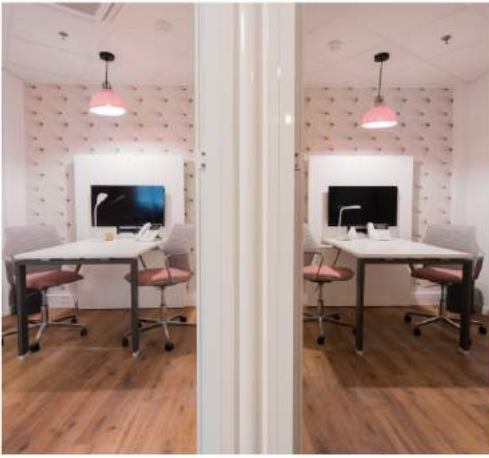


JANUARY 2021



Photos of Multiburo workspaces

Welcome to the ideal office

An investigation on users' expectations

WHITE PAPER BY

 multiburo

 BUREAUXLOCAUX

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a survey to understand users' expectations

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Connected with yourself and connected to others

Will COVID sign the death of the office? Nothing is less certain...

To find out more, we conducted a survey of 350 business leaders actively looking for offices and interviewed three leading experts.

We discovered new expectations among employees, with new requirements linked - in particular - to the inevitable development of massive teleworking. But we are now convinced that the office still has many more years ahead of it...

The white paper you have in your hands gives you keys to fully understand the main features of the ideal office.

So in the new year 2021, what motivates users to go to the office? What should the workspaces look like to ensure well-being?

If decoration and design are important, the primary needs of employees are good equipment and perfect working conditions; ergonomic and functional equipment with a comfortable seat to avoid back pain, a high-performance wifi connection, lighting and limited noise pollution. Noise exhausts employees. It requires a considerable amount of energy and affects the ability to focus and concentrate, which are necessary to work well.

Interactions, human relations are the first motivation to come to the office, because the company is a team project and the office is the place that makes quality interactions possible. Socializing, co-constructing, innovating: we don't go there through screens. It is also the place that gives a sense of belonging and crystallizes corporate values.

As social changes and digital tools are helping to blur the boundaries between private and professional life, the office has to support this transformation.

The life of the neighborhood, the diversity of local shops and services, and the implementation of responsible commitments at work are now among the criteria that employees use to describe their office as ideal.



Stéphanie Auxenfans,
Managing Director of Multiburo



Sophie Desmazières,
President at BureauxLocaux

Going to the office today: an investigation to understand users' expectations

Our methodology: interviewing professionals looking for professional office, interviewing experts

Last September, we addressed a survey to 350 professionals who are planning to buy or rent a property, to rent or sell, to invest in professional real estate, or to set up a market watch. We then analyzed their feedback and cross-referenced our results with the analysis of experts interviewed by us.

Introduction

Multiburo Paris Gare Montparnasse



**The office,
a place for exchanges
and expression**



« The office must be welcoming and inclusive. It will be necessary to carefully arbitrate between individual layout - the workstation - and collective layout. »

*Alain d'Iribarne,
Economist, labor sociologist and
Chairman of the Scientific Board
of Actineo*

It is no longer necessary to come to the office every day. This was confirmed by 65% of the employees surveyed. But when they do come to the office, it is above all to interact with people, to exchange ideas, discuss and move projects forward together.

70.8% of respondents feel that it is useful to come to the office to see colleagues and exchange with them; 66% feel it is necessary to come to the office to move projects forward and communicate with the team.

Moreover, for 30% of employees, maintaining team spirit is the main motivation to come to the office.

There is no doubt about it: teleworking does not replace the necessary face-to-face meetings with colleagues, partners or customers without screens.

Social bonding, inspiration, motivation, are the identified needs requiring the implementation of a balanced combination of face-to-face and off-site work.

The office serves as a catalyst for the expectations of collective activities. It also proves to be an essential place for expressing and sharing corporate culture. « The office conveys the company's employer brand, its external and internal image, and ensures internal cohesion », explains Alain d'Iribarne of Actineo, the Observatory of Quality of Life in the Workplace.

The conception of common spaces is therefore fundamental for any ideal office and must include multiple collaborative spaces that are adapted to two major types of desired use:

- **Functional**, for formal meetings in project mode: meeting rooms, bubbles...
- **Convivial**, for informal gatherings, around a coffee, lunch and friendly exchanges: relaxation area, kitchen, cafeteria...

