

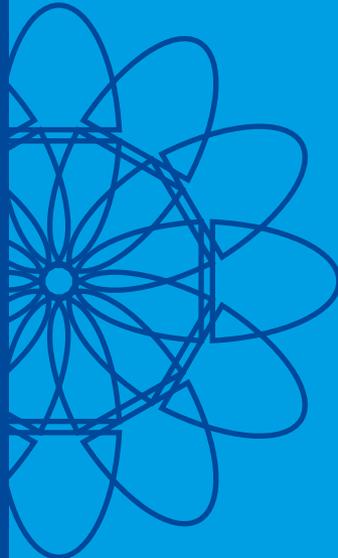
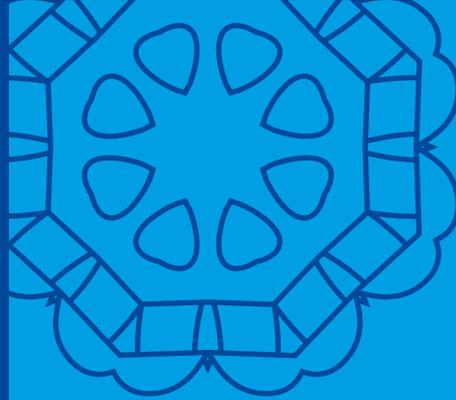


Kaleidoscope

Creative ideas how to organise family,
private and professional life



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Ideas Cards

Digital Appendix to the **Kaleidoscope** Study

Key

For the **Kaleidoscope** study, global research was carried out into finding creative solutions to reconcile the professional and private life, and innovative ideas were requested via a call for participation and interviews. We have prepared, summarised and partially supplemented these solutions. The solutions we discovered are as varied as the challenges: Some are future visions of individuals, or commercial business models, while others are organisational measures that have already

been implemented or national support options. Some are broad approaches from which almost everyone could benefit, while others are very specific and provide a solution to a particular problem. The solutions are divided into the categories of family, household, lifestyle/leisure time, form of work/living arrangements and care. It also indicates whether the solutions should be implemented at an individual, national, cultural/normative or organisational level.

Level



Implementation of the solution at an individual level



Implementation of the solution at an organisational level



Implementation of the solution at a national level



Implementation of the solution at a cultural/normative level

Category



Family



Household



Lifestyle/leisure time

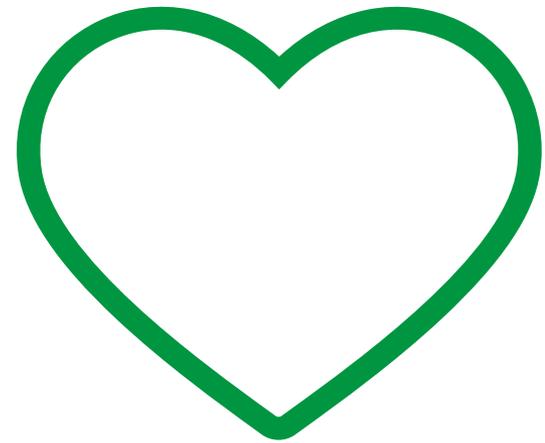


Form of work/living arrangements



Care

Family



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4h day care

Day nursery with care facilities around the clock

COUNTRY: Germany

AREA: Childcare, flexibility

ORGANISATION: e.g. nidulus, übernachtungskita.de portal

ORGANI-
SATION



- Daycare centre is open 24h/7 days a week
- Support also possible in off-peak times and at night
- Provides flexibility when working hours fall within time frames when most daycare centres are closed

Source: <http://www.tagesspiegel.de/berlin/berlin-teltow-die-24-stunden-kita/7757998.html>; <https://www.schnatterenten.de/schnatterenten/start.html>



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Visits by separated parents

Organising of accommodation and residential places where parents who are separated can visit their children

COUNTRY: Germany

AREA: Single parent, flexibility

ORGANISATION: "Mein Papa kommt" ["My Dad's coming"]

ORGANISATION



- The visiting parent receives free accommodation in a private household at the child's place of residence
- Cooperation with kindergartens, family centres, etc., which provide play and recreation rooms free-of-charge
- Reduces financial pressure on parents living in a city different from the one in which their child resides

Source: <https://www.mein-papa-kommt.info>



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Co-working Space for parents & child

Parent-child office in Coworking Space

COUNTRY: Germany

AREA: Personal contact, childcare, flexibility

INITIATIVE: Coworking Toddler (Berlin), Rockzipfel (Munich, Leipzig)

ORGANISATION



- Volunteers support the parents with care and look after the children
- Parents and children are “within reach” and can make contact with each other
- Separate workspaces that allow concentrated working

Source: <https://www.rockzipfelmuenchen.de/>; <http://www.rockzipfel-leipzig.de/die-rockzipfel-idee>; <https://www.coworkingtoddler.com/>



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Breastmilk dispatch

Pump breastmilk and send it to the child by express parcel

COUNTRY: USA

AREA: Breastfeeding, childcare, flexibility

ORGANISATION: Milk Stork, Milk Expressed

ORGANI-
SATION



- Milk can be pumped and then shipped back home under chilled conditions when away
- Enables nutrition to be received via breast milk even when travelling
- Both partners can provide the child with breast milk

Source: <https://www.milkstork.com/>; <https://www.milkexpressed.com/>



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Maternity Concierge

Service for “Everything outside of work”

COUNTRY: USA, Germany

AREA: Childcare, flexibility

COMPANIES: Fifth Third Bank, Maman Passion

ORGANISATION



- Concierge service takes over all organisational tasks outside of work during the time around the birth (e.g. visits to the authorities, selection of midwife, 100-day plan for return to work)
- Takes the burden off parents in the time before and after the birth and facilitates full-time return to work

Source: <https://mamanpassion.jimdo.com/>; <https://www.fastcompany.com/40438478/can-a-maternity-concierge-service-help-keep-women-on-the-leadership-track>



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Flexible Boarding

School/boarding school with flexible overnight accommodation options

COUNTRY: esp. UK

AREA: Childcare, flexibility

ORGANISATION: e.g. ACS International Schools

ORGANISATION



→ Children do not live permanently in the boarding school, but can spend the night at school on flexible terms if required

Source: <https://www.acs-schools.com/flexi-boarding>



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Business trip with child

Children and their carers can travel with them on business trips

COUNTRY: USA

AREA: Breastfeeding, childcare, travel

ORGANISATION: Patagonia

ORGANI-
SATION



- In addition to your own children, you can take along either another family member or a caregiver from the company's own after-school care centre
- The costs will be borne by the company

