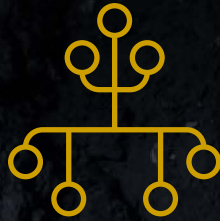




WHY IS YOUR
WORKPLACE
CHANGING, AND
**HOW WILL IT
LOOK IN 2030?**





With a fresh generation entering the workforce, an increased demand for flexible working hours, and new technologies transforming the way we work, **workspaces across the world are changing dramatically.**

At **Nespresso®** Professional, we joined forces with the Future Laboratory to research the social, cultural and technological forces that are shaping the future of the workplace.

**HERE'S SOME OF OUR
KEY FINDINGS...**



WHAT'S CAUSING OUR WORKPLACE TO FLUX?



NEW GENERATIONS
ARE DIVERSIFYING
THE WORKFORCE



Millennials now make up
**35% OF THE GLOBAL
WORKFORCE.**ⁱ



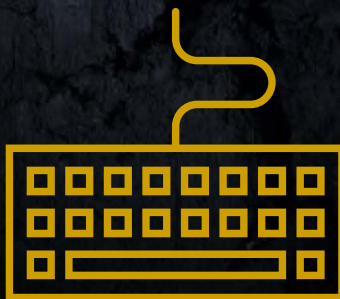
By 2030, a mid-decade influx of **Generation Z** will further transform both the demographic and mind-set of the workforce into one that is truly diverse and multi-faceted.ⁱⁱ



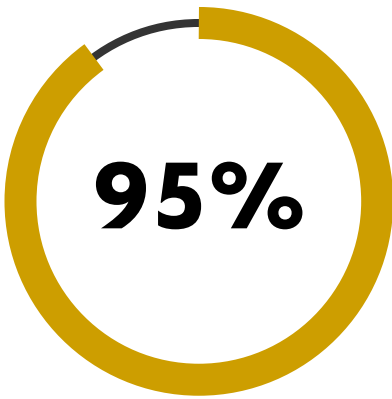
The Future Laboratory call these generations

**‘LOCATION
INDEPENDENT
DIGITALS (LIDS),**

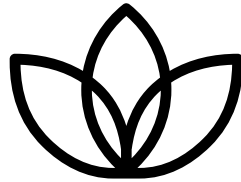
who, fuelled by hyper-connectivity, are set to become the most influential keyboard workers ever.ⁱⁱ



THE WORKPLACE WELLNESS MARKET IS GROWING



of office workers
say the quality of
their workspace is
**important to their
mental health.**ⁱⁱ

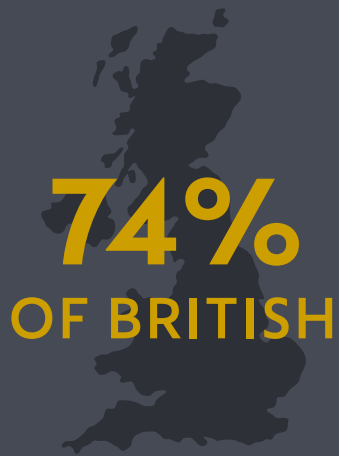
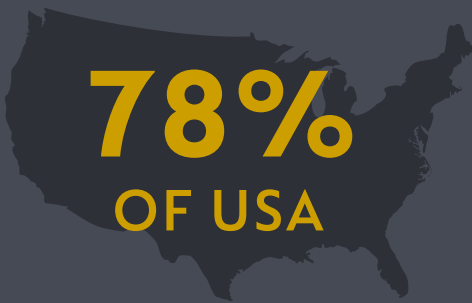


The quest for
self-optimisation
will lead the workplace
wellness market to
grow to

£52.2BN
by 2020.ⁱⁱ



EMPLOYEES ARE DRIVING FOR A VALUE-LED CULTURE



MILLENNIALS

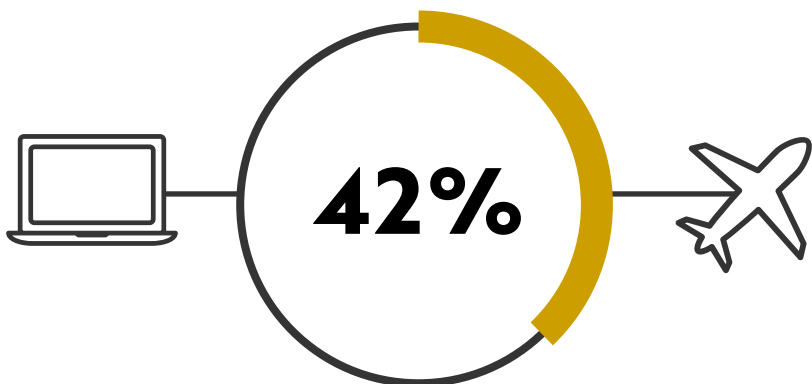
say it's important for the values of the business they work for to match their own values.ⁱⁱⁱ

patagonia

Outdoor apparel company Patagonia only employs people who are also core product users, and **90% of employees say it's a great place to work.**ⁱⁱ



