



Innovations from Northern Europe

Presented by Kati Barklund

The world is changing rapidly and these changes are creating new challenges for organizations. Workplace is a key solution area to these challenges and the room for improvement is huge. In this presentation Kati Barklund will guide you in the workplace trends of Northern Europe. So, what is going on in Northern Europe?

Level 200

Hosted by Kay Sargent

Thursday, March 17, 2016 11:00 -12:00 EDT

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Welcome!



Workplace Evolutionaries

A Community of  IFMA™



Kate North
Global Chair
Workplace Evolutionaries
VP of Workplace Innovation, PlaceValue

Survey says....



- WE are a vibrant, global, virtual community
 - WEbinars
 - WEbsite
- Being together matters
 - Facility Fusion
 - World Workplace
 - WE Event
 - Global Ambassador / WE Hubs
- Value
 - Knowledge
 - Workplace Research
 - Case Studies
 - Network



What WE know for Sure

WE Pre-Conference Session

Case Studies, Tours & so much More!





WOW **WE**...there's a lot going on in Indy!

Monday, April 11th – Pre-Conference Session & Tours

Lilly and Rolls Royce

Tuesday, April 12th – WE Presentations & Case Studies

Grant Thornton, Progressive Insurance and Office of Justice

Wednesday, April 13th – WE Presentations & WE EAT

Thursday, April 14th – WE Presentations





Tuesday, May 3rd – Pre-Conference Session

Wednesday, May 4th – WE Presentations, Case Studies, WE EAT

Thursday, May 5th – WE Presentations



WE.ifma.org

FF Indy- WE's Week at a Glance



Date/Time

Date(s) - 04/12/2016 -

04/15/2016

Location

[JW Marriott Indianapolis](#)

Categories

- [Conference](#)

Tags



WE Conference

[Click here](#) to download flyer for the week at a glance

Tuesday, April. 12, 2016

Time	Function	Location
9:00 am – 11:30 am	WE Part 1: Using the organizational design of your organization to manage change (9:00-10:15am) Anthony Levin WE Part 2: Best Practices for Design and Management of Your Open Workspace Environment (10:30-11:30am) Dale Bottcher	Room 309-310
1:30 pm – 2:30 pm	Workplace Wellbeing: It's not just about Space Russell Manthy	

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Value oriented Innovation Manager and Workplace Strategist.



Kati Barklund is Group Innovation Manager at Coor Service Management Group, the leading IFM company in the Nordics. Kati is also global ambassador for WE (Workplace Evolutionaries) and Board Member of IFMA Sweden. Development of services and deliveries within primarily the Workplace Services area has always been Kati's theme.

"The workplace really impacts the business results! I strongly believe that it is time to take a more holistic and lifecycle perspective on the workplace to get more attractive, productive, efficient and sustainable workplaces and organizations."

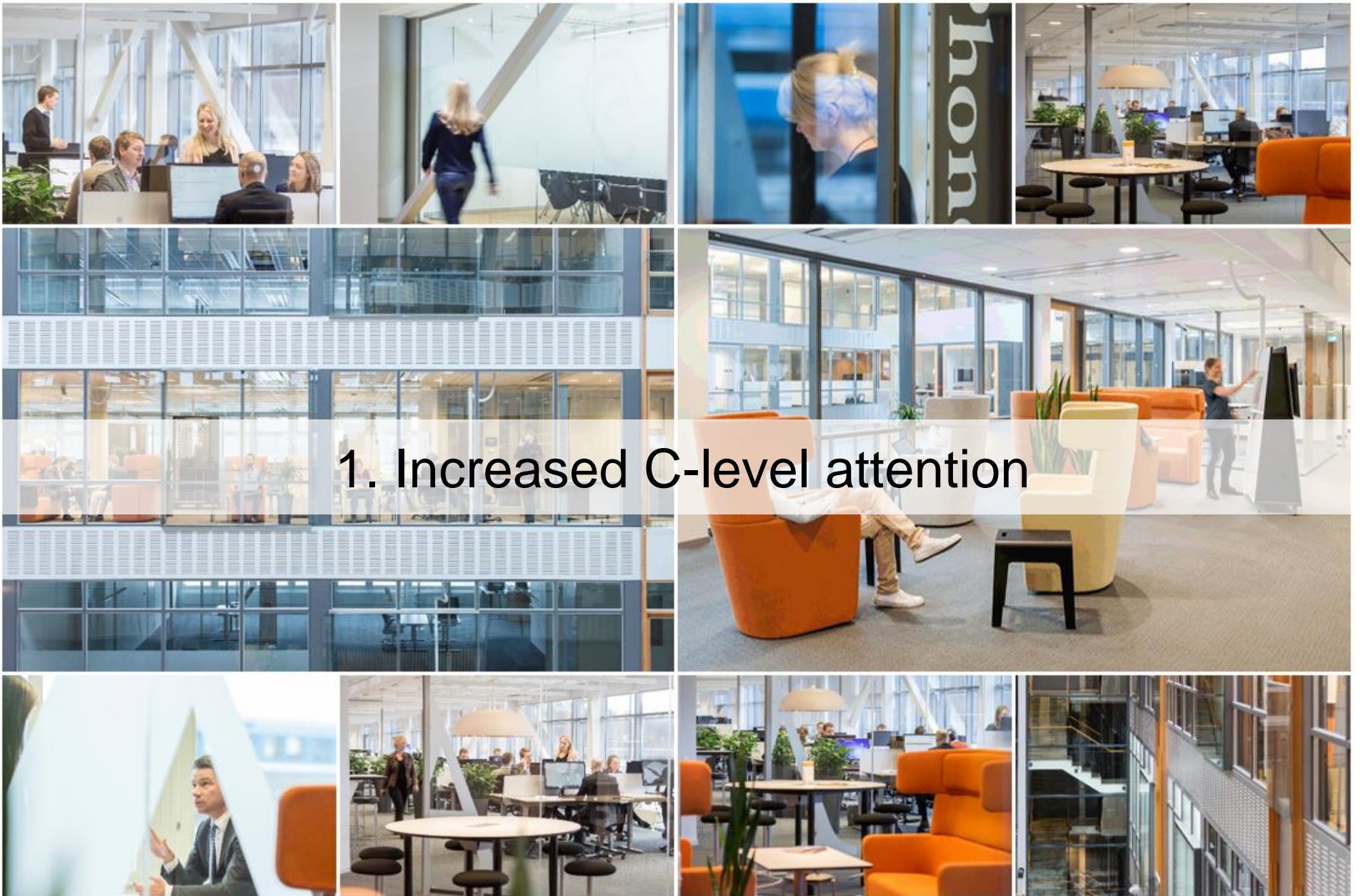
Workplace trends from Northern Europe





1. Increased C-level attention
2. Workplace Holistics
3. Workplace as a Process
4. Workplace as an Experience
5. Living the Brand
6. Activity Based Workplaces





The world is changing...