Source: <https://www.parents.com/parenting/work/parent-friendly-companies/>



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Childcare with a difference

Personal networks and synergies for greater freedom & more opportunities

COUNTRY: Germany

AREA: Child care, freedom

ORGANISATION: -

INDIVIDUAL



- Two families with children of approximately the same age organise themselves in such a way that all children are cared for together on 3 days of the week with one family, and 3 days with the other family
- Further thought: Each of the four parents would only have to be available from Mon–Sat for 1½ days for their share of the care duties



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Research-oriented children's house

Education, upbringing and care appropriate to the needs of children and their parents

COUNTRY: Germany

AREA: Children, medical care, care, support, information

ORGANISATION: Frankfurt University of Applied Sciences

ORGANISATION



Different, overlapping offers

- Crawling group for children (3 months to 3 years)
- Flexible, plannable care for children up to 12 years of age
- Family office for questions concerning the compatibility of work/study and family life
- Independent study centre for the scientific-technical education of children
- Family-friendly infrastructure, e.g. mobile children's room, play bag

Source: <https://typo3-alt.cit.frankfurt-university.de/einrichtungen-services/weitere-einrichtungen/forschungsorientiertes-kinderhaus.html>



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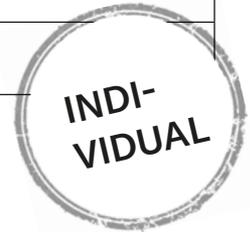




Children's transport service

A transport service brings children to the care centre and picks them up from there if necessary

COUNTRY: N/A	AREA: Childcare, flexibility
OFFER: various	



- Traffic and early appointments often make it a major stress factor to drop children off and pick them up
- A transport service can collect the children from a collection point and take them to the respective care centres

Source: https://www.perspektive-wiedereinstieg.de/Inhalte/DE/Wiedereinstieg/Vereinbarkeit_von_Beruf_Familie_Pflege/Kinderbetreuung/projekt_sonne_mond_und_sterne.html?view=pdf



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Night care service

Night care saves parents from sleepless nights

COUNTRY: N/A

AREA: Childcare, flexibility

ORGANISATION: N/A

INDI-
VIDUAL



- In order to prevent parents from getting tired at work, a night care service takes care of the child
- Particularly during the first months, the care service can ensure parents enjoy a restful night
- Tasks such as calming the infant after breastfeeding can be carried out



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Day nursery for sick children

Parents can have their sick children to be specially looked after

COUNTRY: N/A

AREA: Childcare, flexibility

ORGANISATION: N/A

INDIVIDUAL



- Normally, sick children have to be picked up from the day care centre
- Here, there is either a separate area for sick children and/or a special facility for sick children



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Care Driver

Solving mobility problems: for children, seniors and people with disabilities

COUNTRY: Germany

AREA: Support, accompanied mobility, care

ORGANISATION: CareDriver

ORGANI-
SATION



- Independent company offers support and assistance
- Transport by taxi, by public transport or even on foot; people in need of care can be supported when visiting a doctor or going shopping
- Permanent reference persons for long-term commitment to build trust

Source: <https://caredriver.de/>



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Senior Trainee Programme

Looking for highly qualified career re-entrants who have had time-out for family life of at least seven years!

COUNTRY: Germany

AREA: Return to work

ORGANISATION: LANXESS

ORGANI-
SATION



- 18-month full-time re-entry programme for university graduates with \geq three years of work experience after at least seven years caring for the family
- Incl. introductory week, mentoring, feedback interviews, support of manager & team, further training if necessary
- Life experience is a benefit for the company

Source: <https://www.perspektive-wiedereinstieg.de/Inhalte/DE/Unternehmensbeispiele/lanxess.html>



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Working time reduction in pregnancy

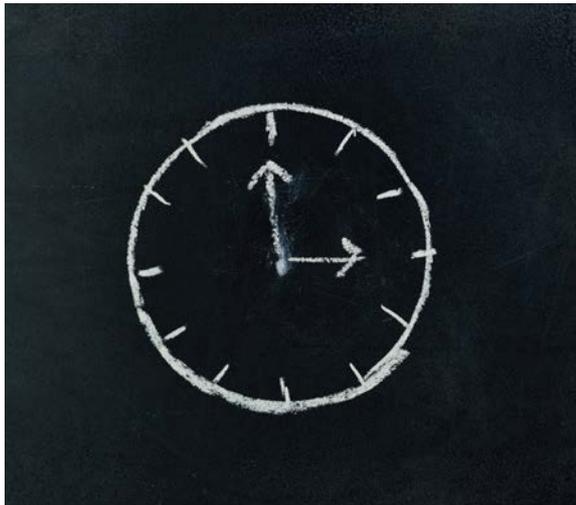
Pregnant women in South Korea are entitled to shorter working hours

COUNTRY: South Korea

AREA: Pregnancy, profession

ORGANISATION: -

NATIONAL



- Expectant mothers in South Korea can reduce their working hours during pregnancy
- During the first 12 weeks and after 36 weeks of pregnancy, women are entitled to a reduction in working time of up to 2 hours without a reduction in salary

Source: https://www.leavenetwork.org/fileadmin/user_upload/k_leavenetwork/country_notes/2018/FINAL.Korea2018.pdf



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Vouchers instead of parental leave

Italian parents can exchange their parental leave for financial support

COUNTRY: Italy

AREA: Parental leave, childcare

ORGANISATION: -

NATIONAL



- Until their child is one year old, mothers have the opportunity to exchange their parental leave entitlement for vouchers worth 600 euros
- The vouchers are designed to help reduce childcare costs

Source: https://www.leavenetwork.org/fileadmin/user_upload/k_leavenetwork/country_notes/2018/FINAL.Italy2018.pdf



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A healthy start

UK provides young expectant mothers with meal vouchers

COUNTRY: UK

AREA: Health, family

ORGANISATION: -

NATIONAL



- Women under the age of 18 who are pregnant receive weekly vouchers for healthy food
- The vouchers, each worth GBP 3.10, help expectant mothers to buy milk, fresh fruit, vegetables and baby food

Source: <https://www.healthystart.nhs.uk/>



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Wedding grant

Statutory health insurance in Mexico awards wedding grants

COUNTRY: Mexico	AREA: Couples
ORGANISATION: -	



→ Couples who tie the knot in Mexico are entitled to a financial grant equivalent to 30 days minimum wage

