

# SSWM WEB

## IV EDITION SUMMER SCHOOL ON WORKPLACE MANAGEMENT

Focus: COWORKING SPACES  
COST Action CA18214



POLITECNICO  
MILANO 1863

DIPARTIMENTO DI ARCHITETTURA,  
INGEGNERIA DELLE COSTRUZIONI  
E AMBIENTE COSTRUITO



POLITECNICO  
MILANO 1863

DIPARTIMENTO DI ARCHITETTURA  
E STUDI URBANI



DIPARTIMENTO  
D'ECCELLENZA  
FRAGILITÀ TERRITORIALI  
2018-2022

REC Real Estate Center

Partnership with:

CBRE

Case study by:



**WHAT IS SSWM?  
INTERNATIONAL AND  
INTERDISCIPLINARY  
WORKSHOP ON WORKPLACE  
MANAGEMENT**

**WHERE AND WHEN**

**28 JUNE - 4 JULY:** Workplace management  
basics\_ E-LEARNING / STREAMING

**5-11 JULY:** Focus on coworking spaces  
E-LEARNING / LIVE WEBINARS

**12-16 JULY:** Focus on workplace  
E-LEARNING / LIVE WEBINARS

**APPLY NOW!**

Selections based on CV

**LINKS FOR APPLICATION**

Option #1: Focus on coworking (5-11 July)  
[www.polimi.it/index.php?id=5782&uid=4723](http://www.polimi.it/index.php?id=5782&uid=4723)

Option #2: Full course (28 June – 16 July)  
[www.polimi.it/index.php?id=5782&uid=4722](http://www.polimi.it/index.php?id=5782&uid=4722)

**WHO CAN APPLY?**

**\_Undergraduate and graduate students** who are interested in design, strategies, change management and facility management, as well as the effects of new working spaces on the workers, urban space and peripheral areas. PoliMI students can gain **internship CFU** after the Full Course and AUIC's assessment.

**\_Researchers** who are investigating the social, economic and environmental impact of the most recent working space changes, and those who have joined the CA18214 or are interested in the topic of the action.

**SUMMER SCHOOL DESCRIPTION**

2021 edition: focus on coworking spaces

By referring to the 'COST Action CA18214', in which lecturers and organizers are involved, and by presenting preliminary outcomes of the CA18214, the participants of the summer school will get a comprehensive overview of the current knowledge on the **new working spaces such as coworking spaces** and new trends in the local and international contexts.

The nature of work has been evolving recently, along with the way **working spaces** are used. This dynamic has major implications for **working space design, management and location** that need to respond to new challenges. This course will assist students, practitioners and researchers to engage with these ongoing evolutions.

**Participants will learn to:**

- Integrate different disciplines in a sound reasoning around the workplace, with a focus on coworking spaces;
- Manage the planning, programming, and executing phases of a workplace change process;
- Manage planning and policy tools in fostering coworking space diffusion;
- Picture the future evolution of workplaces and its impact at the building and local scale, both in core and peripheral areas.

The school is co-organized by COST Action CA18214 «The geography of New Working Spaces and the impact on the periphery»



COST is supported by  
by the EU Framework Programme Horizon 2020



#### KEY DATES

Application

By 14 June

Communication of  
acceptance

By 15 June

Deadline  
registrations

& fee payment

(€200\*) - FREE for  
PoliMI students &  
CA18214 affiliates

20 June

Start of the  
Program

28 June tasks in

streaming

5 July live

## APPLY NOW!

### CONTACTS:

- ✉ [sswm-dabc@polimi.it](mailto:sswm-dabc@polimi.it)
- 🌐 [www.rec.polimi.it/sswm/](http://www.rec.polimi.it/sswm/)
- in [rec-realestatecenter](http://rec-realestatecenter)
- f [www.facebook.com/SSWMPolimi/](http://www.facebook.com/SSWMPolimi/)
- 📺 [Summer\\_School\\_on\\_Workplace\\_Management](http://Summer_School_on_Workplace_Management)

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### WHAT IS COST ACTION?

**COST - European Cooperation in Science and Technology** - is Europe's longest-running intergovernmental framework supporting the collaboration of nationally funded science and technology research through the creation of networks. Also known as Actions, these networks allow scientists to grow their ideas by sharing them with their peers and thereby give impetus to their research, career and innovation.

**CA18214:** The COST project '**The geography of New Working Spaces and the impact on the periphery**' involves 88 research partners from 28 countries - from October 1, 2019 to September 30, 2023. The aims of the project are i) sharing the scientific outcomes on new working spaces such as Coworking (CS) and Maker Spaces (MS) (definitions, typologies and geographical distributions) ii) comparing the best practices and direct and indirect impacts with a particular focus on the periphery iii) sharing the policy tools across the countries.