Cost/price pressure

Globalisation
Maturing markets
Rising costs
Low utilisation of space
Etc.

Technology

Building information Modelling
Remote monitoring/engineering
Workplace technology
Automation/Robotics
Internet of Things
Mobile first
Etc.



Sustainability & Corporate Responsibility

Building lifecycle management
Occupational health & safety
Energy management
Waste management
Space utilization
Green Services
Social Responsibility
Etc.

War For Talent & Productivity

Workplace lifecycle management
Service consumer experiences
Brand Management
Activity Based Working
Quality of Life
Etc.



Common challenge areas



Workplace is a key solution area to all of these challenges



The workplace is becoming an important differentiator and the room for improvement is huge!

87%

not engaged or actively
disengaged at work

53%

say their workplace enables
them to be productive

x2

appealing workplace
DOUBLES likelihood of
choosing employer

49%

of desks used at any
point in time

>8%

increase in productivity
not uncommon from
improved indoor climate

1-4%

perceived increase in
productivity at 15% increased
workplace satisfaction

and
more...

Creating smart workplaces

Strengthen
Brand,
Attract/Retain
People

Attractive



Optimize
Cost,
Space &
Resources

Efficient



Increase
Sustainability -
People,
Planet,
Profit

Sustainable



Productive



Increase
Satisfaction,
Health,
Work-life balance,
Engagement,
Creativity,
Productivity

Smart workplaces will make the difference for the business results!





WP management – a single function in the future?

Workplace management

HR

IT

REFM

= The new workplace discipline



... And the common aim will be to make work, work better!



A Smart Workplace is...

...People centered

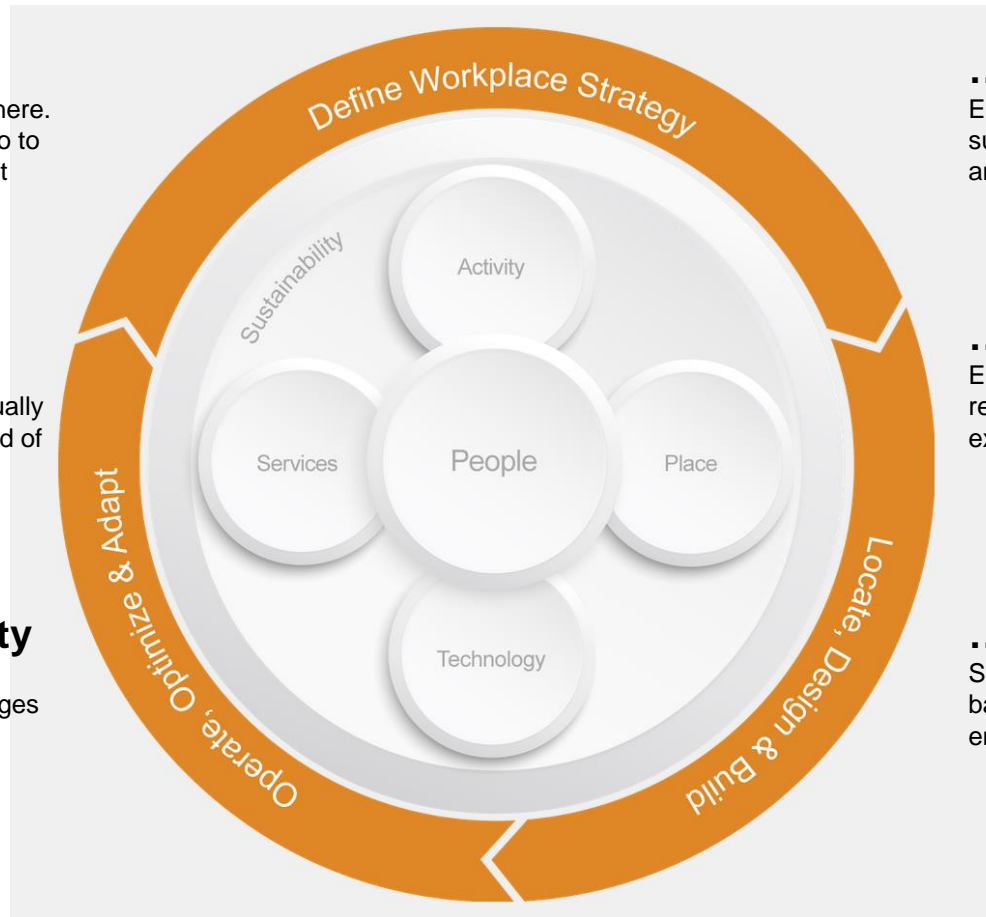
Centered around the people working there. What attracts and motivates them to go to work? What do they need to perform at their best?

...Activity based

Based on the activities that need to be performed. Are they best done individually or in teams? What level of focus or kind of collaboration do they require?

...Designed for flexibility

Flexible in the way it is accessible and used every day and it is open for changes and innovation over time.