Source: <http://www.social-protection.org/gimi/gess/ShowTheme.action?id=2666>



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Grandparent Advisers

The Australian government supports grandparents who help with childcare

COUNTRY: Australia

AREA: Child care, advisors

ORGANISATION: -

NATIONAL



- In Australia, grandparents who take care of their grandchildren can enjoy special financial support opportunities
- In addition, they can go and talk to special “grandparent advisers”

Source: <https://www.humanservices.gov.au/individuals/services/centrelink/grandparent-advisers>



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Info page for LGBTQ+ families

The Finnish Government website has an extra home page for Rainbow Families

COUNTRY: Finland

AREA: Diversity

ORGANISATION: -

NATIONAL



- This page explains which measures are of particular interest to LGBTQ+ families
- In this way, Rainbow Families can quickly get an overview that is tailored to their needs

Source: <https://www.kela.fi/web/en/rainbow-families>



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Housing by drawing lots

Singapore helps young couples find accommodation

COUNTRY: Singapore

AREA: Housing

ORGANISATION: -

NATIONAL



- In Singapore, young couples can take part in a kind of lottery for newly built flats
- As part of the scheme, engaged or married couples and young parents (especially if they want to live near their parents with their children) will receive more lots

Source: <https://www.heybaby.sg/getting-married/setting-up-a-home/housing-schemes-grants>



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Financial incentive for working mothers

High child allowances, especially for mothers at work

COUNTRY: Singapore

AREA: Job, maternity

ORGANISATION: -

NATIONAL



- In Singapore, working mothers can apply for up to 100% tax relief
- For the first child there is already a 15% tax-free allowance
- If a mother lets her child be looked after by its grandparents, this receives additional financial compensation

Source: <https://www.heybaby.sg/having-and-raising-children/tax-reliefs-rebate-for-parents>



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Savings account for children

Baby Bonus Child Development Account – Savings incentives for the future of children

COUNTRY: Singapore

AREA: Money, children

ORGANISATION: -

NATIONAL



- At birth, children in Singapore are given an account containing the equivalent of EUR 1,840
- Every dollar paid in by parents is doubled by the government up to a certain limit

Source: <https://www.heybaby.sg/having-and-raising-children/enhanced-baby-bonus>



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Work-Life Grant

Grants for innovative business concepts to reconcile work and family life

COUNTRY: Singapore

AREA: Work-Life Balance, innovative companies

ORGANISATION: -

NATIONAL



- The Work-Life Grant is designed to motivate companies to create flexible working models
- Support for the initial set-up as well as the expansion of the model

Source: <https://www.heybaby.sg/supporting-work-life-harmony/family-friendly-workplace-practices/work-life-grant>



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State Single Platform

Singapore provides support to find a partner

COUNTRY: Singapore

AREA: Relationship, search for partners

ORGANISATION: -

NATIONAL



→ The government's social development network in Singapore offers targeted activities and programmes for single people

Source: <https://www.heybaby.sg/getting-married/finding-a-partner>



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Grandparent time

Care in familiar surroundings

COUNTRY: N/A

AREA: Care, relationship

ORGANISATION: N/A

NATIONAL



- Like parents, grandparents can take some time off work to look after their grandchildren
- For example, this might be during the transition period between parental leave and the child going to the crèche or kindergarten
- Especially relevant for those children requiring a higher level of care



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Care



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Places in senior citizen homes

Company-linked places in a senior citizen home allow employees to have those relatives in need of care close to them

COUNTRY: Germany

AREA: Care

ORGANISATION: Bausparkasse Schwäbisch Hall

ORGANI-
SATION



- Via the company, relatives can obtain nursing care places in a senior citizens' organisation close to the city
- The time and paperwork involved in finding a care home is bypassed

Source: <http://dienste-fuer-menschen.de/pflege/schwaebisch-hall/seniorenwohnstift-horst-kleiner.html>



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Care patches

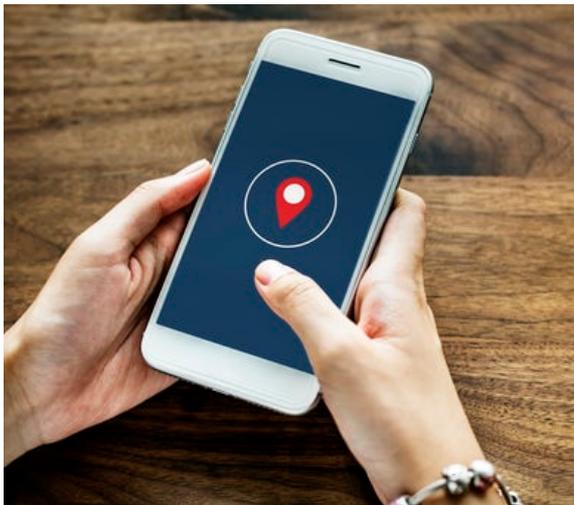
Intelligent care patch, which informs the caregiver via an app in case of emergency

COUNTRY: Germany

AREA: Long-term care, dementia, emergency, care

ORGANISATION: MOIO GMBH

ORGANISATION



Flat, soft sensor module

- recognises if a person falls and warns when people at risk of falling want to get out of bed
- registers movements, also during sleep, and thus enables demand-oriented repositioning as well as information on day-night rhythms and energy requirements
- The geofencing function detects when the person leaves a defined zone; the location function can be used to determine the position of a disoriented person, both indoors and outdoors at any time

Source: <https://moio.care/>



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CareSlam

Space for artistic examination and discussion of care and the situation of those concerned

COUNTRY: Germany

AREA: Care, acceptance

PEOPLE: Yvonne Falckner and Mona Löffler

INDI-
VIDUAL



- CareSlam combines elements of PoetrySlam and ScienceSlam with content on the subject of care
- The professional and nursing situation of those people in question is the focus
- Care, with all its facets, is given a voice

Source: <https://www.careslam.org/die-idee-index/>



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Emergency folder

“Be Prepared for Emergencies” with a personalised emergency folder

COUNTRY: Germany	AREA: Care, emergency, help
ORGANISATION: Frankfurt Diakonie Clinics, AOK Hesse	

ORGANI-
SATION



- It contains, among other things, important telephone numbers and personal data, such as powers of attorney and instructions
- Additional free information box with general & company-specific information on the subject of care packages

Source: <http://www.berufundpflege.hessen.de/aok-hessen>; <http://www.berufundpflege.hessen.de/agaplesion-frankfurter-diakonie-kliniken>



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Emergency care call-out

In an emergency, an emergency call system ensures that relatives in need of care are cared for by employees

