



NORDIC WORKPLACE 2025

Conference Highlights & Insights
A wrap-up of Nordic Workplace 2025
Stockholm · 21 October 2025

NWP 2025

BUILDING BRIDGES BETWEEN THEORY AND PRACTICE

Nordic Workplace 2025 clearly showed the power that emerges when theory meets practice – and when people truly connect. This year, we took another step forward with a new concept that made the conference more dynamic, flexible, and participant-driven than ever before.

For the first time, we introduced a dynamic schedule with several parallel sessions, allowing participants to shape their own day. Instead of following a fixed agenda, attendees could move freely between learning, discussion, and networking – creating a personal and meaningful conference experience.

To make navigation easier, we divided At Six into five activity zones: Focus, Collaboration, Meeting, Calm, and Social. Together, they created a holistic experience that balanced depth with reflection, energy with recovery – and theory with practice.

This year's theme, "Building bridges between theory and practice," ran through every part of the program. Speakers, panels, and workshops offered not only insights but also practical tools that participants could take back to their own organizations. Yet just as important were the moments in between – the conversations, the shared reflections, and the connections that sparked new ideas.

Surrounding the conference were several complementary initiatives that added to the experience: the interactive exhibition Step into the Office, the Calm Zone for reflection and recovery, and the pre-conference tour and VIP evening. Together, they shaped a meeting place that was more than a one-day event – it was a complete experience of the workplace and the future of Facility Management.



NWP AT A GLANCE

- 21 OCTOBER - ATSIX - STOCKHOLM
- RECORD BREAKING OVER 250 ATTENDEES
- A BREAKDOWN:
 - 40% SUPPLIERS
 - 40% END USERS
 - 20% ADVISORS AND OTHERS
- 25 EXHIBITORS
- 30+ SPEAKERS
- COUNTLESS IDEAS SHARED!

SPEAKERS

This year's theme was "Building Bridges Between Theory and Practice." We wanted to give our attendees more than theory, we wanted them to leave with practical tools—concrete ideas and insights they could apply immediately. That's why we asked our main-stage speakers to end their sessions with three actionable takeaways.

YOY BERGS, BREDA UNIVERSITY



Beyond Generational Stereotypes: Supporting Young Professionals in a Changing Work/Nonworkplace

- Careers are no longer linear, they are dynamic, unexpected and personal
- Meaning, autonomy and growth often matter more than status or security
- Workplace environments must accommodate non-linearity, autonomy and variety

TENANT & PARTNER PANEL

**MIA ÖHRN, TENANT & PARTNER; MARIE ANDERSSON, ARBETSMILJÖVERKET;
JOACHIM BOËTHIUS, IFMA; FRANS ELINDER, STOCKHOLMS HANDELSKAMMAREN;
MADELEINE GILLBERG, SEB**



AI-enhanced discussion: How can the workplace of the future create value – for both people and the planet?

- The workplace of the future is an ecosystem – not an address
- Leadership and collective intelligence are the key
- Sustainability and human well-being in focus

SPEAKERS

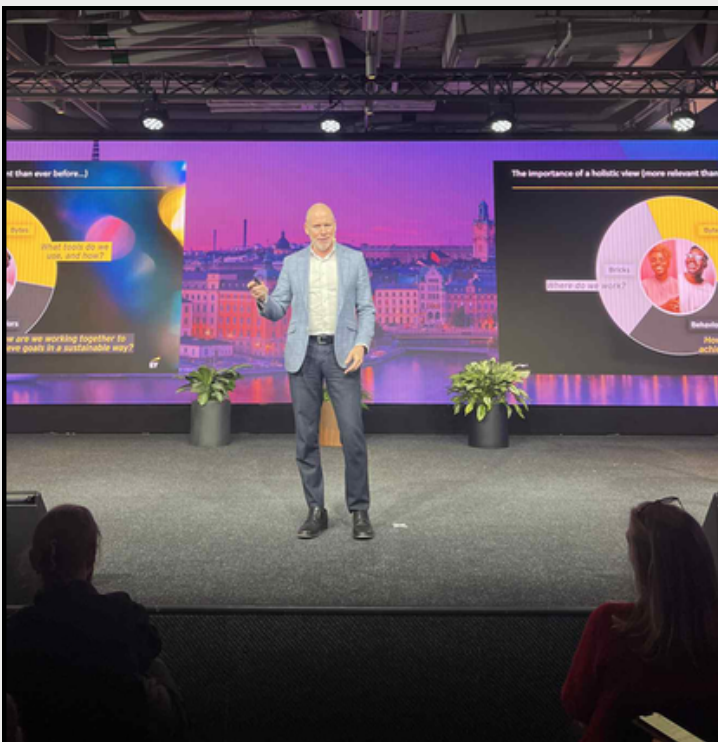
REDNEY JANSSEN, PLANON



Beyond Energy Efficiency - Whole Life Carbon and Circularity in the Pursuit of Net Zero Facilities

- Think BEYOND energy; next GHG challenge is buildings, materials, furniture
- Be aware of “added Carbon”, next to added value, added costs
- Embrace innovations - Create innovations
- Think big, start small, learn, and adjust along your Net Zero FM Journey

MAGNUS KUCHLER, EY



Leadership beyond hybrid

- How might we balance the holistic view of work?
- How might we as leaders support our people and keep them at center of all things?
- How might we embrace flexibility and inclusion as a way of working smarter?
- How might we leverage technology for connection and enablement?

