

Case Study: Robert Bosch Romania

Company Robert Bosch Romania (Bosch Plant Jucu, Bosch ECC, Bosch Plant Blaj, Bosch Budapest)	Space 10 000 sqm (40 000 sqm total)	Team Bosch Engineering Center Cluj	Timeframe 24 months
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100% agile working

Context:

Due to Bosch ECC's rapid growth, the location in iQuest Building is running out of options to accommodate their rising number of staff. The company decides to build its own new home located within the Da Vinci Campus, in the heart of Cluj-Napoca.

Moving to new office spaces is seen as a unique opportunity and chance to not only provide sufficient space, but also to design a benchmark for the company's inspiring working conditions principles which respond to and foster the company's culture, philosophy and work styles.

Morphoza's role

Bosch ECC has engaged Morphoza team to develop a Workplace Strategy that supports Bosch's Inspiring Working Conditions principle, creates an outstanding work experience for the employees and meets the objectives of the project.

The project objectives were:

- To understand user requirements concerning work styles and support teamwork and collaboration of Bosch ECC within the new building;
- Align with Bosch IWC, while safeguarding Bosch ECC specific requirements and needs, resulting in a new and progressive Bosch ECC workplace strategy.
- Gain alignment with senior leaders regarding the overall workplace strategy.
- Ensure credibility and engagement of the entire Bosch ECC team during the implementation of the change management and design process.



