quisque in eleifend ligula. Aliquam egestas fringilla ullamcorper. Aenean est magna, pellentesque a dolor non, rutrum aliquam ante. Aliquam ac arcu ut ipsum lacinia tristique. Proin molestie tellus id blandit fringilla. Fusce ut est eu massa facilisis bibendum a sed lorem. Sed dapibus libero mi, eu pharetra lacus consectetur et. Sed eu sem lacus.


Lucy
Hyacinth



LUCY HYACINTH
Head of marketing

lhyacinth@bloombox.com
+358 332 434 243
lhyacinth@bloombox.com
bloombox.com

Bloom Box

[ABOUT](#) [HOW TO GET ONE](#) [WHAT IS INSIDE?](#) [CONTACT](#)



**Bloom
Box**

scelerisque vitae eros malesuada, finibus lobortis enim. In vitae ipsum sed est rhoncus ultrices. Nunc finibus, ipsum nec auctor vestibulum, turpis metus condimentum dolor, eget fermentum magna justo at, du.

HOW TO GET ONE

WHAT IS INSIDE?

CONTACT



Socks

Curabitur ultrices mollis aliquam. Ut nec ipsum sed nulla tempus porta. Aliquam fringilla egestas dui vitae rhoncus, Donec interdum maximus lectus. Phasellus gravida nulla sit amet nunc volutpat, ac placerat nunc molestie. Cras ornare scelerisque est et laoreet. Phasellus augue elit, vestibulum et condimentum id, rhoncus nec sapien.



Our goals

1) help reintegrate people into the (new) labour market at an early stage (thus avoiding long-term unemployment)

2) to prevent them from experiencing harm to their mental health due to unemployment