

P.INC Poster Campaign [instruction manual]

Why the P.INC Posters?

It is important that everyone feels at home and is treated equally at work, regardless of, for example, sexual orientation or gender identity. However, this is not always the case. Fortunately, more and more employers are putting their shoulders to the wheel to create an inclusive workplace. It is important to investigate how they can serve all their employees best.

What is the best way to map the experiences and needs of our employees? Would you share your sexual orientation or gender identity with others for research? Do you feel free enough to share personal information such as menopausal symptoms or mental health issues with colleagues or superiors? The P.INC Poster campaign is intended to activate employers and employees to discuss these topics. It was set up by researchers involved in the Utrecht Young Academy and Eindhoven Young Academy.

You can find more information at: www.uu.nl/nl/UYA/PINCposter

Huh?! Ohh!

How does the campaign work?

The campaign package consists of posters and accompanying emails. The posters can be hung in the offices, toilets and hallways of organizations. They are designed to arouse curiosity, interest and perhaps recognition, the *Huh?!-effect*.

An email explains the purpose of the posters, along with an invitation to start a conversation, this is the *Ohh!-effect*. Organizations decide for themselves how they want to use, adapt or supplement the posters and emails. In any case, we have already made an example for the mail, which can be used together with the banner.

Customization - your own topic.

Within your organization, you probably have specific themes related to inclusion that need discussion. Would you like to have campaign material (poster and mail) made for this? Approach Studio Social Centraal for customized material (www.socialcentraal.studio).