Morphoza

Change
Management
Expert

Interior
Designer

Fit-out
Provider

Furniture
Supplier

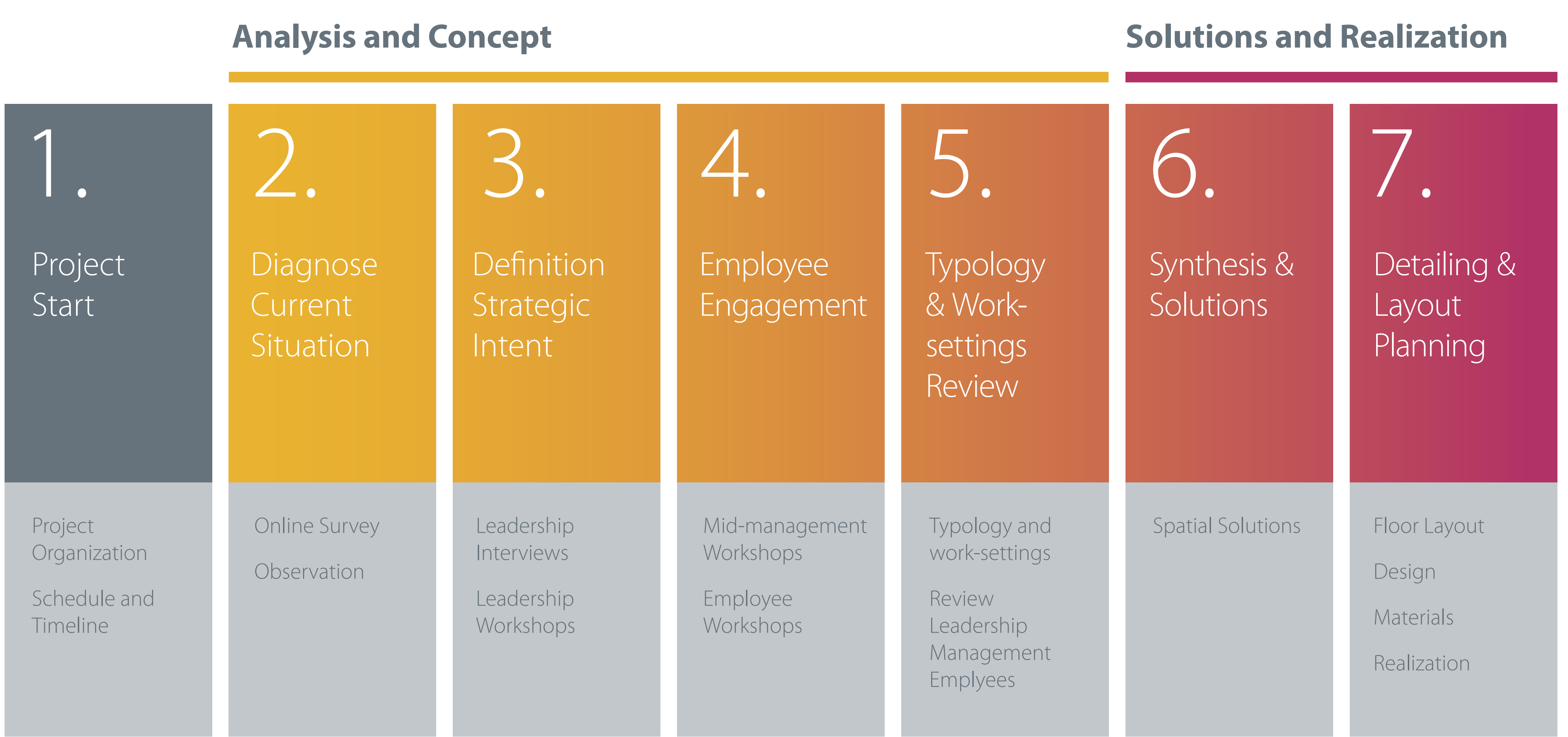
Our Goal

To engage the Bosch ECC Team in designing their own Inspiring Working Conditions and an office that actually works for them.

Engagement Approach

The engagement consists in two phases:

- Analysis and concept definition, in which profound understanding of the current situation and future aspirations are gained.
