

DO.

DESIGN OFFICES

Study on health and wellbeing

Quality of stay Design Offices

Munich Macherei, July 2022

Leipzig Post, November 2022

STUDY ON
HEALTH & WELLBEING

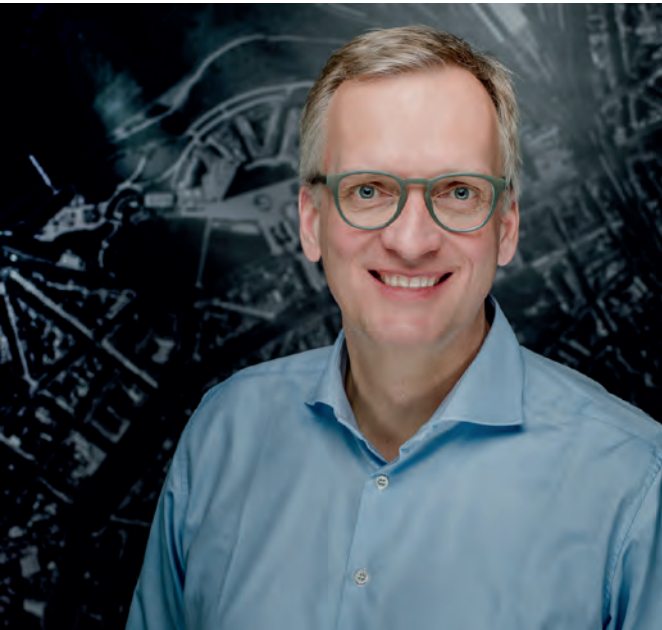
DREES &
SOMMER

**“We are convinced, that creativity
in modern knowledge-based
work is crucial for the the success
of companies.”**

Design Office’s working hypothesis

CONTENTS

3	Statement Dr. Joachim Gripp	9	Urgent questions concerning the world of work	14 – 20	Facts 1 – 7
4	Editorial Dr. Lena Reiß			21	Conclusion
5 – 7	Initial situation	10	DO Office Power Index	22 – 24	Design Offices
8	Aim and methodology	11 – 13	Health- und Wellbeing-Scoring	25 – 26	Glossary



The future of work
needs **creativity**.

STATEMENT

FEEL GOOD – WORK BETTER

The discussion about the return of workers from the home office to the office environment of their employers is in full swing. The monopoly of the conventional, often dreary and uninspiring office has been broken. The office landscape must be recomposed. The traditional office is giving way to flexible work landscapes, that support new collaboration and communication models, are highly responsive to corporate culture and, at the same time, function economically, because the home office will continue to exist. The so-called third work location is playing an increasingly important role.

As a pioneer, we began in 2008 to create optimal conditions for creative work, using trend-setting methods and agile working landscapes to systematically promote collaboration, encounters and inspiration for new ideas – complemented by many flexible usage options.

The time is more than ripe to scientifically scrutinize our concept and to prove its positive effects. The present study proves that we at Design Offices have done many things right so far. But it is also a stimulus for us not to rest, but to continue to be the leading designer of innovative working landscapes and to actively tackle those areas where there is clear potential for improvement.

Dr. Joachim Gripp

CEO Design Offices



**The working world
needs and has new
motivational impulses.**

EDITORIAL

TRY WELLBEING – YOU’LL LIKE IT

The concept of “New Work” is of real significance for our lifestyles and is much more than a mere buzzword. It is our ambition to fill it with content, also with the help of science, to initiate discussions and ultimately – of course: to create spaces that open up new possibilities. We need inspiring workplaces and an attractive and varied range of spaces. This gives knowledge-based work a whole new face and enables new forms of collaboration. The flexibility of workplaces in particular plays a key role in terms of motivation and inspiration. The classic individual workstation or the rigidly furnished open-plan office has had its day.

Networking and knowledge exchange do not take place statically at the desk, but in cross-team dialog. Creativity needs space – for leisure, distraction, relaxation. Working landscapes have been established to help people fully exploit their innovative power and achieve better results. And that with a particularly high level of quality. This analysis examines the benefits of qualities with the help of scientific methods. One of the most important criteria provides the health and wellbeing score, compared to conventional office layouts. The exchange of knowledge often takes place at different workplaces and, depending on the activity, offices are increasingly vacant. We analyze the space in relation to humans and its impact on creativity, flexibility, openness and readiness for change.

Dr. Lena Reiß

Head of Health and Wellbeing, Drees & Sommer

YESTERDAY'S OFFICE WORLD

Currently, one finds mostly standardized room dimensions that are difficult to change. This leads to very limited flexibility in terms of space utilization and work organization (Cf. *Martin P., 2006, p.53*).

The individual office, however, creates a work space quality, because work can be done here without disturbances (...), “the employees create privacy for themselves (...), and by closing the office door acoustic disturbances can be reduced considerably” (*Martin P., 2006, p. 52*). This changes, if two people use the office, which is the most unpopular form of use.

The advantage of working without disturbances is contrasted by the strongly limited direct communication, which may be compensated for in meetings (*Martin P., 2006, p. 52f*). If you want to put it this way, the cellular office is the spatial representation of the classical principle of division of labor and hierarchy.

Open-plan offices try to compensate for these disadvantages and to enable more exchange and transparency, as well as to improve the transfer of information and cooperation (cf. *Martin P., 2006, p. 55*). The added value created in this way, however, is often offset by the reduction of the spatial quality, as there are no sufficiently controllable environmental conditions (cf. *Martin P., 2006, p. 55*).

