

whitepaper

Reimagining offices

4 ways to revolutionise real estate



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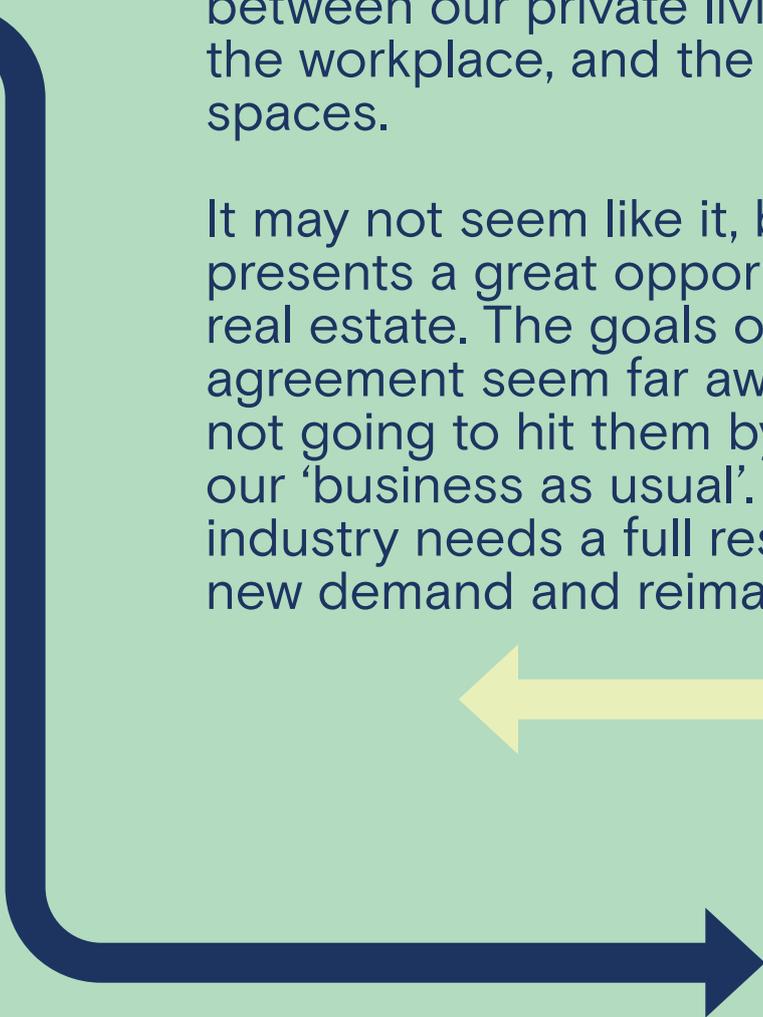
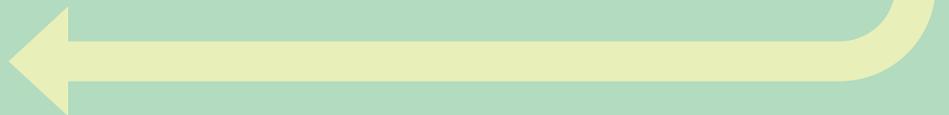
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Introduction

The worldwide pandemic has been a wake-up call to many. After years of messages informing us of the real and present danger of global warming, it's time to seriously consider that this (climate) crisis will permanently alter the way we live. In some ways, it already has; blurring the boundaries between our private living rooms and the workplace, and the way we utilise spaces.

It may not seem like it, but this shift presents a great opportunity for real estate. The goals of the Paris agreement seem far away and we're not going to hit them by going about our 'business as usual'. The real estate industry needs a full reset to anticipate new demand and reimagine the office.



The office-home hybrid demands better spaces

It's been often said that offices won't ever be the same again.

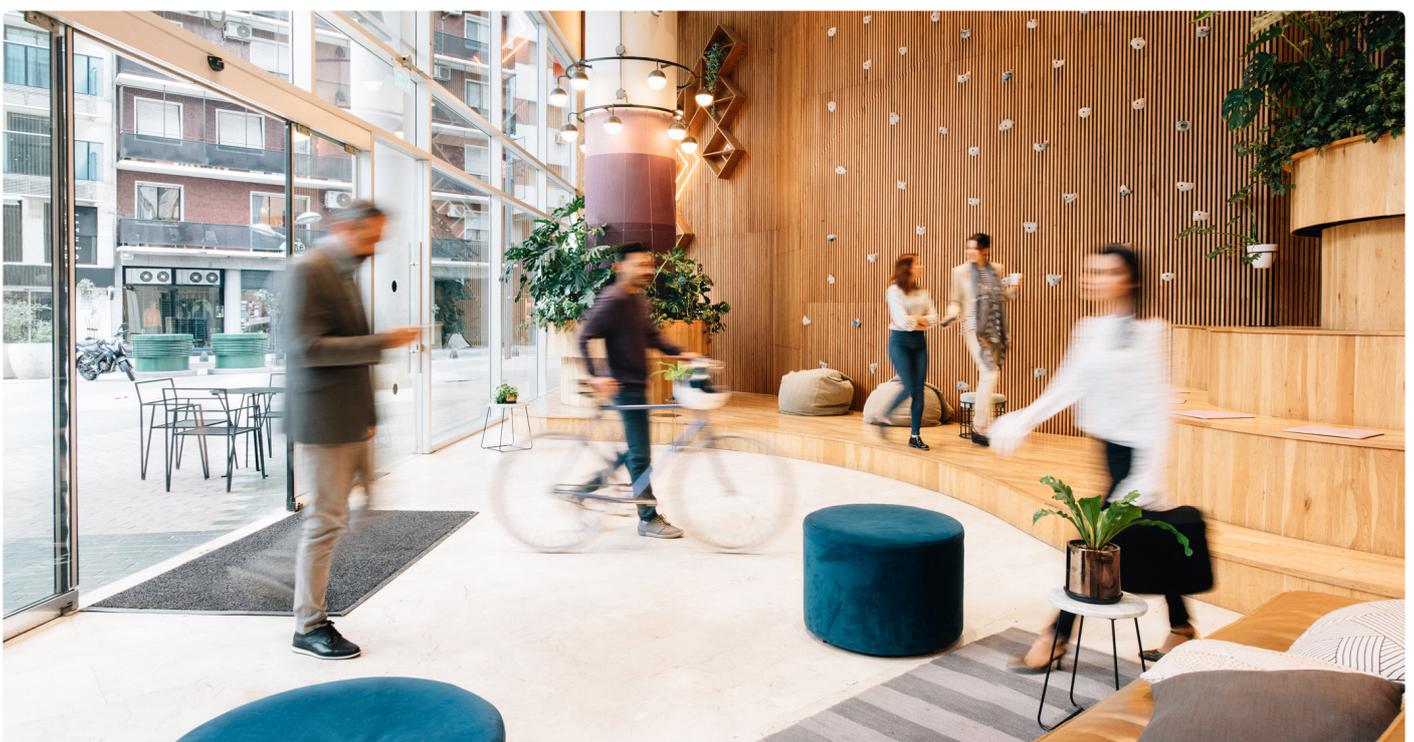
Working remotely saves both time and carbon emissions, making it a more attractive alternative to a long commute. Our health is a more pressing concern than ever, so we've become more demanding of the office space we might slowly return to. We want these to feel safe, healthy and contribute to our wellbeing. This same shift is visible with tenants, who want to rent more flexibly, and put more emphasis on sustainability and optimal operational performance.