- The expert's perspective -

Alain d'Iribarne, economist, labor sociologist and chairman of Actineo's Scientific Board



“**The office, a classic place to work, today becomes a place to live**”

What do you think the ideal office looks like today? Concretely, what are its characteristics?

To be ideal, the office must first meet the fundamentals of « working well ». It must be a place that lets in natural light, provides thermal comfort, calm, ergonomic features and, of course, common areas. For meetings, but also for more informal spaces of exchange: those places where you can come to work quietly, alone or with a colleague, while having your coffee.

Many workers report that they no longer need to come to the office every day. From your point of view, what are the essential elements of the workspace to make users want to come to the office and feel good?

The question today is the relative attractiveness of each workplace in terms of economic efficiency, social efficiency and environmental efficiency. The new ways of working and the well-being of employees will be expressed in a balance between the different workplaces. After all, one thing is certain: workspaces will grow beyond the office building. There will be places to work alone and in complete tranquillity, such as the home or a third location; places to work with others at a distance or face-to-face; places where we as social beings can express ourselves, to meet, share and gather around the company's employer brand.

In the ideal office, it will therefore be necessary to facilitate the coordination between the different workspaces.

But the multiplication of places to work will reinforce the hyperchoice logic. As a result, there may be complementarity between them, but also competition! To encourage people to come to the office, the choices made by company managers in terms of layout and collective organization will therefore be decisive. Since the office is no longer a unique place, it must be welcoming and inclusive. It will therefore be necessary to carefully arbitrate between individual layout - the workstation - and collective layout. It is important to bear in mind that if the home, the place of life par excellence, becomes a place of work, the office, so far a classic place of work, now becomes a place of life.

The survey we conducted characterizes the ideal office as a social place and a working tool that must be well-equipped, calm, flexible, comfortable... The design and hyper-friendliness praised in recent years seem to be of lesser importance.

What do you think about it?

This seems quite logical. We're not going to sacrifice the fundamentals for foosball. We must first fully address the basic needs before we can consider going any further. The workers you interviewed are not fooled: they know what the priorities are.

ACTINEO is the Observatory of the quality of life in the workplace. Launched in 2005, it encourages managers to use the office as a performance driver but also as a source of well-being for their employees. Because office space design is one of the essential components of the quality of life at work.

Today, why is it useful to come to the office?

71%

To see your colleagues
and exchange
with them

66%

To move projects forward
and communicate with
the team

39%

To stay motivated
and get to know
the company

Source: Results of a survey conducted among 350 business leaders actively searching for office space on BureauxLocaux, September 2020.



**The ideal office,
a place to concentrate
and to feel good**



« The best way is to co-construct with employees, ensuring a good balance between the different functions of concentration, regeneration, telephony, formal and informal interactions, and also considering the use of third locations. »

Jean-Christophe Beau, founder of My Mental Energy Pro

As a place of communication and exchange, the ideal office should also be a temple of concentration. To achieve this, the most important thing is to limit the noise level.

Being able to work in a quiet environment with appropriate soundproofing to limit noise pollution is essential for more than 50% of those surveyed. Noise has no place in the office when it comes to mobilising concentration, an exercise that requires intellectual energy and vigilance.

If they are working in an open space, almost all employees want places where they can isolate themselves, make phone calls or concentrate.

The widespread use of teleworking, and sometimes the impossibility to carry out certain tasks in proper conditions, has brought the office back to its original essence: a place that meets the fundamentals of working well.

These fundamentals are above all based on calm, which in turn generates productivity.

A good balance between functions of concentration, telephony, informal and formal interactions, and regeneration thus appears necessary. As a result, although more and more employees are teleworking more regularly and therefore go to the office less often, they do not want to give it up and still want to feel good at work.

In addition, because human bodies cannot sustain intense concentration over a long period of time, micro-breaks must also be considered. A garden, a terrace, original or inspiring furniture, or a beautiful view, are as many elements that will help people to recover.

- The expert's perspective -

*Jean-Christophe Beau,
founder of My Mental Energy Pro*



“Human beings cannot shut their ears as well as they can close their eyes.

What do you think the ideal office looks like today? Concretely, what are its characteristics?