...Technology enabled

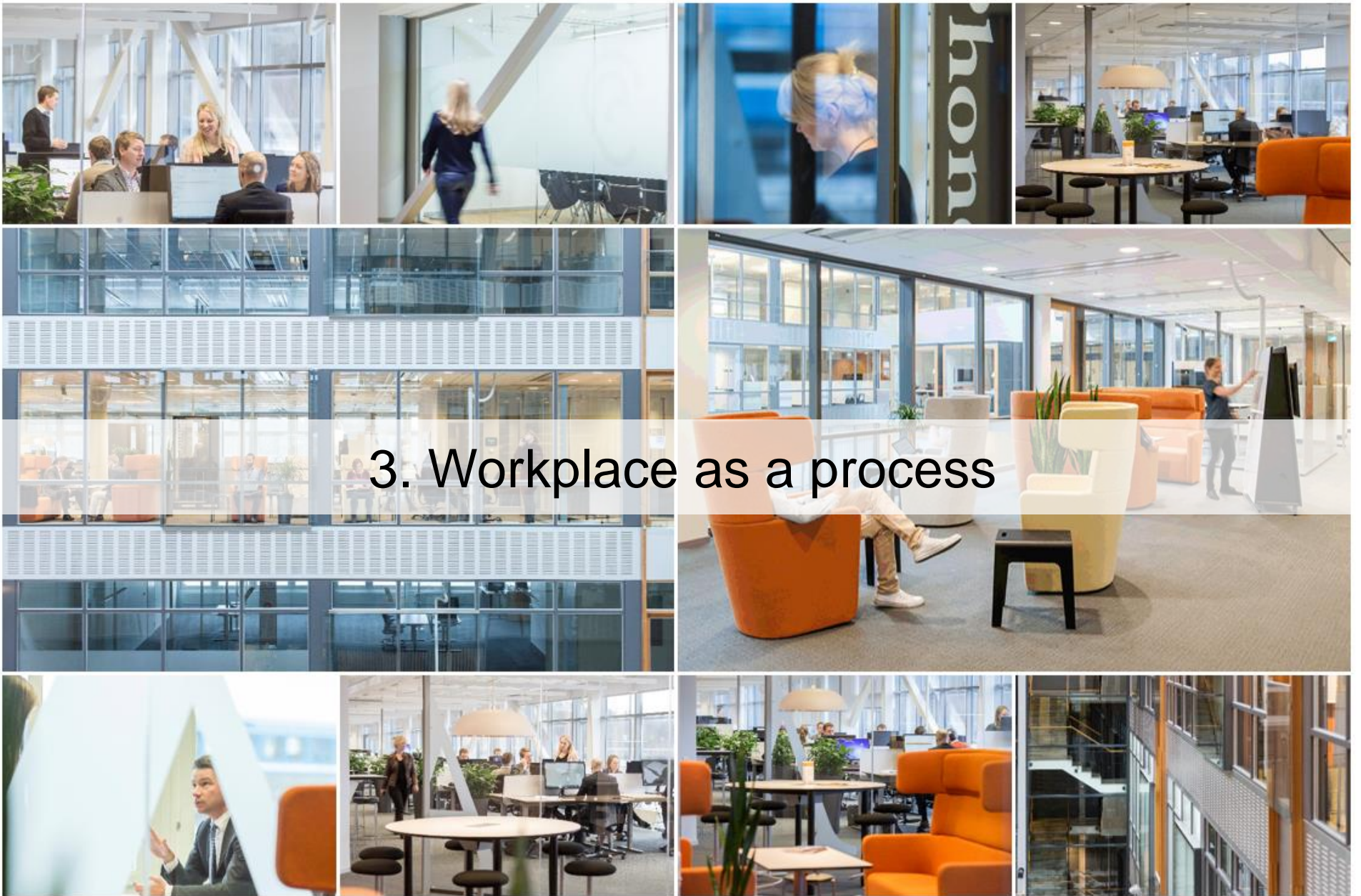
Enabled by technology which efficiently supports the needed ways of planning and performing work

...Service enhanced

Enhanced by the services provided both regarding function, convenience and experience.

...Sustainable

Sustainable in every way possible balancing both economical, environmental and social aspects



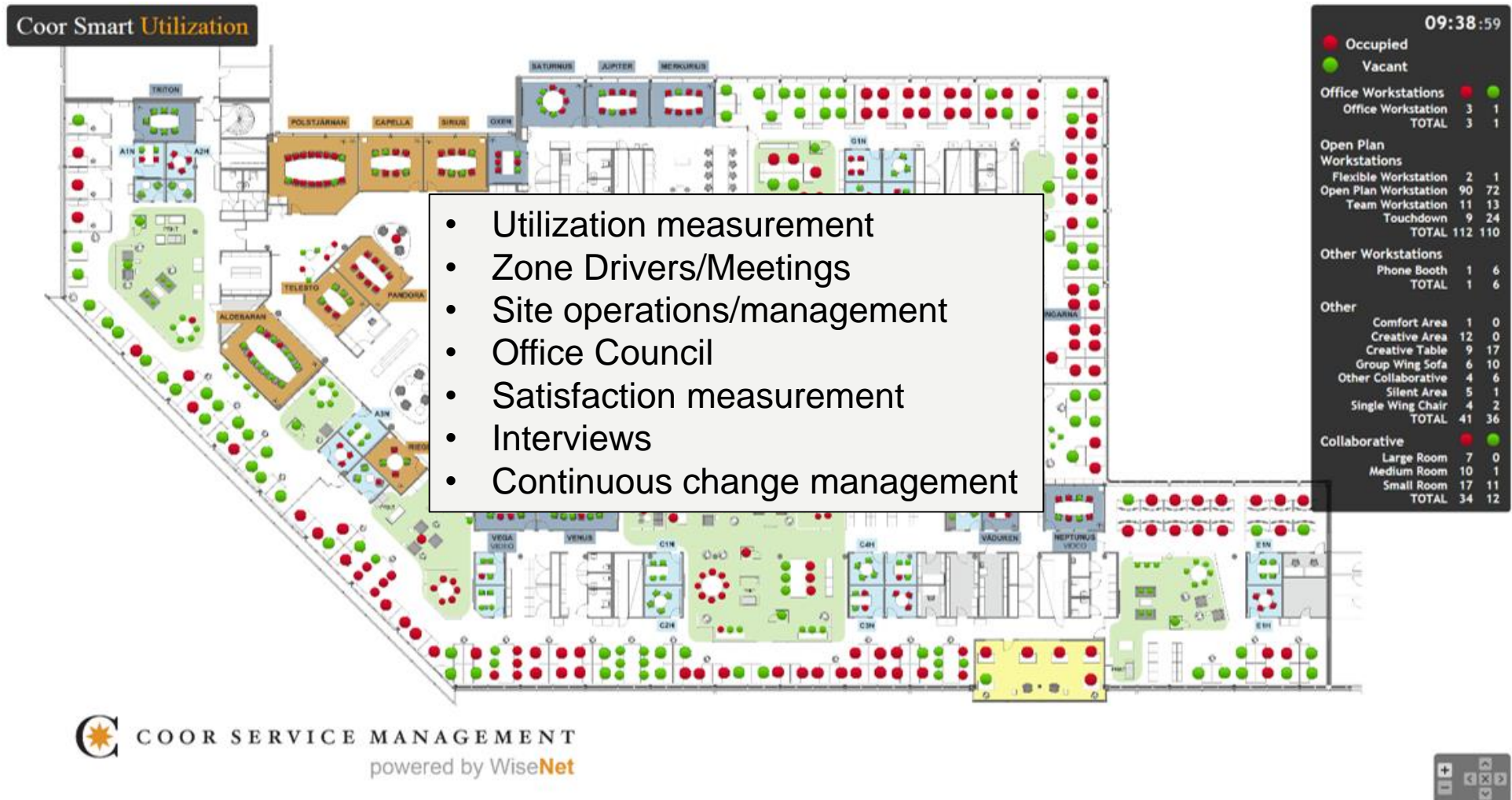
A Smart Workplace is a Continuous Change Journey which continues over the whole Workplace Lifecycle!

