

Making Room for Mental Health

Bloom
Box GROWING THROUGH LIFE

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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





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mattis ipsum, non auctor sem.
pharetra vulputate.**

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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



Bloom
Box

GROWING THROUGH LIFE

What's inside?

Contact



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About us

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Who is it for ?



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What is a bloom box





Your
guide
to getting
a dream
job







GROWING TROUGH 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**



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Dear Gustav Tulip

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Bloom Box

[ABOUT](#)

[HOW TO GET ONE](#)

[WHAT IS INSIDE?](#)

[CONTACT](#)



**Bloom
Box**

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HOW TO GET ONE

WHAT IS INSIDE?

CONTACT



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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