Today's ideal office must fulfill at least three functions: concentration, regeneration and social support. So many work-related needs that the Covid pandemic context forces us to face. Concentration is a filter. Because the human being cannot shut his ears as much as he can close his eyes. This is about the survival of the species! Therefore, the more noise there is next to the worker, the more the energy he is obliged to provide to ignore conversations, whispers and other sounds emitted by printers or applications, for example. A high level of energy that is mobilized which exhausts and can interfere with the control of emotions.

And since the body cannot generate enough oxygen and sugar to sustain an intense concentration over time, we need to think of spaces for micro-pauses, regeneration, daydreaming: a garden, a beautiful open view, a room decorated with artworks... And finally, there must be spaces for chatting, for « saying », but also for meeting and creating, like small rooms where we can move, draw, materialize what we have in mind. Because movement is symmetrical to reflection.

Many workers report that they no longer need to come to the office every day. From your point of view, what are the essential elements of the workspace to make users want to come to the office and feel good?

Home office is not ideal for teleworking. Employees do not always have the right conditions at home to work well. Especially as a space influences you and it can therefore be difficult to set up home-working rituals. To encourage employees to come to the office, the best way is to co-construct with them, ensuring a good balance between the different functions of concentration, regeneration, telephony, formal and informal interactions, and also considering the use of third locations. I think it should be included from the very beginning, especially in large agglomerations where commuting to and from work can contribute to fatigue and irritation. We need to think about the ideal office in a broader sense.

The survey we conducted characterizes the ideal office as a social place and a working tool that must be well-equipped, calm, flexible, comfortable... The design and hyper-friendliness praised in recent years seem to be of lesser importance.

What do you think about it?

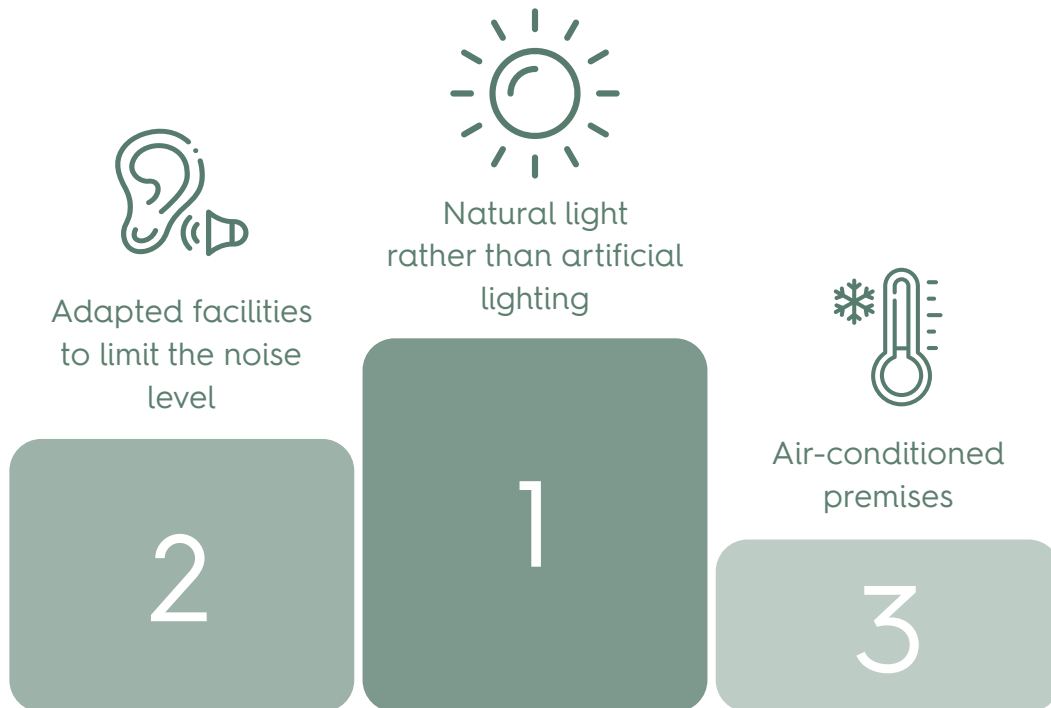
It's important, but when people don't have the rest... it's useless! First of all, the primary need must be fulfilled. And this primary need is to work well. And to be able to work well, as your survey points out very well, you need a good connection, a good chair, lighting, appropriate spaces so that you don't get angry, so you can recharge your batteries. These are the fundamentals of quality of life at work. Then, of course, the design, the decor add to this framework. But they cannot come at the expense of primary needs.