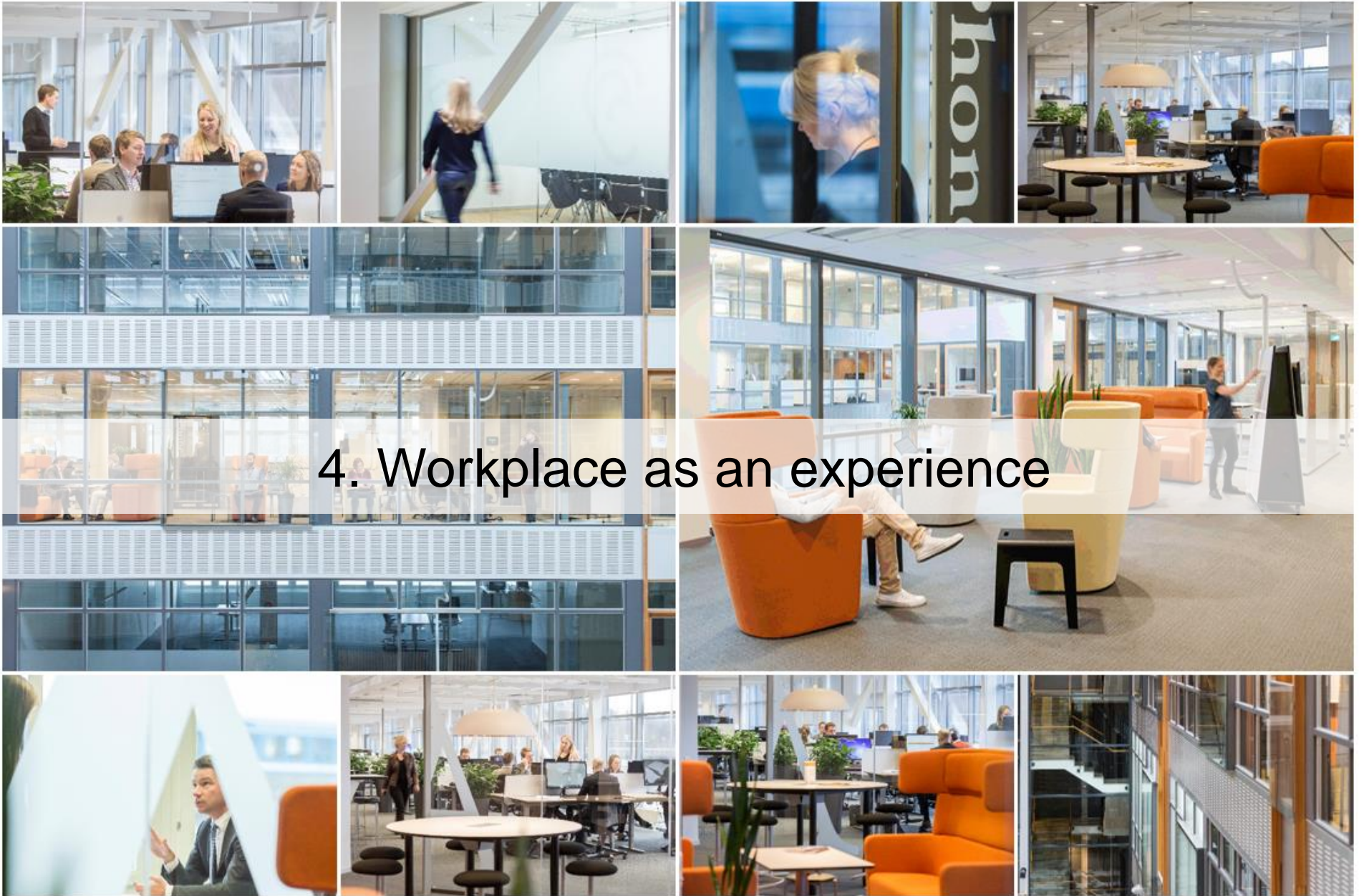


Workplace Lifecycle Management

As the business environment changes so do the needs of people, process, facilities, technology and services. This change journey has to be managed in order to secure attraction, productivity, efficiency and sustainability throughout the entire workplace lifecycle.