In this whitepaper, we present 4 ways to revolutionise commercial real estate by reimaging offices that are healthier, smarter and more sustainable. We've spoken with multiple experts, researched the topic at length and gathered all the insights for real estate decision makers to create the best possible version of the office 2.0 in the coming years:

- Create a hybrid service hub
- Prove building's value & performance
- Optimise your portfolio strategy
- Push the envelope with proptech

Want to read our other white papers for real estate decision makers?

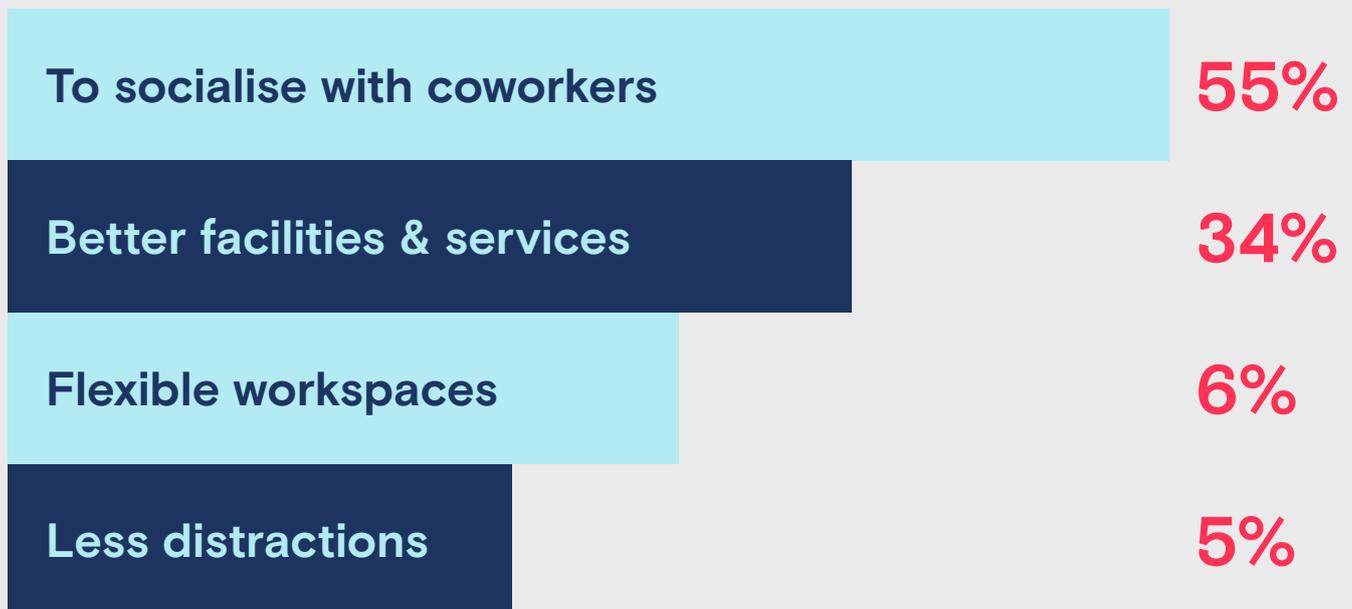
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We did a survey among decision makers and influencers in real estate to discover the main needs and challenges.

What is the main reason you choose the office over working from home?



Create a hybrid service hub

Only 10% of employees want to return to the office full time after the coronavirus pandemic, a poll by trade union FNV shows. Most employees say the ideal mix is a 3-2 day divide between working from home and at the office. It seems our pre-pandemic days are numbered, and the hybrid workforce is here to stay. That poses a changes for the real estate industry. From going back to assigned desks like in the pre-pandemic days, or getting rid of desks entirely and everything in between: how can you utilise and design office buildings for maximum impact?



The office as a social meeting point

More and more people are viewing the office as a place for collaboration and meeting, where solving complex problems takes place and people can generate new ideas. Individual work that requires focus seems mostly suited to be performed from home. This trend might indicate the office will become a place of culture rather than simply productivity. It's already noticeable in the way companies are replacing words such as 'headquarters' or 'offices' for more appealing words, such as 'Dropbox Studios'. In the case study featured in this white paper, we've interviewed Zoku's CEO Hans Meyer, who talks about their hotel-office hybrid which they like to call a 'clubhouse.' He says that one of the magic ingredients of the office culture is serendipity; unplanned but fortunate discoveries that can only happen where you have chance encounters.

Talking over coffee increases productivity

Research featured in the [Harvard Business Review](#) mentions a global tech company that decided to cut costs by eliminating the coffee machine in one of its R&D centers. Initially productivity went up: managers measured an increase in the number of lines of code produced and a decrease in the number of bugs. People were spending less time talking over coffee and more time coding. But later the total number of product releases went down, caused by an increase of integration bugs. That coffee talk turned out to have produced valuable collaboration.