The mission of **My Mental Energy Pro** is to support employees in combining mental well-being and cognitive efficiency at work through interventions and support in mental ecology with individual and group counselling, training, conferences and webinars. Our app (more than 200 audio and video contents) to reduce mental and emotional overload, fatigue, and improve concentration has received the Silver Award at the QWL Trophies and the Preventica Innovation Award.

my **Mental Energy** +
PRO

QUALITY OF LIFE AT WORK TOP 3 MUST-HAVES

What's important to you at the office?



Source: results based on a survey of the active user base of BureauxLocaux, September 2020.

FURNISHING AND EQUIPMENT TOP 3 MUST-HAVES

What's important to you at the office?



Source: results based on a survey of the active user base of BureauxLocaux, September 2020.



**The ideal office,
a place to perform
and be inspired**



« The ideal office is first and foremost space, natural light, unobstructed views, the sun itself, good acoustics, fresh air ... »

Olivier Saguez, designer and founder of Saguez & Partners

If employees come to the office to concentrate, they are also looking for an inspiring and comfortable professional setting. Too often poorly adapted to the work function, the layout of home-based workspace has resulted in demands for comfort once back at the workplace.

Among the essentials revealed by the survey carried out by BureauxLocaux and Multiburo, the most important is access to natural light. A must which offers us an opening to the outside, a source of regeneration and helps to reduce the fatigue due to the screens we spend hours looking at.

Comfort in the office is also associated with ergonomic furniture and high-performance equipment:

- 77% of respondents consider an excellent internet connection and good office equipment to be very important;
- 72 % want a comfortable and adjustable seat to avoid back pain.

Meanwhile, the layout of offices and workspaces in the broadest sense must be adapted to the uses that employees will make of them in the future. This requires an iterative approach, because the balance to be found in the office/telework mix will continue to create new uses.

Should the individual and permanent office remain? Will workspaces with different and clearly identified functions be generalized?

One thing is certain, technological equipment, ergonomic and modular furniture, acoustic walls and access to natural light are essential features required by workers to guarantee individual and collective performance in the office.

- The expert's perspective -

Olivier Saguez,
designer and founder of Saguez & Partners



“ At the office, everything has to be professional, and incomparably better than at home.

What do you think the ideal office looks like today? Concretely, what are its characteristics?

The ideal office is first and foremost space, natural light, unobstructed views, the sun itself, good acoustics, fresh air and a good air quality, especially in meeting rooms. It is also « contactless » when it comes to doors, smooth connections through office spaces, and even vertical connections with stairs. As for well-being, natural materials, soft colors... In short, soft ergonomics for a cocooning effect.

Based on this, there must be more spots than the number of people, workstations that correspond to different working postures for employees to move around, meet, in well defined spaces with different functions (concentrating, telephoning, exchanging via videoconferencing, making quick points, leading coaching sessions, meetings, conferences...).

And last but not least, there must be services adapted to the employee's activity: click and collect, high-quality local catering, a gym, a siesta area, IT support services... This is the ideal office!

Many workers report that they no longer need to come to the office every day. From your point of view, what are the essential elements of the workspace to make users want to come to the office and feel good?

When you go to work, it is essentially to meet others, and to work with others. The physical relationship without screens in between is much stronger, many studies have proved it. People engage much more easily and, above all, they connect with each other. Work today is collective, organizations are no longer vertical but horizontal, and the workplace creates the link. And then, some places inspire ideas and reflection, just as they attract talent... We need to get out of our everyday life, out of the ordinary to surpass ourselves. And a workplace is a strong source of inspiration.

The survey we conducted characterizes the ideal office as a social place and a working tool that must be well-equipped, calm, flexible, comfortable... The design and hyper-friendliness praised in recent years seem to be of lesser importance.

What do you think about it?

Well, it depends on your definition of the word « design ». For me, design is not an adjective but a method of working, a method that starts with the uses. I believe in a design that is useful, simple, ergonomic, readable, practical, and this design is in great demand. I don't believe in « just like at home », where everything is tinkered with, uncomfortable: everything must be professional, and incomparably better than at home. The company has the means to offer the best in order to get the best! Furnishing represents a ridiculous expense in comparison to the payroll, it should not be seen as a cost but as an investment that pays back a lot if it is designed with professionalism.

