



Welcome to:
European Workplace Innovation Network | December Bulletin
EUWIN is an initiative of the European Commission's Directorate General for Enterprise & Industry

EUWIN's London Conference Evidence and resources



The Conference on 2nd December provided more than just a great day for those taking part: it also brought together a valuable collection of resources for those leading workplace innovation in enterprises and public organisations.

Euwin's [animated video](#) provided delegates with a clear and memorable answer. It has already been viewed many times before and after the conference and will provide a useful resource for euwin Ambassadors.

Professor Peter Totterdill presented euwin's [animated video](#). He explained how euwin is building bridges between academic knowledge and practice. [The Fifth Element](#) will inspire and resource change in enterprises, bringing together diverse research evidence on the business and employee benefits of workplace innovation.

The Fifth Element will also provide the framework for **euwin's** new [Knowledge Bank](#), enabling managers and workers to explore stories of real change and to discover practical tools that they can use in their own workplaces. You can see a preview of the Knowledge Bank [here](#).

Click [here](#) to see Peter's presentation and download [the slides](#). You can also [read more](#) about the evidence which demonstrates that these workplace practices are essential if employers are to secure a full return on their investments in training and technology through improvements in performance, innovation and employee engagement.

[Read more](#)

Employee engagement – a key dimension of workplace Innovation



[David MacLeod's keynote address](#) was one of the highlights of the Conference. David together with Nita Clarke lead [Engage for Success](#), a remarkable movement committed to the idea that there is a better way to work, a better way to enable personal growth, organisational growth and ultimately growth for Britain by releasing more of the capability and potential of people at work.

David highlighted the role of employee engagement both as a driver of economic growth and for well-being. The powerful evidence and analysis contained within the [MacLeod Review \(2009\)](#) has raised the profile of workplace practices in the UK, demonstrating the scale of the task ahead. Survey after survey indicates that only around one third of British workers say they are engaged, and employee disengagement is clearly having a negative impact on productivity and innovation.

[Read more](#)

Inspirational workplaces



Microsoft, Bombardier, EdF and Finext are very different enterprises but each has an impressive story to tell about creating workplaces in which workers can use and develop their full range of knowledge, skills and creativity.

Microsoft is striving to live its values by attracting and developing the best talent, delivering results through real teamwork and setting an example in day-to-day working life. Teamwork based on trust and empowerment also characterises **Bombardier's** approach to work, and this extends to open collaboration with the trade unions. Likewise partnership with trade unions in **EdF** has led to the establishment of a series of collaborative platforms that are driving smarter ways of working.

In contrast **Fokke Wijnstra** described an organisation which is remarkably free of formal structures. **Finext** is a financial consulting company without bosses or organisational divisions, one in which teams and decisions emerge.

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High involvement innovation



High Involvement Innovation

John Bessant
University of Exeter

Tom Fraine
Innocent

Matt Longman
Devon & Cornwall Police

Natalie Wilkie
The Met Office

Professor John Bessant's strongly underlined that every single human being is immensely creative. But how do we mobilise that innate creativity? John says: "We need to create enabling infrastructures and strategic direction to make employee-driven innovation happen as well as nurturing an understanding that it is a long term, continuous and evolving process and not a magic wand intervention."

John launched Euwin's new [video on employment driven innovation](#) featuring Devon & Cornwall Police, Innocent, Red Gate Software and The Met Office, 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.

[Read more](#) and access case studies of [Innocent](#) and [Red Gate Software](#).

Unlocking workplace innovation



Unlocking employee creativity is one of the key challenges of workplace innovation to improve performance and enhance working life. Forum Theatre can be used as a tool to tackle this issue. It is a dynamic and interactive form which helps to release employee inhibitions that prevent them from expressing their views while engaging them in critical reflection and creative thinking through facilitated dialogue and collaboration.

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Workplace Innovation - a European challenge



How can we scale up workplace innovation in Europe? And what are policymakers and other stakeholders doing about it?

Grzegorz Drozd of the European Commission's DG Enterprise & Industry stressed the EU's commitment to workplace innovation as a key element in building European competitiveness. This is exemplified by the creation of [euwin](#) .

However **Greet Vermeylen of Eurofound** (the European Foundation for the Improvement of Living and Working Conditions) outlined the scale of the challenge facing Europe, drawing on the results of the [European Company Survey 2013](#) and the [European Working Conditions Survey](#).

Finally a panel discussion led by **Steven Dhondt (TNO)**, **Anthony Kallevig (Norwegian Trade Union Confederation)**, **Herman Kok (The Lindum Group)** and **Aoife Ni Luanaigh (UKCES)** explored the challenge from the perspective of different stakeholders.

[Read more](#)

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.