As more companies are trying to create 'a home away from home', the emphasis lies on the optimal utilisation of spaces and adding employee perks to attract people to buildings. Where some companies are closing offices, others are opening up more, so that they can give more options to touch down at any location with the shortest commute. To optimise your building experience, [Deloitte suggests](#) to reflect on this: what are the reasons for going to this workplace? How can I keep

Anytime, anywhere: tech companies reimagine a hybrid workforce

Spotify has introduced 'Work from anywhere'; a new way of collaborating that allows Spotifyers to work from wherever they do their best thinking and creating.

The company emphasises the importance of choice: "We are giving employees the opportunity to elect a Work Mode—whether they'd prefer to work mostly at home or in the office—as well as their geographic location."

Other tech giants such as Facebook, Google and Amazon are investing heavily in purchasing, building or leasing large amounts of real estate. The locations offer attractive amenities to make it inviting for people to return to an office setting. They also allow spaces for social distancing and collaboration with small groups of people.

[Source: Forbes.com.](#)

my employees committed? What flexibility do we require in the organisation of work? What will be the impact on the performance of my teams? The matrix approach is a great framework to help figure out the best setup for the office layout.

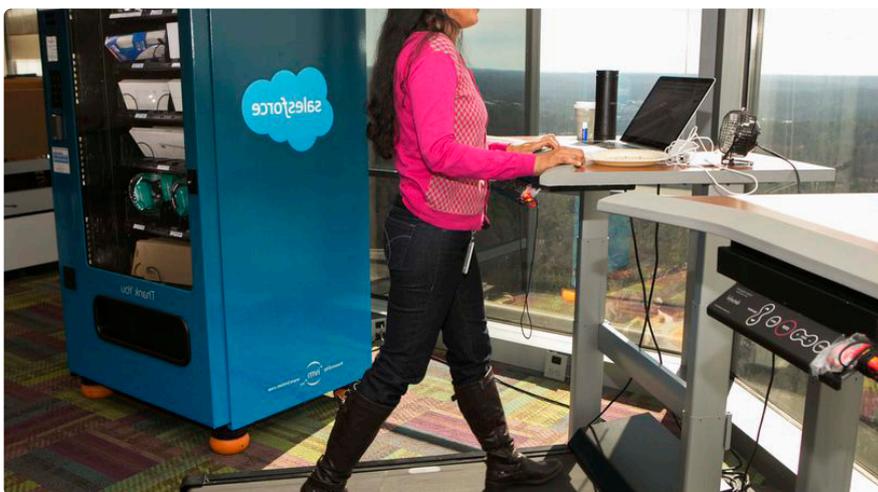
Spaces as a service (SPaaS)

Research reveals that by 2030, 30% of corporate portfolios will be in flexible workspaces, which will be a gamechanger for the industry. Real estate owners must think of new ways to attract people to their offices to differentiate and anticipate needs and become more customer facing. The 'Spaces as a service' model (SPaaS), focusing on creating services and access around space instead of asset ownership, offers a way to diversify.

Real estate companies that have innovative building services are the ones that will attract the most buzz in the office, offering comfort and flexibility such as digital tools for desk booking, a concierge that can provide services, flexible travelling options, meal deliveries and health programs. Nina Sickenga, co-founder of MOSS Amsterdam, says adding plants to the office can also increase occupant wellbeing. "For a long time, the focus was more on the outside of buildings: improving insulation with green roofs, but that is slowly shifting to indoor areas. We see the interest in these projects growing, as there's increasingly more proof for the benefits of adding plant life to offices. Plants offer a host of benefits indoors, including pollutant removal and reductions in building energy consumption. Significant research is published on the ability of plants to ameliorate acoustics, relative humidity, carbon dioxide, carbon monoxide, VOCs and occupant wellbeing."

"It's not just a functional environment; address emotional and human elements and don't forget the power of beautiful design. Pursue a WOW factor— e.g. adaptive reuse, double volume space, amazing views, retail amenities, outdoor terrace, etc. Empower a network of operations managers, concierges, and technology to provide a consistent and elevated employee and visitor experience."

Source: [CBRE.com](https://www.cbre.com)



Salesforce: a frontrunner in service-oriented offices

A great example of adding new value-adding services is Salesforce's take on a 'vending machine' that offers computer peripherals for their staff. If they need a keyboard, they can just go to this machine, punch in a number and get whatever they need. Similarly, Salesforce offers lockers for guests who come into the office on occasion to store away their belongings.

Source: [Businessinsider.com](https://www.businessinsider.com).

Summary

How can you create a hybrid service hub?

→ The office has become a place of collaboration rather than productivity. It's best to (re)design your offices and create more spaces that promote this culture.