THE 4 ORIENTATIONS

According to a study by the St. Gallen Institute for Information Systems. (*Josef B. et al., 2016, p. 18*):

OFFICE AS A SERVICE (individual / organization / efficiency)

- Flexible use of work infrastructure and services
- Retreat for focus and inspiration

WORK WHERE YOU LIVE (society / efficiency)

- Avoid commuting
- Strengthen local commitment
- Preserve local value creation

INNOVATION CLUSTER (innovation / individual / organization)

- Topic-specific networking of companies and startups
 - Creating synergies
- Open innovation processes

SOCIAL ENTREPRENEURSHIP HUB (innovation / society)

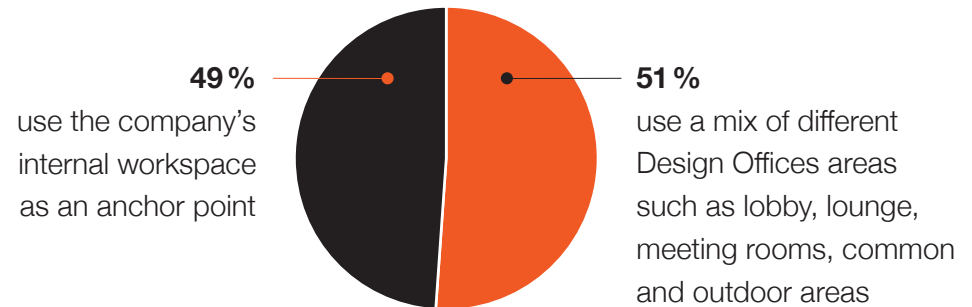
- Promote social responsibility
 - Platform for exchange and collaboration
- Learning from and with each other

INITIAL SITUATION

Coworking Spaces – meeting place between the old and new worlds

On more than 280,000 square meters Design Offices offers flexible workspaces, many different meeting rooms and event spaces, communal areas, retreat areas and attractive outdoor spaces such as roof terraces and courtyards. For companies, who are looking for monthly or long-term work environments, we provide a single flexible workspace, team offices, or a spacious area for an entire organization. It's hard to get more New Work than that.

Work locations of an average work week



CREATIVITY

INNOVATION

COLLABORATION

CORPORATE CULTURE



Decisive factors of the future world of work.

This will lead to a change in needs. Working patterns that have been practiced up to now will not fit any longer. Employees, but also companies, can and must rethink work. New offers and innovative forms of work are becoming established.

POTENTIALS OF COWORKING SPACES

(Stolze, 2018, p. 21)

The greatest potentials with at least 65 % agreement* are in the following areas:

- 1 Improvement of innovation capacity
- 2 Increasing motivation
- 3 Shortening of project runtimes
- 4 Gaining know-how
- 5 Keeping a finger on the pulse
- 6 Increasing spatial and group flexibility

*These points represented a high added value for the interviewees and increased their motivation to use coworking spaces themselves or to give their employees the opportunity to do so.

DESIGN OFFICES WORK ENVIRONMENTS

Design Offices offers workspace solutions that increase productivity and flexibility and thus focus on work and, above all, enable people to work flexibly from anywhere and at any time. Through different work landscapes, an all-round service, an ergonomically and technically first-class equipment and a modern design concept the individual workspace is always perfectly adapted to the current need and can be individually adjusted. The infrastructure, which is always appropriate for the activity, and the existing framework conditions lead to a reduction of "side work" and to concentration on the actual task (www.designoffices.de, 2022).

The majority of the interviewees belongs to the generations
Y AND X



OBJECTIVE

The aim of the study was to examine the existing qualities at the Munich Macherei and Leipzig Post sites using scientific methods and figures. The focus was on the investigation of the existing qualities and the wellbeing factor in the premises. Another goal was to compare a conventional office to the Design Offices, the qualitative differences regarding creativity, flexibility, openness and willingness to change.

Benchmarks were to be carried out using existing studies and the wellbeing scoring that should show the differences between both variants by means of a defined key figures.

“Office spaces must promote cooperation and communication more strongly than was the case in the past (...) and enable a lively exchange of knowledge.”