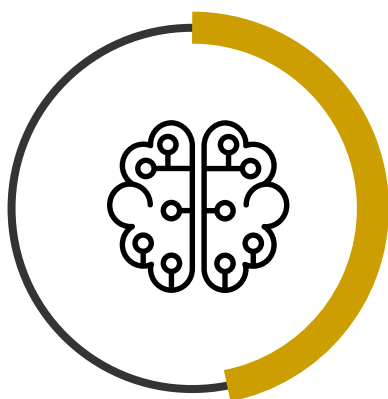
TECHNOLOGY IS TRANSFORMING THE WAY WE WORK



of Location-independent Digitals (LIDs)
see 14-day 'workscursions' as a standard way
to travel and work on the go, with secondary
breaks lasting from 31 to 60 days.ⁱⁱ

Due to automation and AI, workers in
Western Europe are predicted to spend

**30% MORE TIME ON
CREATIVE WORK BY 2030.**ⁱⁱ



48%

of UK workers

believe that AI will help
reduce mundane tasks and

**43% think it
will benefit their
current job.**ⁱⁱ



OPEN PLAN OFFICES ARE CAUSING TOO MANY DISTRACTIONS

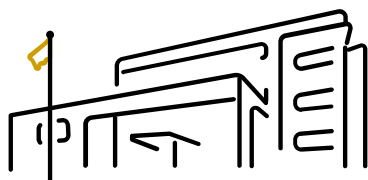
Over the past 50 years, open-plan environments have been the standard office set-up. But increasingly, as cubicle culture is replaced with collaborative spaces, workplace designers are beginning to question the productivity levels these types of spaces offer.



SO, WHAT'S COMING UP OVER THE NEXT DECADE?



THE FLUID WORKFORCE AND FLAGSHIP OFFICE



IN 2030, FLAGSHIP OFFICES

**will provide workers
with a place to gather**
for annual all-hands meetings, impactful
presentations and social events.ⁱⁱ

wework

WeWork's 2019 Global Impact
Report illustrates how this future
is already coming to fruition, with

1 IN 10 MEMBERS
having moved closer to their
WeWork location since joining.ⁱⁱ



WORKPLACE DESIGN & BIOPHILIC DESIGN – THE RISE OF NEW WORKING SPACES



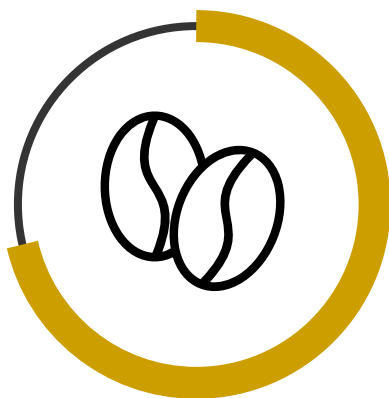
By 2030, workspaces will be designed and built to satisfy the multi-faceted identities of tomorrow's Fluid Workforce, with spaces to suit different needs, from co-working and collaboration to socialising, creativity, even neurodiversity and private research.

Workspaces will start to mimic the environments we find in nature in offices, enabling the reduction of stress, blood pressure levels and heart rates, while **increasing productivity, creativity and self-reported rates of wellbeing.**ⁱⁱ



S L O - W O R K I N G

Slo-working is the deliberate deceleration of the pace of work to discourage burnout. It's cementing the importance of social spaces and pause points in the future workplace; providing workers with the places they need to slow down, switch off, communicate with colleagues and improve communication.ⁱⁱ



Research from **Nespresso** & ComRes revealed that four in five workers **(83%)** who take coffee breaks at work during the day **feel that they help them relieve stress.**^{iv}



LO-CO WORKSPACES



By 2030, co-working spaces will evolve to become lo-co workspaces, facilitating everything from collaborative projects to private, siloed work to provide the fluid workforce with flexible, community-based working solutions, local to wherever they're situated.

The Global Coworking Unconference Conference (GCUC) **estimates that the number of global co-working members will reach 5.1m by 2022.**ⁱⁱ



SENTIENT SPACES



72% of people
think the future workplace should
automatically adjust
& update itself.ⁱⁱ

Sentient spaces will be home to smart systems that seamlessly alter the indoor environment to optimise workers' performance, sharpen their focus and encourage conviviality.ⁱⁱ



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Cappuccinos to Latte
Macchiatos at the
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range of machine
options and plans,
and get a 'Free
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to find out more.

¹Manpower Group's Millennials Careers 2020 Vision

²Nespresso Professional & The Future Laboratory, Workplace Futures, 2019

³American Express – Millennials Plan to Reduce the C-Suite

⁴Beyond a beverage: the hidden value of coffee and coffee breaks in the workplace – A Comres and Nespresso Research 2017

*T&Cs apply