SPEAKERS

OLA KLINGENBORG, COOR



From Returning to the Office to Safety and Preparedness – FM's Key Role in a Rapidly Changing World

Direction: what does this mean?

- Pushes the limits of traditional FM
- From operator to “resilienceintegrator”
- New capabilities, new alliances

MATT TUCKER, IFMA



The rise of the FM Analyst

- The FM Analyst mindset is defined by curiosity, data confidence, and storytelling
- Structured, FM-specific training and organizational support are essential for developing and scaling data capability
- Regional contexts matter, as different markets face distinct challenges and opportunities in adopting analytics
- The future of FM leadership lies in blending operational expertise with digital fluency, positioning FM as a strategic, data-driven profession

KEY NOTE SPEAKER

CHRISTINA STIELLI



Joy and resilience in an uncertain world

A natural keynote in the middle of the day – and one of the few moments when the entire conference came together. Christina had the whole room laughing, loudly and collectively, while delivering meaningful insights. With her unique blend of humor, research and sincerity, she captured the relatable moments of everyday life and highlighted the importance of taking responsibility for both culture and the work environment.

Even though she doesn't come from a traditional FM background, Christina reminded us of what lies at the very core of the industry: people. The individuals we create workplaces for, their wellbeing, their experience of the workday – and why our work truly matters.

THE GREEN ZONE

One of the most talked-about features of Nordic Workplace 2025 was the green zone, or the Oasis, a brain-friendly, AI-enhanced meeting environment designed to spark curiosity and encourage conversation throughout the day.



The green zone served multiple purposes: as a program feature, an exhibition, a place for relaxation, and a networking hub. It combined technology, biophilic design, and human interaction, offering visitors a space to pause, recharge, and engage in activities such as meditation and AI-enhanced discussions on shaping the workplaces of the future through sustainability, innovation, and human-centered leadership.



Special thanks go to Tenant & Partner, together with Ambius Sweden, Beleco, Rebel Light, and Efterklang for creating this inspiring environment, as well as to all visitors who participated and contributed new perspectives.

The green zone provided a moment of reflection amid the conference's activities, offering a glimpse of what the workplace of the future could feel like.

HIGHLIGHTS OF NORDIC WORKPLACE 2025:

STEP INTO THE OFFICE

Another standout feature of Nordic Workplace 2025 was Step into the Office, an immersive exhibition that allowed visitors to experience the workplace of the future firsthand.



This immersive exhibition was created in collaboration with Planon, EY, Coor, Lindelöf – Part of Holmris B8 Group, and A. M. Acoustics. Together, they designed an office environment where visitors could step directly into the workplace of the future and experience firsthand how technology, acoustics, interior design, and workplace strategy interact in practice.

This was not a standard exhibition space – it was an experience demonstrating what is possible when multiple partners collaborate, bringing creativity and new perspectives to the table. Special thanks to all who contributed to this inspiring exhibition, and particularly to Planon for sharing some of their excellent visuals.



PRE-CONFERENCE FACILITY TOUR

The day before Nordic Workplace, on October 20, an exclusive pre-conference facility tour was held in Stockholm. During the afternoon, participants visited three prominent workplaces – Scandic Downtown Camper, King, and Spotify – gaining unique insights into how they work with innovation, workplace environment, and FM development.



Guided tours, behind-the-scenes insights, and meetings with industry colleagues provided inspiration and practical takeaways to bring back to their own organizations. The tour was a much-appreciated opportunity to compare different solutions, make new connections, and experience some of Sweden's most exciting offices up close.

VIP-EVENING AT EY

Later that evening, IFMA and EY hosted an exclusive VIP event at EY's Stockholm office. The evening featured inspiring talks, networking, and refreshments in their modern and stylish space. Participants gained valuable insights from EY on leadership within the Future of Work. Presentations and moments of self-reflection alternated around themes such as the different leadership roles we hold and can take on, workplace strategy, and the office of the future. At the same time, attendees connected with industry peers in a relaxed setting before the conference kicked off. A well-appreciated start to Nordic Workplace, combining inspiration, networking, and tasteful experiences.



A WORD FROM SOME OF OUR

EXHIBITORS

Planon

We are participating for the sixth year in a row because NWP continues to be one of the industry's most valuable meeting places. It's where connections are made, ideas are born, and collaborations take shape. For us at Planon, it's only natural to be part of a platform where community and development go hand in hand.



Fabege

As a key player in the field, we want to contribute to the conversation about the future of workplaces and urban environments. At Nordic Workplace, we meet a highly relevant audience and are proud to help drive both content and development.



