5 INTERNATIONAL INTEREST

The trial saw a major breakthrough in international media. What started as a small trial became an international opinion-maker. The interest started when the The Local published an article about Gothenburg’s initiative to start a trial with reduced working hours, quickly followed by media from all over the world quoting the article; and the news started to spread. Now the trial is famous in many countries and media reports about it continue.

A number of important TV channels and newspapers have visited Gothenburg and spread the word about the 6-hour workday trial, including the New York Times, BBC, CNN, Al Jazeera, Le Monde, Libération, Süddeutsche Zeitung, Der Spiegel, The Guardian, The Local, RAI, ITV, Independent, The Telegraph, Forbes, The Journal and hundreds more.

This international interest shows that after 40 years with 40 hours, people are willing to discuss new solutions for the labour market.

6 NEXT STEP

But for six hours to become the working norm, a decision on the national level is required. The trial is run mainly to show that it is possible to reduce working hours with good results. It will be used as an opinion-maker to create a debate about a healthier work-life balance.

Hopefully, after 12 attempts, a majority in Sweden is ready to change the working norm.