What WE Know for Sure
Collective Insights from our EMEA WE Hubs
Vision: Changing the World, One Workplace at a Time!

Mission: To Accelerate Workplace Innovation & Consciousness

Kate North
Global Chair, WE
VP, Workplace Advisory, Colliers
CULTIVATING THE COLLECTIVE INTELLIGENCE

What WE Know for Sure
Our Global WE Hubs

Kati Barklund
WE Hub Global Leader
Tenant & Partner

Eric Johnson
WE Hub Leader NA
Allsteel

Martin Ruppe
WE Hub Leader Europe
Erste Group
WE Hubs

- From Global to **Local** (and back to **Global**)
- From Silos to **Holistics**
- From Ego-systems to **Eco-systems**

**Expanding our workplace knowledge:**
- Presentations and panel discussions
- Workshops
- Tours & case studies
- Webinars
What WE Know for Sure – Top 10 Europe

Chris Hood
UK

Alex Redlein
Austria

Renata Hartle
Poland

Frans Davidsson
Netherlands

Maija Patjas
Finland

Sanna Ridhagen
Sweden

Laura Chovelon
Switzerland

Anton Maes
Belgium

Marc Bertier
France

Jeff Saunders
Denmark
What **WE** Know for Sure in the UK

Chris Hood
Director of Consulting
Advanced Workplace Associates
Climate change is going to impact everything we, as workplace professionals
Why is it important?
It will rewrite the rules……

- How often we go to the office
- Why we go to the office
- How we get to the office
- Where the workplace is
- How we connect
- Where we live
- The amount to which all this will be mandated rather than a choice

We will also be driven to share a lot more:
- Space
- Ideas
- People and their skills (contracted/ part-time/ gig economy etc.)
- Contributions from other disciplines
Evidence/Facts to Support

Of the United Nations 2030 agenda for sustainable development 7 of the 17 items have to do with buildings.

The British Government has set a very aggressive climate change response agenda for the next thirty years. The government has a commitment to reduce greenhouse gas emissions by the United Kingdom by 50% on 1990 levels by 2025 and by 80% on 1990 levels by 2050.

The changes in global temperatures for every month since 1850, in relation to the Paris agreement targets.
10 things WE could do

- Reduce office footprints
- New solutions - new people
- Reduce time at the office
- Less commuting
- Collaborate better
- Operate buildings better
- Smart business travel
- Optimize use of resources
- Local workplace options
- Learn new skills
Climate change is going to impact everything we, as workplace professionals.
What WE Know for Sure in Austria

Alex Redlein
Professor for Real Estate and Facility Management
TU Wien
The 17 SDGs change the world of RE and FM
Why is this important?

- Climate Change is inevitable (dry summer in Rhein area, tornados all over EU)
- Fridays for Future and other movements gain more and more importance
- Politics starts to set measurements
- Even investors stress the importance (Blackstone"s statement on the World Economic Forum in Davos 2020)
- Buildings are responsible for around 40% of the CO2 emissions
RE/FM have an impact on the 17th SDGs which is more than energy optimisation

New Ways of working enable

- No poverty
- Good Health and Wellbeing/Quality Education
- Industry Innovation and Infrastructure
- Decent Work and Economic Growth
What WE Know for Sure

The 17 Sustainable Development Goals will change the world of RE and FM
What WE Know for Sure in Poland

Renata Hartle
Flex office Strategy & Technology Solutions Manager
Colliers International
PropTech is driving digital transformation of Real Estate
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By 2025 globally we will produce over 175 zettabytes of data!
What WE Know for Sure

PropTech is driving digital transformation of Real Estate
What WE Know for Sure in the Netherlands

Frans Davidsson
Chief of Sound
SoundTribe
Sound Workplaces or just Noisy?

Attention with a fresh approach needed!
Changing the world, one workplace at the time..
Why this is important?

• Noise pollution WHO- (Macro) Ikea Privacy report (Micro)
• Noise- Number one cause of dissatisfaction in Workplaces for decades
• Physiological;
  • Heart rate,
  • Adrenalin,
  • Motivation
• Cognition;
  • Focus,
  • Memory,
  • Decision Making
Evidence/Facts to Support

- The undisputed number one cause of dissatisfaction in offices is noise (Center for built environment 2005..etc etc)
- Sickness absence increase (Cornell, 2002)
- Leesman Index: Pre-evaluation 30.8% in satisfaction
  
  » Post-occupancy- 33.4% in satisfaction
- Clear link Acoustic Design with cognition, performance, and dissatisfaction. (Oseland 2015, Pedersen 2008 etc)
- Psychoacoustic in workplaces report (Hodsman & Osleand 2015)
  
  • Environmental Psychology at its core
What WE Know for Sure

Sound Workplaces!
What WE Know for Sure in Finland

Maija Patjas
Director, Workplace Management Services
Rapal
Buildings are transformed into Service Platforms – promoting Wellbeing
Why is this important?