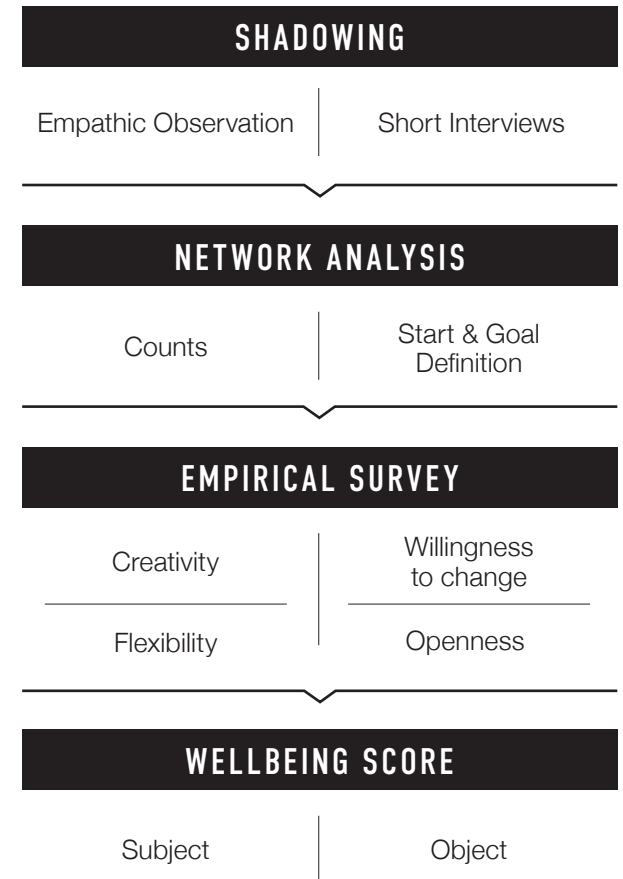
Martin P., 2006, p. 51

METHODOLOGY

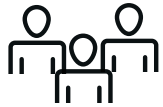
First step: Familiarization and analysis of the basics of functional processes and spatial proportions to classify and evaluate the influence on the wellbeing of the human being.

Second step: Concept with scientific methods to investigate the qualities of creativity, flexibility, openness and readiness for change and their dependence on spatiality, with methods of shadowing, empathic observations as well as short interviews and empirical surveys (quantitative as well as in parts qualitative and online). Thus, the network analysis offered insights about the movements and residence times within the building. From this, it was possible to infer the degree of networking, the frequency of chance encounters with other people, as well as the openness towards new inputs, creativity, and other aspects.

Third step: Drawing on existing studies, as well as results on the performance level of conventional offices. Carrying out empirical online surveys (106 active participants of the survey). Direct comparison and presentation of differences as well as advantages and disadvantages of conventional offices and coworking spaces (Design Offices Munich Macherei, Leipzig Post) via Health and Wellbeing Scoring.



URGENT QUESTIONS OF THE WORKING WORLD



EMPLOYEES

TASK/SENSE
AFFILIATION
 WELLBEING Commuting
BONDING
 WORK-LIFE-BALANCE
 Career **Confidence**
 Self-determination



COMPANY

LEADERSHIP
ORGANIZATION
 AGILITY Innovation
COMMUNICATION
TALENTS
 Vacancy

Due to external influences, the working world has lost its focus and is in the midst of a dynamic new development. The transition between work and private life is becoming increasingly blurred. New values such as meaningfulness, creative freedom, self-determination and the compatibility of work and private life are associated with this.

Companies are deeply uncertain about their future functioning, their leadership, their processes and the drivers of their organization – in short: the “operating model” is stuck and the success of the companies is at risk. A new, universally accepted pattern for orientation is missing.

This gives rise to urgent questions on the part of employers and employees.

DO OFFICE POWER INDEX



EMPLOYEES

ENERGY 49%

perceive Design Offices as energy-charging.



NEW IMPULSES 86%

gain new impulses in the working environment of Design Offices.



FEEL-GOOD FACTOR 73%

feel very comfortable at Design Offices.



COMPANY

83% FLEXIBILITY

feel supported in their day-to-day work and mental flexibility by the spatial flexibility.



80% INSPIRATION

feel inspired by chance encounters in the work environment.



79% CREATIVITY

perceive the flexible workspace as (more) conducive to creativity than in a traditional office environment.

= 57%

of respondents perform at full capacity at Design Offices and know of no better work environment for it.

The discussion about the return of employees from the home office back into the office environment of their employers is in full swing. “How often?”, “For what tasks?”, “Do I keep my fixed desk?”, “What is the ideal mix of spaces?” are just some of the questions that both companies and employees ask alike.

In order to be prepared for the current challenges as a company, it needs creative, flexible and change-ready employees who are loyally committed to the company’s goals. How do you achieve the optimal balancing of a two-way concert of wishes? Because it is the charisma of the employer that drives the retaining of good talents and the recruiting a sufficient number of new specialists.

The results of this analysis shows how working in flexible and inspiring work environments such as those at Design Offices contribute to these discussion topics.

HEALTH AND WELLBEING SCORING

The Health and Wellbeing Scoring (HWB-Scoring) is an innovative approach that uncompromisingly focusses on the individual, makes social factors tangible through numbers and thus also contributes strongly to the evaluation of corporate social responsibility according to the ESG criteria. It is an evidence-based solution to answer the questions, whether people feel good in the office and at work and whether the office is becoming more attractive again. The goal is to not only provide an objective classification of work landscapes, but also to obtain the subjective evaluation of the offered space by the users.

As special strengths of Design Offices the categories of the air, the light, the compensatory stimulation, the interior/exterior appearance and individuality are to be emphasized. These include, for example, parameters such as fresh air supply, temperature transitions, daylight reference, shading, variation of light colors, regionality, color design, materials used, flexible furniture, a wide range of occupied zones, and diversity, variety and contrast in design (see *graphics next page*).

The feel-good factor within Design Offices is rated remarkably high. Among other things, users state that they “feel at home” or that they find the environment “special”.



The HWB score object as well as the HWB score subject show potentials, deficits as well as strengths of the requirement criteria.

