

# Reimagining Work in a Post-COVID-19 World

## 1. Project Brief

GEFCO UK and the Global Research Priority (GRP) on Productivity and the Futures of Work invite all registered students (UG, PGT, PGR) at the University of Warwick to participate in an exciting video competition capturing your predictions for the future of work in a post-COVID era.


The pandemic has had a significant impact on people's personal and professional lives. The adoption of new behaviours has transformed human relationships at multiple levels, and attitudes towards working from home have changed substantially since the beginning of the outbreak. Some of these changes have had positive consequences, both from a social and business perspective. Undoubtedly, the costs of running a business have declined, and the reduction in commuting and preparation costs have likely fallen for employees as well. At the same time, several elements have caused a negative impact. After a year of restrictions, many feel the strain of adopting enforced working practices that they never planned for or expected. Before the outbreak of COVID-19, it was easier to distinguish work-related stress from personal stress. Now that many employees are working from home, the boundaries have become more blurred. A poor work-life balance can negatively affect an individual's physical and psychological health as well as their efficiency and effectiveness. If not dealt with, stress can lead to ill health, burnout and, in some cases, psychological and physiological issues.

Organisations are faced with an unprecedented opportunity to re-create their work model and plant the seeds for long-term value creation. By acting boldly now, they can define a future of work that is more flexible, digital, and purposeful. However, the effect on work-life balance is entirely new, and organisations struggle to address it, despite it impacting their employees' wellbeing, productivity, and engagement.

This university-wide short video competition seeks to address this issue and learn how the next generation of employees can help their future work environments achieve a satisfactory work-life balance. This competition's theme is the "perfect day". Its goal is to combine your own experiences and foresight thinking to design the perfect working day, achieving organisational goals while ensuring employees achieve the best possible personal life. This will involve considering what work-life balance is, where the balance is not being achieved, and developing ways to achieve it. While our focus is on University of Warwick students joining the labour market over the following years, we hope our findings will be universally applicable.


## 2. Three Pillars

Entries are required to address at least one of the following three themes:




Productivity

Working from home has been a necessary practice for many firms and workers during the lockdown period due to COVID-19. In the short term, the exceptional conditions in which telework was implemented may well have lowered productivity for those who were able to work from home. In the longer-term, however, productivity performance could improve to the extent that the crisis catalyses wider and smarter adoption of efficient telework practices (e.g. labour-saving innovations), raising worker wellbeing and efficiency and lowering firms' costs.



Wellbeing

The wellbeing of an organisation is a prerequisite for the wellbeing of its employees. In these circumstances, maintaining the health and functioning of the organisation is crucial to support the wellbeing of the workforce and their ability to operate. Many of us now work from home due to and the usual support we access in our workplaces may not be there for us at the moment. It is more important now than ever before to reflect on what keeps us well and identify what can impact our wellbeing during this time. How can organisations foster a positive relationship with their employees and help them adapt to the new working environments?



Sustainability

The effects of COVID-19 and the emergence of digital technology provide an opportunity to re-think how we do business. Focusing on sustainability practices can enable companies to resolve the tension people feel between their personal values and their work by providing a higher purpose. To create a vibrant and sustainable company, all employees – from top executives to assembly line workers – must become personally engaged in day-to-day corporate sustainability efforts. For instance, in the development of new business models that more holistically consider reuse, repair, remanufacturing, and recycling.

### 3. Awards

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*Submit a short video exploring how we may work, live and thrive in the post-pandemic future for the chance to win up to £700 prize money!*

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6 finalist entries will be selected by an expert panel of judges (from industry and academia) and will be invited to participate in a Live Event on the 30th June 2021, during which the winners of the following 4 categories will be announced.