Norma

We want visitors to leave with a clearer understanding of the opportunities within public procurement—and how they can navigate the process more effectively. For us, being present at NWP is a given; it's where participants can meet us for questions and meaningful conversations. Today's interactions offered valuable perspectives from both buyers and suppliers, and the atmosphere was engaged and welcoming. NWP in three words? Inspiring, insightful and enjoyable.



A WORD FROM SOME OF OUR

EXHIBITORS



CBRE

The industry is changing, and CBRE is always part of the development. That's also why you are here - it's a great place to be for that. NWP is the happening of the year. Fun to be here and to highlight the FM-industry.

ISS

We are here to see what's happening in the industry, discover the latest news and innovations, and connect with our colleagues. We at ISS are the people behind the world's best places.



Nimway

We help companies understand and optimize their workplaces. We're at NWP to connect with decision-makers and peers - the day's been filled with insightful questions, concrete case discussions, and valuable new contacts. Inspiring, connecting, insightful.

A WORD FROM SOME OF OUR

EXHIBITORS

SODEXO

At NWP, we encouraged sustainable food choices through a quiz that sparked curiosity and meaningful conversations. The day's most valuable meetings revolved around how workplaces can contribute to a more sustainable everyday life. Three words: inspiring, human, knowledge-creating.



Sidekick Cold Brew Coffee

Sidekick Office brings news and energy to the workplace. It's a new and exciting product for the break room that's incredibly easy to try out – all you need is a standard power outlet.



Nuvolo

We're here because of IFMA World Workplace. Our brand message here today is the workplace is better when connected, by Nuvolo of course.



A WORD FROM SOME OF OUR

EXHIBITORS

Since the exhibition area offered far more encounters than the ones we have quoted here, we are also highlighting a few moments that helped shape the overall experience. Small snapshots from a space where conversations flowed continuously and networking thrived from morning to evening.



IFMA SWEDEN

INNOVATION PRIZE

2025

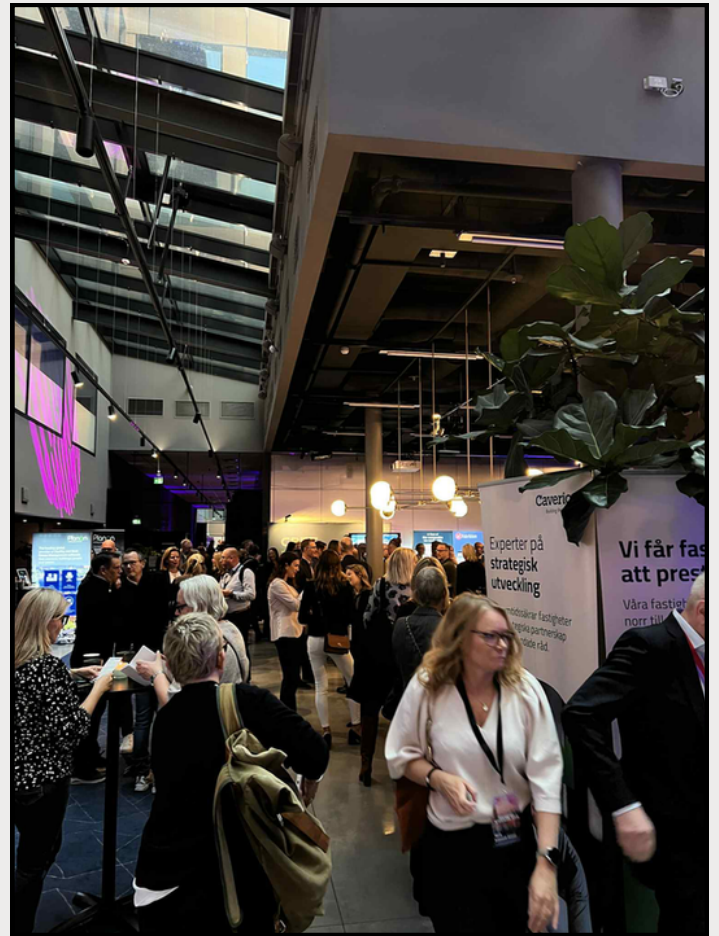


Congratulations - LAIOUT!

Each year, IFMA Sweden awards the Innovation Prize to encourage and highlight innovations that drive the FM industry forward. This year's winner, Laiout, has taken a leap into the future by transforming a long and complex planning process into something that can be done in minutes—combining AI with deep architectural and workplace insight.

Coming early next year: Join IFMA Sweden and this year's Innovation Award winners, Laiout, for an inspiring breakfast webinar on how AI is reshaping space planning and workplace design. Don't miss this glimpse into the future of FM!







THANK YOU!

We would like to extend our sincere thanks to everyone who attended Nordic Workplace 2025, as well as to all speakers and exhibitors who contributed their knowledge, creativity, and energy. A special thanks goes to our sponsors for their generous support, which made this event possible.

We also wish to acknowledge the board and our chairpersons, Joachim Boëthius and Marie Andersson, for their guidance and commitment, and a heartfelt thank you to the amazing Sofie Hansson, who served as moderator and ensured the conference ran smoothly.