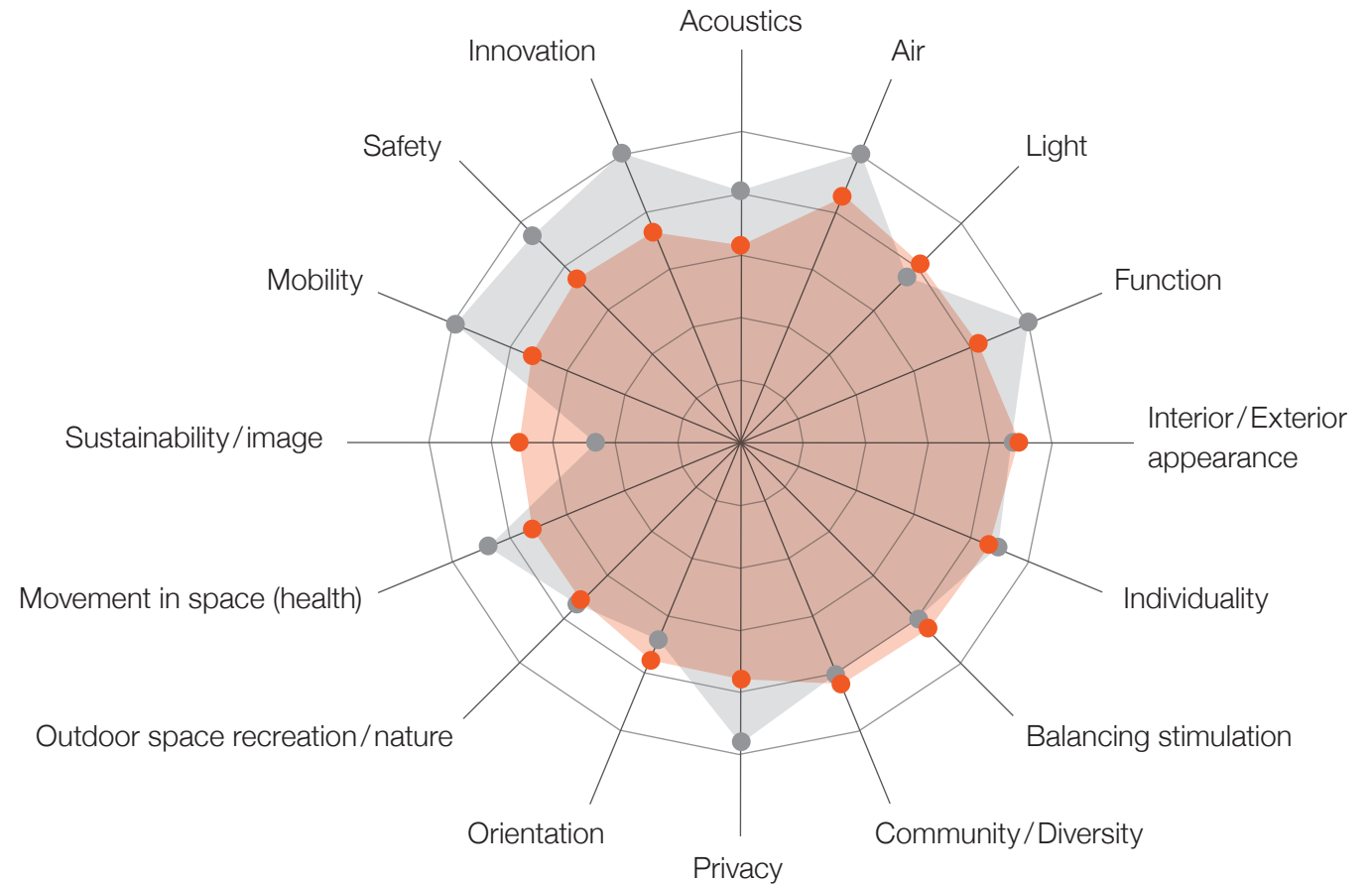
OBJECT Quality of the building
SUBJECT Human being in the building