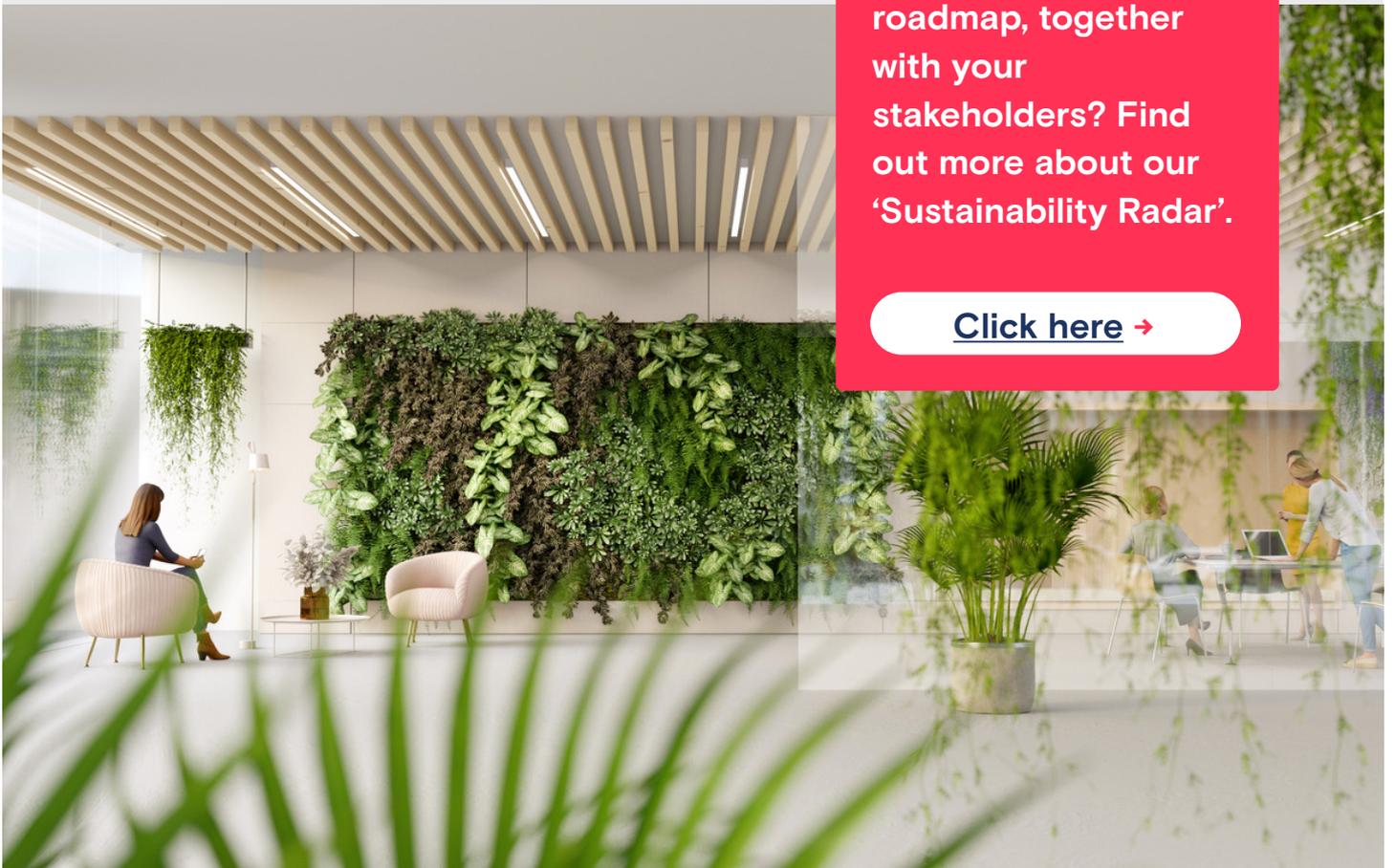
→ Develop new service models to cater to the needs of your tenants and building users. Elevate people's experiences with tools like flexible desk booking apps or concierge services. Consider new models such as SPaaS, focussing on access and services for spaces rather than ownership.

→ Offer a 'home away from home' and assign roles in your team that can facilitate hospitality-like experiences.

Want to start a dialogue with your tenants? Use our [Sustainability Radar](#) to see where you and your stakeholders stand. Create a sustainability policy and let your tenants become part of the journey towards net-zero.

Want to know how you can create a sustainability roadmap, together with your stakeholders? Find out more about our 'Sustainability Radar'.

[Click here](#) →



4 ways to revolutionise real estate

Prove your building's value & performance

Due to the changing utilisation of spaces, the dynamic between owners and users of buildings are also shifting. 90% of investors expect the demand for healthier buildings to grow in the next three years, with 95% saying tenants are the stakeholder group driving the demand. Tenants no longer want buildings to be purely functional: sustainability, health, comfort and technology have now become part of a 'package deal' of how a building performs. Real estate companies must step up to the plate to meet this demand.



Human performance indicators

Traditional key performance indicators (KPIs) for buildings, which calculate energy use and other objectively measured components of mechanical systems, need to be upgraded with the most important part of business; people's health, says the study 'Healthy buildings: how indoor spaces drive performance and productivity'. According to this, businesses will start implementing more health performance indicators. These will carry new weight in tenant and investor decisions, but also in building rating systems and certifications such as BREEAM, WELL, Fitwell, LEED and WiredScore.

Olympic house: a testament to a new time

Olympic House (22.000 m²) in Lausanne, Switzerland is the perfect representation of 'building a better world through sport' (International Olympic Committee – IOC).

It's the first to receive three of the most rigorous certifications: LEED v4 Platinum, SNBS Hochbau Platinum and Minergie P. Through the green roof, terraces and fitness centre, the building & natural environment are rich with the opportunity for employees to participate in sport. Its interior can adapt to multiple work styles, now and in the future.



A push for qualitative reporting

In June 2021, European Union countries gave the final seal of approval to a law that makes greenhouse gas emissions targets legally binding. EU policymakers are recognising they need to go further to fight climate change. Previously, the focus was on producing a report, rather than generating useful information for internal and external stakeholders. The new package of policies being prepared will likely address more qualitative criteria such as the disclosure of information on risks, setting of targets and a climate transition plan with a timeline.

“Investors need high quality, comparable and reliable information on climate risks”, says the G7 communique. These developments will not only push for more transparency in ESG reporting (and all green building certifications) and battle greenwashing practices, but also require companies to step up their game by involving and communicating with all their stakeholders. As more offices are threatened with foreclosure due to lagging behind on the EU objectives, these legal measures will help keep up urgency to meet the deadlines.

Over 73% of investors take Environmental, Social and Governance (ESG) disclosure and performance metrics into account when evaluating risk and identifying opportunities. There is also published evidence that investments in sustainability improve asset- and portfolio-level financial performance. ESG reporting and building certifications will make it easier for investors to differentiate which buildings guarantee the best return on investment.

Measuring and reporting lacking among leaders

A recent study by JLL conducted among 1,000 senior executive leaders around the world concluded that:

- **83% of the respondents are looking at ways to innovate and accelerate their sustainability strategies.**
- **top priorities for both investors and corporate occupiers are to create places that are ‘human’ (promoting healthy lifestyle, safety and wellbeing) and green (respectful of earth’s resources and supporting occupants’ health and wellbeing).**
- **but only 6% currently see themselves as ‘leaders’ in measuring and reporting in real time on the environmental impact of their real estate holdings.**

Summary

How can you prove your building’s value & performance?

