

Project INN – DONAU Auen

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Please briefly describe the initiative.

The project dealt with the redesign of 160 square meters of space within DONAU's head office with the purpose of helping to create a new way of working mainly focused on co-working.

The concept was to develop three areas each with different purposes to be as versatile as possible but with a focus to facilitate collaboration and communication within and across teams: The DONAU Café (for spontaneous meetings or brainstorming over a coffee), DONAU Turm (equipped with height-adjustable table, mobile whiteboard and video conferencing system) and DONAU Insel/Arena (the perfect spot for workshops on a larger scale and tribune seating area ideal for presentations).

What were the benefits?

This innovative space was designed to promote new forms of collaboration, networking, and flexibility. Moving away from the traditional office setting, the DONAU Auen provides a change of scenery that fosters creativity and the generation of new ideas.

Furthermore, it strengthens DONAU's image not only within the VIG-group but also a modern employer.

How it can be used for external communication? Have a look yourself 📍

Introduction tour in Instagram:

<https://www.instagram.com/donauversicherung/reel/C7D3ny9CnIT/>

Short video format on TikTok:

<https://www.tiktok.com/@donauversicherung/video/7397722321248668960>

Who were the main stakeholders involved?

- DONAU Project Team
- Aquila: Facility management and building contractor
- Offora: Interior designer
- DONAU employees: Throughout the process, the employees were asked to take a share of the project by voting for a name of the co working space or giving tours while construction phase.



What were the major learnings and challenges you had to overcome?

- Major projects take their time: For a project like the DONAU Auen, it requires considerable time and careful planning.
- Embracing new approaches: The importance of having the courage to try new and innovative ideas became clear, even when they involve uncertainty and challenges.
- Change of perspective: Taking into account the perspective of the actual users of the DONAU Auen was essential. This ensures that the co working space will be truly useful and will meet their needs.

Going forward, what are your plans to further develop the project?

Looking ahead, the plan is to continuously refine the DONAU Auen based on feedback from employees. Moreover, the plans are to identify and implement long-term formats and activities that will bring energy and engagement into the spaces.

There is an opportunity to scale this project across the VIG group, offering similar innovative spaces that can inspire creativity and collaboration in other locations as well. This could become a model for the group to promote a more agile and connected workforce.

Given the positive feedback and strong utilization of the new co-working space, it's worth considering how a new approach to workspaces can further develop an organisation. If you want to hear more about DONAU Auen feel free to contact Philipp.

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