<https://www.cost.eu/actions/CA18214>

### Directors

**Andrea Ciaramella, Ilaria Mariotti, Chiara Tagliaro**

### Scientific Committee

**Andrea Ciaramella**, ABC, Politecnico di Milano, IT  
**Chiara Tagliaro**, CA18214, ABC, Politecnico di Milano, IT  
**Ilaria Mariotti**, CA18214, DASTU, Politecnico di Milano, IT  
**Mina Akhavan**, CA18214, DASTU, Politecnico di Milano, IT

### Organizing Committee

**Silvia Francesca Leoncini**, ABC, Politecnico di Milano  
**Alessandra Migliore**, CA18214, ABC, Politecnico di Milano  
**Alice Paola Pomè**, ABC, Politecnico di Milano

(\* In case of inability to attend, the fee is non-refundable at all after the school starts.



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**COST Association AISBL |**

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[www.cost.eu](http://www.cost.eu)

### YOU CAN CHOOSE BETWEEN TWO DIFFERENT PROGRAMS

## 1 WEEK

### 5-11 JULY:

Focus on  
coworking spaces

LINK FOR APPLICATION

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## 3 WEEKS

### 28 JUNE-16 JULY:

Workplace management +  
focus on coworking spaces

LINK FOR APPLICATION

[www.polimi.it/index.php?id=5782&uid=4722](http://www.polimi.it/index.php?id=5782&uid=4722)

- If you are a **Politecnico student** you will get the **CFU (credits for the intership)** only by attending the **3 weeks full program**. You can attend just the one week program but then no credits will be given.
- **PhD students, early career scientists and others** can chose the program they prefer.

## PROGRAM PILLS



**WATCH OUR VIDEO TO KNOW MORE!**  
[www.youtube.com/watch?v=7JdBV\\_6fUT8](http://www.youtube.com/watch?v=7JdBV_6fUT8)

### **II Week - Online classes** (5 – 11 July 2021) = 1 week course

#### • Theory

*Introduction and presentation of the case company* – Prof. Chiara Tagliaro; Prof. Ilaria Mariotti. Host's discussant: Mirna Gelleni, Workplace Strategist, Vodafone  
*Coworking typologies* – Prof. Suvi Nenonen  
*How coworking spaces are similar and how they differ - analysing the characteristics of practices* – Prof. Katarzyna Rabiej-Sienicka  
*Hybridization of coworking spaces* – Alessandra Migliore & Irene Manzini Ceinar  
*Effects of Coworking Spaces on workers & urban contexts* – Prof. Mina Akhavan  
*Multi-locality & Covid-19* – Prof. Mina di Marino  
*15-minutes city and commuting* – Prof. Therese Bajada & Bernardine Satariano  
*Proximity coworking* – Prof. Alessandro Gerosa  
*Near-working in Milan* – Prof. Ilaria Mariotti & Fabio Manfredini

- **Workshop:** *Participants will work in teams to propose a coworking solution for Vodafone in Milan.*

- **Optional attendance** to discussions on coworking spaces with:  
Chiara Mizzi from [Microsoft](#) (corporate coworking spaces)  
Vassilis Charalambidis, from [Romantso coworking space](#) (Athens).  
Mina Di Marino, from [Norwegian University of Life Sciences](#) (Public libraries as innovative workplaces)  
Cecilia di Gaddo from [Officina digitale Reactio](#)

### **I Week - E-learning with MOOC** (28 June 2021 – 4 July 2021)

#### • Theory

*Trends and the future of work* – Prof. Chiara Tagliaro  
*Organizational culture and values* – Prof. Chiara Tagliaro  
*Workplace outcomes* – Prof. Chiara Tagliaro

- **Workshop:** *Participants will work in teams to elaborate assignments aimed at systematizing the main understanding of the e-learning sessions.*

### **III Week - Online classes** (12 – 16 July 2021)

#### • Theory

*User Personas* – Prof. Tamàs Berky  
*User journey mapping and service blueprint* – Prof. Antonio Iadarola  
*Workplace strategy, briefing and concept* – Prof. Ying Hua  
*Benchmarks and case studies for workplace design* – Prof. Chiara Tagliaro. Silvia Francesca Leoncini and Alessandra Migliore from Politecnico di Milano will present their research.  
*Workplace management around Europe: cross-country comparison of practices* – Prof. Chiara Tagliaro. Alice Paola Pomè from Politecnico di Milano will present her research.  
*Technology applications in the workplace environment* – Prof. Ingrid Nappi

- **Workshop:** *Participants will work in teams to propose a design brief for the interior Spaces of the current Vodafone HQ.*

- **Optional attendance** to discussions on different workplace related topics with:  
Giovanni Bevilacqua from [UniCredit](#)  
Federica Pedroni from [CBRE](#)  
Monica Guarda and Gianantonio Albrici from [Enel](#)  
Silvio Zani from [Zambon](#)