- Prioritise green and health certifications on a building and portfolio level
- Introduce more human KPIs, such as health (air quality) and comfort (temperature, facilities, feedback from tenants) to your building KPIs.
- Push for better ESG reporting, not just for meeting the legal requirements, but to provide valuable information for internal and external stakeholders.

Interested in upping your score on GRESB, BREEAM or WELL? hello can help you earn credits immediately.

Let’s talk →

4 ways to revolutionise real estate

Optimise your portfolio strategy

With a growing tenant demand for more flexible spaces and a legal push from governments, it's almost impossible to anticipate what will happen next in real estate. According to a study by CBRE among senior-level global real estate executives, the focus on optimisation in real estate has intensified. 60% are aggressively pursuing consolidation strategies, and 70% have expansion plans on hold, as optimising existing portfolios has become a focus. 56% are considering more use of flexible office space, as it offers unprecedented ability to plan for uncertainty. To be flexible enough, real estate companies should consider different strategies and optimise their game plan to become more future-proof.



Transformational thinking

According to McKinsey, reimagining offices and the way we work will require some transformational thinking. “Leading organisations will boldly question long-held assumptions about how work should be done and the role of the office. Organisations must use this moment

to break from the inertia of the past by dispensing with suboptimal old habits and systems. A well-planned return to offices can use this moment to reinvent their role and create a better experience for talent, improve collaboration and productivity and reduce costs.”

Redeveloping and base buildings

To prevent wasting money building and rebuilding spaces, it's more cost-effective to leave spaces empty until a tenant moves in. This method, where building owners design only the base building, is called the 'shell and core' method and is gaining popularity. Not only does this method reduce operating and property costs and limit the carbon footprint, it's also an opportunity for property developers to redevelop obsolete buildings.

Green leases

Office tenants are willing to pay more rent for buildings with green & health features such as improved indoor air quality and natural light.

A way to align this interest with your strategy is offering green leasing contracts. In this contract, investments in energy efficiency are built in and entail legally binding conditions for all parties. Green leases can help promote collaboration between stakeholders and seal commitment to making sustainability a more tangible, action-based effort. But, according to some, green leases can only get you so far.



Value for life and a climate-neutral portfolio

The focus of Bouwinvest is on creating liveable and affordable metropolitan areas (residential, healthcare and offices) and developing climate-neutral portfolios (by 2045). The Bouwinvest Dutch office fund contains assets that have multi-tenant, mixed-use and flexible working space profiles that offer protection against future changes in working practices or economic developments.

“Our challenge lies not so much in making new sustainable buildings, the biggest challenge is in making existing (office) real estate more future-proof. hello energy helps us to get tenants and other stakeholders on board by committing to greener practices and gathering the information we need visualised in one insightful dashboard. Hundreds of people are seeing the results of our sustainable investments every day.”

Bas Jochims
Director Dutch Office & Hotel Investments

Carbon offsetting

Although green investments are on the rise, there are still some major challenges left. It is difficult to get buildings to be zero-carbon emissions immediately. This is in part due to the unavailable funding or lacking policy structures, but also because materials used in construction such as steel aren't net-zero carbon. Offsetting, investing in environmental projects to balance out emissions, can be part of your strategy to compensate these emissions: "While the external cost of buying a carbon offset remains unregulated in real estate and is so cheap, it reduces the internal incentive to make the investments needed to get to net zero. It becomes more efficient to offset than it does to invest. That's why some companies are setting aggressive, internal carbon taxes on themselves to balance the economic decision-making internally," says [Emily Norton](#), Head of Rural Research, Savills UK.

The collaboration conundrum

[Frankie Byron's, Head of Sustainability at Lambert Smith Hampton did a study on how to promote landlord and tenant engagement on sustainability within commercial real estate.](#)

"The study found that whilst both parties are more focused on sustainability than they have been in previous years, when it comes to real estate, Landlords are likely best placed to lead the transition to net zero. There were multiple reasons proposed for this, but the most common was that property is a landlord's business, and as such building's constitute a larger part of their carbon footprint. In contrast, for tenants, real estate might only make up a very small section of their carbon footprint with for example their wider production activity or supply chain being important to them in terms of their overall environmental impact."

To assist collaboration between parties, Frankie Bryon suggests keeping up with legislation, increasing communication and to use a joint charter aimed at establishing the aspirations for the building.

Summary

How do you optimise your portfolio strategy?

- Consider a mix of different strategies for the next years: from consolidation of assets, to optimising, to adding more flexible spaces to the portfolio.
- Operational building certificates provide an independent assessment of the building's performance and assist with improving the technical measures.
- Green leases can help join interest in green buildings from both tenant and building owners, but landlords/building owners are best placed to take the lead in this.
- Work out your own sustainability roadmap for projects, incorporating both building certifications (such as BREEAM) as well as portfolio assessments (such as GRESB).
- Try to fit certifications in a bigger scheme. What does your sustainability roadmap look like in the next 10 years?

4 ways to revolutionise real estate

Push the envelope with new technology

The circumstances of the past years have shed a light on how technology can help us stay connected. Real estate and property development are uniquely positioned to benefit from proptech & big data. Now, it's an even bigger catalyst in the quest for a better office environment to create healthy, safe and green buildings. Technology not only helps facilitate accurate measurement and connect information, but can also create more awareness and engaging, fun experiences. Which proptech solutions or technology can push the envelope of innovation?

Accurate & real-time data

The new requirements of ESG reporting are pulling big data into focus. Accurate and complete data is essential for transparency around sustainability and communication with your stakeholders. hello energy, for instance, uses real-time data to help benchmark building energy usage and compares it to similar buildings. This helps real estate owners take measures based on their building performance.

Engagement, interaction and gamification

Using environmental feedback on a public display can change people's behaviour. As people spend more time at home due to COVID-19, 43% of consumers are now saying they are paying more attention to their energy usage than before, which has increased from 30% since the earlier lockdown period of May 2020. This is likely to unleash a new wave of engagement for sustainability in the office as well.

