



# Eustress

- energy from stress +

## What does eustress mean?

Eustress = positive stress

Eustress is defined as positive stress: it gives you a boost and drives you to learn, to use your creativity and to work more effectively. In working life, eustress contributes to creating new companies and innovations.

## More information?

If you want to hear more, do not hesitate to contact us!

Project manager  
Päivi Heikkilä  
VTT Technical Research Centre  
of Finland  
paivi.heikkila@vtt.fi

Researcher  
Mari Ainasoja  
University of Tampere  
mari.ainasoja@uta.fi

## What?

A Finnish research project (2014-2015) aiming at

- ▶ creating knowledge for recognizing, stimulating and utilizing positive stress
- ▶ promoting a mindset of positive drive, creativity and courage based on experiencing positive stress

## How?

By concentrating on entrepreneurs as a source of knowledge

- ▶ By learning from the mindset and practices of entrepreneurs experiencing positive stress
- ▶ By transferring this know-how to other areas of life, for example to different work environments and to lifestyle changes
- ▶ With multidisciplinary research approach combining psychology, education, business & technology
- ▶ With co-creation and dialogue, keeping business and service development in mind

## Why?

- ▶ To individuals: more creativity, well-being and boost for lifestyle changes
- ▶ To entrepreneurs: work efficiency and enthusiasm
- ▶ To companies in wellness and healthcare, digital services and consulting: new business opportunities
- ▶ To organizations: competitiveness and well-being at work

## Research is carried out by:

- ▶ VTT Technical Research Centre of Finland, Human-driven Design and System Dynamics
- ▶ University of Tampere, CIRCMI: Research on Information, Customer and Innovation Management

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