



Welcome to:

European Workplace Innovation Network | October Bulletin

EUWIN is an initiative of the European Commission's Directorate General for Internal Market, Industry, Entrepreneurship and SMEs

Four hundred participants gather in Leuven!



The EUWIN day in Leuven was a large scale event. The Flemish take their engagements very seriously. Not only were there many participants, the many activities were mindblowing. The report based on fifty European case studies of workplace innovation was launched by Stavroula Demetriades from Eurofound. Professors Jody Hofer Gittel, Geert Van Hootegem and Steven Dhondt practiced presentation innovation. They shared leading knowledge of workplace innovation in quite an accessible way. And a diverse programme of workshops and visits provided dynamic insights and opportunities for knowledge sharing throughout the day.

The European Commissioner Elizabietha Bienkowska sent her regards to participants with the message of the day: the European Commission recognises the achievements of the Network. Director Slawomir Tokarski of DG GROW insisted on the importance of further work on the issue of workplace innovation in Europe. EUWIN has started a movement and this momentum should not be lost. This fact was strongly applauded by the really large audience of 400 workplace innovation enthusiasts. About a quarter of the participants were international partners.

[Read Steven's report](#)



Steven Dhondt
TNO, The Netherlands

Advanced Workplaces for Advanced Business

EUWIN regional workshop, 19th October, Warsaw



EUWIN will be present in Warsaw! Together with the Polish Agency of Enterprise Development we will demonstrate to local companies that to stay ahead of their competitors companies need to invest not only in technological innovations. They also need to rethink the non-technological aspects of running a business.

Policy makers and business leaders will gather in Warsaw to discuss ways of supporting the uptake of non-technological innovations by Polish companies. Participants will also learn from the workplace experts about the practical tools you can use to transform business performance. Finally you will also have a chance to meet possible future business partners.

[Registration and details here](#)

Prodrive Technologies

Sharing to progress



You have probably read a lot of stories in which it is insisted that workplace innovation is about respecting the tacit knowledge of the employee and that companies need sophisticated engagement policies to let these employees bring their talent, knowledge and effort to the company. Nothing could be more wrong! That is if you want to be real world competitor. You need create to an environment in which all of your employees share their tacit knowledge with their colleagues and with the company. It is by sharing everything you know and have that will give a company the real lead in the market. Companies that can achieve this state discover that there is huge potential in building on sharing economy principles.

The Dutch electronics company Prodrive Technologies has achieved such a level of sharing. Prodrive Technologies has consistently been one of the fastest growing companies in its sector, with more than 10% growth in turnover each year since its creation in 1993. You can bet that many competitors would like to know what their secret is.

[Read more](#) [Watch the video](#) [Download the PDF](#)

Workplace innovation in European companies



A new Eurofound report details the reasons why companies enable workplace innovation (WPI), along with its adoption, implementation, and the impact it has on the organization and its employees in 51 companies across Europe. These companies were selected from the 3rd [European Company Survey](#) for already being 'good cases' in terms of workplace innovation characteristics.

The reasons **why** organizations enabled WPI are predominantly economic. **How** organizations implemented WPI was by allowing employees to take a central role in the process. The interviewed managers, employees and employee representatives **all** agreed that the three factors that facilitated implementation were employee involvement, top-management commitment, and leadership. Therefore engaging employees matters. The outcomes for these successful organizations were higher employee engagement, greater sustainability, and better performance. Employees enjoyed greater learning opportunities, more challenging jobs, and indicated that they had a greater voice in organizational decisions.

Which practices were implemented? Three types of practices which were WPI-related: WPI-structural practices (14%, practices related to teamwork, job design, and organizational restructuring), WPI-cultural practices (20%, practices that enhance communication, knowledge sharing, and allowing employees and managers to work together and influence organizational change), and WPI-mixed practices (19%, a combination of WPI-structure and WPI-culture). Two remaining practices were not WPI related: 39% of companies used 'just' HR practices and 8% used practices such as technology-related interventions or efficiency improvement. The authors also found that organizations used five different paths to achieve WPI. These paths imply that there is no one best way to become a workplace innovative company and those companies can choose their own way to develop workplace innovations. See more in the report.

The report suggests that companies and policy makers should not only focus on economic initiatives and technological innovation, but develop programmes which include a greater focus on WPI practices simultaneously.

The Bulletin will be publishing a series of articles highlighting particular case studies and themes in coming months.

[Read more](#)



Peter Oeij
TNO, The Netherlands

Eurofound (2015) [Peter Oeij, Rita Žiauberytė-Jakštienė, Steven Dhondt, Antonio Corral, Peter Totterdill, Paul Preenen], "Workplace innovation in European companies", Publications Office of the European Union, Luxembourg.

Innovation by all and for all



Innovation by all and for all is the new IndustriAll's paper, directed at "Shaping a sustainable future for employment in manufacturing." The Document was adopted in June by the IndustriAll Europe Executive Committee.

This policy is a continuation of the "*Manifesto to put European industry back to work*" of March 2014 in which IndustriAll asked for:

"Stronger coordination of social and employment policies, e.g. by means of the exchange of good practices, setting common objectives and undertaking joint actions. This could be achieved, for example, by initiating programmes for workplace innovation and benchmarking good practices of companies that improve their productivity and their innovative capabilities by using the talents of their staff and by collaborating with other companies and knowledge centres."

IndustriAll's position was explained and confirmed by Laurent Zibell in the Policy Forum at the EUWIN event in Leuven. At the same event the three Flemish trade unions organised a session to discuss their activities and the 'work book' they prepared, called *Werken in een innovatieve arbeidsorganisatie (Working in an innovative work organisation)*.

[Read more](#)



Frank Pot
Radboud University, The Netherlands

Workplace innovation

How changing the way you work can transform your business



Small and medium sized companies are the engine of Europe's economy, accounting for 80% of European jobs created in the last five years. In Business Planet, Euronews programme, the focus is placed on those entrepreneurs who have succeeded and the ways how they did it.

Workplace innovation is the big trend in Europe right now, and to talk about it Business Planet went to Vilnius in Lithuania to speak to Rasa Rotomskiene. Rasa is one of the ambassadors of the European Workplace Innovation Network.

[Watch the film](#)

Save the Date

Keep up to date with EUWIN events



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| 7 th October | Bucharest, Romania | OSH Romania Annual Conference. EUWIN presents its Romanian action plan. More information will be available at www.inpm.ro |
| 8 th October | Bucharest, Romania | Business Summit for HR. EUWIN discusses 50 cases of workplace innovation with Romanian HR managers. Register at http://hrconnection.ro/ |
| 19 th October | Warsaw, Poland | EUWIN Regional Workshop (with the support of the Polish Agency for Enterprise Development, PARP and Kozminski University). Registration and info 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.