HWB-SCORE OBJECT
Quality of the building

84
of 100 score points

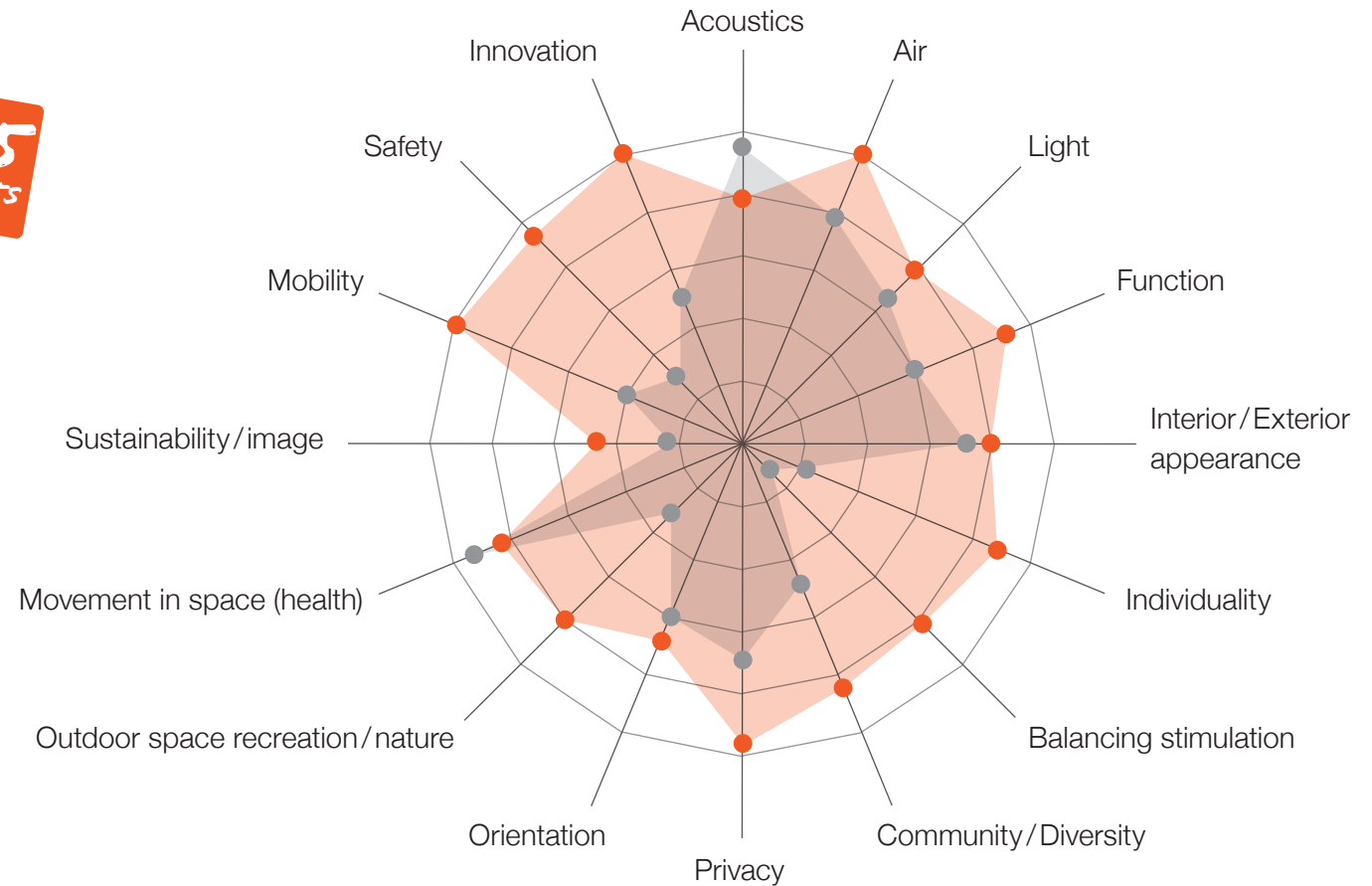
HWB-SCORE SUBJECT
Human being in the building

77
of 100 score points



The overall Health and Wellbeing Score for Design Offices is **40.5 points higher** than for a comparable property with individual offices in a classic office environment.

● EINZELBÜRO ● DESIGN OFFICES

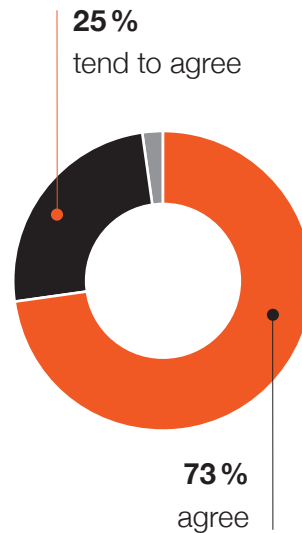


FACT 1

“FLEXIBLE WORKSPACES INSPIRE AND ARE FEEL-GOOD SPACES.”

98%

feel comfortable or rather
at ease at Design Offices.

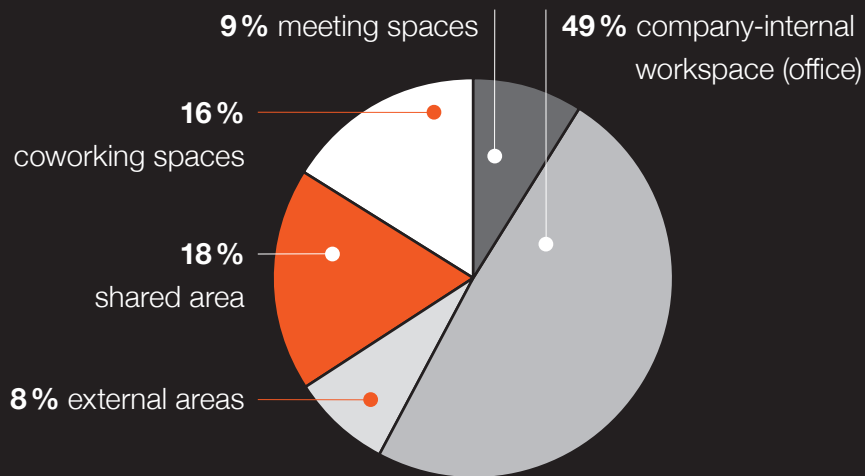


75%

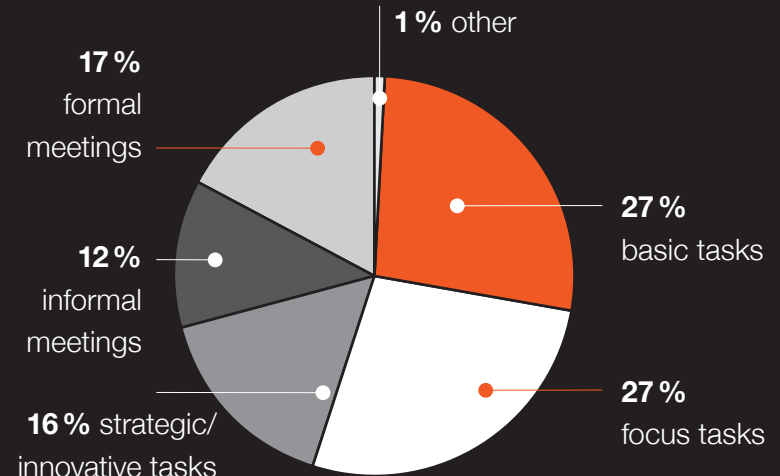
perceive Design Offices
energy-boosting if they have previously
worked in an individual office.