Continuous follow-up, adaptation and development





Focus on the needs and experiences of the "workplace guests"

Everyone is considered to be a guest

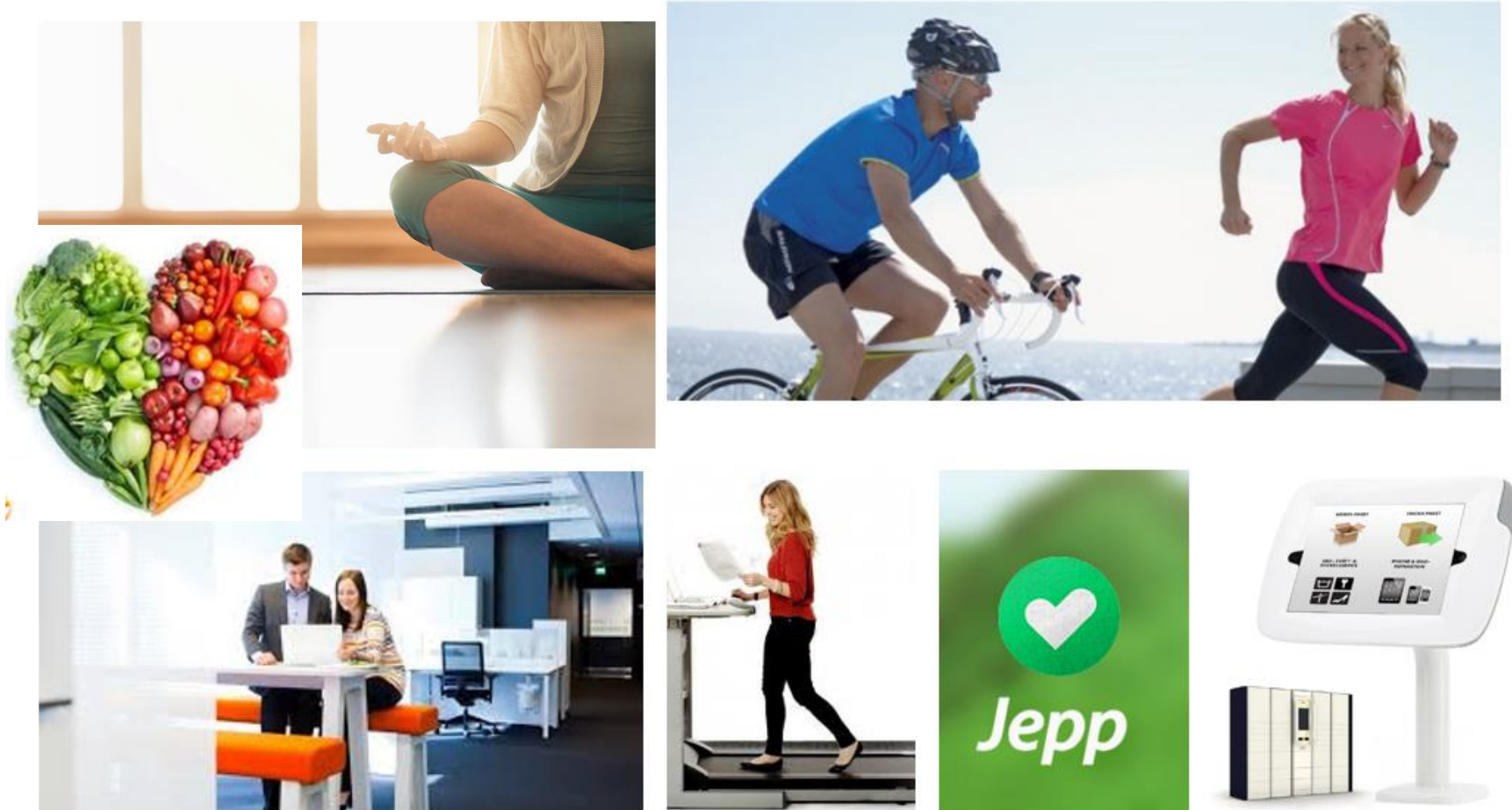
- Employees
- Customers
- Visitors
- Suppliers/Partners