Saguez & Partners is an internationally renowned brand design agency, founded in 1998. Half-campus, half-laboratory, half-workshop, half-school, half-coworking, half-café, half-bivouac, the agency works, thinks, observes and imagines new forms of living in the city: new neighborhoods, new mobilities, new behaviors, new consumption, new uses and new approaches to sustainable development. In the new eco-district of Greater Paris, the Docks of Saint-Ouen-sur-Seine, Saguez & Partners has built its new Manufacture Design where its 150 employees think and design tomorrow's world.



Fundamental spaces for multiple uses



A place for isolation,
phone calls or
concentration



A kitchen
and/or
a cafeteria



An outdoor space
(terrace, balcony,
courtyard, garden...)



A well-equipped
and comfortable
meeting room

Source: results based on a survey of the active user base of BureauxLocaux, September 2020.

A photograph of two women standing in a kitchen, smiling and talking. They are both holding blue mugs. The woman on the left is wearing a patterned cardigan, and the woman on the right is wearing a white blouse and dark jeans. In the background, there are four blue mugs hanging on a wall above a colorful tiled backsplash. A large, semi-transparent number '4' is overlaid on the bottom right of the image.

From private sphere to professional sphere: converging expectations



« The design of the ideal office must address the growing porosity of the boundaries between private and working life. »

*Stéphanie Auxenfans,
Managing Director of Multiburo*

Our survey also reveals that in many ways, employees' expectations regarding the workplace environment and location are similar to those they have for their private homes. For the most coveted talents, the office address is often decisive in choosing a future employer...

Unsurprisingly, as with their homes, employees advocate offices that are well served by public transportation.

Ideally, the respondents would like to keep the commute time between home and work to about 30 minutes.

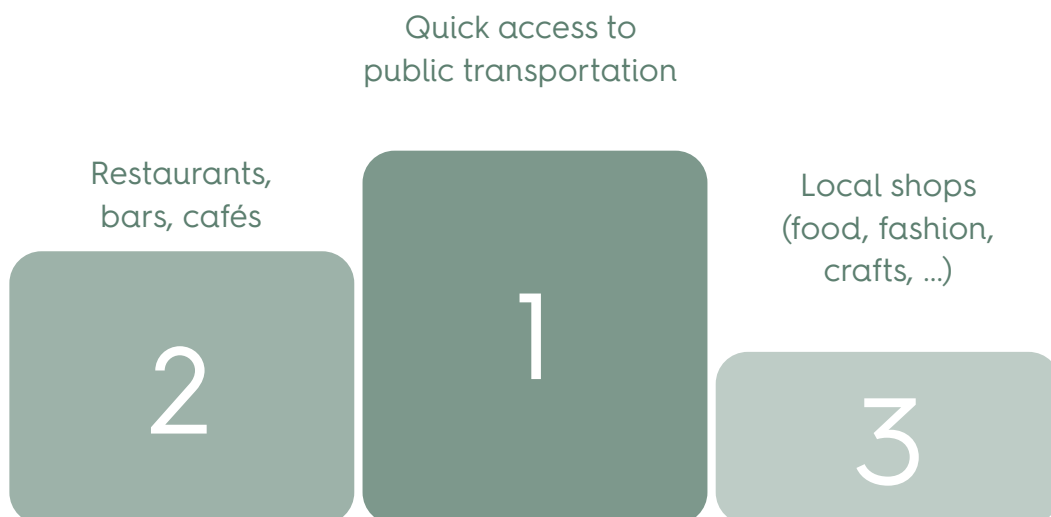
The neighbourhood life around the office has also become a determining factor. The presence of restaurants, bars, cafés and local shops is very popular, as well as green spaces.

The busier the immediate environment, the more employees appreciate it, especially the millennials who do not want to compromise on the quality of life at work.

The importance given to the office environment is growing, and some companies have made radical choices to offer the best to their employees.

Neighborhood life in high demand

Around the office, what matters most?