COUNTRY: Germany

AREA: Care

ORGANISATION: Sparkasse Taunus

ORGANI-
SATION



- Trained staff can step in on a flexible basis
- Emergency systems as far as connected cameras can be installed in the house of a relative



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Host family instead of nursing home

Family connection for people in need of care

COUNTRY: Germany

AREA: Care, living arrangements

ORGANISATION: Herbstzeit

ORGANI-
SATION



- Old people, those in need of care and those with geronto-psychiatric disorders are placed with host families via a non-profit specialist service
- This alternative to institutional care enables those in need of care to live with a family, not as subtenants, but as real family members

Source: <http://www.herbstzeit-bwf.de/cms/index.php?page=221320094&f=1&i=221320094>



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Vacation despite care giving

Those employees who are care-givers can take advantage of flexible short-term care for their relatives

COUNTRY: Germany

AREA: Care

ORGANISATION: Sparkasse Taunus

ORGANI-
SATION



- Companies cooperate with a local community foundation to which employees can bring their relatives for a short time
- For those employees who are care-givers, a holiday often means providing 24-hour nursing care



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Care song

Music for open interaction and appreciation

COUNTRY: Germany

AREA: Care, open interactions, appreciation

ORGANISATION: ExTox Gas Detection Systems

ORGANI-
SATION



- In order to improve open interactions over the challenge of caring for relatives, the company's own band composes a song on the compatibility of being a care-giver and having a career
- This also expresses appreciation of those providing care

Source: <https://www.erfolgsfaktor-familie.de/index.php?id=499>



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Trial apartment with technical aids

Easy-to-learn technical aids for people in need of care

COUNTRY: Germany

AREA: Care, living arrangements

ORGANISATION: Evangelische Heimstiftung

ORGANI-
SATION



- The targeted use of technical aids can be observed and learned in show apartments (e.g. automatic stove shut-down, visual door signals, night lights, automatic fall alarm)
- The trial apartment can be rented like a hotel to test the systems in everyday life

Source: <https://musterwohnung.wiqqi.de/>; <https://www.ev-heimstiftung.de/leistungen/hilfe-im-eigenen-haushalt/aladien-komfort-und-sicherheit/>; <https://news.wohnen-im-alter.de/2017/03/einsatz-von-alltagsunterstuetzenden-assistenzsystemen-bei-der-evangelischen-heimstiftung/>



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Senior Cohousing

Living when older among friends in a community that shares comfort and services

COUNTRY: USA

AREA: Living arrangements, age, care

ORGANISATION: N/A

INDIVIDUAL



- All seniors have their own apartment as their own place to retreat to
- Dining room, kitchen, library, fitness centre, garden, TV room, etc. shared with other senior friends
- This prevents social isolation and loneliness and encourages respect for each other

Source: <http://www.songhanhphuc.org/goodbye-nursing-homes-the-new-trend-is-cohousing-with-friends/>



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Location and assistance system for dementia patients

Designing a dementia-friendly community

COUNTRY: Germany

AREA: Care, technology, dementia, volunteering

ORGANISATION: Evangelische Heimstiftung

ORGANISATION



- Software registers movements outside the home and combines the location information with safety-critical data (e.g. thunderstorms, time of day, medication)
- If the system signals an emergency, volunteers in the vicinity are notified
- This allows those affected to remain in their familiar environment for as long as possible

Source: <https://www.erfolgsfaktor-familie.de/index.php?id=485>



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Relatives exchange

Taking care of each others relatives

COUNTRY: Germany

AREA: Flexibility, personal contact, care

ORGANISATION: Hochschule Hamburg, Springer-Pflege

ORGANI-
SATION



- Partnership for mutual care, if relatives in need of care live in another city
- Contact mediation via online platform
- Model project between Hamburg and Munich since July 2017

Source: <https://www.haw-hamburg.de/ccg/forschung/anita-angehoerige-im-aus-tausch.html>

<https://www.springer.com/de/ueber-springer/medien/pressemitteilungen/pflege/ich-pflege-deine-mutter-du-begleitest-meinen-vater-/13320334>



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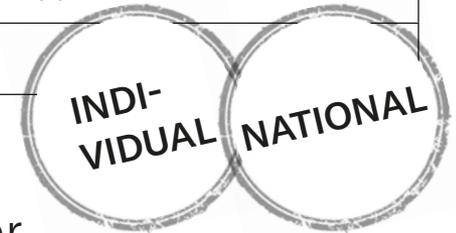




Care card

Identity card to identify those providing care for family members

COUNTRY: N/A	AREA: Nursing, financial relief, appreciation
ORGANISATION: -	



- Similar to students or senior citizens, carers can receive reduced or free admission to leisure, cultural or sports facilities
- Recognition of social and personal commitment & financial relief



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Rent a Grandma/Grandpa

Senior citizens acting as carers for the children of employees

COUNTRY: Germany

AREA: Flexibility, personal contact, childcare

ORGANISATION: Leihomaservice Munich, Thyssen-Krupp

ORGANI-
SATION



- Seniors who do not have any grandchildren themselves (nearby) can seek contact with children
- A relationship of trust is created that is often not possible in daycare centres
- Senior citizens work either on a voluntary basis or on a € 450 basis
- Mediations usually take place via online platforms

Source: <http://www.leihomaservice.de/>; https://karriere.thyssenkrupp.com/uploads/tx_tkdocumentsdownload/201512_tkag_famPLUS_flyer_02.pdf



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Time Credit System

In Belgium, people can interrupt their careers for up to a year to look after family members

COUNTRY: Belgium

AREA: Care, work-life balance

ORGANISATION: -

NATIONAL



- In the course of their working lives, employees may look after sick relatives or children under the age of 8 on a full-time basis for up to one year
- If part time, the interruption can last up to 60 months in total
- The remuneration amounts to EUR 654 per month

Source: https://www.leavenetwork.org/fileadmin/user_upload/k_leavenetwork/country_notes/2018/FINAL.Belgium2018.pdf



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Lifestyle/ leisure time



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Exercise at work

Moving around during work without interrupting the workflow

COUNTRY: Germany

AREA: Health, individual needs, exercise

ORGANISATION: Active Office®

ORGANI-
SATION



- Workplace as a “movement space”
- Incentives to exercise in the workplace to improve performance and well-being
- e.g. sitting/standing dynamics, “forest floor mat”, fully dynamic office chairs

