

#CwSC

Coworking Spain Conference
17-18 mayo, 2018



#CwSC

Impact Hub Piamonte

Bienvenidos!

Gracias!!

Coworking Spain Conference

17-18 mayo, 2018



Madrid

1

Anamnesis e Impacto



Impact Hub Global

The screenshot shows the homepage of the Impact Hub Global website. At the top, there's a dark header bar with the "IMPACT HUB Global Community" logo, navigation links for "Homepage", "Get to Know Us", "Get Involved", and "Impact Stories", and a search icon. Below the header is a red section titled "What is Impact Hub?" containing a brief description of the organization's mission to build entrepreneurial communities for impact at scale. It features four circular icons with statistics: "5 connected continents", "17k innovative members", "101 inspiring locations", and "1150 value-driven makers". The main content area below is teal and titled "Our Impact", divided into three sections: "Inspiring Places", "Vibrant Community", and "Impact Acceleration", each with its own set of metrics.

Inspiring Places:
We are a network of **100+** IMPACT HUBS in **50+** COUNTRIES. Impact Hubs hosted **11,000+** EVENTS in 2016 alone across **5** CONTINENTS.

Vibrant Community:
16,000+ MEMBERS from diverse and complementary backgrounds. 60% of them value social and environmental return over financial return. 67% of all members founded their own ventures, giving peer support equivalent to 420 FTEs.

Impact Acceleration:
6,400+ STARTUPS were founded or found Impact Hubs between 2012 and 2016. Delivering over **200** PROGRAMS ANNUALLY. We are one of the world's largest multi-stakeholder communities and accelerators for social impact, with a unique global reach across developed and emerging markets.

- 5 connected continents
17K innovative members
101 inspiring locations
1.150 value-driven makers
- 16.000+ members
60% value social and environmental return over financial
67% founded their own ventures
6.400+ startups were founded at IH (2012-2016)
200 programs/year delivered

Evolución Coworking

2012 > 2017 > 2018



1ª Coworking
Spain
Conference



Coworking
booming



Oportunidades
Riesgos

6 Movimientos

I

Sostenibilidad

II

Business Center

III

Crecimiento

IV

Inmobiliarias

V

Multinacionales

VI

Concentración



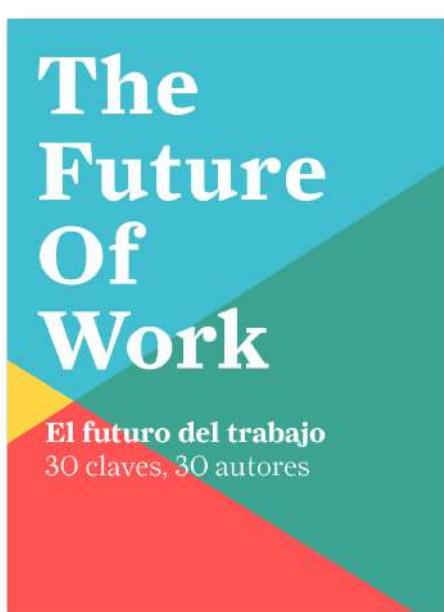
A large, dynamic black and white photograph of a wave crashing from the left side of the frame towards the right. The water is textured with white spray and foam, creating a sense of motion and energy.

**¡Cambio
disruptivo!**

Photo by Tim Marshall on Unsplash

Es la economía ¡estúpido!

Photo by Aidan Bartos on Unsplash



The Future of Work

30 autores

”Trabajar en comunidad mejora los resultados, facilita el acceso al talento y permite el intercambio de conocimiento”

(Carmen Boronat)

Es el trabajo ¡estúpido!

Photo by Annie Spratt on Unsplash

Economía CO

CO

- colaboración
- comunidad
- compartir
- cocrear

Coworking como movimiento

Coworking

- › **Bottom up**
- › **Transformación local**
- › **Flexibilidad + Diversidad + Conexión**
- › **Experiencia colectiva**

Manifiesto Coworking

- 1. Collaboration over competition**
- 2. Community over agendas**
- 3. Participation over observation**
- 4. Doing over saying**
- 5. Friendship over formality**
- 6. Boldness over assurance**
- 7. Learning over expertise**
- 8. People over personalities**
- 9. "Value ecosystem" over "value chain"**