1/3
Of our lives is spent at work

~90%
Indoors

60-70%
of the visits to primary care have a stress related component.

27%
Increase in sick leaves related to mental health (Finland) from 2016-2019

1600 EUR
Is the cost of sick leaves per employee annually. Not to mention the lost revenue.
Evidence/Facts to Support

1. Nudging on eating habits and diet at work
2. Improving recovery during the workday
3. Providing other services to promote and support healthy living (shared bikes, gym, neurosonic/napping)

All of these elements will lead to better health and wellbeing, which reduces employee related costs and improves quality of life of the employees

https://sportmedbc.com/article/how-workplace-can-impact-your-eating-habits
https://www.moodmetric.com/preventing-burnout/
What WE Know for Sure

Buildings are transformed into Service Platforms – promoting Wellbeing
What WE Know for Sure in Sweden

Sanna Ridhagen
Workplace Strategist & Change Manager
Tenant & Partner
We need to create prerequisites in the workplace for a more sustainable work-life for everyone!

Swedish people indicate that stress and mental strain are the most common form of problem caused by their work.
Why is this important?

- People in workplaces today are not feeling well – mental health issues, stress and many being uncommitted.
- People are longing for meaning, autonomy, mastery and deeper relations.
- Work-life sustainability is a catalyst for wellbeing and growth both on individual, organizational and societal level.

Happy People > Happy Business > Happy Society & Planet!
Evidence/Facts to Support

Healty work,
Robert A Karasek,
Töres Theorell

Worldwide, 13% of Employees Are Engaged at Work

Working environment and productivity
A register-based analysis of Nordic enterprises
What WE Know for Sure

We need to create prerequisites in the workplace for a more sustainable work-life for everyone!
What WE Know for Sure in Switzerland

Laura Chovelon
Workplace Strategist & Change Manager
Aremis
Effective Workplace Transformation and New Ways of Working - The Holistic Approach

- **Integrate** FM, HR, IT and Leadership
- **Align forces** from Conception to Implementation and beyond with POEs
- **Manage Change** from the start
- **Accompany** cultural transformations
Why is this important?

• Workplace value chain roles have evolved …

• Workplace continuity must be supported by seamlessly monitoring the changing needs of business, operations and people.

• The focus on human interactions, organizational culture and User Experience are critical success factors.

.. To become direct contributors to workplace experience, reshaping and strengthening workplace culture.
Evidence / Facts to Support

• Change plans fail to succeed when operated from isolated departments (work @ home policy without adapting the work environment, behaviours and management styles) must be aligned on a strategic level.

• We can obtain full value and potential from the best physical and digital environment only if the way people work is adapted accordingly.

• FM/HR KPI’s must combine to define and monitor business performance;
  o Compare workplace metrics with absenteeism.
  o Measure quality of hard and soft FM services with satisfaction rates.
  o Track Employee Engagement levels
Effective Workplace Transformation and New Ways of Working

The Holistic Approach
What WE Know for Sure in Belgium

Anton Maes
Workplace Strategist, founder and CEO of brainmove workplace consultants
Knowledge work is about to completely shift from functional routine work to collaboration and co-creation
Why is this important?
Evidence/Facts to Support

• A new way of working demands a new work environment focused on collaboration and knowledge exchange
• Opportunity to rethink strategy and culture
• Organizations start to question their need for large/functional office spaces
• More variety in workspaces is needed to accommodate new work needs (cfr Leesman study)
• Virtual collaboration implies advanced collaboration tools
• Huge impact on user behavior
  • Change Management
  • Leadership & Management styles
What WE Know for Sure

Knowledge work is about to completely shift from functional routine work to collaboration and co-creation
What WE Know for Sure in France

Marc Bertier
Workplace Strategist
Kardham

WEHUB France
WORKPLACE Evolutionaries a Community of IFMA
Agile working is changing workplaces
Agile methodologies change the space needs and uses