Source: <https://www.active-office.de/>



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Barista Workshop - Café

In-house café as a meeting point for employees and managers

COUNTRY: Germany

AREA: Individual needs, knowledge, working environment

ORGANISATION: EVERNOTE

ORGANI-
SATION



- Employees and managers look after the Café
- Relationships with managers can be built in a relaxed atmosphere
- All employees can attend a professional Barista Workshop

Source: <https://www.bizjournals.com/sanjose/news/2015/05/07/evernote-perks-barista-training-health-device-chec.html>



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Office as a regeneration room

Office design includes and imitates natural elements

COUNTRY: Germany

AREA: Individual needs, nature, well-being

ORGANISATION: Steelcase

ORGANI-
SATION



- Employees should have the feeling of working in nature
- Natural elements are integrated into the office space
- Performance-enhancing, natural working environment

Source: <https://www.steelcase.com/eu-de/forschung/artikel/themen/mitarbeitermotivation/das-buro-als-regenerationsraum/>



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Intelligent lighting system

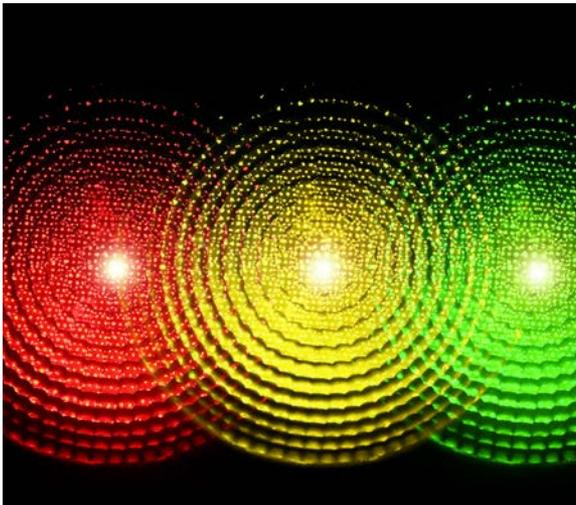
Lighting system helps to structure everyday work and signal availability to colleagues

COUNTRY: Latvia

AREA: Individual needs, privacy, concentration

ORGANISATION: Luxafor

ORGANI-
SATION



- Availability can be signalled via a light signal (red/green)
- Show whether rooms are occupied or not
- Day can be structured using light signals (break, working time reached, etc.)

Source: <http://www.luxafor.de/>



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Active lunch break

20 minutes – Sport opportunities for the lunch break

COUNTRY: Germany

AREA: Individual needs, health, movement

ORGANISATION: abbvie GmbH & Co

ORGANI-
SATION



- Company offers active health management on-site
- Flexible breaks allows sports to be played during the lunch break
- The sports programme is adapted to the lunch break by short units

Source: <http://www.zeit.de/angebote/beste-arbeitgeber-gesundheit/abbvie/index>; <https://www.aktiv-online.de/arbeitswelt/detailseite/news/wie-das-unternehmen-abbvie-seine-mitarbeiter-foerdert-12630>



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Dogparker

Dog box in which a dog can be accommodated when running errands in town

COUNTRY: USA (New York)

AREA: Individual needs, pet, everyday help

ORGANISATION: dog parker

ORGANISATION



- Fully air-conditioned dog box in which a dog can be safely accommodated when running errands in town
- An app can be used to locate the dog boxes and observe the dog via a web cam

Source: <https://www.dogparker.com/>



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Healthcare Center near the campus

Medical care without travel time

COUNTRY: USA (New York)

AREA: Health, medical care, time

ORGANISATION: NVIDIA Corporation, Amazon

ORGANI-
SATION



- In order to save employees the long time travelling to a doctor, the company is building a Healthcare Center near/on the campus
- Employees can make use of its services during working hours

Source: <http://reviews.greatplacetowork.com/nvidia>; <https://www.healthcareitnews.com/news/amazon-says-it-building-primary-clinics-employees>



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Interactive lunch break

“Lunch-Roulette” cultural programme and other possibilities to make the lunch break active and varied

COUNTRY: Germany

AREA: Individual needs, culture, working environment

ORGANISATION: Otto GmbH & Co KG

ORGANISATION



- Culture Club on site: e.g. Poetry Slam during lunch break
- At Lunchroulette, colleagues are drawn by lots for a lunch break
- Lunch snacks with divisional managers as an opportunity to get to know each other

Source: <https://www.otto.de/unternehmen/jobs/arbeitswelt/benefits.php>



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Corporate vacation

Company pays for at least 30% of team holidays

COUNTRY: Austria

AREA: Individual needs, travelling, leisure time

ORGANISATION: Hotel Saalbacher Hof

ORGANI-
SATION



- Employees and managers take short holidays together
- Depending on the company's success, customer satisfaction and work performance, the company assumes 30 to 100 percent of the costs



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Stand Up!

Increased movement at the workplace

COUNTRY: Sweden

AREA: Health, movement

ORGANISATION: Matting AB

ORGANI-
SATION



- App measures standing time and movement
- App determines values such as metres travelled, calorie consumption, etc.
- Use in combination with specially developed floor mat (e.g. imitates forest floor)

Source: http://www.matting.se/standard.aspx?pageCode=STARTPAGE_1&languageCode=EN



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Telemedical online platform

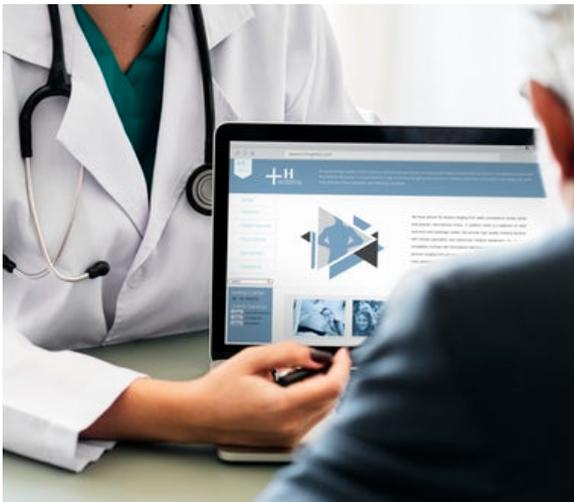
location and time-independent online consultation hours

COUNTRY: UK, France, soon in Germany

AREA: Health, time, flexibility

ORGANISATION: Zavamed

ORGANISATION



- Communication with licensed physicians by means of consultation hours via video, telephone or questionnaire
- If medically indicated & telemedically feasible, patients receive treatment instructions and prescriptions
- Counselling close to patients and their homes, treatment from home, from the office or en route
- Especially for taboo topics, travel medicine, etc.