- Solutions and realisation development, in which the concept is transferred into spatial solutions and these are applied to layout planning;





How did we design through engagement process?

10

Focus Groups

15

Design Thinking| Workshops

1

Sneak Peak
"Future Office"
Exhibition

2

Town-hall presentations

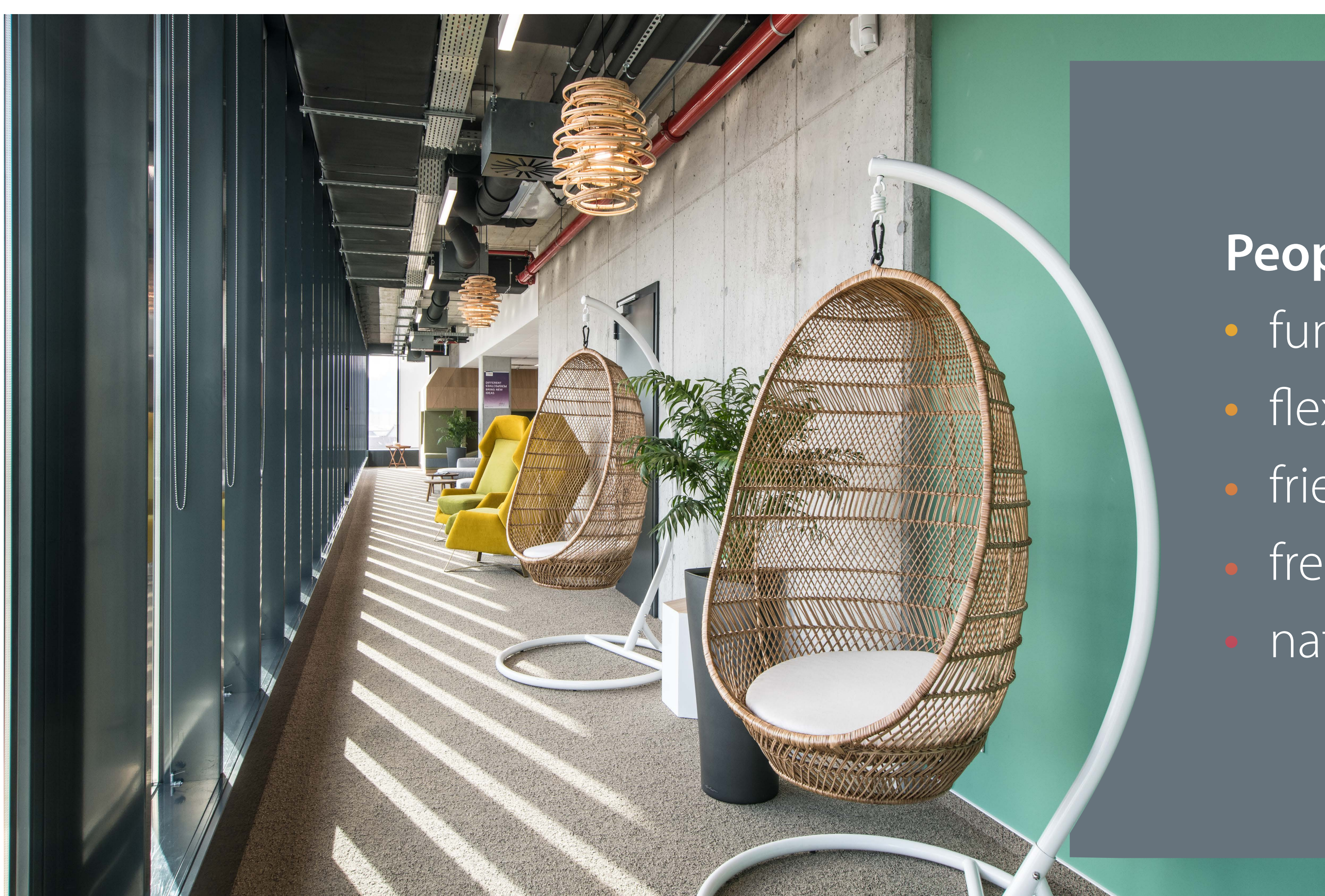
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Change Management Trainings for the Change Ambassadors