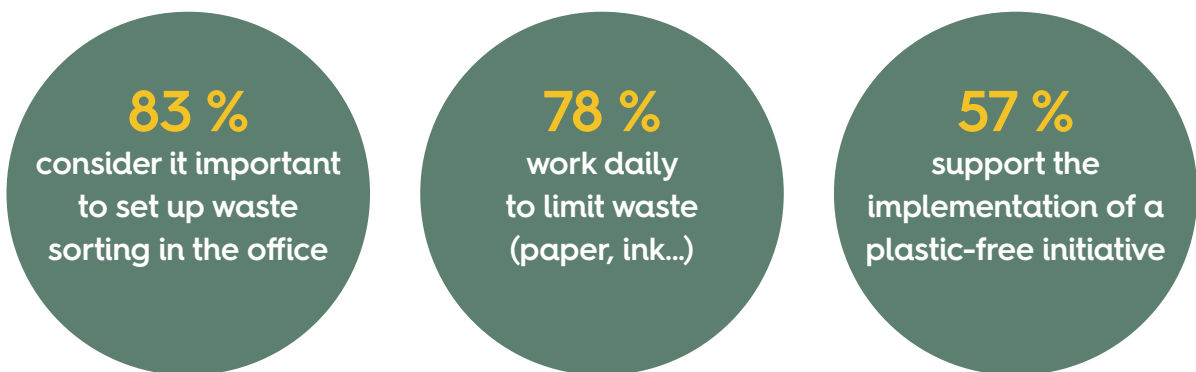
Source: results based on a survey of the active user base of BureauxLocaux, September 2020.

Environmental issues and awareness also have a role to play. Companies are expected to deliver on this issue and are being watched closely in terms of their energy consumption and their CSR policy. Always greener at the office... Socially and environmentally committed... Beyond the benefit for the planet and Mankind, it has now become a major asset in terms of image and attractiveness for the company. And employees are not mistaken there!

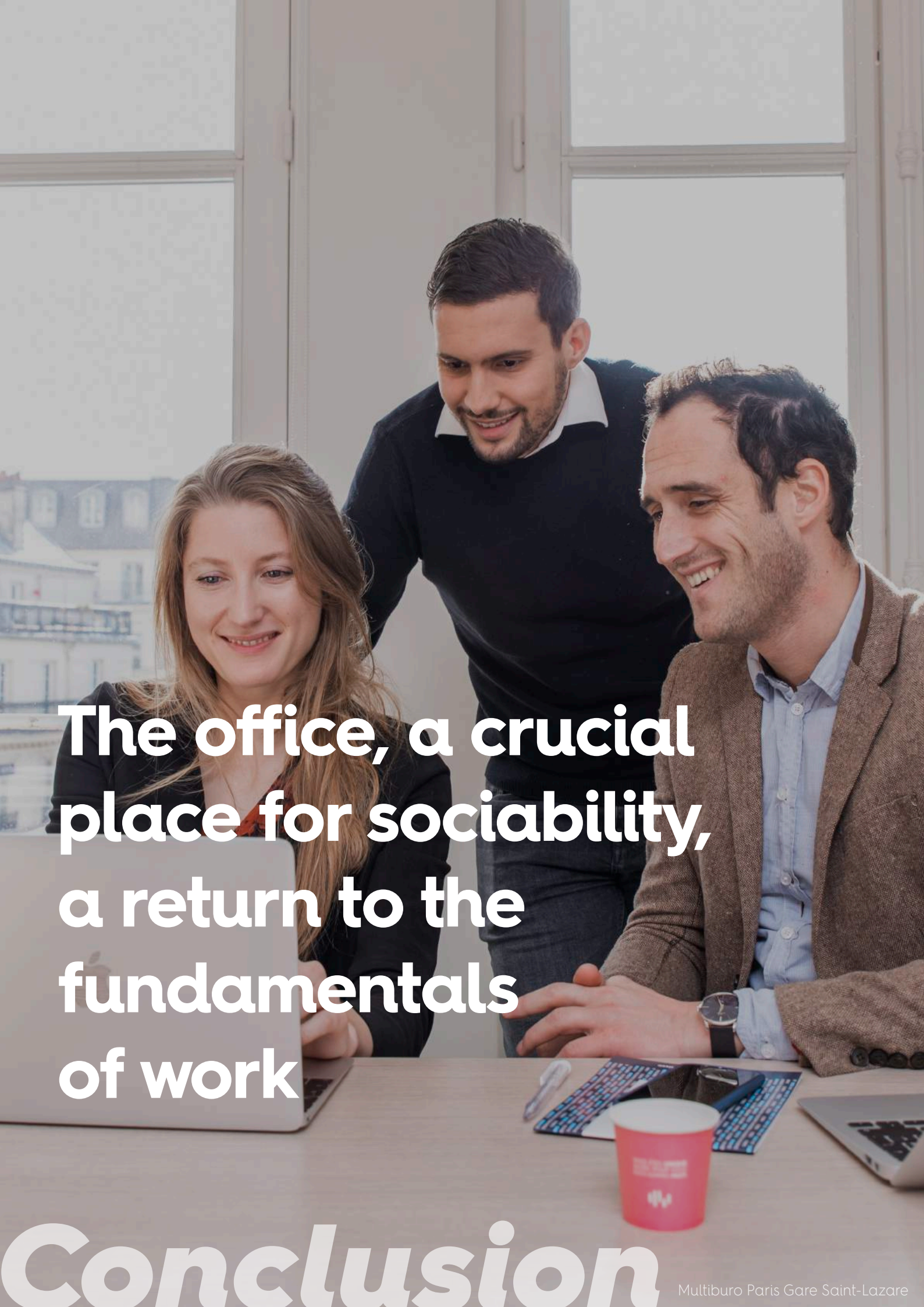
As responsible citizens, they intend to adopt the same sustainable behavior whether in the office or in the private sphere. And the workplaces they work in must enable them to do so. Therefore, the ideal office is a responsible office with a large, intelligent and optimized space, where consumption is controlled and efficient sustainable processes are implemented and shared by the whole company.

