



Welcome to:

European Workplace Innovation Network | May Newsletter

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

The Tide is Changing



Slowly but surely things are beginning to feel different.

Far from remaining the concern of a few far-sighted companies and enthusiasts in Northern Europe, workplace innovation has started to become part of the mainstream conversation.

As we show below, the **Economist Intelligence Unit** recently published a report demonstrating that encouraging ideas from everyone and a high tolerance of failure are widely regarded in multinational companies as essential to keep businesses competitive (and there are some great practical examples of this in [EUWIN's Film Bank](#)). Evidence that increasing numbers of companies are taking employee-driven innovation seriously can also be found in the new **Create Tomorrow** initiative described in this Bulletin.

Developments in **Scotland** and **The Basque Country** show that more and more policymakers are exploring measures to stimulate, resource and sustain workplace innovation. Patricia Findlay's article on the [Innovating Works ...](#) project describes the emergence of an exciting new coalition involving government, social partners, enterprises and researchers in Scotland. Likewise this week's [conference](#) in San Sebastian/Donostia organised in partnership with EUWIN marks a further step in the Provincial Council of Gipuzkoa's workplace innovation programme.

All this reinforces the findings from the **3rd European Company Survey**. Companies which involve employees in day-to-day decision-making and in participative working practices perform better in terms of business outcomes and workforce health. These findings are discussed in the interview with Stavroula Demetriades and in the article by Frank Pot.

EUWIN can surely take some of the credit for changing the tide. The European Commission's far-sighted move in establishing the Network has led to the engagement of thousands of people across Europe in conferences, workshops, online dialogue, sharing good practice and many other initiatives. Thank you for being part of it.

We have created a movement. And it is helping to change the way people think about workplaces.



Professor Peter Totterdill, EUWIN

Win-win practices that make Europe better

An interview with Eurofound's Stavroula Demetriades



The European Foundation for the Improvement of Working and Living Conditions (Eurofound) has just published its findings from the [2013 European Company Survey](#) (ECS) based on data from 30,000 organisations across Europe. The results deliver powerful insights into organisational practices used by the companies and show how their choices affect company performance and quality of work. A clear result is that companies with high levels of employee involvement outperform others in terms of productivity and workforce well-being.

ECS findings offer clear support for the European Commission's action in establishing the European Workplace Innovation Network. EUWIN's Steven Dhondt interviewed **Stavroula Demetriades**, Senior Project Manager at Eurofound.



Stavroula Demetriades
Senior Project Manager at Eurofound

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Workplace innovation in numbers

Discussing the launch of the 3rd European Company Survey
30 March 2015, Riga



“Advanced workplace practices such as workplace innovation contribute to quality jobs as well as competitive companies. It should be part of policies for restructuring labour markets and social partners should play a major role by improving social dialogue.” Valdis Dombrovskis, Commissioner in charge of the Euro and Social Dialogue, Riga: 30th March.

Delegates at the launch of a major new survey report heard that companies which involve their employees in day-to-day decision making and use participative working practices perform better and create healthier workplaces.



*Frank Pot, Emeritus Professor of Social Innovation of Work and Employment
Nijmegen School of Management, Radboud University, NL*

[Read Frank Pot's report of the launch event here.](#)

Employee Driven Innovation

A new resource for enterprising companies



The *Create Tomorrow* website has launched an exciting new feature on Employee Driven Innovation. **You can see it [here](#).**

It features case studies and tips on how we can create the kind of workplace where the best ideas from the entire workforce come to life. It's clear that employee driven innovation has the potential to deliver value to all kinds of organisations and their customers.

From within Capita, the feature looks at the Bubblegum innovation tool built for the O2 contract; Capita Resourcing's Rogue Monkey awards; how IT Enterprise Services worked with G2G3 to build an innovation inspiring simulation, and the Million Makers programme turning Capita employees into entrepreneurs to benefit The Princes Trust.

External expertise comes from EUWIN's Peter Totterdill. Live examples include Aviva's Customer Cup programme and EUWIN's film of the UK's Met Office.

[Read more](#)

Workplace Innovation in Scotland

The **Innovating Works ...** Pilot Project



The UK is often seen as lagging well behind its Northern European neighbours in terms of policy measures to stimulate, resource and sustain workplace innovation. Now Scotland is surging ahead with new measures designed to promote focussing on fair, innovative and productive workplaces.

The Innovating Works... initiative is built on the idea of close collaboration. It brings together the experience and expertise of SMEs, industry leaders, policy makers and researchers to support 'what works' in workplace innovation that delivers value to all stakeholders.

Professor Patricia Findlay describes the details of the **Innovating Works ...** pilot project and how it will support the Scottish Government's emerging policy agenda.



Professor Patricia Findlay
University of Strathclyde

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How multinationals unleash innovation across boundaries



When asked to identify the three main factors that describe an innovative business, survey respondents are clear: such a culture encourages ideas from everyone (cited by 53%), a high tolerance of failure (41%) and strong leadership (34%).

A recent report from the [Economist Intelligence Unit](#) argues that companies unable to change their offerings or improve their functioning to respond to changes in their environments tend to fall by the wayside, surpassed by more nimble competitors.

The research, which adds further evidence to the case for workplace innovation, emphasises the need for enhanced collaboration, idea sharing and communication - both within and across departmental and geographical boundaries. It also examines the ways that leading companies such as Nokia have found to encourage collaborative innovation across organisational lines.

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The strategic question for companies is how to foster a culture of creativity and to innovate at all levels of the organisation.

[Read more](#)

Save the Date

Keep up to date with EUWIN events



7 th May	Donostia, Spain	Workplace Innovation (Donostia-San Sebastian) Organisers: Sinnergiak Social Innovation (UPV/EHU), Gipuzkoako Foru Aldundia-Berrikuntza, Landa Garapen eta Turismo Departamentua, and EUWIN. Register here .
6 th - 7 th May	Saint-Anne, Guadeloupe	Colloque: Innovation Sociale dans les Petites et Moyennes Entreprises. Représentations, pratiques, pilotage et prospective. Organiser: Aract Guadeloupe (Université des Antilles). EUWIN will participate. Details and registration here .
28 th - 29 th May	Berlin, Germany	Arbeit in der digitalisierten welt (Working in a digitalized world), Berlin. More details here .
15 th June	Vilnius, Lithuania	EUWIN event in Vilnius: Industrial Policy Conference. Click here for details.
16 th June	Warsaw, Poland	EUWIN Event in Poland: Current scientific work on workplace innovation. Details and registration here .
9 th September	Leuven, Belgium	EUWIN's Large Scale Event in Leuven, Belgium. This is part of a week of activities organised in conjunction with EUWIN, the International Workshop on Teamwork (IWOT) and the Global STS-Design Network. For more details click here .

[Find out more about our events](#)

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.