<https://coworkingmanifesto.com/>

2

Dimensiones e Impacto



3 Dimensiones

1



Espacio

2



Comunidad

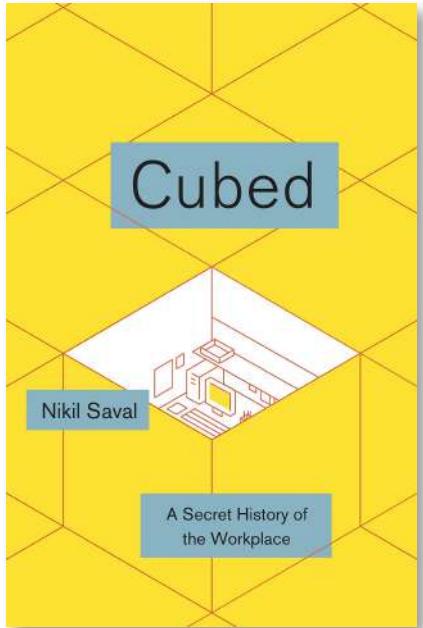
3



Servicios



Espacio



IMPACT
HUB

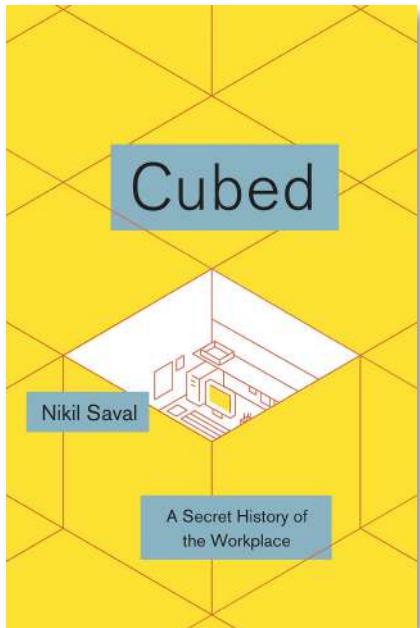
Cubed, A Secret History of the Workplace

Nikil Saval

”Despite the adoption of co-working-style spaces by larger companies, the phenomenon appeals to only a small segment of the workplace. But that segment is expected to grow.”



Espacio



IMPACT
HUB

Cubed, A Secret History of the Workplace

Nikil Saval

”Flexibility, like technology, is a tool, an opportunity: it lies there, inert, until someone uses it.”



Impact Hub

Espacio > Propósito

IMPACT
HUB

Objetivos de Desarrollo Sostenible de las Naciones Unidas para alcanzar el 2030



Piamonte
ODS n° 12: Consumo y producción responsables



Alameda
ODS n° 11: Ciudades y comunidades sostenibles

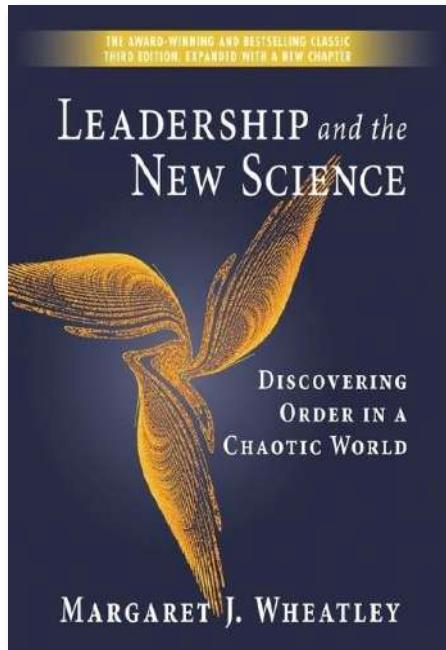


Gobernador
ODS n° 17: Alianzas para lograr los objetivos



Impact Hub Comunidad

IMPACT
HUB



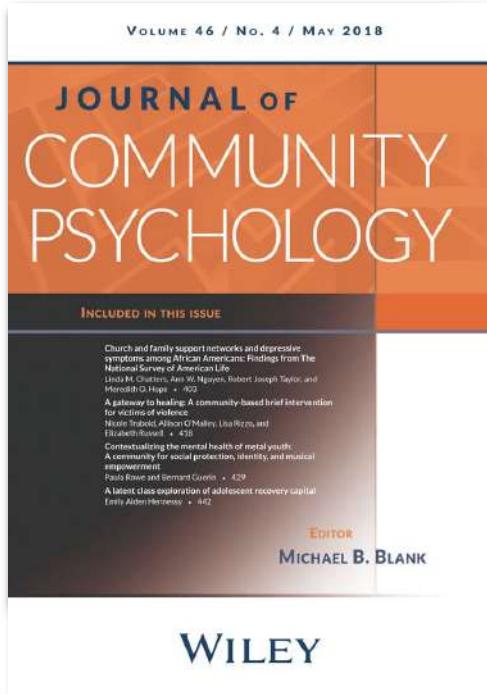
Margaret Wheatley

”Cualquiera que sea el problema, la comunidad es la respuesta.”



