

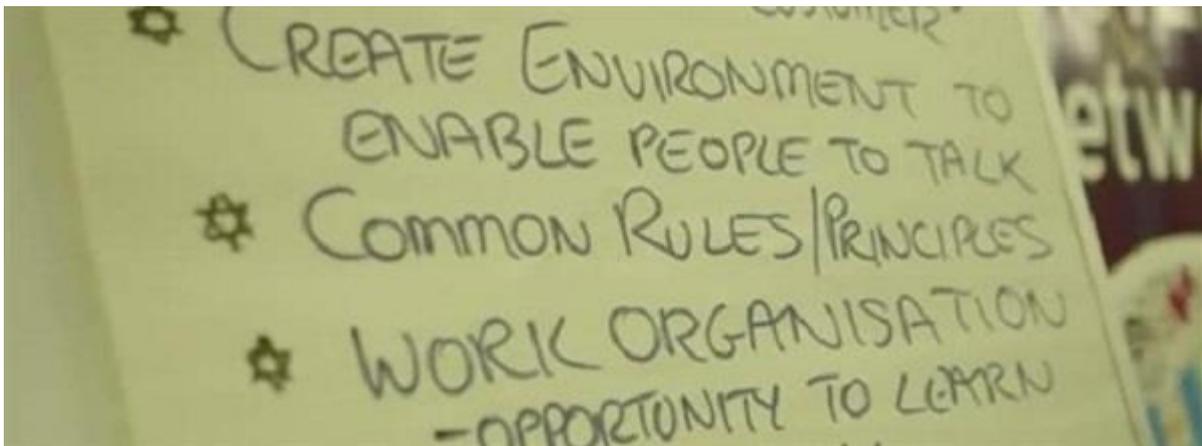


Welcome to:

European Workplace Innovation Network | **February Bulletin**

EUWIN is an initiative of the European Commission's Directorate General for Enterprise & Industry

## A great first year for euwin – and an ambitious programme for 2014!



**euwin's** First Year Report reveals some remarkable outcomes from the Network's first twelve months, actively engaging enterprises, social partners, policymakers and researchers in building a new movement across Europe.

So how has it done in its first year? The report shows the many and various impacts EUWIN has had in every area of its remit including putting workplace innovation on the agendas of a wide range of policymakers, social partners and businesses across 30 countries.

This report not only sets out what **euwin** has achieved, it unveils what it plans to do in 2014 including a series of major events, new videos, case studies and newsletters. An inspiring seminar/workshop has already taken place at the headquarters of Speedo, the international UK based swimwear business.

Further events are planned in Sweden, Austria, Finland, Denmark, Portugal, Slovenia and the UK in the first six months of 2014 with more planned for the rest of the year. These include a regional workshop in **Vienna, Austria**, a workplace innovation strand during a major business conference in **Aveiro, Portugal** in May; a regional workshop in **Sofia, Bulgaria** on 29th September as a part of the Bulgarian SME week, and a regional workshop in **France** at the end of the year. **euwin** will also be promoted at several other events in which our partners are involved.

Even greater efforts will be made to achieve media coverage, engage a greater number of companies and stakeholders, and stimulate more discussions. Four company visits are scheduled in the Slovak Republic, Belgium, Denmark and Portugal and several more films

are planned to supplement the video presentations already broadcast in November and December 2013. We will also launch the **euwin** Knowledge Bank with a diverse range of more than 100 English language workplace innovation case studies, articles and other learning resources.

**euwin** is a learning network and the network has learnt where to improve itself to show even more results and create a genuine workplace innovation movement in the next two years.

[Read more](#)

## Well-being: the employee case for workplace innovation



**euwin** is preparing an evidence based report which will go farther than just demonstrating the positive association of workplace innovation (WPI) and individual well-being.

The report is being prepared by **euwin** partners Steven Dhondt (TNO) and Peter Totterdill (UK WON), and by Maria Karanika-Murray, a work psychologist at Nottingham Trent University. Its aim is to help managers and decision-makers in organisations build the business case for workplace innovation, and complements **euwin's** earlier summary of evidence linking workplace innovation and performance ([available here](#)).

The new report drives home how WPI can be empowering and enabling and that improvements in quality of working life have a strong association with improvements in economic performance.

The paper goes on to discuss how WPI can be improved through targeted interventions to support well-being and engagement, and how organizations can ask themselves some key questions.