The Result.

In Bosch ECC's new home, you find the right working condition and location for the work you have to do at the moment. That means the right desk for desk work, the right communication environment for communication (from meeting to project work to co-working) and if you need silence you find the quiet and concentration supporting area.

In consequence, the employee becomes a nomad in the building, finding the right choices for his working and well-being needs. By travelling from place to place, he is integrated in a network of communication possibilities.



People-centred workplace

- function oriented
- flexible & agile
- friendly atmosphere
- fresh design
- natural colours and textures

INNOVATION *meets* COLLABORATION

The benefits for the business and for the employees

Improved communication and collaboration

With employees no longer having their own desks, they move more around the workplace, bump into each other and that generates more communication and collaboration between the team members.

Increased concentration

By providing spaces designed for specific tasks, like quiet work, teamwork or focus, employees are able to concentrate better, with a higher quality results.

Increased engagement

A more dynamic workplace, with varied typologies of spaces is more engaging for staff, visitors and stakeholders. Also, employees feel part of the new office, as they contributed actively in the design process.

Improved recruitment and retention

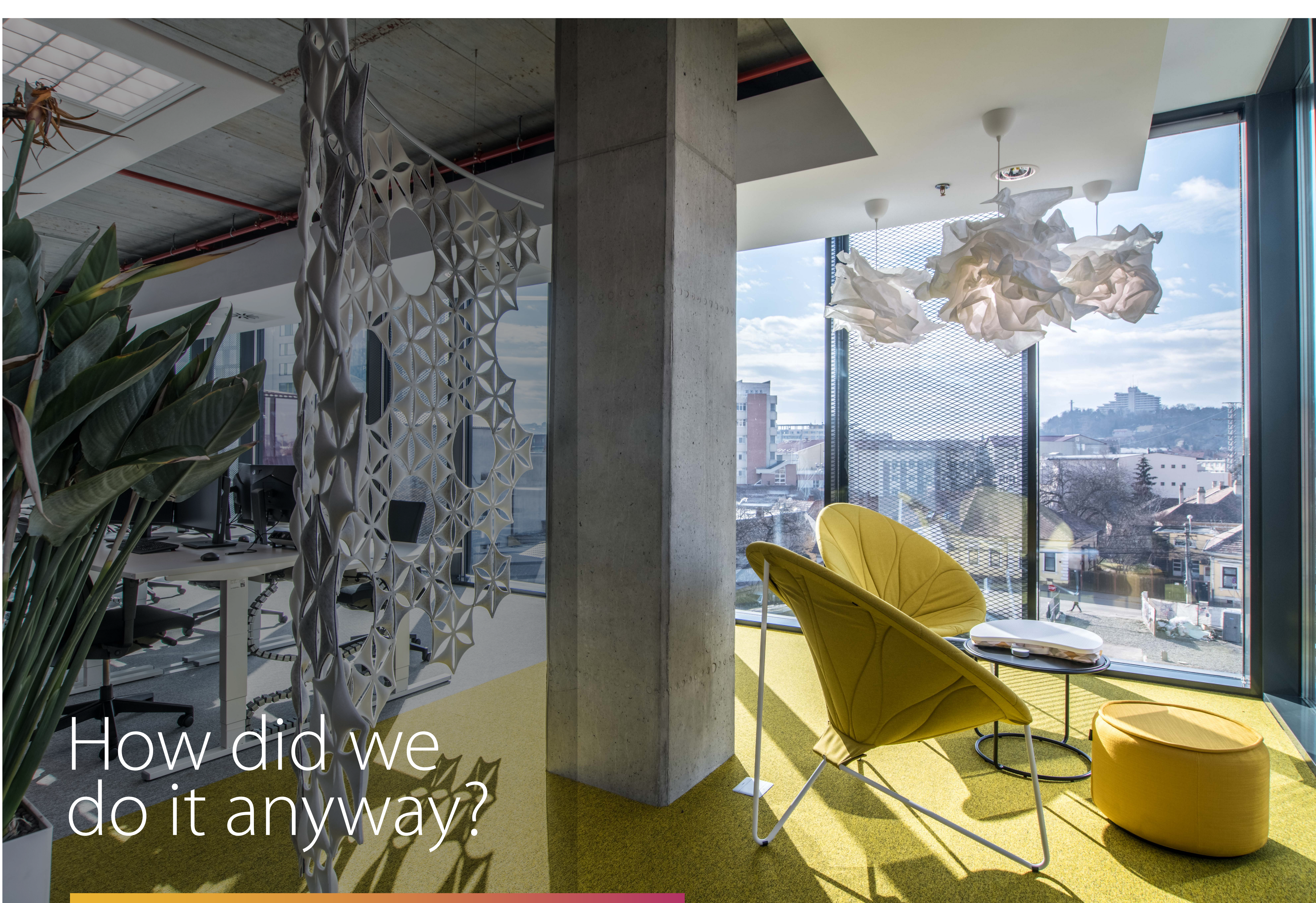
The new offices became a tool of promotion and also an important asset in the recruitment process. Potential employees are always attracted to flexible and creative ways of working, while existing staff is more likely to stay as they feel their workplace meets their needs, both professionally and personally.

Increased productivity

Unlike other offices which are still designed for only two activities: working from your desk or having meetings, an activity based workplace is designed to facilitate different styles of working, increasing productivity across a broader spectrum of work.

More innovation

The new office includes cutting-edge technologies and materials, inspiring staff to get more creative and innovative at work. Activity Based Working is all about flexibility and choice of work environment, making it suitable for both extraverts and introverts in the office to come up with great ideas.



To create the best workplace possible for the Bosch ECC team, we got to know their staff and understand how they use their space and work best together. We then used these insights to create an environment that they seem to really love, and that works for everyone in the Bosch ECC team.

Quick tour of the Bosch ECC office



What does our client say?

We chose to work with Morphoza, for their professional approach, in order to create a modern and agile working environment that reflects our company and its values. Morphoza's experience allowed their designers to efficiently guide us through the process; taking us from the discovery stage, with accent on the interactions between the teams and departments, specific needs and local culture, through to implementation without losing focus of our business objectives. With constant respect for our requirements, Morphoza understood the need to focus on the DNA and the profile of the company and adapt it to the local influence.

When we started the research for an interior design company for our project, we were looking for a reliable partner, capable to go beyond our design & build needs, and develop a Workplace Strategy that supports Bosch's desired work experience and objectives for the project. Morphoza was able to understand very well our users' requirements regarding the work styles and how space should support team work and collaboration of Bosch teams. Morphoza pushed interior design ahead, anticipating new ways of working.



Dennis Raabe
Vice President Robert Bosch SRL



Christoph Schubert,
Head of Real Estate and
Facilities Robert Bosch SRL

DO YOU WANT TO TAILOR YOUR OFFICE
FOR YOUR TEAM? We can surely help you.
Let's talk @ office@morphoza.ro