<p style="font-weight: bold; font-size: 1.2em;">Scalability</p> <p>(£400)</p> <p style="font-size: small;">Most scalable, impact-driven solution that demonstrates the ability to be both ethical and socially responsible, as well as environmentally and economically sustainable.</p>	<p style="font-weight: bold; font-size: 1.2em;">Sustainable Business</p> <p>(£400)</p> <p style="font-size: small;">Solution that stands out for its positive effect on the global or local environment, community, society, or economy</p>	<p style="font-weight: bold; font-size: 1.2em;">Outside the Box Thinking</p> <p>(£400)</p> <p style="font-size: small;">Most creative solution that makes an impact</p>	<p style="font-weight: bold; font-size: 1.2em;">People's Favourite</p> <p>(£300)</p> <p style="font-size: small;">Winner of poll at the live event</p>
Panel of Judges			Audience

## 4. Requirements

### Video entries should:

- Answer the question: *What would constitute a "perfect" day at work for you post-COVID-19?*
  - And fit within at least one of the 3 pillars
- Be a maximum of 5 minutes long
- Be either a recording including yourself, a voice-over of a selection of original illustrations/videos/photos, or a combination of both.
- Be submitted on behalf of one student or as a team of up to 2 students

At least one student per entry must be available to participate in the live event on the 30<sup>th</sup> June 2021.

### Judging criteria:

- Response to the aims of the GEFCO & GRP Competition 2021
- Originality and creativity of the video entry
- Focus and clarity of argument construction
- Quality of response
- Impact, scalability of the proposed solution

## 5. Timeline



For any questions you may have, please contact [Nikos.katsanakis@warwick.ac.uk](mailto:Nikos.katsanakis@warwick.ac.uk) and/or [Aitana.ucles@warwick.ac.uk](mailto:Aitana.ucles@warwick.ac.uk).

## Terms and Conditions

You are taking part in a competition, organised by GEFCO UK and the Global Research Priority (GRP) on Productivity and Futures of Work. This page highlights some important information about your personal data, which we ask you to read carefully. As part of the competition, you will provide your name and student number. UoW and GEFCO staff will review your video entries, and this means that the videos you upload will be seen by them. Anything you include in your video entries must be original work, produced by the entrants. No third party may own or control any materials the videos contain, and the content must not infringe upon the trademark, copyright, moral rights, intellectual rights, or rights of privacy of any entity or person. The videos can be taken by a mobile phone or a professional camera. The videos could be edited with appropriate software (apps), including but not limited to removing, adding, reversing, or distorting subjects within the frames. Entries will not be accepted unless submitted via the official competition form, available from the [GEFCO and GRP Video Competition](#). Entries not submitted through the proper channel will be deleted. Entries will be judged by a panel of staff members (UoW and GEFCO). All decisions are final. The judges reserve the right to disqualify any entry that is deemed inappropriate or does not conform to stated competition rules. By entering the competition, entrants agree that videos submitted can be used by the UoW and GEFCO UK Ltd. on various social media channels – e.g. Facebook page/group, Instagram, Twitter. Submissions will not be accepted after the deadline. The prizes must be collected by the winners. The finalists/winners will be contacted via their university email address. The winners and their videos will be published on our website and social media.

## Privacy notice

The University of Warwick will process your personal data, name and student number for the purpose of running the GEFCO and GRP Video Competition. The legal basis for processing this personal data is to evaluate your video and select the finalists/winners of the competition. Your personal data will not be shared or disclosed to any third parties external to the University of Warwick and GEFCO UK Ltd. Your personal data will not be transferred outside of the EEA, will be kept securely by the University of Warwick and will be retained for approximately six weeks. The University of Warwick is the Data Controller of this information and is committed to protecting the rights of individuals in line with Data Protection Legislation. Please visit the University's [Data Protection webpages](#) for further information in relation to your rights and how the University processes your personal data. The University's Data Protection Officer, A Bajaj, can be contacted through [infocompliance@warwick.ac.uk](mailto:infocompliance@warwick.ac.uk) and any requests or complaints should be made in writing to the University's Data Protection Officer. The University of Warwick is the Data Controller of any information you have entered on this form and is committed to protecting the rights of individuals in line with Data Protection Legislation. The University's [Data Protection webpages](#) provide further information on your rights and how the University processes personal data. Please submit any data subject rights requests to [infocompliance@warwick.ac.uk](mailto:infocompliance@warwick.ac.uk) or address any complaints or suspected breaches to the University's Data Protection Officer at [DPO@warwick.ac.uk](mailto:DPO@warwick.ac.uk).