Another new dimension to advanced technology is gamification. By incentivising and promoting participation via games, real estate can start different programs to promote important topics such as health, sustainability and productivity. Via different discounts or competitions, they can improve engagement. It has been well-researched that people are happier when they get recognition for their efforts and feedback on their work.

Lone Rooftop: planning for the new norm

According to Lone Rooftop, valuable and actionable utilisation data can be mined from badging systems, WiFi networks and sensors. Real-time utilisation data can be a strong ally to improve the employee experience when returning to the office. This data can be mined from badging systems, WiFi networks and sensors. For employee safety, COVID capacity thresholds can be set per zone with automated alerts that are sent out when these thresholds are exceeded. For employee experience, real-time data can be visualised on kiosks and through mobile applications, so people can quickly identify congested areas and choose a space that matches their planned activity for the day.



“Lone Rooftop analyses the patterns of building utilisation and collects this data to help businesses inform their decision making. What we've found is that before the pandemic, people's patterns were less comparable across different global regions and now with the onset of hybrid working, we're seeing more global trends, such as Tuesdays and Thursdays clearly being the busiest days in the office, in the US and Europe. Even though we can recognise some trends, it varies wildly per company and that's why they need accurate data to be precise.

Christina Franken,
Product Manager at Lone Rooftop

Combative or collaborative

Getting occupants involved in reducing the energy consumption and carbon emissions of a building could create a collaborative or combative relationship with landlords, depending on how it is done, [this article details](#). Before occupants can get involved, the current situation and the aspirational goals need to be clearly communicated. “Most people don’t understand what energy means when it’s expressed as kWh on a bill,” according to Comly Wilson, Director at energy management technology provider Enertiv. “20,000kWh of usage doesn’t mean anything to occupants,” he said. “But, if you express the consumption as an environmental equivalent like cutting down 800 trees, you’re going to get their attention.” Once occupants know the destination, it’s time to get everyone there by going in the same direction. Providing the data to occupants is only the first stage in empowering them to save energy. “Occupants need to be prompted with ‘Why did you just book this conference room that requires AC because of the solar load? Here’s an opportunity to use this other room that requires less energy,’” explained Prescriptive Data’s Panda. “But this can’t happen until all of a building’s different building systems bring data into one place.”

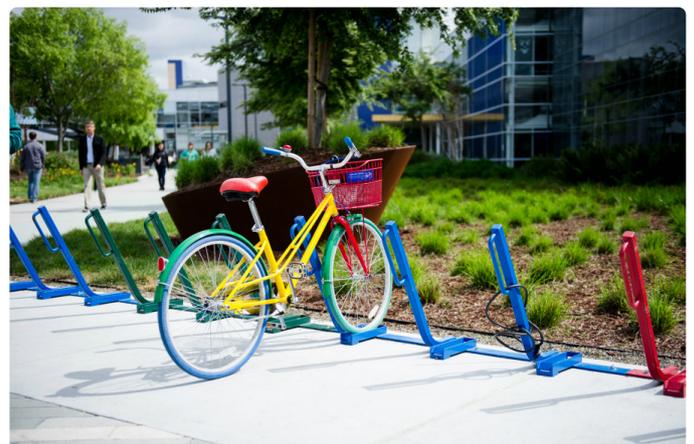
Another aspect of aligning tenants and landlords in their energy reduction role is creating more granularity. “More and more clients are adding, not removing submeters. They want granularity and, on a tenant level, they are submetering everything,” said Genea’s Wong. Fortunately, the more precise data is, the better it is to play with.

Eco-gamification in real estate

It is still early days for eco-gamification in real estate, but there are numerous cases demonstrating its potential.

AMP Capital’s initiative called ‘Floor Wars’ is a competition across seven stories of its Sydney headquarters with the objective of seeing which floor can reduce energy the most and achieve the highest waste recycling rates over a four-month period. As a result of this gamified initiative, a 15% reduction in energy was achieved and maintained.

Google created an internal program known as “Sustainable Pursuit”- based on the popular trivia pursuit game and the LEED framework to measure and improve how they operate their buildings. Through this program, the Google Real Estate & Workplace Services Green Team works closely with facility managers at Google offices worldwide to implement innovative, locally-appropriate strategies to reduce waste, save energy and water and improve indoor environmental quality. Google also makes it a priority to document innovations to share knowledge across teams.



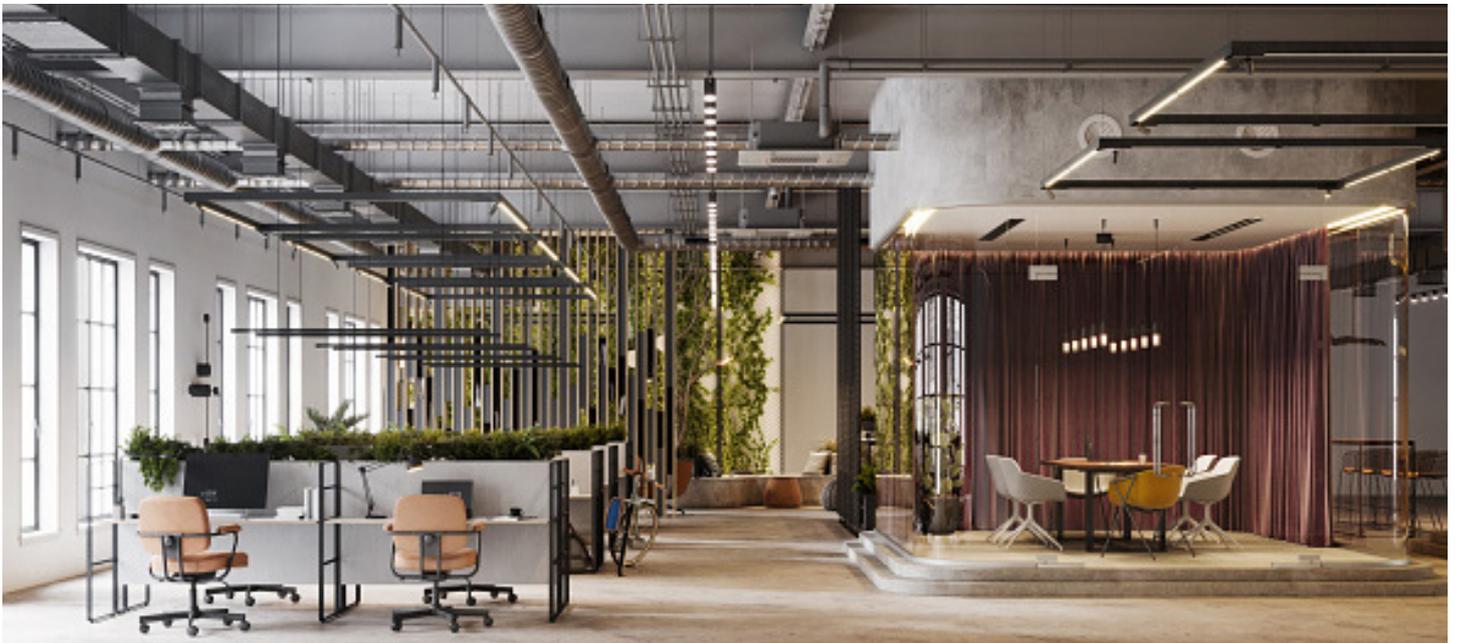
hello energy conducted a partner study among building visitors to measure the impact of our real estate engagement tool. It turns out that:

