

Virtual Conference


# Workplace Innovation in the Digital Age

25 – 27 November 2020

EUWIN

BEYOND 4.0

**Europe's  
business  
leaders,  
policymakers  
and  
researchers  
to share  
insights on  
future work**



**EUWIN** and **Beyond 4.0** invite business representatives, policymakers, social partners, and researchers to participate in this free Virtual Conference, designed to share emerging trends and debate effective strategies for digital and workplace transformation.

The Conference comprises three two-hour events spread over three days, each including short presentations and a facilitated discussion.

**DAY ONE**  
**WEDNESDAY**  
**25TH NOVEMBER**

**15.00 - 17.00 CET**  
**14.00 - 16.00 GMT**

Digital innovation and  
workforce readiness:  
emerging trends in the  
workplace



*Facilitated by:*

**Peter Totterdill**

Workplace Innovation Europe CLG

There is much discussion of the need to achieve the best possible synergies between digital potential and human potential, but what does this look like in practice? There are few clear guidelines, but this session will discuss the emerging trends, challenges and opportunities faced by three leading business.

**Peter Totterdill** (*Workplace Innovation Europe CLG*) will introduce the session by asking what workplace innovation means in the context of the coming digital revolution, outlining some of the key challenges and decisions facing Europe's businesses.

# SPEAKERS

**DAY ONE**  
**WEDNESDAY**  
**25TH NOVEMBER**

**15.00 - 17.00 CET**  
**14.00 - 16.00 GMT**

Digital innovation and  
workforce readiness:  
emerging trends in the  
workplace



**Martin Welsh**

MD, Booth Welsh  
*Scotland*



**Line Sandberg**

Vice President Global Quality and  
Continuous Improvement, Leo Pharma A/S  
*Denmark*



**Marco Roumen**

Dutch Works Council Chair, Solvay Chemie BV  
*The Netherlands*



**DAY TWO**  
**THURSDAY**  
**26TH NOVEMBER**

**15.00 - 17.00 CET**  
**14.00 - 16.00 GMT**

Digital and workplace  
innovation: emerging  
trends in public policy



*Facilitated by:*

**Tuomo Alasoini**

Finnish Institute of Occupational Health

Policies and programmes to stimulate, resource and sustain the spread of workplace innovation are well established in countries such as Finland, France and Germany over many decades. In recent years they have also spread to the Basque Country, Scotland and elsewhere, and there is growing interest from governments as far afield as Canada and South Korea. Workplace innovation initiatives are also emerging in new types of setting through, for example, the EU's *INNOSUP 04* programme and the Dutch *Top Sectors* strategy.

Introducing the session, **Tuomo Alasoini** (*Finnish Institute of Occupational Health*) will review past and current trends in the development of national and regional policies for workplace innovation in Europe, and outline the challenges facing policymakers with the rise of digital technologies.

# SPEAKERS

**DAY TWO**  
**THURSDAY**  
**26TH NOVEMBER**

**15.00 - 17.00 CET**  
**14.00 - 16.00 GMT**

Digital and workplace  
innovation: emerging  
trends in public policy



**Chiara Frencia**

Vice-Chair, SERN  
*Italy*



**Iker Estensoro**

Director of Economic Promotion,  
Government of Gipuzkoa  
*Basque Country, Spain*



**Tuomo Alasoini**

Research Professor  
Finnish Institute of Occupational Health

# MORE SPEAKERS

**DAY TWO**  
**THURSDAY**  
**26TH NOVEMBER**

**15.00 - 17.00 CET**  
**14.00 - 16.00 GMT**

Digital and workplace  
innovation: emerging  
trends in public policy



**Fred Nooijen**

Fontys University of Applied Sciences  
*The Netherlands*



**Nienke Hofstra**

HAN University of Applied Sciences  
*The Netherlands*



**Yolande de Heus**

Human Capital Programme Manager,  
Top Sectors Logistics  
*The Netherlands*

**DAY THREE**  
**FRIDAY**  
**27TH NOVEMBER**

15.00 - 17.00 CET  
14.00 - 16.00 GMT

Digital and workplace  
innovation: emerging  
trends in research



*Facilitated by:*

**Chris Warhurst**

Institute for Employment Research  
University of Warwick

The future of work in the digital age sets many interesting challenges for Europe's research community. **Chris Warhurst** (*IER, University of Warwick*) will introduce the session with an overview of these challenges and some emerging findings from recent research.



# SPEAKERS

**DAY THREE**  
**FRIDAY**

**27TH NOVEMBER**

**15.00 - 17.00 CET**  
**14.00 - 16.00 GMT**

Digital and workplace  
innovation: emerging  
trends in research



**Steven Dhondt**

TNO and KU Leuven  
*Belgium*



**Oliver Pfirrmann**

German Federal Ministry of Education &  
Research



**Claudio Zettel**

DLR  
*Germany*

# MORE SPEAKERS

**DAY THREE**  
**FRIDAY**  
**27TH NOVEMBER**

15.00 - 17.00 CET  
14.00 - 16.00 GMT

Digital and workplace  
innovation: emerging  
trends in research



**Stavroula Demetriades**  
Eurofound



**Marie-Christine Fregin**  
University of Maastricht  
*The Netherlands*

# Workplace Innovation in the Digital Age

25 – 27 NOVEMBER 2020

15.00 – 17.00 CET / 14.00 – 16.00 GMT

 **EUWIN**

BEYOND 4.0

**BOOK NOW**