Source: <https://www.zavamed.com/uk/>



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Balance

A thinking approach to a self-determined balance between work, culture, needs and family

COUNTRY: Australia

AREA: Individual needs, life style, balance

PERSON: Nigel Marsh

CULTURE/
NORMS



- Determine your own balance and the associated time period
- A period of rethinking must take place – success must be defined again
- Determine the balance and the associated time frame
- Step-by-step implementation



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Corporate volunteering

A bridge between work and private life – “People make it possible!”

COUNTRY: Germany

AREA: Volunteering, life style, team

ORGANISATION: Companius (RWE)

ORGANI-
SATION



- Employees receive organisational & financial support for their own volunteer projects or can join existing ones
- Long-term projects with up to innovative two-hour volunteering for busy people
- In “TeamAktiv” projects, groups and entire departments work side by side.

Source: <http://www.rwecompanius.com/web/cms/de/258088/companius/ueber-rwe-companius/gesellschaftliches-engagement/>



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Identity & Affiliation

“Others like me made it” – “At work, I can be like I am at home”.

Identity problem in women leads to conflicts between job and private

COUNTRY: UK

AREA: Individual needs, lifestyle, balance

PEOPLE: Michelle Ryan

CULTURE/
NORMS



- Identity conflicts (private ≠ work) leads to perceived imbalance
- Lack of confidence that the sacrifices one makes for a career will be rewarded in the future – Lack of role models
- Successful balance strengthens one's sense of identity

Source: <https://www.youtube.com/watch?v=79tRTivyMSM>



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Meditation bus

Relaxation when and where it is needed

COUNTRY: USA

AREA: Relaxation, recreation

ORGANISATION: Be Time Practice

ORGANI-
SATION



- Meditation bus drives through New York City
- Offers short meditation breaks for stressful everyday life
- Determination of location by the app, via which online meditation lessons can be booked

Source: <http://www.betimepractice.com/>



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Platform for integrated health promotion

Platform integrates a wide range of health management services

COUNTRY: Germany

AREA: Health

ORGANISATION: Fitbase Institute for Online Prevention

ORGANI-
SATION



Individual adaptation to employees and companies:

- Online coaching (back health, stress management, nutrition, eyes, mindfulness, resilience, mouse arm or RSI, fit & active)
- Prevention courses, step competitions, 3D posture analysis at the workplace
- Screenings (as part of health days)

Source: <https://fitbase.de/>



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Yay Days

Getting Outside – Extra holidays for experiencing nature

COUNTRY: USA

AREA: Leisure, nature, fitness, individuality

ORGANISATION: REI

ORGANI-
SATION



- Outdoor equipment manufacturer offers employees two fully paid extra holiday days that can be used to pursue their favourite outdoor activity
- Company wants to support employees in being “outside”

Source: <https://rei.jobs/careers/MicroSiteCulture>



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Smart Sustainable Working

Sustainability, Flexibility, Efficiency

COUNTRY: USA

AREA: Sustainability, flexibility, corporate sustainability

ORGANISATION: National Grid

ORGANI-
SATION



- Sustainable office furniture (can be individually adapted), recyclable materials
- CarSharing/bus from station to office to reduce CO2 emissions per capita
- Sale of old equipment and donation of income to charitable organisations

Source: <https://www.overbury.com/our-work/case-studies/national-grid-warwick/>



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Online coaching

Advice on professional and private problems

COUNTRY: Germany

AREA: Mental health, mindfulness

ORGANISATION: Selfapy

ORGANI-
SATION



- Psychologically supported online courses incl. daily exercises, weekly conversations and explanatory texts & videos
- Services for companies:
 - effective prevention and counselling for psychological stress
 - Support of employees in stressful and crisis situations
 - carried out through lectures, reporting & analysis as well as telephone consulting and online courses

Source: <https://www.selfapy.de/>



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Gratitude Day

Show appreciation for a whole day

COUNTRY: USA

AREA: Relationship, social commitment

ORGANISATION: Tilt Company

ORGANI-
SATION



- Once a year, employees get \$250 and a day off
- They should use this to thank an important person in their lives

Source: <https://www.mercurynews.com/2015/11/27/tech-employers-bend-over-backward-to-shower-their-workers-with-unusual-perks/>



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Internal internship

Gathering inspiration for everyday work through new outlooks

COUNTRY: Germany

AREA: Motivation, interest, self-realisation

ORGANISATION: Mister Spex

ORGANI-
SATION



- The company offers try-out-days so that employees can see the overall picture and get to know the work processes of other departments
- Promotes the exchange of experience and knowledge

Source: <https://corporate.misterspex.com/de/blog/interne-praktika/>



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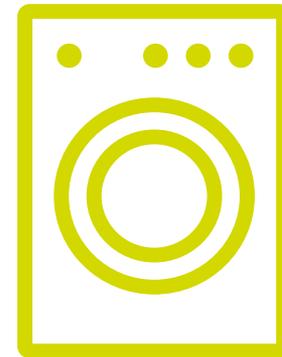


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Household



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Cleaning service

Company has employee households cleaned regularly

COUNTRY: USA

AREA: Household, free up time

ORGANISATION: Evernote

ORGANI-
SATION



- Employees can have their household professionally cleaned on a regular basis
- Company would like to give employees a break in this way

Source: <https://www.businessinsider.com/evernote-pays-for-its-employees-to-have-their-houses-cleaned-2012-10?IR=T>



Food shopping

Company provides food delivery service for employees

COUNTRY: USA

AREA: Household, free up time

ORGANISATION: Instacart

ORGANI-
SATION



- Delivery service for food from local supermarkets
- Can be offered by companies as a benefit for employees

Source: <https://www.instacart.com/>



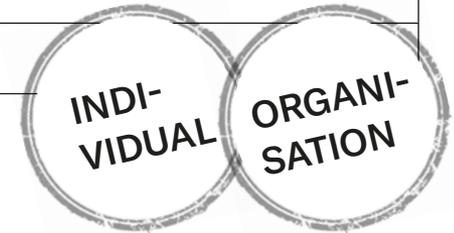
Grandma cooks

Senior citizens cook for Berlin start-up company

COUNTRY: Germany

AREA: Nutrition, retirement, income

ORGANISATION: Neofonie Mobile GmbH



- Senior citizen cooks for small businesses and delivers meals directly to the office
- Employees get healthy meals, a good working environment & a sense of home by eating together
- Improvement of pension and social contacts for senior citizens

