



The rise of coworking spaces

How hub usage is
increasing among
corporations

Picture: DURABLE



Iserlohn, August 2022

It used to be mainly freelancers and start-ups that were making use of coworking spaces. However, this is changing fast. More and more companies are relying on hubs as additional workplaces. Within just a single year, the global number of larger corporate clients using coworking spaces has increased by 90% (WeWork). The reasons for this are varied and range from reduced office spaces and the need to include workers from rural areas through to a desire for more flexibility and new sources of inspiration.

In the latest trendpaper 'The rise of coworking spaces. How hub usage is increasing among corporations', the modern work expert DURABLE takes a look at the changes that have been taking place in the coworking sector. Whether coworking spaces are set up in towns or in rural areas, permanently or temporarily, this new style of working requires innovative equipment – with its clever ideas and solutions DURABLE is well placed to provide this.

Boom!

In 2021, there were already 23,548 coworking spaces world-wide – the majority by far were located in the USA with India taking second place. Thus, the two biggest IT nations took the top spots. By 2024, the number of spaces is predicted to be 41,975 – almost double in just three years (Global Place Global Marketing Report 2021).

In Europe, Germany and Spain have the most hubs. And new locations are not only opening up in towns and cities, but also in more rural areas. To put an end to tedious commutes, companies in particular are using the opportunities offered by coworking spaces to better serve members of staff who live in rural areas.

However, they have also discovered the additional benefits of hubs and are using them for various activities and to fulfil a range of needs. The eight reasons that follow have been determined most significant.

Number of coworking spaces in Europe 2021

Country	Total number	Of which in rural areas
Germany	1.268	150
Greece	50	11
Italy	800	320
Norway	150	100
Switzerland	350	210
Slovenia	30	26
Spain	1.100	150
Czechia	108	42
Hungary	50	11

Graphic: DURABLE, sources: Bertelsmann Stiftung, Bundesverband Coworking Spaces (Federal Association of Coworking Spaces)

1. Agile working

Smells like team spirit! Agile working is based on the premise that the best ideas often arise from the most unusual circumstances, where project teams are put together individually and interdepartmentally.

Coworking spaces are ideal for harnessing this as by default they are where various different professional groups come together. Why not benefit from the visual imagery of the graphic designer at the next table for your project planning meeting and thus incorporate the perspective of a different industry?

“When it comes to agile meetings, companies really appreciate the special atmosphere that coworking spaces offer,” says Thomas Klosinski, Community Manager at OFFICE & FRIENDS in Iserlohn. “Uncoupled from the usual corporate surroundings, companies can discover an inspiring environment for creative processes.” Furthermore, the locations provide a range of versatile equipment.

For example, OFFICE & FRIENDS uses the mobile TV trolley COWORKSATION® by DURABLE in their agile event spaces. “Just as our furniture can be moved around and adjusted to suit all possible usage circumstances, the technical equipment can also be moved around depending on how the room is being used. COWORKSATION® doesn’t just transport the monitor, it can also carry all the necessary technical equipment such as mini-PC, cables, keyboard, mouse etc., and once it’s finished with, everything can be stored neatly in the trolley,” says Klosinski. “The great advantage of this mobile solution is that we don’t have to equip each and every room with expensive equipment. You can just take the equipment with you.”



Thomas Klosinski, Coworking Space OFFICE & FRIENDS

Photo: DURABLE

2. Meetings / Workshops / Events

“Companies often book meetings and workshops with us,” says Sven Wiedermeyer from Kreativcampus QWörk based in the Sauerland region of western Germany.

The reasons why companies prefer to use flexible locations for events vary widely and can include inadequate facilities and equipment at their own premises such as insufficient meeting rooms, meeting rooms that aren't big enough or a lack of technical equipment. Other reasons include the need for a neutral environment or ease of access for all participants. Coworking spaces offer rooms that can be used flexibly for various events. “We provide a change of scenery: a way to get out of the daily grind and into a space where new ideas, thoughts and unexpected conversations can flow,” explains Wiedemeyer when asked about the increasing attraction of external work spaces for companies.

Being well equipped is just as important as the atmosphere. For example, lighting is an essential factor that allows people to work effectively without fatigue and also provides a pleasant ambience. To achieve this, QWörk uses the VITAWORK® daylight floor lamps from LUCTRA®. “From early birds to night owls, the people who come to us all have very different working methods. LUCTRA lamps can be adjusted to your individual biological rhythm with lots of cold light to wake you up and lots of warm light towards the end of your day, whenever that might be,” explains Wiedermeyer.



Photo: DURABLE

An event without coffee and tea? Unthinkable. The DURABLE drawer box COFFEE POINT S can hold utensils such as coffee capsules, tea bags, sugar sticks and spoons, and can be taken with you wherever you need it. When it comes to flexible room use, this mobile aid is a practical and stylish catering solution.

