The Future of EUWIN

As many of you know, EUWIN (the European Workplace Innovation Network) was created in 2013 at the instigation of the European Commission's DG GROW, and was co-led by Steven Dhondt (TNO) and Peter Totterdill (WIE). Over the next four years, EUWIN built a substantial network across Europe and beyond, hosting events in several countries and building a definitive workplace innovation databank.

EU funding ceased in 2017. EUWIN has since been supported by a consortium of partners, enabling it to continue its mission to raise awareness of workplace innovation and to share evidence-based practice through webinars, conferences and the provision of online resources. Since 2023, the Knowledge Bank has been incorporated within Fresh Thinking Labs, an online platform providing free access to diverse resources and opportunities for collaboration. **You can join FTL [here](#)** (login required).

Last month, EUWIN's new Executive Board discussed the outline of an ambitious plan designed to enhance EUWIN's reach and impact, and this is summarised below.

What do you think? You can **[email](#)** us your thoughts or, better still, add them to the discussion forum we've opened on Fresh Thinking Labs **[here](#)** (login required).

Here are the key headlines:

1. Strategic Network Development

- **Action**: Establish a European-wide network of key stakeholders in WPI.
- **In practice:** Create a new, free-of-charge 'Associate' membership category, open to invited researchers, policymakers, social partners and companies.
  - Biannual online dialogue workshops/conferences.
  - Closed Lab on FTL with regular updates, Q&A, etc.
  - Curate research reports, policy documents, case studies etc. on FTL Knowledge Bank.
- **Outcome**: Regular engagement and shared strategic direction for WPI actors.

2. Bridging Research and Practice

- **Action**: Dialogue between researchers and practitioners.
- **In practice**:
  - Create themed task groups, bringing experts and managers together to address key challenges, and publicise results.
  - Engage with Horizon projects to draw out actionable findings, and curate on FTL.
- **Outcome**: Evidence-based insights into practical, problem-based examples.

3. Sectoral Outreach

European Workplace Innovation Network (EUWIN)

EUWIN

EUWIN was established by the European Commission in 2013 and is now entirely supported by contributions from an international network of partners co-ordinated by HIVA (University of Leuven). EUWIN also functions as a network partner for the H2020 Beyond4.0 project.

www.euwin.net | **contact@workplaceinnovation.eu**

- **Action**: Appoint sector ambassadors and target key industries.
- **In practice**: Contact industry associations to identify opportunities for collaboration. Organise industry-level events to raise awareness of WPI and identify further opportunities for collaboration.
- **Outcome**: Broader sectoral representation and engagement.

4. Connect with Local and National Networks

- **Action**: Invite existing networks to join EUWIN (as full or Associate members?)
- **In practice**: Create a 'network of networks':
    - Identify opportunities for WPI awareness events,
    - share experiences on FTL and in webinars.
- **Outcome**: Extending our reach to companies in several countries.

5. Raising Business Awareness

- **Action**: Initiate direct contact with businesses across Europe
- **In practice**:
    - A European awareness campaign with a recognition label for innovative companies.
    - Organise international focus groups for middle managers / change leaders to explore perceptions and practical applications.
- **Outcome**: Raising awareness of WPI and supporting its implementation in companies.

6. Engaging Universities and 'Next Generation' Decision-Makers

- **Action**: Create an international WPI studio and develop a MOOC for business and engineering schools.
- **Outcome**: Scalable learning resources and academic integration.

7. Innovative Engagement Tools

- **Action**: Develop a serious game inspired by "La Fresque du Climat" to promote WPI and Industry 5.0.
- **Outcome**: Interactive learning and awareness.

8. Policy and Programme Alignment

- **Action**: Position WPI within BCorp, GPTW, ESG frameworks and the European Pact for Skills.
- **Outcome**: Policy relevance and funding opportunities.

What ideas do you have?

How can you help?

Please email us your thoughts or add them to Fresh Thinking Labs here
(login required).