

Conjoint Project Office 21®

»How we will live and work tomorrow«

Project Description of the Research Phase 2010-2012



Communication and Collaboration

Status March 1st 2010



Sustainable Work Concepts in the Centre for Virtual Engineering ZVE

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Objectives

- leading **think tank** for the research and development of **sustainable work and office concepts**
- more **performance** in mobile and stationary office and knowledge work processes
- increasing **well-being** and **motivation** of office and knowledge workers
- high **relevancy to practice** and **visibility**
- **innovation advantage** for Office 21-partner companies



Active Network of Science and Practice



Green Office Study hit list 1 at Google

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Project Organisation and Tasks

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Project Management

- scheduling, meetings, workshops, PR-events etc.)
- steering meetings incl. best-practice-tours in Germany/EU (min. 2 p. a.)
- public relations (homepage, articles in the media, provision of basic materials etc.)

Project Work

- content handling and conceptual advancement of the research topics
- integration of partner expertise through workshops, scientific interviews etc.

Partner Companies

Project Support

- participation at steering meetings
- demand-oriented participation at scientific workshops, surveys etc.)
- integration of intra-corporate expertise (e.g. marketing, R&D etc.)
- supported project communication



Benefit Potentials

Knowledge Lead

- for the strategic early navigation
- for internal change management processes (e.g. realisation of innovative work forms)

Networking

- to overcome line boundaries
- for the exchange of knowledge between producers and users
- for the exchange of knowledge in between users

External and Internal Communication

- high level of public perception
- innovation leadership
- credibility and neutrality



Cebit 2009 – Schwarzenegger, Merkel, zu Guttenberg at Intel



Study Information Work

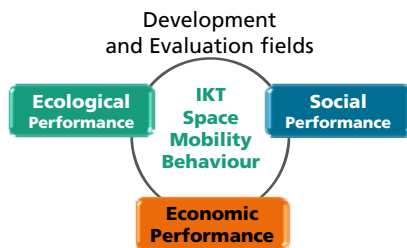


Numerous Media Reports

Topics Research Phase 2010-2012

1. Green Office

Green Office – solutions for sustainable work and office concepts



Point of Departure

- heavily growing interest in sustainable work and office concepts (perspective 2-3 years) within companies
- uncertainty over ecological and economic effects and lack of knowledge in implementation as barriers for realisation and market success
- acceptance of higher investments

Approach of Research

- development and evaluation of »Sustainable Office Work« concepts
- »Green Office LAB« in the Centre for Virtual Engineering ZVE of Fraunhofer IAO

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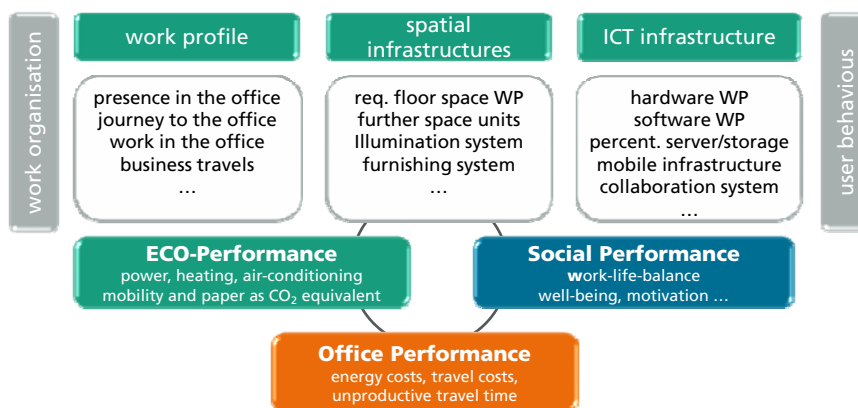
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Topics Research Phase 2010-2012

1. Green Office – Research Areas



Evaluation of all three performance factors for different concepts, measurements and technologies (e.g. LED illumination, furnishing concepts, UCC solutions)

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Topics Research Phase 2010-2012

1. Green Office – Green Office LAB



ZVE – Centre for Virtual Engineering

- office and laboratory building of the Fraunhofer IAO (opening in summer 2011)
- 90 scientists and project groups from research and industry
- green building (DGNB) with 5.800m² BGF

Project Groups in the ZVE

- innovative work landscapes, digital product development, virtual reality and electro-mobility

Objectives for the ZVE

- platform for collaboration of industry and science in a trendsetting work environment
- persistent perception(PR)

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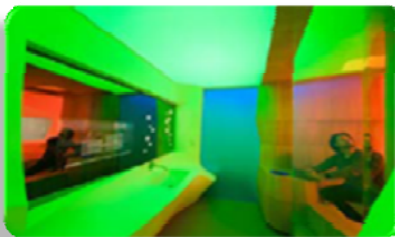
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Topics Research Phase 2010-2012