Impact Hub Comunidad

IMPACT
HUB



Sense of community theory

Dave McMillan

Las 4 claves para crear una comunidad:

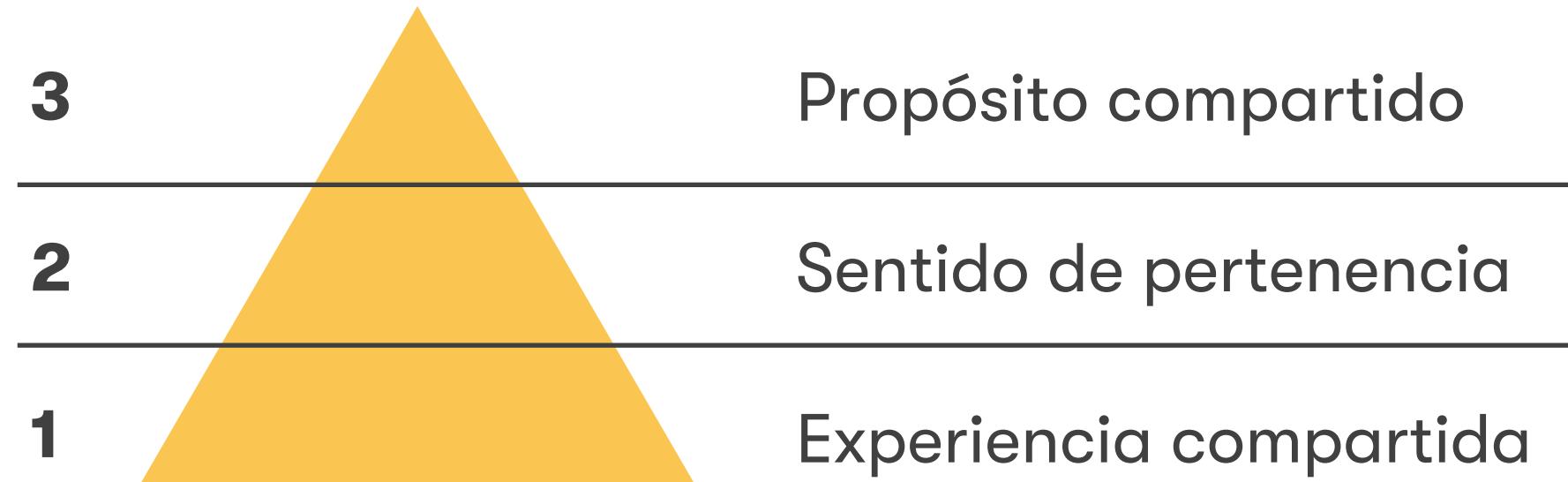
1. Membresía
2. Influencia recíproca
3. Satisfacción necesidades
4. Conexión emocional



Impact Hub
Comunidad

**IMPACT
HUB**

Comunidad vs Clientes





Impact Hub

Comunidad > Propósito

IMPACT
HUB



Encuesta Impacto 2017

88,3% valor de pertenencia

28,4% atribución éxito



Impact Hub Servicios



IMPACT
HUB

Coworking 2018 Cushman & Wakefield

“Where the sector is really changing from earlier generations of serviced offices is the diversification into additional services, which provide further revenue”



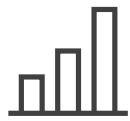
Impact Hub **Servicios**

IMPACT
HUB

3 tipologías de servicios



**Servicios
vinculados
al espacio**



**Servicios para
el desarrollo
del negocio**



**Servicios para
las personas**

Concepto en evolución



Evolving Concept

Expectations of work have evolved flexible spaces. For start-ups and SMEs, many who are initially faced with uncertain growth and cash flow expectations, flexibility is a key attraction: they can house themselves in flexible workplaces rather than signing up to a long-term lease. The shift in demand profile, from security to flexibility, as well as the vast potential of emerging technologies, provides a strong platform for flexible workplace operators to remain competitive by evolving their business models. There are a number of ways that they can do this, with some mentioned below

- Enhancing service offering** – flexible workplace operators are offering additional benefits, products and services which include HR, payroll, food and beverages, legal services and gyms.
- Having a community/cultural agenda** – this typically will involve the use of a technology platform to connect people, but will also include the regular hosting of both informal and formal events to help foster a collaborative environment.
- Education** – this is still developing, but WeWork have recently acquired Flatiron School, which provides offline and online training courses in coding. WeWork members will be able to benefit from these courses, demonstrating WeWork's commitment to helping their tenants grow. This trend could well continue with other operators keen to offer similar schemes.
- 'Unique' Selling Point** – flexible workplace operators are seeking ways to differentiate themselves from competitors. This could be as simple as targeting the high-end of the market (The Clubhouse, Fora or Servcorp for example), it could also involve a number of other features; architectural features (The Dock, Shoreditch), social/environmental agenda (Impact Hub) or regular art shows from local artists (ArtFix, Woolwich).

