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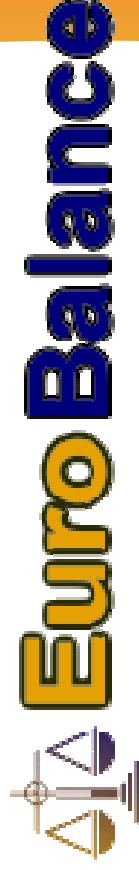
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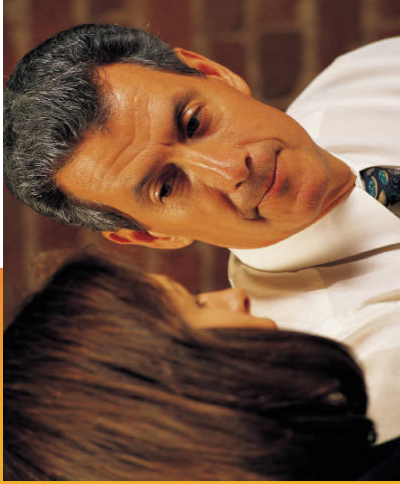
Lifelong Learning Programme



Championing Work Life Balance Across Europe

WWW.EUROBALANCE-WLB.EU

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Benefits to employers:

- improved recruitment and retention
- increased motivation and loyalty
- better productivity
- reduced absenteeism and stress
- protection against the loss of knowledge workers to competitors
- increased return on investment in training if employees stay longer
- improved corporate image as a company that takes care of its staff
- improved quality of applicants
- be better equipped to deal with fluctuations in the economic

Benefits to employees

- reduced stress
- increased flexibility
- more opportunity to balance life commitments
- more positive feelings towards the company
- wider job opportunities

Transfer of Innovation

EuroBalance is a Leonardo da Vinci Transfer of Innovation project based on some innovative work undertaken by the Wrexham Family Information Service as a part of an EQUAL project called ASAPH.

The outcome of this work was to develop a comprehensive and usable guide to help companies and employees develop appropriate work life balance (WLB) opportunities of benefit to all concerned.

Eurobalance will build on this work to develop an appropriate Work Life Balance

Guide in each partner country, tailored to the needs, ambitions, laws, customs and practices of partner states.

It will use the guides to develop training courses to train WLB champions in the practice of developing and sustaining effective work life balance operations in local SMEs across Europe.

These champions will then cascade their knowledge to at least 1000 others across Europe to help to develop an effective work life balance movement in Europe.

The Eurobalance Approach

- ✓ Identify the core features of the original WLB information pack and undertake relevant research to extend and customise the material to the situations pertaining in individual states
- ✓ Develop the information pack into suitable e-training packages to provide 40 WLB champions with the information and training needed to cascade the WLB 'message' to 200 organisations and 1000 people in partner states
- ✓ Produce a valorisation web site for the dissemination, promotion and exploitation of the material, along with ICT-based e-learning environment
- ✓ Develop a range of dissemination materials to promote the project, its outputs and its success
- ✓ Use new technology to develop updatable and eye-catching poster displays to disseminate the project widely and effectively