FACT 2

“INSPIRING ENVIRONMENTS BOOST MENTAL FLEXIBILITY.”



Room usage distribution per day



Distribution of tasks in an average work week

83%

feel supported in their mental flexibility by the spatial flexibility in their day-to-day work.

FACT 3

“SPATIAL CHANGE INFLUENCES CREATIVITY, FLEXIBILITY BEHAVIOR AND WILLINGNESS TO CHANGE.”

57%

of Design Offices users are often/sometimes involved in random, spontaneous conversations during the day.

59%

of Design Offices users often/sometimes change their spatial working environment during the day.



* Individuals who often/sometimes change their work environment achieve higher scores than those who rarely/never spatially change.

59%

of the Design Offices users often/sometimes witness spontaneous, random conversations during the day.

FACT 4

“FLEXIBLE WORKSPACES HAVE A POSITIVE EFFECT ON CREATIVITY.”

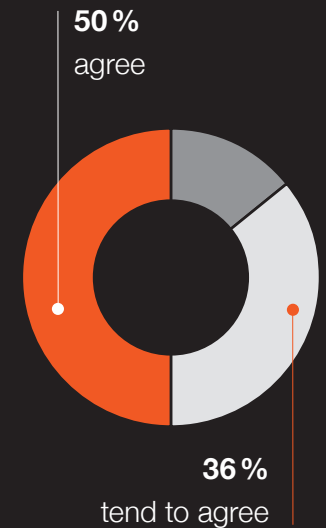
79%

are (more likely) to be more creative than in any other work environment.



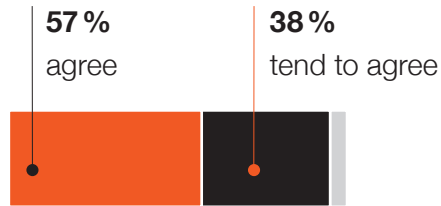
86%

find the flexible workspace (more) conducive to creativity than classic office environments, such as single, 2-person or 6-person offices.



FACT 5

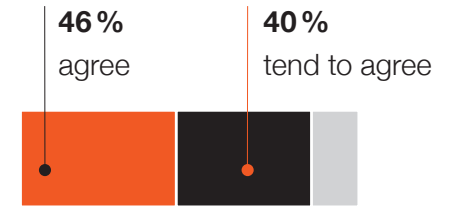
“SPATIAL FREEDOM INCREASES THE POWER OF INNOVATION.”



95%

(tend to) perform to their full potential in the Design Offices areas.

Where employees feel comfortable and can be at ease, they can make full use of their innovative strength.



86%

benefit from new impulses in Design Offices work environments.

FACT 6

“COMMUNICATION IN INTERMEDIATE SPACES REPLACES MISSING EXCHANGE IN THE HOME OFFICE.”



80%

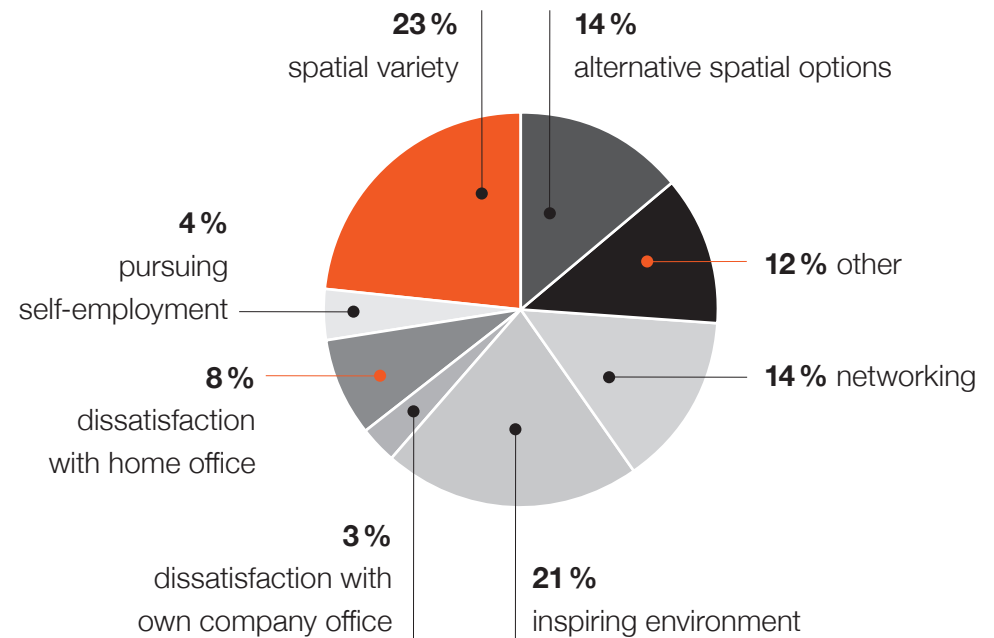
feel inspired by random encounters in their work environments.