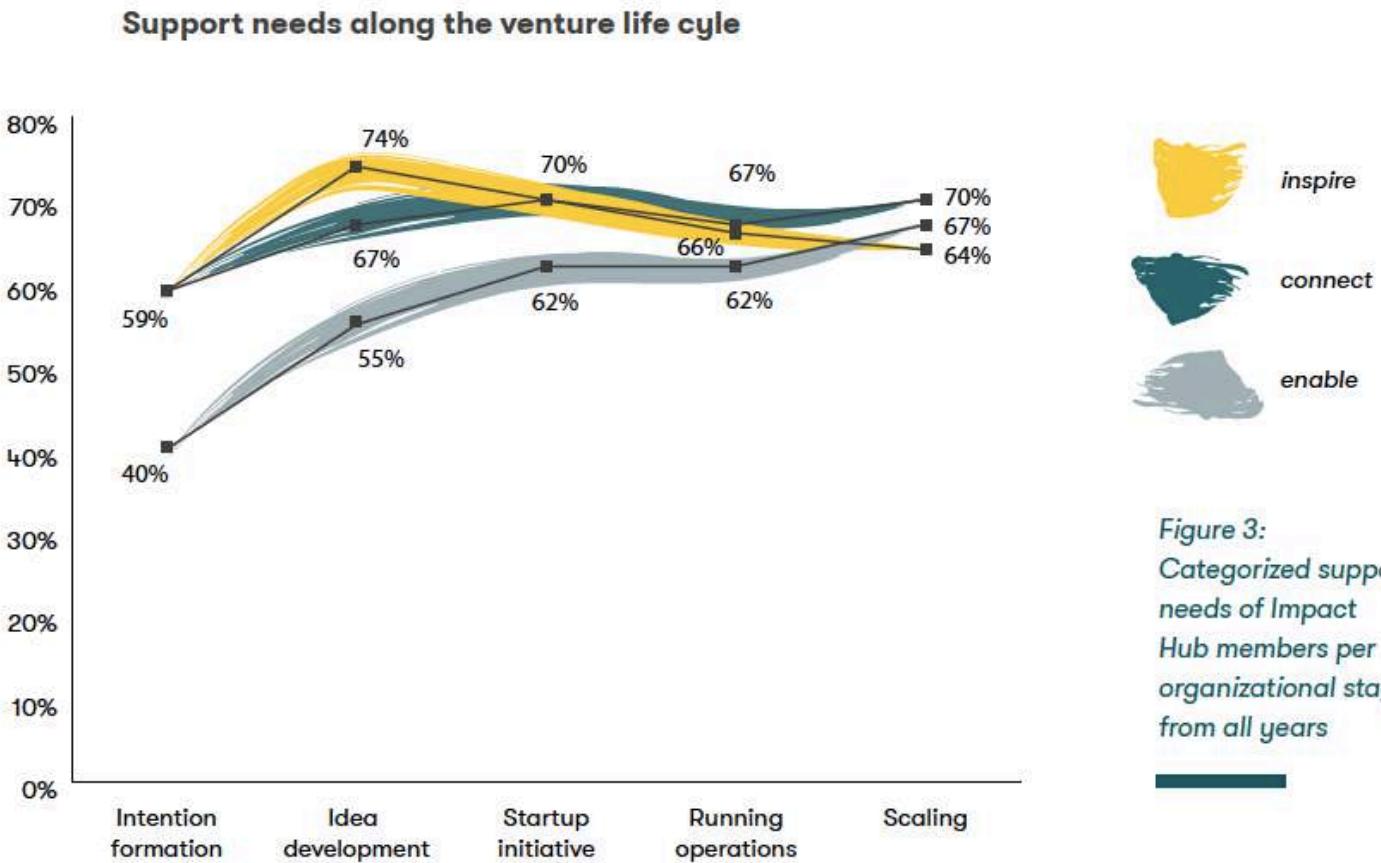
- **Enhancing service offering**
- **Having a community/cultural agenda**
- **Education**
- **"Unique" Selling Point**
"...social/environmental agenda (Impact Hub)"



Impact Hub

Servicios > Propósito

Inspirar
+
Conectar
+
Impulsar



3

CO Working

Arma de Transformación Masiva



1. Transformación sectorial: espacios de oficinas

Photo by Alexander Pemberton on Unsplash

2. Transformación del Trabajo

Photo by rawpixel on Unsplash

3. Alinear propósito en personas y organizaciones

Photo by Giulia Bertelli on Unsplash

Certified



Corporation®

**Impact Hub 1er espacio de coworking
en España certificado como BCorp.**

**La certificación para empresas que
buscan una triple rentabilidad:
económica, social y medioambiental.**



**Si quieres ir
rápido ve sólo,
Si quieres ir lejos
ve acompañado.**

(Proverbio africano)



Where change goes to work

madrid.impacthub.net



Madrid

