



Welcome to:

European Workplace Innovation Network | Film Bank

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

EUWIN Film Bank

EUWIN has produced a series of short films which show how some of Europe's most exciting companies are engaging employees in enhancing performance, innovation and working lives. You can access the full Film Bank [here](#) or enjoy it below.

What is The Fifth Element?



More and more companies across Europe are interested in transforming their workplaces. Why? Watch our film and find out what all the buzz is about. Read the full article on the Fifth Element and find out how you can empower and engage employees.

[Watch video](#) [Read more about The Fifth Element](#)

Creating the Innovative Organisation



A growing number of enterprises recognise that the innovation needed to build and sustain competitiveness can come from the ideas and imagination of employees at every level. Our film features four such organisations: Devon & Cornwall Police, Innocent, Red Gate Software and The Met Office. Alternatively you will find short films on each of these cases below.

[Watch video](#)

Devon & Cornwall Police



"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."

The Devon & Cornwall Police inaugurated a cross rank discussion group in Cornwall to explore new ways of working, communication and collaborating, but can a highly regulated organisation such as a regional police force promote and develop employee driven innovation?

[Watch Video](#) [Read more](#)

Innocent



“Find the stars and let them shine – recruit smart people and let them get on with it, with support, autonomy and without fear of failure.”

Innocent produces smoothies, juices and vegetable pots that are sold in supermarkets, coffee shops and other outlets. At Innocent, innovation is an everyday behaviour with employees actively encouraged to suggest ways to improve the business, whether it be new products and business streams or better ways of working. Read the article to find out how entrepreneurship became a central part of Innocent’s culture.

[Watch Video](#) [Read the article](#)

Red Gate Software



"If we are not failing we are not trying hard enough".

Red Gate is a software company providing “ingeniously simple” tools for technology professionals worldwide. Although it is growing, Red Gate tries to maintain its original start-up, informal culture by using a variety of tools and initiatives to encourage employee-led innovation and strengthen its engaged culture. Read the article to find out more about how permission to fail and the expectation of failure became a way to success.

[Watch Video](#) [Read the article](#)

The Met Office



"Everyone should have a hand in making the organisation more successful".

The Met Office is the UK's national weather service and a trading arm of the Department for Business, Innovation and Skills. Inspired by external influence, a small core of innovators began a process of 'guerrilla' tactics exploiting the organisation's grown up attitude towards managerial responsibility and decision-making to drive the process forward, firstly by visiting other businesses including Google and Innocent and learning from the experiences they found there.

The Met Office experience produced some interesting observations for others to consider in the process of introducing workplace innovation.

[Watch Video](#) [Read the article](#)

Building the flexible workplace inet-logistics



“We not only respect individuality and creativity in every member of the inet team, we also require and encourage it.”

inet-logistics GmbH is a leading provider of Transportation Management Systems with a global reach. Founded in 1999, it describes its focus as international, its experience as interdisciplinary and its ideas as innovative.

The company has promoted creativity and communications by breaking down functional boundaries and by designing work spaces that create an alternative office culture and encourage people to work together, sharing ideas and collaborating on different projects.

Read the article to find out how designing work spaces that create an alternative office culture and encourage people to work together, sharing ideas and collaborating on different projects can improve your organisation.

[Watch Video](#) [Read the article](#)

Workplace Partnership

Becton Dickinson



Becton Dickinson has produced medical devices in Drogheda for fifty years, but during the first decade of this century the plant seemed to be falling off the parent company's radar.

Becton Dickinson offers persuasive evidence that workplace partnership means more than good industrial relations. Unions can play a key role in engaging workers at all levels in innovation and improvement, creating win-win outcomes for employees and their employers.

Read the article about how the fortunes of companies and plants can be turned around when management and unions work together to release the knowledge, experience and creativity of their workforces.

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Learn from the Experts



To mark the retirement of leading workplace innovation expert **Palle Banke**, the Danish Technological Institute organised a workshop for nearly 100 businesses from across the country. Speakers included EUWIN's Peter Totterdill, Uli Pekruhl (Switzerland) and Richard Badham (Australia). Now they have shared their knowledge and experience in a short video. Danish speakers can also enjoy presentations by Lone Thellesen (Dacapo) and Palle himself.

[Watch video](#)

So what is workplace innovation?



Watch **Professor Peter Totterdill**'s presentation and read more about workplace innovation.

[Watch Video](#) [Read the article](#)

Economic growth and well-being through employee engagement?



Watch **David MacLeod** talk about Engage for Success and read the full article to find out more.

[Watch Video](#) [Read the article](#)

High involvement innovation



Professor John Bessant is convinced that every single human being is immensely creative. Watch his presentation and read more about High involvement innovation in the full article.

[Watch Video](#) [Read the article](#)

Building European competitiveness



Grzegorz Drozd of the European Commission's DG GROWTH talks about the EU's commitment to workplace innovation as a key element in building European competitiveness. Read more about Europe's challenge in the full article.

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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.