Random conversations – across company boundaries – broaden the individual horizon and help to open up the mind for new areas of knowledge.

FACT 7

“INSPIRATION, VARIETY & MORE ARE THE REASON TO USE FLEXIBLE WORKSPACES.”

The classic office is giving way to flexible working landscapes, which support new collaboration and communication models.



CONCLUSION

The study commissioned by Design Offices allows to clearly evaluate the trend of the study hypothesis. Accordingly, the results show positive effects on the above-mentioned analytical properties. Networking and physical movement within the rooms enable 9 % to 26 % higher scores in the categories creativity, flexibility, willingness to change and openness. Compared with the scores of individual offices the scores for creativity and flexibility are up to 36 % higher.

“The quality of spaces influences attitude and behavior to creativity, flexibility, openness and change.”

Study hypothesis

DESIGN OFFICES

WORK LIVES FROM CHANGE

The result shows that people are often involved in spontaneous and accidental conversations (57 %) or overhear them (59 %). In correlation, this entails higher creativity (up to 18 % higher), willingness to change (up to 10 % higher) and openness to new things (9 % resp. 13 %). This result is further supported by the high rate of spatial change. Thus, it is shown that people who are frequently involved in spontaneous and random conversations and have a high rate of spatial change within a working day/week are more creative, more flexible, more willing to change, and more open to new things.

Overall, the creativity, flexibility, willingness to change and openness at Design Offices is very high (from 3.21 to 3.43 out of a total of 4). The constructs were measured with a 4-point Likert scale (1 = disagree to 4 = fully agree). The general wellbeing of the users is particularly high at 98 %. In addition, the qualities of Design Offices contribute to the fact that 94 % of the users are able to perform to their full potential, and 95 % of those surveyed believe that Design Offices have an energy-charging effect. Furthermore, the majority (82 %) of users who had previously worked in a single or 2/6 person office agree that Design Offices have a more creative influence than other work environments.

FLEXIBLE WORKSPACE AS A THIRD PLACE

The effect of separating some activities from the private environment turned out to be very beneficial and the possibility of spending more time with the family and private activities was commented positively throughout. In addition, the coworking spaces network of the companies could extend its range and thus attract more employees and professionals who would otherwise not have been accessible.

The decisive success factor is when the users can combine the advantage of a flexible satellite office close to home with the advantages of a home office and a company workplace and also recognize this dual advantage.

On the part of the company, the use of home offices could be attractive if advantages in terms of personnel policy can be achieved, such as easier recruitment of sought-after skilled workers, better retention of employees by supporting the compatibility of work-life balance, or improvements in occupational health and safety as well as the cost savings that a coworking space can offer compared to a permanently provided workplace.



45
LOCATIONS

15
CITIES



DESIGN OFFICES

Since its founding in 2008, Design Offices has been a pioneer and driver in the field of new working environments.

Every day, approximately 20,000 people work at Design Offices on an hourly and daily basis, but also on a longer-term basis. With over 40 locations in 15 cities throughout Germany, the Nuremberg-based company offers flexible office, coworking, and event spaces, as well as meeting and conference rooms on more than 280,000 square meters. Design Offices convinces its customers with motivating space solutions, flexible use scenarios, prime city center locations, good accessibility and high service quality.





600 m²
INNER COURTYARD

800
WORKSTATIONS



DESIGN OFFICES MUNICH MACHEREI

> 1,500 m²
SPACIOUS COMMON AREAS



25
MEETING & EVENT SPACES





1,100 m²
MEETING & EVENT SPACES



DESIGN OFFICES LEIPZIG POST
6,000 m²
OF WORKSPACE WITH A FEEL-GOOD AMBIENCE



380
WORKSTATIONS
1,840 m²
OFFICE SPACES



GLOSSARY

Creativity

Creativity (lat.: creare = to bring forth) is “today mostly understood as a special quality of problem solving, which is open to all individuals as an opportunity for development” (*www.dorsch.hogrefe.com, 2022*). The emphasis in creativity is on originality. It is therefore about the question of how new ideas emerge. Creativity is to approach topics playfully, with fun and joy, being relaxed, fresh air, movement, exchange of ideas, spatial change, etc.

Innovation

Literally translated, innovation (lat. innovatio) means “renewal” or “change”. Innovation is a process that modernizes an area, a product or service and brings it up to date through the application of new processes, the introduction of new techniques or the establishment of successful ideas. The raw material for innovations thus comes from creative ideas. The focus of innovation is on effectiveness and feasibility. It is therefore about the question of the utilization of ideas.

Flexibility

Flexibility is defined as “adaptability, characteristic or disposition of the creative personality” and “the ability to adapt quickly to changing situations” (*www.spektrum.de, 2022*). It thus describes the ability of a person to change and restructure and the readiness to change her or his learning attitude (*www.dorsch.hogrefe.com, 2022*). What is meant here is not an “unprincipled adaptability, but first and foremost the ability to adapt in unclear situations under chaotic conditions, to act in a goal-oriented and successful manner. Flexibility also means openness to new perspectives and methods – a high willingness to change and mental agility overall” (*www.werteundgemeinschaften.ch, 2022*).