79% of the building occupants stated they are willing to participate in the sustainable goals of the building.

45% of the building occupants said they felt activated to change their behavior to further sustainability in the building.

44% of building occupants thought the building owner or property manager had invested in sustainability projects.

37% were more aware of sustainability initiatives happening inside the building.



Summary

Which new technology can push the envelope?

- Accurate and complete data is essential for transparency around sustainability and communication with your stakeholders. Using sensors, meters and other proptech software can help you collect this data.
- It has been proven to work that recognising people and rewarding it with (positive) feedback can change their behaviour.
- Engage your stakeholders by incentivising via (gamification) initiatives to promote important topics such as health, sustainability and productivity.
- Find inspiration through many successful gamification initiatives by companies such as Google's Sustainable Pursuit and AMP Capital's Green Tomorrow's 'Floor Wars'.
- Be careful to create a collaborative rather than a combative relationship with between landlords and tenants initiatives. Give accurate data on the current situation and clearly communicate aspirations.
- Use clear and preferably visual explanations on energy consumption and use prompts to trigger behavioural change.
- Bring all data in one place and get as precise as possible, preferably on a tenant level as well.

Expert interview

“The future office is a hybrid clubhouse”

Hans Meyer
CEO Zoku



Even though the idea was born in early 2009, Zoku’s concept for a home-office hybrid with the services of a hotel is more relevant than ever. In a (post)covid time where people are making a slow return to the office environment, the question arises: why choose at all? Why not combine the best of both worlds? We asked CEO of Zoku, Hans Meyer, about his vision on the future of offices.

Q: Was Zoku ahead of its time with its new home-office hybrid model?



Back when broadband internet was becoming globally accessible, we noticed a trend where people would start working remotely. They would book a hotel, often paid by the company they were hired by and stayed there for long amounts of time. We started interviewing about 150 of these people and they told us the one problem they were facing was the feeling of disconnect. Hotels tend to be places where a lot of people come and go, but there's hardly interaction or feeling of community. On the other hand, budget travellers often stay in hostels that do have a communal space where they can enjoy dinner together or a shared group activity. But they don't always offer the option of retreating to a more private and clean space. We think Zoku strikes a perfect balance between the two for the professional business nomad.

“We shouldn't shift the problem of reducing CO2 emissions to our guests. People are very willing to do their part, they just don't know how or have little time. It should be easy for them to contribute.”

**Hans Meyer
CEO Zoku**

Q: You are trying to build a community. What does that look like?

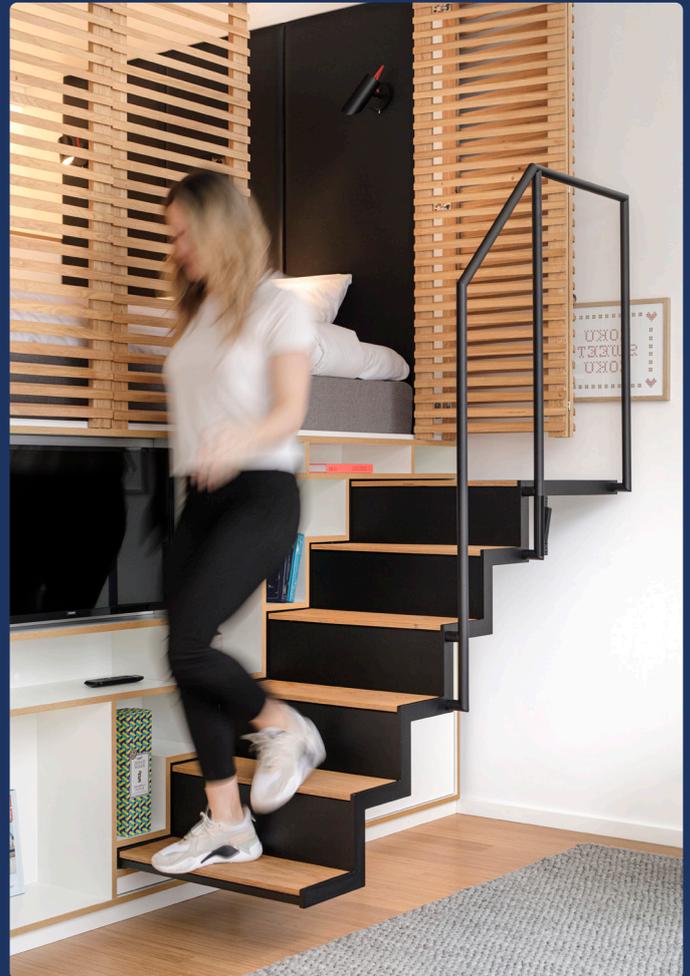
In the beginning, we tested many different models for spaces and collected lots of feedback. We still do - I have client lunches and dinners almost every week to collect their ideas.

