

WORKSHOP - EMPLOYEE HOUSING

Conception

1. Preparation

Stakeholder identification: Including representatives of the company (HR, executives, finance etc.), employee representatives, urban planners, financing experts and possibly external consultants for sustainable building/certification

Evaluation: Identification of existing resources such as potential land, site planning, financing, etc.

Communication: start establishing clear communication structures throughout the development of the project

Employee surveys: Conducting a survey with employees in advance of the workshop to understand their needs and preferences

Objectives: Establish specific objectives, such as creating affordable, environmentally friendly and well-located housing for employees. Identify service needs, etc.

Agenda and format: Creating a detailed plan for the planning workshop, providing space for group discussions, presentations and feedback sessions

Information materials: Provide information on current developments employee housing, Heise Haus neighborhoods, location options, etc.

2. Workshop opening

Welcome and introduction:
Presentation of the workshop objectives and agenda

Introductory presentations:
Information on the importance and benefits of employee accommodation, best practices and innovative accommodation concepts

Introduction of Heise Haus:
Presentation of the possibilities with Heise Haus, visualizations, reference projects

Presentation of the project participants:
The internal project participants/responsible parties evaluated in preparation introduce themselves and their role in the project

Presentation of initial results:
The data evaluated in the run-up to the workshop is presented

3. Thematic sessions

Breakout groups:
Split into smaller groups to discuss specific topics such as site selection, apartment types, amenities, services, sustainability and financing

Moderation and expert input:
The groups are led by moderators; experts contribute specific knowledge to the workshops. The previously evaluated data will also be included in the breakout groups.

Intermediate presentations:
Short presentation of the results from the breakout sessions for joint discussion

4. Conclusion and next steps

Joint discussion:
Integration of the results into a larger discussion in order to obtain a comprehensive picture.

Feedback round:
Opportunity for all participants to give feedback on the ideas presented

Simulation game:
Based on the preliminary results, an initial simulation game can already be carried out on the possible development of the site

Summary:
Summary of the results and definition of the next steps

Definition of responsibilities:
Assignment of responsibilities for the implementation of the various aspects of the plan

Follow-up:
Planning the follow-up dates with the respective project managers

5. Planning

Following the workshop, you will receive a summary of all the results of the workshop. We will consult with you in the coming weeks if new points arise that need to be taken into account in the planning.

Based on this information, we begin with the specific planning of your employee accommodation.

We implement the development of the neighborhood with the previously evaluated project managers. Regular planning meetings at all levels and feedback loops ensure precise development of the village.

At the end, we will be able to deliver a finished master plan with a precise cost estimate that is tailored to your needs so that you have a stable basis for decision-making.

"We create regional employee housing to make your company visible beyond the region"

Transparency and documentation

Careful documentation of the workshop and regular communication with the project managers about the progress

Analyzes

We prepare profitability and requirements analyses that include operating costs, investments and subsidies as well as possible target regions, services and locations

Implementation

You receive strategies with strong implementation potential through a holistic approach. We accompany you through to implementation and beyond

Sustainability

Integration of sustainable practices into the design and construction of employee accommodation. Compliance with all sustainability guidelines in order to obtain the desired certifications

Goal-oriented

Such a workshop should aim to create a housing solution that meets both the needs of the employees and the goals of the company.