HWB-Scoring Object

The HWB Scoring Object consists of a parameter chart and aims to establish benchmarks and to evaluate the property in terms of health and wellbeing for the occupants. The parameter chart consists of 16 factors, all of which are related to the health and wellbeing of users in an office. These include acoustics, air, light, function, inner and outer appearance, individuality, balancing

stimulation, community and diversity, privacy, orientation, outdoor space/recreation/nature, movement in space (health), sustainability and image, mobility, safety and innovation. These 16 parameters are documented with 67 sub-parameters.

HWB-Scoring Subject

The HWB Subject is a questionnaire that was developed on the basis of the parameter chart which asks the users about their wellbeing. The data was collected by means of an online questionnaire (106 participants). The questions are based on the categories of the parameter chart and document the perception of the users related to the 16 parameters that are important for their wellbeing. The HWB Subject was used on the one hand for the company’s internal office and on the other hand for the lobby and the reception (31 questions), for the coworking and the common areas (33 questions) and for the entire building (45 questions).

Shadowing

Shadowing includes both the network analysis and the censuses as well as the empathic observation and the short interviews of individual users. The empathic observation and the short interviews aim at getting a more qualitative impression about the use of the premises, the interactions with each other and the wellbeing within design offices. In total, the Shadowing was conducted three times (10:00 a.m. – 12:00 a.m., 01:00 p.m. – 02:00 p.m. and 3:00 pm – 5:00 pm).

Network analysis

The network analysis aimed to find out, which rooms are most used and how often the users change between the rooms. To determine this, passing employees were asked where they came from and to which location they were going. A total of three network analyses were carried out. A total of four additional network analyses (10:00 a.m., 1:00 p.m., 3:00 p.m. and 5:00 p.m.) were conducted throughout the day.

GLOSSARY

Empathic Observation

Empathic observation serves the purpose of silently watching the room situation. The focus is on the WHAT. How do the users behave when they work? How much and how often does exchange take place? Do the users feel comfortable? Observers chose a place in the area that did not disturb the users in their activities and watched the different spaces and the interaction of the users with each other, in order to assess the overall features of the space, the individual behavior of the users, their interaction and wellbeing.

Short Interviews

The aim of the short interviews is to empathize with the users and to understand the behavior in the room from their perspective. The focus is on the WHY here. The short questionnaire consisted of three demographic questions, two questions for the interviewers only, nine general questions and four optional qualitative questions. The first question was a quantitative question in which respondents were asked to indicate from a scale of zero to ten (0 = very uncomfortable, 10 = very comfortable). Next, the top three reasons were identified, why the users like to come

to Design Offices. The third question asked users of what they think first when telling people who do not work in the Design Offices about their working environment. In the fourth question, respondents were asked to name three terms that spontaneously came to their minds about the premises. The next question dealt with whether the premises have a positive influence on the wellbeing of the users. The sixth question asked whether the surrounding working atmosphere has a positive on the creativity of the users and which situation comes to mind.

The last question of the general questions asked what else the working environment should offer, so that the users could work more creatively, openly and flexibly. The four optional questions were only asked if the interviewers had previously observed a special situation and wanted to scrutinize it in more detail.

The Macherei Munich

The „Macherei“ is an urban office and business quarter with a total area of almost 74,400 square meters and a creative hub for people who want to simply make things happen – young, up and coming entrepreneurs

to established players. This is where ideas are realized, projects are tackled and things are happening. The impressive industrial architecture of the entire area is characterised by rough materials and striking silhouettes. This is an atmosphere encouraging creativity and providing sufficient space for lateral thinking and rethinking.

Design Offices München Macherei will be offering option for renting individual and team offices – all the way up to entire floors for corporate coworking as from 2021. Totalling some 16,500 square meters, the location is the largest property of our company.

Leipzig Post

Design Offices Leipzig Post is located directly in the pulsating heart of Leipzig – an impressive address in the courtyard of Leipzig’s former main post office. As part of the building’s new “living house” concept, we offer approx. 6,000 square meters of working environments. On 6 floors movers and shakers find spaces to let their ideas grow: Flexible office and coworking areas for project teams and multifunctional meeting and conference spaces for business events with lasting impressions. The direct proximity to the transport hub in Augustusplatz offers rapid access to all forms of public transport. The location is only a few minutes on foot from Leipzig Central Station and Leipzig Airport is just half an hour away by car.

Bibliography:

Josef B., Back A. (2016): *Coworking aus Unternehmenssicht – Serendipity-Biotop oder Fluchort?.* IWI- HSG, Universität St.Gallen.
 Martin P. (2006): *Mobile Büroarbeit – Neue Arbeitsformen human gestalten.* Edition der Hans-Böckler-Stiftung, Düsseldorf.
 Stolze D. (2018): *Coworking Potenziale für Unternehmen und ihre Mitarbeiter Cognitive Environments,* Fraunhofer IAO, Stuttgart

Internet source:

www.designoffices.de (2022): München-Macherei. Accessed on July 18 2022
www.die-macherei-muenchen.de (2022): Willkommen in der Macherei. Accessed on July 18 2022
www.dorsch.hogrefe.com (2022): Kreativität. Dorsch – Lexikon der Psychologie. Accessed on July 18 2022
www.spektrum.de (2022). Definition Flexibilität. Lexikon der Psychologie. Accessed on July 18 2022
www.werteundeigenschaften.ch. (2022). Positive Werte. Flexibilität. Accessed on July 18 2022



**WE ARE THE PLACE WHERE PEOPLE LOVE
TO WORK AND WORK BETTER TOGETHER.**