Our model is based on making our guests feel at home. We organise daily activities - from a shared dinner to yoga classes and business events. We also have a first check-in with our newcomers to make them feel at home - if you're new to a country everything can be quite daunting. We help people get comfortable and familiar in their own environment and make sure to introduce them to other guests, so they can make new connections easily, which adds to their happiness.



Q: How does sustainability play into your core?

I think sustainability is just common sense for businesses like us. Before Covid, about 15% of the office spaces weren't in use. Now, it's even more. It's incredibly inefficient using offices the way that most companies have, because we all know real estate is one of the most polluting industries. We believe the answer is using the space for more functions, flexibly and more intensively. Zoku pays great attention to sustainable details, such as using LED lights, adjusting heat by use of sensors and having a system for heat recovery. Using natural lights and adding lots of plants to our spaces makes it feel more pleasant to our guests and increases the sense of wellbeing. We comply with several of the best industry standards such as B Corp (balancing purpose and profit), Green Key (Gold standard, which is the highest achievable for hotels) and other corporate social responsibility policies to promote our transparency as much as we can. When we rent a new space for our concept, we set out to meet those high criteria by discussing them with our landlord and including it in our contract.



Q: How do you involve your guests in sustainable behavior?

We shouldn't shift the problem of reducing CO2 emissions to our guests. People are very willing to do their part, they just don't know how or have little time. It should be easy for them to contribute. We nudge people towards reducing food waste and energy efficiency and we also offer community activities via partners such as Serve the City - a volunteering network. It's another easy way to make new friends and do something meaningful in the process. And you get to go to parts of the city you wouldn't have seen otherwise.

Q: How has COVID changed your business?

If anything, it's that it has been a catalyst in proving that our model works and fills a need for the modern workforce. We saw an increase from 30 to 70% of long stays during this time. Guests that may have formerly chosen to stay in a hotel are opting for a more comfortable and pleasant space.

Find out more about ZOKU.

[Click here →](#)

Q: What does the future of an office space look like to you?

A distributed workforce has been a reality for quite some time, especially in tech and creative industries. Clients of ours such as Tesla, Netflix and Booking.com recognise the importance of being able to work remotely from any space and offer their employees the choice of their ideal base. More and more companies are starting to question whether they'll need a fixed office space within the next, say, 10 years at all. Why travel to your office for an 8-hour workday, only to be stuck in traffic for 1,5 hours? Managing an office space takes time, money, and people. You need to hire a facility manager or maintain and invest in the upkeep of the building. Now that more people are choosing to work from home, this question is on top of their minds. It's definitely time to evaluate office spaces and how we use them.

The benefit of going to the office over working from home is not about facilities or high-tech equipment - most people have those covered at home. Lots of real estate companies are building high-tech offices- it may sound great, but they mostly look sterile and uninviting. The focus is on physical health, not so much on the mental aspect. You go to the office because you enjoy the interaction with your other colleagues, to collaborate, to share knowledge or brainstorm. In essence, offices are a social place. We know from these past months that brainstorming over Zoom isn't ideal, because you miss face to face interactions or a nice chat. These are the things that strengthen the culture. Companies should play into this by offering a 'home away from home,' and a work-place ecosystem with different multipurpose spaces or offices in different locations. Let your employees choose what works best for them; some might flourish when they work from home, others are more productive when being around other people. The key is choice, flexibility and providing an extra reason for people to come to the office where they can interact, join a community and share their experiences. A sort of clubhouse, if you will. I use the word serendipity a lot - finding something you didn't know you were looking for. We believe the office can be a magical place where that happens.

Q: What does the future of Zoku hold?

It's an exciting time for us. We're working on international expansion - we've just opened a second and third location in Copenhagen and Vienna. We're also setting up Bootcamps with our teams to strengthen culture across our new locations - it's sort of a way to practice what we preach by building a community. You'll be seeing a lot more of us!

“Companies should offer a home away from home. The key is choice, flexibility and providing an extra reason for people to come to the office where they can interact, join a community and share their experiences. A sort of clubhouse where serendipity happens - something you didn't know you were looking for.”
Hans Meyer
CEO Zoku

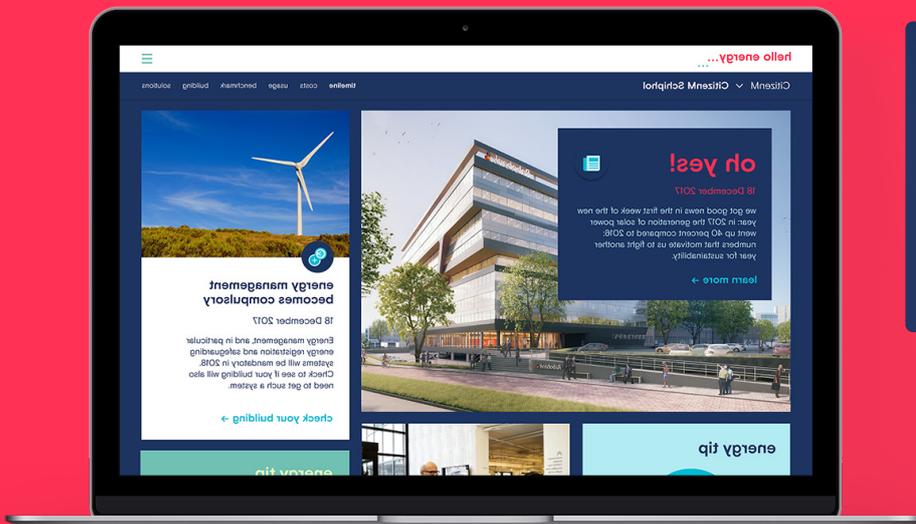
Thank you for reading our white paper

A bit more about us

Want to go net zero but don't know how to get there? That's simply impossible without involving others.

hello energy is a SaaS solution that allows real estate owners to create energy-positive buildings. It helps you to engage and align your stakeholders. It offers understandable and visual insights and lots of smart features. Everything you'll need to know about sustainability will be at your fingertips and in plain sight.

hello energy...



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