Organization deploy Agile Methodologies to:

- Reduce Time to market
  - Breaking the silos → foster collaboration between teams
  - Iterative methodologies → avoid cascading process
- Working in a complex environment
  - Evolving client requests, regulation, etc. → focus on real added-value
  - Adaptation to new ways of working → remote work, globalization

Impacts on the workplace

- Teams anchorage
- Space flexibility
- Team synchronization
- Space efficiency
Agile working <-> Agile workplace

Co-location as a myth?
- 55-60% of the time is spent working on individual tasks
- Some Agile Teams are working 100% remotely
- Project versus Expertise

Visualization is central
- Physical displays
- Digital tools
- Ceremonies

Workers with new expectations
- Posture
- Belonging
- Status

Projects aren’t linear
- Unknown number of projects
- Small versus large projects
- Teams growth and fall
What WE Know for Sure

Agile working has already changed workplaces

Embrace change:
- Accountable operational Team
- Prioritize according to value

[New] habits:
- Team socialization
- Daily meeting
- Product backlog
- Work in Sprints
- New management roles
What **WE** Know for Sure in Denmark

Jeff Saunders
Experienced Executive Advisor / Strategic Futures and Foresight Expert
Individual preferences matter

Users want to be treated as individuals and feel a positive interaction with their physical and social environments.

They do not want to be processed through an impersonal, non-interactive system even though they engage in mass-market activities.
Why is this important?

Some people despise open offices

Others enjoy them

Oh. My. God. 😱 😱
Give me an office, lock me in, throw away the key 😬 😬 😬
#workingfromhome #coronastatusupdate

Mamma arbejder her

A efterpaa 15 år
Evidence/Facts to Support

- Workplace strategy will not be a simple choice of working from home or working from an office.
- Personal factors affect our preferences.
- A multitude of identified personal factors will need to be considered and resolved in the future.

Sources: Personal preferences in the modern office. Nigel Oseland PhD Cpsychol, Workplace Unlimited, oseland@workplaceunlimited.com
What WE Know for Sure

Individual preferences matter!
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NOW, WHAT DO YOU KNOW FOR SURE?
Rank which topics are relevant to society?

1st: Climate Change / Sustainability Goals
2nd: Wellbeing - Building Services
3rd: Sustainable Work Life
4th: Holistic approach to Workplace
5th: Focus on Individual Preferences
6th: Agile Working
7th: Evolution of Knowledge Work
8th: PropTech is key
9th: Impact of Sound
Rank which topics will have the greatest impact on individuals?

1st: Focus on Individual Preferences
2nd: Sustainable Work Life
3rd: Wellbeing - Building Services
4th: Climate Change/Sustainability
5th: Impact of Sound
6th: Agile Working
7th: PropTech is key
8th: Evolution of Knowledge Work
9th: Holistic approach to Workplace
It's your turn – ONE thing you know for sure! 1/2

- After COVID-19 >> there is no going back to normal.
- Workplace matters!
- Workplace Management becomes even more holistic
- More trust and remove fear!
- Sustainability is more than energy optimization!
- More home working / office
- Focus on a healthy world and healthy individuals
- We need to meet for real!!
- Digitalization is key, collaboration, services & PropTech
- Office space stronger focus on collaboration & personal gatherings
It's your turn – ONE thing you know for sure! 2/2

- Virtual will feel normal - online conferences and trainings will be common
- Workplace strategy & experience becomes key
- Who will own the strategic new workplace?
- Individual approaches also for virtual work needed
- These changes will increase happiness and productivity
- Accelerating current developments - Coworking / space as a service.
- Work decentralizes!
- Stronger orientation toward: wellbeing, efficiency, noise balance, minimizing
- Fully digital work will change the future ahead
- “Like at home” Workplaces are now DEAD
Given the COVID-19 crisis, what one word would you use to describe the "new normal"
WHY WE?

Join the worlds largest Workplace Community

- Research
- WE:Brief
- WE:binars - May: WFH Survey Results!
- Global and Local Events
- Friends of WE (with benefits)
- Workplace Management Program
WE:RISE!

WE RISE

COVID-19 information and resources but also support from the WE leadership, who are standing by to coach and answer questions

https://we.ifma.org/covid-19/
HOW TO BE WE

Connect with the WE Hub Leader near you
https://we.ifma.org/we-hubs-2/our-we-hubs/

Join or Renew
Become an Official Member of WE!

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