Source: <https://news.wohnen-im-alter.de/2014/07/oma-kocht-fuer-internet-unternehmen/>



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Reminder service

Service to remind people of private appointments

COUNTRY: Germany

AREA: Individual needs, free up time

ORGANISATION: Anton Schönberger Stahlbau und Metalltechnik

ORGANI-
SATION



- Reminder of private appointments, anniversaries, birthdays
- Takes care of birthday presents or food

Source: https://www.erfolgsfaktor-familie.de/fileadmin/ef/data/mediathek/1505_EF_Checkheft-familienorientierte-Personalpolitik-KMU_barrierefrei.pdf



Dinner-to-go

Company offers employees freshly cooked dinner to take away with them

COUNTRY: USA

AREA: Individual needs, free up time, health

ORGANISATION: Microsoft, SAP

ORGANI-
SATION



- Employees can request a freshly cooked dinner at the end of their working day
- It is also possible to take several portions with you, e.g. for the whole family

Source: <https://news.sap.com/germany/2018/02/dinner-to-go/>



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Platform for household services

Company provides support in looking for a household helper

COUNTRY: USA, Germany

AREA: Household, free up time

ORGANISATION: TaskRabbit, adidas

ORGANI-
SATION



- Distribution of household-related services (e.g. moving house, repairing, cleaning, gardening, care, long-term care, etc.)
- Can be offered via third-party companies (e.g. TaskRabbit) as a benefit for employees or can be made available within the company as a distribution platform

Source: <https://www.taskrabbit.com/>



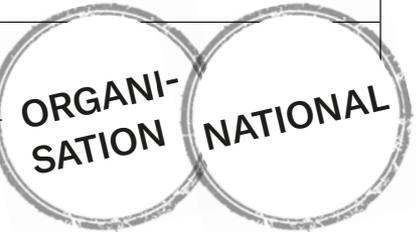
Multifunctional village shop

Added value for rural areas and improved household compatibility

COUNTRY: Germany

AREA: Household, countryside

ORGANISATION: Bundesvereinigung multifunktionaler Dorfläden
[Federal association of multifunctional village shops]



- Multifunctional village shops offer various services in small rural communities: e.g. sale of food, receipt of parcels and clothes for cleaning, issuing permits for cars, etc.
- The aim is to slow down the population migrating out of the areas and to alleviate the pressure that the rising population is putting on prices in metropolitan areas
- Support comes from politics

Source: <https://www.handelsblatt.com/finanzen/immobilien/immobilienmarkt-warum-die-immobilienpreise-in-kleinstaedten-wieder-steigen/22873820.html>



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Cooking by following own recipes

Increased quality of life through individual dishes

COUNTRY: Germany

AREA: Health, nutrition, individuality

ORGANISATION: N/A

INDI-
VIDUAL



- For many people, cooking their own meals is an indicator of quality of life
- A lunch break in the home office or a home help who cooks their own meals can replicate this quality
- Alternatively, recipes submitted by employees can be cooked in the company canteen



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Laundry service

Collection and delivery of laundry to the place of work

COUNTRY: USA, Germany

AREA: Household, free up time

ORGANISATION: Persil Service (Henkel), Purple Tie

ORGANI-
SATION



- Laundry service for employees
- Laundry can be brought to the workplace and can be picked up freshly cleaned at the same place only a couple of days later

Source: http://www.persil-service.de/Leistungen/tpl_leistungen5

Forms of work/living arrangements



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Cluster apartments

Residential complex with private apartments and shared living spaces, such as kitchen, bathroom, studio and lounge

COUNTRY: Germany

AREA: Individual needs, living space, community

ORGANISATION: Genossenschaft wagnis eG Munich

ORGANISATION



- Private living room combined with common living and cooking area
- Shared wash room, art studios, as well as workroom and doctor's practices are located in the residential complex
- Combination of a shared apartment and affordable private living space

Source: <http://www.wagnis.org/>



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Working in nature

Possibility of working in nature at furnished workplaces

COUNTRY: Spain

AREA: Individual needs, nature, well-being

ORGANISATION: SelgasCarno (Madrid)

ORGANI-
SATION



- Office in the forest to be able to work in nature
- At these workplaces in a glass complex, employees can feel “like they are outdoors”
- Light-flooded office

Source: <https://www.dezeen.com/2009/06/11/office-in-the-woods-by-selgascano/>



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Grandparents Hotel

Companies offer grandparents a hotel where they can (a) stay overnight and look after the children of employees and (b) enjoy appealing recreational opportunities for themselves

COUNTRY: N/A

AREA: Childcare, flexibility

ORGANISATION: N/A

ORGANI-
SATION



- Grandparents often live far away, and have demands on leisure activities
- Hotel brings together the needs of parents, children and grandparents
- Proximity to the site allows flexibility and contact between family members



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Part-time on a trial basis

Raising employees' awareness of the issue of part-time work

COUNTRY: Switzerland

AREA: Part-time, acceptance

ORGANISATION: Swisscom

ORGANI-
SATION



- Over a three-month test phase, employees can reduce their workload on a trial basis
- Full-time return is possible
- Target: Makes it possible to experience part-time work and removes obstacles in order to promote the acceptance of part-time work among men (and also women)

Source: <http://www.teilzeitkarriere.ch/blog/post/15/com-blogfactory-post-untitled.html>



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House by the lake

Company holiday home for meetings, projects or private use by employees

COUNTRY: Germany

AREA: Individual needs, nature, recreation

ORGANISATION: einhorn products GmbH

ORGANISATION



- Company gives employees the opportunity to work outside of the city or to switch off from it all
- Employees have a yearning for a home in great outdoors – the company has the financial means to fulfil this dream

Source: <https://einhorn.my/urlaub-und-gehalt-selbst-bestimmen-ja-klar-und-einhoerner-gibt-es-wirklich/>



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Creative Spaces

Space concepts to meet individual needs and strengthen creativity and teamwork

COUNTRY: Germany / USA

AREA: Individual needs, creativity

COMPANIES: Microsoft

ORGANISATION



- Focus Studio: Concentrated work
- Duo Studio: Idea development in groups of two
- Ideation Hub: Meeting room especially for active teamwork
- Makers Commons: Open space for brainstorming sessions
- Respite Room: Retreat

Source: <https://news.microsoft.com/de-de/arbeitsplatz-der-zukunft-steelcase-kreiert-creative-spaces-mit-microsoft-technologien/>



