



Case Study - Obertament

WP 2

Activity 1 (Cases)

Developed by Edensol | October, 2025

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Case Card

Name/ title of case study Organization/institution name:	Obertament
Location:	Barcelona, Catalonia, Spain
Size and scale of organization:	Obertament is an alliance bringing together a wide variety of entities, organisations, and individuals involved in mental health, including public, private, and third-sector entities
Industry/Sector:	Education, Training
Contact info (for follow up, if available):	General Website: https://obertament.org/ General Email: obertament@obertament.org Phone: +34 931 12 37 17
Additional details:	Obertament is committed to combating stigma and discrimination associated with mental health problems by working to normalise dialogue around mental health and improve the quality of life for people with lived experience of mental health challenges.
Sources of information/References:	Official Obertament website: https://obertament.org/ Reports and studies on mental health and stigma: Coop57, SOM Salud Mental 360

Case Data/Content

<p>The bias illustrated in this case:</p>	<p>Mental Health</p>
<p>Context and specifics of the bias present:</p>	<p>“Obertament” is a key organisation in the fight against stigma in mental health in Catalonia. “Obertament” works to challenge these biases and promote a more realistic and respectful view of mental health. It uses awareness campaigns, personal testimonies, and collaborations with the media to change the narrative about mental health. The “show your face” campaign is an example of how they give visibility to people with these problems.</p>
<p>Why this case matters:</p>	<p>“Obertament” stands out as an exemplary model in the fight against mental health stigma, thanks to three fundamental pillars: a holistic approach that addresses stigma in all its forms, the active empowerment of the people involved, and the tangible demonstration of its impact.</p>
<p>Action Plan - methods and strategies used to address the bias:</p>	<p>“Obertament” combats mental health stigma through a multi-faceted approach. This includes public awareness campaigns, professional training, and accessible educational materials. They also promote personal storytelling (“Show your face”), collaborate with institutions on policy changes, advocate for equitable healthcare access, and implement tailored local projects.</p>
<p>Measurable outcomes and impact:</p>	<p>“Obertament” has demonstrated a significant impact in the fight against mental health stigma in Catalonia, supported by both quantitative and qualitative evidence. The organization has successfully implemented numerous local projects and established strategic collaborations with important institutions.</p> <p>Quantitatively, Obertament goes beyond simply sensitizing a large audience through campaigns and educational workshops and training numerous activists.</p> <p>The scope of their work is clearly evidenced in their educational projects: a total of 5779 students and 439 teachers were reached in the 2020 - 2021 and 2021 - 2022 academic years alone.</p> <p>Qualitatively, their initiatives have positively changed public perception of mental health, given voice to affected individuals, improved professional practices, and provided crucial resources such as guides for journalists. Furthermore, feedback from their educational programs confirms their effectiveness:</p> <ul style="list-style-type: none"> ● 90% of the centers involved believe that students improved their knowledge of mental health. ● 80% of the centers consider that open spaces were created for young people to talk about mental health. ● The testimonial approach proved highly effective, with 90% of the centers giving the maximum score to the visit of the testimonial speaker in the classroom.



Key lessons learned:	One of the most powerful lessons is how crucial it is to amplify the voices of those with lived experience of mental health challenges. Organisations like Obertament prove that personal stories and courageous spokespeople are incredibly effective at breaking down prejudice and normalising conversations around mental health. These direct testimonies foster empathy and clearly show that mental health affects us all. Crucially, successfully combating stigma isn't about one entity working alone. It hinges on the ability to forge wide-ranging alliances and networks. Obertament teaches us that by involving public, private, and third-sector organisations, alongside individuals, we can tackle stigma from many angles, reaching a broader audience and truly influencing policies and practices.
Other info/notes:	The case offers insight into an innovative approach, namely by using storytelling approaches and seems to be replicable.





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