1. Green Office – Green Office LAB



Objectives

- use of leading-edge-solutions of the Office 21 partner companies
- leading competence/transfer centre for sustainable office solutions

Green Office LAB in the ZVE

- furnishing/interior design with innovative, sustainable products and materials
- energy and resource efficient illumination systems with elimination of ill effects
- energy and resource efficient ICT-infrastructure (WP, server, storage, peripheries)
- solutions for the reduction of mobility (UCC, future meeting rooms)
- consumption metering and real-time feedback on individual/organisational the level
- effects of green behaviour measurements

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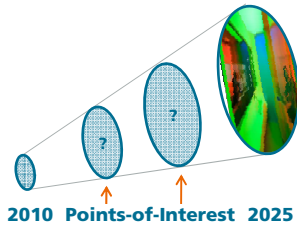
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Topics Research Phase 2010-2012

2. Forecast – »How we will live and work tomorrow«

Forecast – »How we will live and work tomorrow«



2010 Points-of-Interest 2025

Development of a picture of the future

Strategic early navigation

Operation Instruction

Point of Departure

- forecasted mega trends display widespread impacts
- economic crisis changes organisations and industries – future know-how is more important as ever before
- new technologies change the work organisation and live on a broad front (UCC, multi-touch etc.)

Approach of Research

- development of a consistent picture of the future by means of innovative methods
- immersion of points-of-interest for a strategic early navigation for partners

Topics Research Phase 2010-2012

2. Forecast – »How we will live and work tomorrow«

Procedure

Focus on research areas

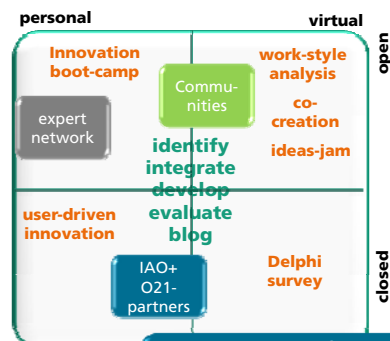
Identification of relevant drivers

Analysis of drivers and interdependencies

Synthesis of probable development paths

Roadmap for development paths + interference factors

Tool: Office 21 Forecast-Platform



Development of an animated scenario – »How we will live and work tomorrow«

Topics Research Phase 2010-2012

2. Forecast – »How we will live and work tomorrow«



Topic Focus

- change of the work organisation
Unified Communication & Collaboration (UCC)
- co-working and co-creation scenarios
- network within and between clusters
(e.g. companies as cluster organisation)
- work in social networks with web 2.0 technologies (communication in »moving images«)
- technologies in the office (multi-touch, LED, OLED etc.)
- psycho-social impacts of new work forms on stationary and mobile office and knowledge work

Benefit for Office 21-Partner Companies

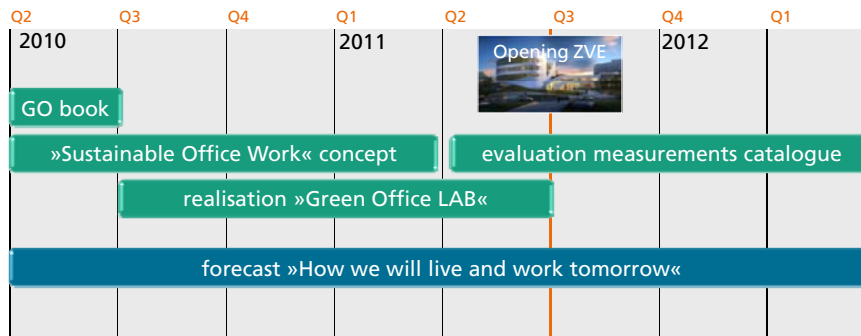
Green Office – solutions for sustainable work and office concepts

- innovation leadership in the trend topic »sustainability«
- knowledge advantage for strategy, product and sales development
- evaluated »sustainable office work« concept (self-usage/consultancy)
- Green Office LAB as competence and transfer centre for the public and customers

Forecast – »how we will live and work tomorrow«

- interdisciplinary and consistent picture of future developments
- strategic early navigation for strategy, product and sales development
- visibility/PR during the entire development process through open innovation elements in process
- animated scenario for internal and external communication of the results

Topic Scheduling – Research Phase 2010-2012



- success factor: Centre for Virtual Engineering ZVE
- realisation of the research results in a real work environment
 - high rate of public perception
 - competence and demonstration platform for partner companies

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Contact

Duration and Costs

project duration

01.04.2010-31.03.2012

Contact

Dr. Wilhelm Bauer

Director
Nobelstraße 12
70569 Stuttgart, Germany
+49 711 970-2090
wilhelm.bauer@iao.fraunhofer.de

Stefan Rief

Head CC Workspace Innovation
Nobelstraße 12
70569 Stuttgart, Germany
+49 711 970-5479
stefan.rief@iao.fraunhofer.de

www.iao.fraunhofer.de
www.office21.de

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