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Fully Serviced Living

Uncomplicated living in a colourful community

COUNTRY: USA

AREA: Housing, household, community

ORGANISATION: Starcity

ORGANI-
SATION



- Fully-equipped private rooms in community buildings with shared living rooms, kitchens and gyms
- All inclusive: WiFi, cleaning, concierge service, utilities, repair, etc.
- Special focus on community, smart living, efficient use of space and environmental sustainability

Source: <https://starcity.com/>



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Graphic design and hotel

Graphic designer combines dream of own, vegan hotel and graphic office

COUNTRY: Spain

AREA: Individual needs, lifestyle, travel, nature

ORGANISATION: Private

INDI-
VIDUAL



- The owner works in the kitchen, prepares vegan food and takes care of her guests
- She works independently in her own graphic design office in the hotel complex
- She therefore connects her vegan lifestyle with the dream of having a hotel and working as a graphic designer

Source: <https://www.jovoto.com/blog/creatives/meet-miriam-spänn-aka-suyani-1704/>



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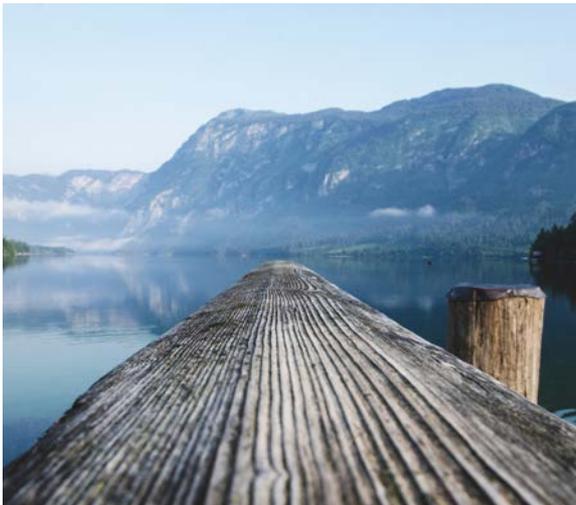
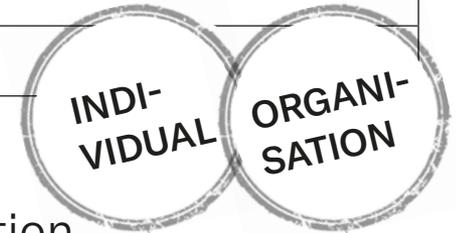
Holidays and work

Flexible, digital and location-independent working concept

COUNTRY: N/A

AREA: Individual needs, travel, leisure, nature

ORGANISATION: N/A



- “Workation” = Work + Vacation
- Working in a new environment, at your favourite place, in a holiday home, etc.
- There is no need to apply for a holiday and you can still work on the beach, for example



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Shift Exchange

Organising of shifts on a flexible basis by the employees themselves

COUNTRY: Germany

AREA: Shift work, flexibility

ORGANISATION: U.I. Lapp

ORGANISATION



- Thanks to the innovative shift exchange programme, employees are better able to perform their family duties
- Employees complete a qualification in this in order to be able to take over all work steps in terms of logistics
- The exchange is carried out both via the notice board and electronic information board

Source: <https://www.erfolgsfaktor-familie.de/index.php?id=485>



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Sleeping boxes

Employees have their own sleeping boxes at their place of work

COUNTRY: USA

AREA: Individual needs, health, feeling good

ORGANISATION: Social Print Studio

ORGANI-
SATION



- Company offers individual “napping box” to employees
- Employees can take short power naps at their place of work

Source: <https://www.socialprintstudio.com/jobs.html>, <https://uk.pcmag.com/photos-video-graphics/74908/inside-the-start-up-that-brings-your-instagram-pics-to-life>



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Superblocks

Rooms for people (cafés, playgrounds, sports facilities, art, etc.) instead of space for cars

COUNTRY: Spain

AREA: Living space, community, individual needs, children, inclusion

CITY: Barcelona

NATIONAL



- In densely built-up areas, almost 60% of roads are cleared for pedestrians & cyclists. Cars are treated as a secondary priority.
- Social Areas are emerging: People with children or in wheelchairs suddenly use areas in front of the door where they can move around safely and meet other people.

Source: https://www.huffingtonpost.de/2016/08/07/barcelona-fussgaengerzone_n_11370826.html; <https://vimeo.com/282972390>



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PITCH - Building

Flexible workplace concept to create a working environment perfectly tailored to the different needs of employees

COUNTRY: Germany / USA

AREA: Individual needs, well-being

ORGANISATION: adidas

ORGANISATION



- No fixed workplace, but free choice of workplace that best suits the current activity
- Retreat and relaxation possibilities as well as a large communal kitchen and lounge for communal gatherings

Source: <https://www.adidas-group.com/de/medien/newsarchiv/pressemitteilungen/2015/mitarbeiter-der-adidas-gruppe-gestalten-den-arbeitsplatz-der-zuk/>



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Shop office

“Being interrupted from time to time helps you be creative.”
 “Doesn't fill my bank account, but makes me rich.”

COUNTRY: Germany

AREA: Variety, social contact

ORGANISATION: -

INDI-
VIDUAL



- Self-employed entrepreneur runs a shop office in the afternoon where she sells souvenirs and such like and works on her laptop
- This way she maintains social contact with her customers and has both variety and structure



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Work on Wheels

Work and travel at the same time in a mobile office that picks workers up and takes them to their destination

COUNTRY: UK

AREA: Time saving, travelling

ORGANISATION: Work on Wheels

ORGANISATION



- Office on four wheels in which up to 4 people can work in an office atmosphere or hold meetings
- Equipped with Wifi and Skype you can connect directly with colleagues
- A sound system and a small bar are available for relaxing



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Right to be unreachable

Blocking of official work accounts out of hours

COUNTRY: Germany

AREA: Mental health, stress

ORGANISATION: BMW, Audi, Daimler

ORGANI-
SATION



- Your official email account is blocked out of hours and emails no longer need to be answered
- Target: Clear demarcation of private life, even when working flexibly, very clear time for private life
- Employees can “switch off” after work

Source: <https://www.sueddeutsche.de/karriere/flexible-arbeitszeiten-bmw-mitarbeiter-haben-jetzt-recht-auf-unerreichbarkeit-1.1890514>



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Home office package

Professional office equipment for the home office

COUNTRY: Germany

AREA: Flexibility, health

ORGANISATION: N/A

INDIVIDUAL



- Employer provides a home office package that is delivered to the home of employees
- In addition to a laptop and mobile phone, the package includes other equipment and furnishings, such as an ergonomic desk chair and table, and a software package (e.g. for video conferences)



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