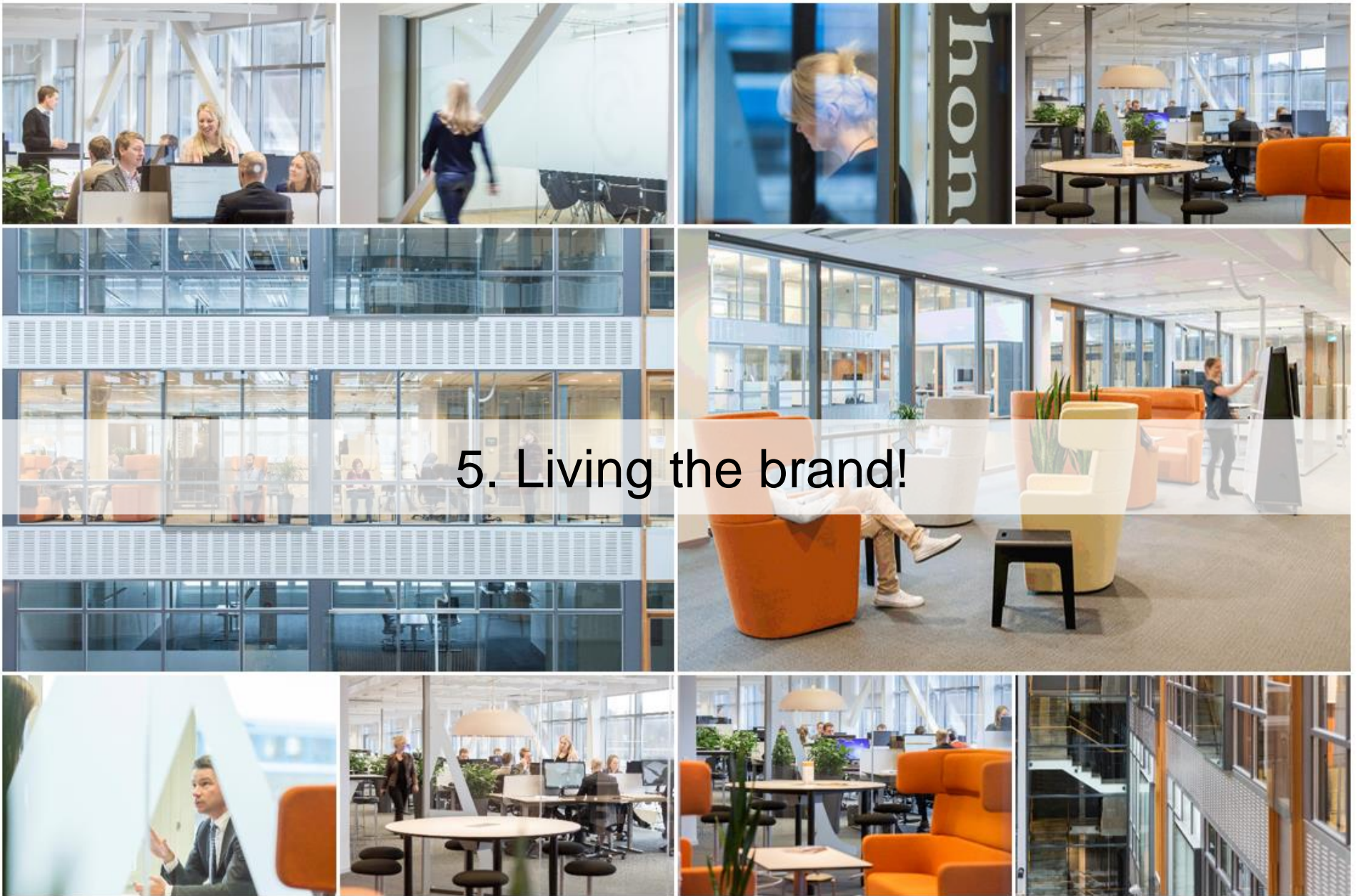
Everything impact their experience

- Place
- People
- Services
- Technology



Promoting and supporting for example healthy lifestyle and helping its workplace guests achieve work-life balance





“Living the brand” example from Coor

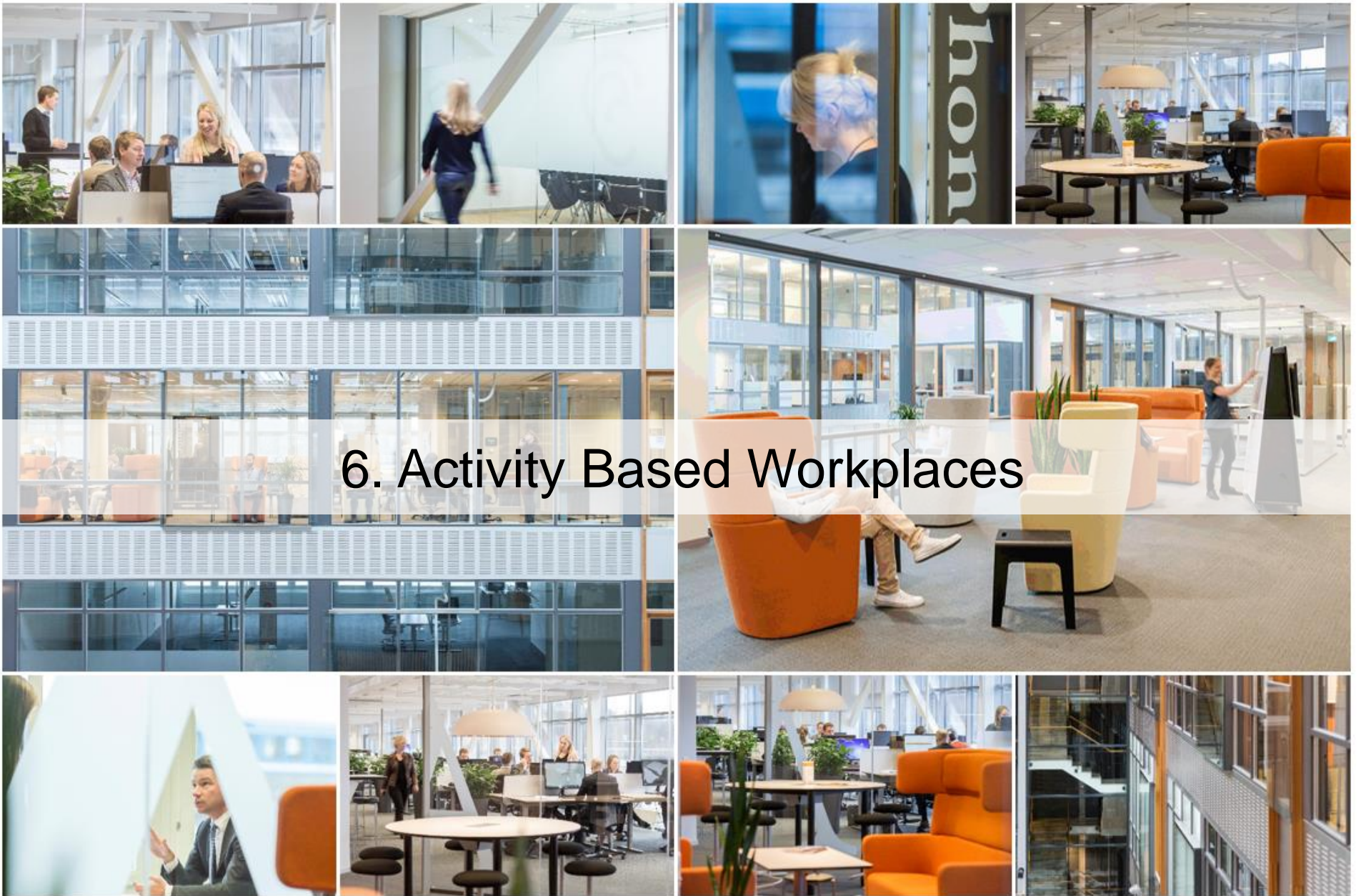


Smart Office

Good for people, business and the environment



Attractive, Productive, Efficient, Sustainable, Trustworthy



ABW is all about supporting the people and the operations in a tailored way

Starting point:
“My desk is my castle”



Own desk is an ok tool for
several tasks

Goal:
“Our office is our kingdom”



Office without own place can offer a
tailored toolkit for several tasks...