[Read more](#)

## Changing culture in a traditional organisation including cases from Devon & Cornwall Police and The Met Office



Can a highly regulated organisation such as a regional police force or government agency promote and develop employee driven innovation?

Companies such as Innocent and Red Gate Software started life with a commitment to creating great places to work where creativity and innovation could be part of everyone's day-to-day experience. But what about organisations with longer histories and deeply embedded cultures? Innovation and adaptation are increasingly important across all sectors but can be difficult to achieve in the face of tradition.

Stories of workplace innovation in traditional organisations often begin with an individual who has fresh insights and a different vision, who seizes every opportunity to engage others in thinking about how things can be done in a better, smarter way. Sometimes this isn't a comfortable journey. There can be many challenges and set-backs before a culture of innovation becomes self-sustaining. However there is much to be learned from those who have made this journey in their own organisations.

**euwin** has interviewed two such pioneers with great stories to tell:

"The important thing is that you have an environment where people are doing their job at any level have a process they can flash about ideas without fear of criticism, without immediately knocking them on the head and just doing the what ifs. When people find they can do that, if you start looking at the links to employee engagement you often find it raises job satisfaction, peoples motivation, even wellness in the workplace so there's a whole raft of links that I think, if we get this right, it's just a better environment to work in."

**Chief Inspector Matthew Longman**  
**Devon & Cornwall Police**

Click [here](#) to read the case study or download PDF [here](#)

“Everybody in the organisation needs to have some responsibility for innovating even if it’s only suggesting ways of improving the way things are done. Everyone should have a hand in making the organisation more successful.”

**Gary Holpin**

**Business Development Manager & Innovation Architect**

**The Met Office**

Click [here](#) to read the case study or download PDF [here](#)

You can also see **euwin’s** new video on employment driven innovation featuring four very different organisations, all of which create spaces in where people can step back from their day-to-day tasks to generate ideas for improvement and innovation.

## How can public policy promote healthy, productive workplaces?



We know that workplace innovation can make an important contribution to major policy goals such as the knowledge economy, productivity, skills development, labour market inclusion and health. The problem is that only a minority of companies in Europe take full advantage of the working practices and cultures that achieve these ends.

The majority of governments in Europe don't yet recognise that there are plenty of ways in which they can intervene to help close the gap between good practice and common practice. Yet there are several European countries with a solid record of achievement in stimulating, resourcing and sustaining workplace innovation. While there is no blueprint, experience from these countries provides a valuable resource for other governments grappling with the challenge of realising the vision of Europe 2020.

euwin is currently helping its partners in countries such as Lithuania and Portugal to build coalitions of public policymakers, social partners, business support organisations and universities to drive the workplace innovation agenda. There is a considerable body of experience on which they can draw.

[Read more](#)

## A new era for workplace innovation in Portugal?



**euwin's track at the International Conference on Innovation and Entrepreneurship in Marketing and Consumer Behaviour (ICIEMC 2014)** in Aveiro on 2nd May this year could be the start of a new coalition for Workplace Innovation in Southern Europe. The Conference, jointly organised by euwin's Irina Saur- Amaral, represents a major opportunity for business leaders, managers and researchers to share knowledge and stimulate new thinking.

The main objective of the Workplace Innovation track is to raise awareness of the importance of workplace innovation for organisational performance and quality of working life. Facilitated by Steven Dhondt (TNO) and Peter Totterdill (UK WON), participants will include leading Portuguese companies together with international researchers and experts.

***Crucially the track will bring together companies, employers' associations, trade unions, research institutes and Portuguese government representatives to explore the potential for a national workplace innovation consortium.***

For more information on the Conference go to [www.ipam.pt/iciemc2014](http://www.ipam.pt/iciemc2014).

For details of **euwin's** Workplace Innovation track, including offers to present company cases, please contact Professor Frank Pot ([frank.pot@ardan.demon.nl](mailto:frank.pot@ardan.demon.nl))

A **special rate** is available exclusively for companies wishing to participate in the Workplace Innovation Track. For €90 each registered participant will have access to the first day of the Conference on May 2nd. See <http://www.ipam.pt/iciemc2014/registration/conference-fees> for details.

Watch out for the special feature on Portugal in euwin's February mailing.

# Please Forward

Thank you for being part of [euwin](#). Together we bring together the knowledge, experience and enthusiasm of enterprises, employees, unions, employers' organisations, policymakers and researchers from across Europe. Spread the word! Please forward this briefing to your colleagues, associates and suppliers. Ask them to sign up [here](#). Make sure they don't miss out.

