

National Productivity Week 2026

13th April 2026



A week of engagement with local businesses this month will focus on unlocking productivity potential for better outcomes for people, firms and places. As it marks National Productivity Week 2026, Jersey Business is asking employers to improve productivity not by pushing their workforce harder, but by making strategic adjustments that encourage smarter working to create better jobs, stronger businesses and a more prosperous island.

Throughout the week, which runs from 27th April to 1st May, Jersey Business is collaborating with [The Productivity Institute](#), a UK-wide research organisation dedicated to understanding and addressing the country's longstanding productivity challenges. They are leading the national campaign and hosting a series of expert-led events that will tap into academic insights and proven strategies for enhancing productivity among Jersey businesses.

“We are encouraging businesses to join us in this celebration of

productivity, offering valuable insights that can drive our economy forward. Together, we can ensure that we are not only understanding what productivity is but are actively implementing strategies that work, particularly in the face of global uncertainties. This year's theme, "Work Smarter, Not Longer," is all about businesses seeking effective methods to improve efficiency without reducing workforce size."

Paul Murphy

CEO, Jersey Business

"National Productivity Week is about helping organisations move beyond working harder and instead focus on creating the conditions for smarter, more sustainable performance. We're delighted to be working with Jersey Business to bring this conversation to local employers, showcasing how productivity improvements benefit people, businesses and places. We're also pleased that our Research Fellow, Dr Kate Penney, will be continuing this dialogue at the Jersey Business Conference in June, helping businesses translate evidence into practical action."

Professor Bart van Ark

Managing Director, The Productivity Institute

The week will be used as a platform to celebrate productivity in Jersey, sharing case studies of local businesses that have improved productivity, exploring practical insights and encouraging action across all sections of the business community.

Support for growth and innovation continues to be provided through the [Better Business Grant](#) which is allocating £10m in 2025 and 2026, and to get a better understanding of needs across all sectors, businesses are being urged to complete the [Jersey Business Productivity Survey](#) which closes on 1st May. There'll be a further opportunity to discuss productivity and work culture at the upcoming [Jersey Business Conference](#) on 24th June at La Mare Wine Estates.