...and enables and enhances
collaboration in a better way

All kinds of organizations implementing ABW...



- Apoteket
- Arcona
- AstraZeneca
- Atlas Copco
- Bisnode
- Coor Service Management
- Deloitte
- DNB
- Ericsson
- Folksam
- ICA
- Klarna
- Kungälv's Kommun
- Martela
- Microsoft
- Nacka Kommun
- Nordea
- Ramböll
- SAAB
- SEB
- Skanska
- Statoil
- Swedbank
- Telenor
- TeliaSonera
- Trafikverket
- Vasakronan
- VCC
- Etc.

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- VCC
- Etc.

Different motives behind implementing ABW



Examples

- Productivity and One "company"
- Cost cutting and the best workplace in the market
- Facilitate a culture change
- One "company" and space efficiency
- Attract and retain talent

Success factors when implementing ABW

- Clear vision and goals
- Solid pre-study/analysis
- Holistic view – People, Activities, Place, Technology, Services
- View the workplace as a process
- Change management is needed
- Clear leadership – Trust, respect, patience, communication/dialogue, goals, follow-up, visibility, create team feeling, be a role model
- Involve the right stake holders and change leaders
- Involve employees early and create consensus
- Adapt the solution as needed, but do not make too many exceptions
- Try first and develop further afterwards
- Have a baseline to compare with
- Clear and structured governance model
- Follow up, evaluate, adapt, optimize, develop continuously

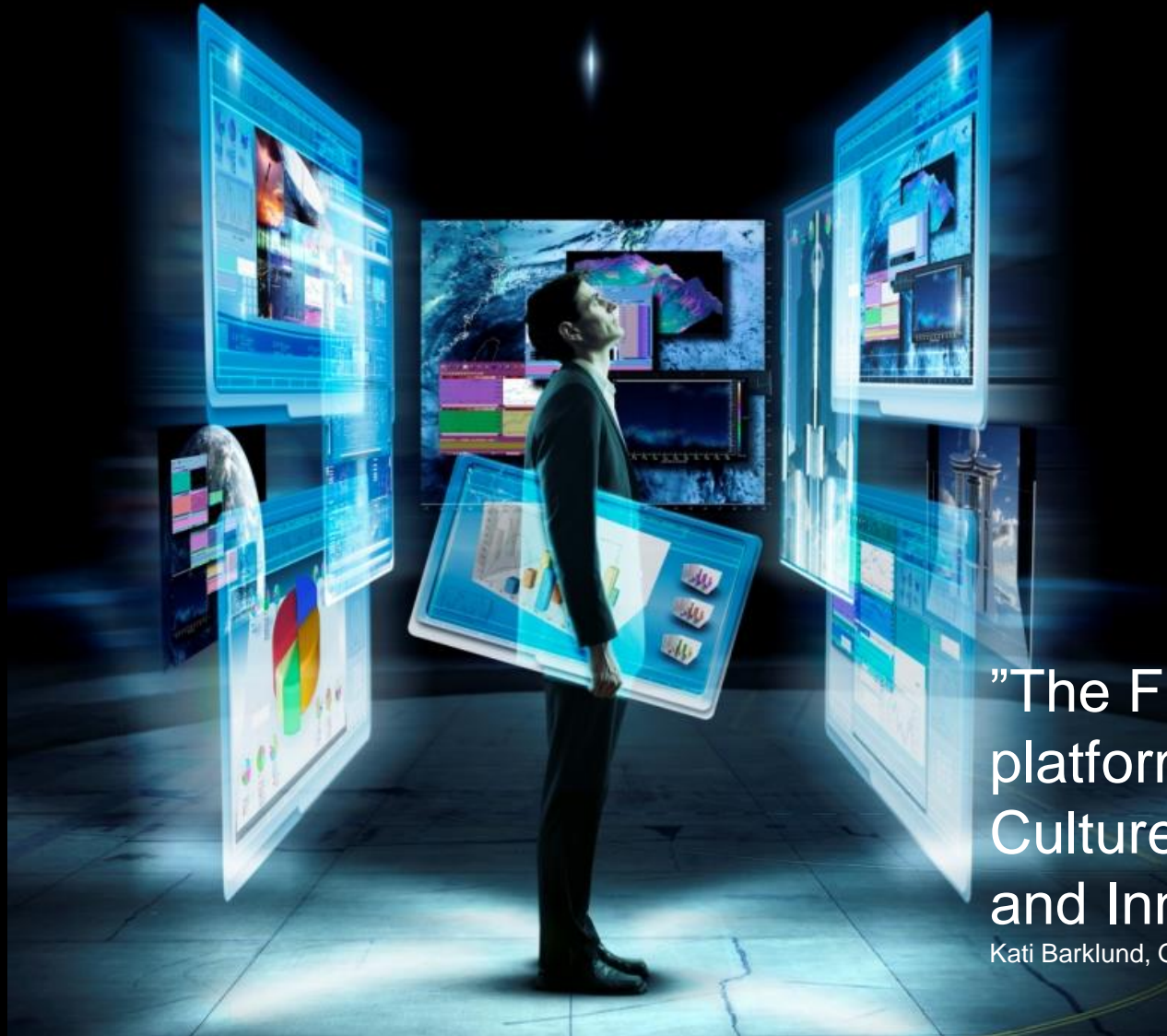




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So how does the future workplace look like?