3. Technical equipment

On average, 60% of all companies in Europe have a social media presence with the Scandinavians topping the list (Statista 2021). But isn't social media only for the big players? No way! Eighty-one percent of SMEs have discovered YouTube, Facebook, Instagram, LinkedIn and more.

However, the smaller companies often don't have access to suitable technical equipment that they need to create and/or edit photos, videos and podcasts. Some co-working spaces have dedicated technology studios equipped with green screen backgrounds, podcast recording equipment and sound-proofing for good acoustics.



Photo: DURABLE

4. From commuting to community

The number of people who regularly commute from home to work and back again is increasing all over Europe. The countries with the most commuters are Great Britain, Netherlands, Germany and Austria with between 50 and 60% of workers commuting daily (Eurostat, ADAC, Statistik.at). Transit times and distances are much higher than many workers would prefer (Bertelsmann Stiftung).

On top of that, we are living in a world where fuel prices are rising dramatically, roads are jammed and need to act more sustainably is driving the urgency for alternative options. Therefore, more and more companies are offering their employees the opportunity to swap their commute for the community of coworking spaces – this allows them travel less each day and still work in a professional setting outside the home.

These types of coworking spaces are usually located at traffic junctions and on highly frequented routes. Veritable 'satellite rings' of coworking spaces, which are easy to get to by car and by public transport, have sprung up around some large cities.

THE LANGUAGE OF COWORKING

Community Manager:

Contact person and organiser on site

Fair Use:

Facilities and services such as soft drinks and equipment usage are included as long as they do not exceed reasonable limits

Fix Desk:

A workplace that is booked for a certain period of time and will not be allocated to anyone else

Flex Desk:

Choose your workplace from those which are available

Hub:

Originally a networking hub; nowadays an internationally used term for a coworking space

Jelly:

An open event for temporary coworking and networking

Open Space:

Open-plan office space

5. Office space reduction

Just 37% of employees work at a classic office workplace every day. Even before the coronavirus pandemic, the use of traditional workplaces was only between 50 to 60% on average (Deloitte survey 2020). So, it's no wonder that companies are rethinking and gradually reducing or redesigning their office spaces.

Around half of all larger companies intend to redesign their office spaces within the next twelve months; for example, by creating more spacious interior concepts or interactive community areas. Around another 10% are planning to reduce their office space by moving premises or subletting (iwd survey 2021). Coupled with this is the need to provide alternative workplace solutions. In addition to working from home, coworking spaces are high on the agenda as alternative office spaces for employees.

6. Temporary office space

When you've got renovations or a move coming up, where should work take place in the meantime?

In this sort of situation, coworking spaces can be a good alternative for companies. They offer a fully equipped, professional working environment that can be used on a temporary basis.

7. External branches

In addition to their headquarters, quite a few of the larger companies have satellite locations, which can range from subsidiary offices to sales offices.

However, if only a few employees work at an external branch – sometimes it can be a little as one member of staff – the costs of running an additional office can be high. Coworking spaces can be an affordable alternative in these circumstances. Therefore, it's no wonder that PR, marketing and sales employees made up 14% of hub users even before the coronavirus pandemic – a statistic that continues to grow (iba survey).

8. Employer branding

To both their employees and potential applicants, companies that offer their staff the opportunity to use coworking spaces appear modern, practising what they preach.

Younger generations in particular are looking for flexible ways of working and a better work-life mix instead of a strict, presence-orientated management culture. By offering various workplace options including the office, WFH and coworking spaces, employers can demonstrate that they understand these requirements and have integrated them into the corporate culture. Therefore, the use of coworking spaces is extremely important from an employer branding perspective.



DURABLE

For journalists:

To request print-resolution DURABLE visuals, please write to durable@m-pr.de.

About DURABLE:

With its intelligent solutions, DURABLE Hunke & Jochheim GmbH & Co. KG helps professionals succeed in today's and tomorrow's working world. DURABLE boasts over 100 years of expertise in professional presentation and organization concepts, which are used in many lines of work around the world. The forward-looking company identifies work trends and develops innovative concepts to meet the needs of the changing professional world. DURABLE's product lines in the premium segment stand out with their excellent quality, design and functionality.

DURABLE currently has a staff of about 700 employees at its headquarters in Iserlohn/Germany and its subsidiaries in Europe and the USA.

For more information, please visit durable.eu

Press contact

Martina Heiland
PR Manager
DURABLE, Hunke & Jochheim GmbH & Co. KG
Westfalenstraße 77 – 79, 58636 Iserlohn / Germany
T +49 (0) 23 71 662-265, F +49 (0) 23 71 662-355
martina.heiland@durable.de, durable.de

Menyesch Public Relations GmbH
Claudia Twelsiek, Lilly Christians
Kattrepelsbrücke 1, 20095 Hamburg, Germany
T +49 (0) 40 369 863-17, F +49 (0) 40 369 863-10
durable@m-pr.de