

Designing Collaboration for the Future

Times are Changing

Since the industrial revolution, we have been buying into the idea of a clockwise working day, where the norm in organisations was that employees went to work from 9 to 5. We knew who we referred to, and that our team consisted of those we sat together with in the office. Which also meant that it was easier to find a person from another team, say Finance for example, if we had any questions.

Perhaps you recognise this as your company before CoViD-19? Now, you are more likely facing blurred lines between work and private life and trying to navigate between them. The borders between when you are at work and at home have disappeared and not only because of the pandemic. The movement started with mobile phones, and when online presence was made possible – and this movement has been set in stone during Covid 19 lock down when all organizations apart from those with critical functions sent their employees home to work.

It is becoming clear that a flexible working environment that supports collaboration, learning and communication is vital.



The DFDS House

During 2021, Good Company were happy to help DFDS, the shipping and logistics company, with the change process associated with their move into new headquarters (HQ). The opportunity arose when RITA Arch, an interior design company, reached out to us to collaborate on the project. For RITA Arch architects, the focus was to design a HQ that supported future ways of working.



Even before lockdown, DFDS were considering a move towards a new way of working, and knew they wanted to involve their employees in the process of designing the new HQ and the associated cultural change. DFDS wanted a HQ that reflected their core business, and connected people in HQ to their many colleagues around the world.

They wanted a new house that reflects their core business and connects the people from the HQ to their many colleagues working at sea or on land in many different areas of the world where nature and weather conditions have great influence on their working life.

About DFDS

DFDS provides ferry transport and logistics services in Europe and Turkey. To over 10,000 freight customers, DFDS deliver high reliability through ferry & port terminal services and transport & logistics solutions. They provide safe ferry services for 5 million passengers, from short journey to overnight. DFDS employees operate on land and sea and in offices across 23 countries. DFDS was founded in 1866, is headquartered in Copenhagen, and listed on Nasdaq Copenhagen.



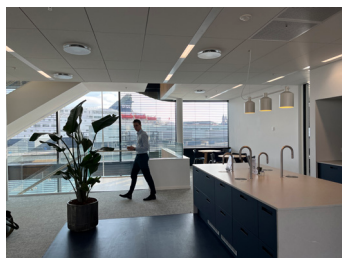
The DFDS House – an enabler for sustainable growth

- The building is inspired by the ferry, 'Crown' built with seven decks.
- The house is 15,500 m², designed with 71 parking lots, 230 bicycle parking places, and a public café and lounge areas on Deck 0, the main entrance floor.
- There are three decks with up to 560 workstations and several lounge areas.
- On the different decks you find 71 meeting rooms, incl. an auditorium seating 300 people.
- The canteen on Deck 6 serving 250 people and is the same size as on the ferry, so that they can fit in the same amount of people and swap location for conferences if needed.



Project Leader and Global Sales Director Casper Puggard says:

“With open spaces and better visibility, communication can flow freely as we work across units and functions. When we see and hear what others are working on, it becomes easier to chip in and build on our many years of history and solid results. It will become easier for people to learn, develop, and improve every day. Magic happens when people with diverse backgrounds and mindsets work together. We believe that the new house gives us the best possible physical infrastructure to grow stronger together and collaborate for sustainable growth, as people and as a company.”



The two architects Anne Heinsvig and Anna-Carin Andersson from RITA Arch who have been leading the interior design of the house explain their thought about the house like this:

“Collaboration was a key word that needed to guide the interior design process. This was one of the main limitations of the old offices – not least because they were in two different buildings. The new house had to support knowledge sharing



and new insights into each other's working areas. It had to support collaboration at all levels and our approach is based in the idea of 'Activity Based Workspace' flexible seating and lots of nearby smaller meeting rooms", says Anna, and Anne continues: Therefore, we have made:

- Café-zones on each deck – where you can meet informally.
- Drop-in zones directly connected to the cafés.
- Areas that support online meetings in many different settings.
- A personal 'toolbox' that can be attached to any working table in the house. You can fit in your computer, headset, and personal stuff in it.
- Informal meetings in the dining area.
- Meeting rooms in different sizes and interior designs.



The personal toolbox



We want to give people an experience and inspire them in ways they can't have at home. For example, we have made a light installation that changes during the day depending on the weather and live cameras transmitting the sail into Oslo Fjord. Experiences that support the company culture and bring people together.



Supporting the Environmental, Social and Governance goals

With the ambition of becoming CO2 neutral by 2050, it was important for DFDS that both the building itself was certified sustainable (DGNB gold) and that the interior design match these high standards. The choice of furniture and materials have been done looking into the level of quality, production nearby and reuse-ability. For DFDS, their ESG strategy is much more than a tick box exercise.



The Change Process

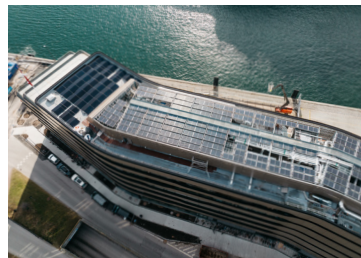
We wanted to make sure we worked bottom-up and started to involve employees a year before the planned move. We defined workstreams with employees, who were responsible for different areas such as: **'The green agenda', 'inhouse culture', 'digital workplace', 'logistic and services' and 'new ways of working'**. We made surveys about collaboration within the organization, workshops on what the employees looked forward to, and which concerns and needs they would like to address.



There have been workshops in all departments and ambassadors from all areas volunteering to participate in the process. All the information from the employees has been a vital part of the design process and some of the focus areas that came out of it are listed below.

The new building and the interior design should support and have:

- Sustainable work-life balance
- Sustainable energy resources
- Sustainable waste and food handling
- Sustainable clean air
- Sustainable growth mindset
- Sustainable design



The roof is covered with solar panels

“As a company, we are the sum of our parts, and our employees help shape the future of DFDS. We have chosen a wide engagement approach to create the best possible work environment and conditions for employees to take charge, thrive, grow, and make DFDS successful. From now on it is up to all of us to bring the new HQ to life.” says Henrik Svane, head of facility management in DFDS.



On the ground floor of the building there is a café that will be open to the public, and we will strongly recommend you go and have a look. It is located in Nordhavn, just next to the UN-City with a unique view of the Copenhagen Harbor.

As a team, RITA Arch and Good Company support the change journey towards a new interior design and new ways of working with a strong focus on the human side of the working place. With a unique view on interior design and functionality and expertise within change management, we secure that your surroundings reflects your core business, values and strategies.

If you are curious to learn more:

Ritaarch.dk

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