”The Future Workplace is a platform for Organizational Culture, Brand Management and Innovation”

Kati Barklund, Group Innovation Manager, Coor

Recommended read from EY with REFM and Workplace insights from Northern Europe and other parts of our world



Overall REFM outsourcing market trends

- Globalization and centralization of REFM operating models with CXO ownership
- Strategic value and transformation through total cost of ownership focus
- Mindset shift and competence development for "best fit" business model, solicitation and governance, which apply to buyers, suppliers and procurement
- Competitive and attractive workplace concepts, such as Activity Based Workplaces (ABW), strengthening "the brand," increasing productivity and assuring talent influx
- Analytics and digital transformation of REFM, enabled by affordable technology and a need for fact-based decision-making
- New value pools, creating value beyond savings through optimizing building square meters by site consolidation, proactive space planning and technical maintenance excellence
- Moving from buying activities to buying competitive advantage through true strategic partnerships that create "win-win" solutions

The future of REFM

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Creating smart workplaces and properties

 Coor Service Management

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2016 IFMA WE:binars



Workplace Around the World

Join us as we explore innovation and share insights from all 7 continents



Upcoming WEbinar:

Design in the City of Lights
Presented by Dr. Marie Puybaraud
JLL

When – April 21st, 2016

Questions and Answers (1)

1	How do you see "Digital Native" - Millenials influencing the future workplace?	I believe that it will be even more important with attractive and productive workplaces enabling and enhancing collaboration to attract and retain Millenials. Mobility, freedom of choice and purpose are a few areas that I believe will be some of the key areas. I also believe that people generally have same needs regardless of age, but of course there are some differences.
2	What specific devices/program do you use to derive your heat mapping?	We use a solution from the British company Abintra for utilization metering and reports. This solution is part of our utilization analysis solution that we sell under the name Coor Smart Utilization. We use also other sensors and utilization metering methods for our clients depending on the specific needs. More info: www.smartoffice.coor.com
3	Kati - are you seeing co-working within a corporation in your work?	Yes, I see co-working both within corporations and between corporations in my work, and I believe this will expand.
4	please repost henrik's email	henrik.jarleskog@se.ey.com
5	will the slide deck be posted?	Yes, I guess it will be available at our WE website.
6	Would you describe "apealing" as an peacock effect or apealing in the sense of a productive "getting things done" environment?	I would say both.
7	I agree that ABW has arrived not to go away. But from my experiance it's a very complex tool that is hard to fit to the workforce. Do you have any POE that shed som light on what works and doesn't and employee satisfaction on ABW?	Do not know what is meant with POE, but in the presentation there is a slide with success factors behind succesful activity based workplaces. Most of our clients are very satisfied with their ABW solutions, but we also sometimes help clients that have implemented ABW and did not receive the results they expected and wanted and want us to help them with this afterwards and we have been able to help these clients with this also. It is a pretty complex tool and an ongoing process, but the potential is so big. In allmost all cases as in our own, we see the employee satisfaction increasing and remaining high, but there is also always improvement potential. It is a process. Right now, for example in our own office we are creating more project related space because we are now working more project based then we did 3 years ago when we moved here, and also we have one zone where we are working on noice issues and one zone where we are working on air issues (our building is an older one, and not built in the first place for this amount of people and these different types of activities and environments, but it's working well enough and our satisfaction level is really high and the office and our new way of working enables us to be much more collaborative, effective and productive today.

Questions and Answers (2)

8	Would you agree that Biophilia, the effect of exposure to nature, are soon becoming an important trend?	Yes, I think is pretty important trend already.
9	Lastly.. How do you provide evidences for ROI? We are still battling small pockets out here ;-)	Business cases and ROI are important parts of all workplace projects. In most cases we are able to also save space and money, but this should not be the focus of the workplace project when for example transforming to activity based working. It should be more seen as the bonus, but of course in we also in many cases need to get the CFO on board, and then we show him the money. For example in our own case, we have today about 25% less space and are more than 15% more people, and the funny thing is that everyone thinks that we have more space than before, because the space is better adjusted to our needs and actual way of working. We really do not need all those empty desks, we are obviously not using, we need other types of spaces and places also.
10	Based on ergonomic standards, people should stand no more than 15 minutes every hour.	Agree, even though I have not seen exactly that research with 15 minutes. The next thing is always the best thing ;) Activity. Not standing too much, not sitting too much. That is also why we always build in natural movement in the office. There is a reason why you need to walk a bit to get your coffee or throw your trash etc.
11	Do you have a sense for the best mix of remote and onsite work?	I think it depends on what your actual work and activities are, but generally I think we need to collaborate more than we do today both internally and externally.
12	With the 'my desk is my castle', how to transition to wherever I work is my workplace, especially for workers who work from home 2-3 days each work week?	I have not that much experience of employees that work that much from home on regular basis. We can if and when we want to (depending of course on the specific job and tasks) and we do work where ever and we have all the possibilities (mobility and other systems and tools) to do that. Next week I will be working a bit (as little as possible) from the mountains for example..
13	In your workplace transition pictures I noted white flex conduit from the ceiling grid that look like they go to a pole - is this power/data conduit which allows moving the relocation of the pole to allow more flexibility in design over time?	Part of the solution is about flexibility. Generally most of the solutions in for example our office are very flexible. Almost no fixed walls for example, so that is easy (efficient, cheap and sustainable) for us to make changes when we need to. The white flex conduit's function is mostly about giving us power when ever and where ever in the office we need it. Laptop battery capacity.. Otherwise, we have of course wireless network connection, that is a necessity if you want ABW to work smoothly.

Questions and Answers (3)

14	Question: Activity-based offices seem like a huge trend large organisations are implementing, do you see anyone going alternative directions?	I would say that the direction is clear here. We go towards abw. But, if we look at the research, we can here see that both cell offices and activity based offices are good, but most other variations are less good (open office landscapes (not abw) are the worst). Though, cell offices do not boost collaboration and too much space is needed, so I do not think that we generally are going back to that.
15	What percentage of Coor Service Management's clients participate in the full realm of employee/concierge services that are being described?	Small percentage, but all clients have some of these and are getting more. Some of these services are also paid by the employee, but "provided" by the employee to make it more attractive and/or efficient for the employee. Helping for example the employee's work-life balance.