CSR has a role to play

To protect the environment, should the following practices be implemented in the office?



Source: results based on a survey of the active user base of BureauxLocaux, September 2020.



**The office, a crucial
place for sociability,
a return to the
fundamentals
of work**

Conclusion

The DNA of the ideal office in 2021

1

A place to meet, create, federate and maintain **team spirit**.

3

An indispensable **work tool** for concentration and efficiency.

2

Comfort : natural light, air quality, sound level control, ergonomics.

4

A **flexible and scalable** link to work anywhere, however and whenever you want.

The ideal office has to meet strong and sometimes contradictory expectations. It must enable employees to concentrate in the best possible conditions to move forward alone on a case. At the same time, it is the place where the team can meet and exchange ideas.

Today, employees are looking for collective emulation, individual comfort and a versatile environment. At the office, they also want to find an atmosphere that stimulates creativity and a place where they can grow as much as in the private sphere.

These aspirations underline the vital role that the office plays for companies. They show how the workplace is a much-needed meeting place, but also an essential work tool.

And because in the digital age, the majority of employees live connected, mobile, at home and in the office, and make less and less distinction between personal and professional desires, new workspaces must evolve to respond to new habits adopted in the private sphere.

To ensure the well-being of their employees at the office, companies must therefore address many challenges, with essential investments. The guaranteed outcome is better productivity!

About Multiburo



Multiburo offers flexible office, coworking and meeting space solutions in the heart of major cities, train stations and business districts in Paris, Lille, Lyon, Nantes, Aix, Marseille, Toulouse, Brussels, Antwerp and Geneva.

Our 35 years of expertise in commercial real estate allow us to offer tailored solutions to all types of companies, according to their needs and growth, from start-ups to multinationals.

In a ever-changing world, driven by the need for freedom of commitment and flexibility, being able to work where you want when you want, being able to mix office and teleworking or work remotely has become essential.

Our workspaces respond to this need with modular formulas, à la carte or by subscription without commitment, valid throughout our entire network.

www.multiburo.com

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About BureauxLocaux



Established in 2008, BureauxLocaux, the platform specialized in professional real estate, provides the complete range of real estate solutions available for businesses: offices, coworking, warehouses, shops, land for rent and for sale all over France.

Thanks to its data and matching algorithms, BureauxLocaux identifies the most suitable real estate agency to market or find any type of property in the commercial real estate industry.

The platform's new pre-estimation module provides in a few clicks a wide range of sale or rent prices for any office or warehouse in 6,000 cities in France.

And finally, to enlighten companies and facilitate their real estate decisions: real-time market prices, predictive indicators and sectoral analyses can be accessed free of charge on the platform.

www.bureauxlocaux.com

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 **multiburo**

BUREAUX LOCAUX

**CREATE YOUR
IDEAL OFFICE!**