Consolidating the Global Scope of Facility Management

With the new ISO standards almost in place, global acquisitions among suppliers, a changing market offering more opportunities for global contracts, new threats in building security, an enterprising and energetic multicultural population in offices with “internet eyes” everywhere, or the concept of “right here, right now”, makes it necessary to establish where FM is and where it’s heading.

Knowledge
Tested FM projects to share data and experiences or lessons learned

· over 80 speakers and presenters
· 9 blocks and 6 roundtables
· over 30 countries represented

Innovation
New initiatives or new approaches or ways of solving situations

· over 500 delegates expected
· live broadcast
· total interaction with the app

Inspiration
Strong messages that could lead to ideas or projects to be implemented in FM

On behalf of EuroFM, I warmly welcome you all to join us in the 2017 EFMC in Madrid.

Pekka Matvejeff
Chairman of EuroFM

The European Facility Management Conference (EFMC) has been the leading FM-Conference in Europe for the last 25 years. It will also continue its central role in bringing FM business, practitioners, educators and researchers from all over the world together in European cities.

The cultural diversity of Europe and the versatility of the FM community set high demands even for organizing conferences and networking. During these decades EuroFM has been able to establish a sound, well known and attractive conference tradition as well as a platform for all actors to join.

The EFMC is a huge opportunity to come out with new initiatives and development ideas. It is also about active listening and hearing the manifold voices of the FM community. It is about knowledge, inspiration and innovation!

On behalf of EuroFM, I warmly welcome you to join us in the 2017 EFMC in Madrid.

Francisco García-Ahumada
President of IFMA Spain

It is a great pleasure for me to welcome the European FM event of the year 2017.

IFMA España is proud that EuroFM has chosen Madrid to hold its annual event, where we will meet with prominent professional from all over the world. While in Madrid, you will be able to savour the famous Spanish cuisine as well as taking in the thousands of years of history and culture that we have to offer.

We are honored to have the opportunity to share this amazing experience with all of you and we warmly invite you to attend a memorable event in which you will have the opportunity to work hand in hand with the most prestigious leaders in our fields.

With your active participation and your positive commitment I am sure that we will be able to reach our goals.

Looking forward to seeing you all in Madrid, I send you my warmest regards.

David Martínez
CIFMERS GLOBAL Director

From the day we received the confirmation from EuroFM to organize the 25th edition of the EFMC, we knew we had a huge responsibility on our backs. Part of the awarding message was “The decision was based upon your passion and heart for the FM profession and your experience with the FM discipline, the FM world, and your experiences with the organization of other FM events”... If being PCO was not pressure enough...

We put together the best compilation of experiences to make you think again about everything. Facility Managers need the time and a place to think out of the box, and this is your “ideas generator” event. All in an incredible venue, with amazing food and an international crowd to do great networking with.

I join Pekka and Francisco, on welcoming you to Madrid, to the best FM conference you have attended to, and if not, we did not succeed.
Everybody is invited to join EuroFM activities during EFMC

WINM “Walk In Network Meetings”

WINM is a new style of free access gathering in an interactive area, where participants can freely join the meeting and benefit of the network groups activities. Located at the interactive Collaborative wall area, this could be used as a platform to register projects and initiatives that can be shared and voted to become actual EuroFM projects. Why not have lunch while you do an active networking and get to know what is going on in the different working groups? And why not, to pass by to see what is going on? You might be interested in some of them…

26th APRIL
RNG+ENG WINM. Education and Research

Facilitators:
Olga van Diermen
Chair ENG

Matthew Tucker
Chair RNG

This is the perfect spot to be if you work at a university as staff or lecturer, or if you are a researcher or if you are just interested in Education and Research activities, including of course students, within the Facility Management discipline.

27th APRIL
PNG+CANG WINM. Practice and Corporate

Facilitators:
Renske van der Heide
Chair PNG

Mauro Rabolini
Chair CANG

This is for you if you are a professional, from an FM association or a practitioner, and you are looking for partners or peer colleagues, or organizations from all over the world. At this gathering you will find international projects and initiatives.

25th APRIL
Opening of Exhibition Area

The exhibition area will open to all the public on the 25th (online registration needed) even if you are not attending the conference. This will bring more visibility for the exhibitors and increase the networking possibilities for all participants. The exhibition area will remain open until the 27th in the afternoon, and with a continuous coffee and beverages service, will be the perfect place to socialize at any time.

Welcome Reception

EuroFM wants to welcome everybody with its traditional reception, prior to the conference. This will be a great opportunity to gather the European family with all the FM Spanish community, creating the perfect environment to meet up and make new friends sharing a glass of wine and nice tapas.
The challenge of Facilities Management in the 2020s – From Hardware and Software...to Peopleware
Managing Director - Fischer Brown / Peter William Brown

Driving change at the international facilities portfolio
The challenge to create a new function within an international company. At the beginning each site takes the own decision to organize the facilities management. The strategy is to create a new organization within EMEA, to standardize cost structures and to define processes.
Global Facilities Contracting - BASF / Beatriz Soria

Financing green buildings through dedicated banking products
By end of 2015 the EBRD Board has approved a Green Transition Economy (GET) initiative which calls for scaling up and more comprehensive investments financing policies. The presentation focuses on specific products developed for the building sector and introduces case-studies of successful projects.
EBRD - European Bank for Reconstruction and Development / Alexander Hadzhiivanov

Implementing a global FM model in the EMEA region. A challenge from the global specialist in energy management and automation
Energy consumption has increased 45% since 1980 and projections show that it will be 70% higher by 2030. With this scenario, we have implemented a global FM model in the EMEA region, taking in consideration the multicultural differences and with the responsibility of adapting to preserve our environment.
Director of Integrated Facility Management for EMEA - Schneider Electric / Fernando Fernández

Leading of emotions is a secret power that makes our ambitious strategies come to life
We have understood to optimize our strategy, processes and technology but have we paid attention to energy and source that makes all these happen? Emotions affect our every interaction and situation but it is very neglected area in current business life. In this talk, you learn why leading of emotions is pivotal skill for every individual and will share their experiences and personal perception to reach a good level of understanding.
CEO and co-founder - Emotion Tracker / Camilla Tuominen

Women in FM
Women are quickly climbing the ladder of business management, acquiring the deserved recognition avoided in the past. They are proving to be better managers, and this will also apply in FM. In this scenario, what are the biggest challenges that they are facing in their workplaces and careers? On the other hand, how should men see this evolution?. Presenter will share their experiences and personal perception to reach a good level of understanding.
Katy Dowding - BIFM Leader of the year BIFM
Joaquina Garrido - Accenture Workplace Lead for Iberia and MART
Susanne Balslev - Oslo & Akershus University College of Applied Sciences Professor

Environmental indicators for non-residential buildings: when, what, and how to measure?
Describe state of the art within the scientific literature for assessing environmental building performance of non-residential buildings, and to guide facility managers' choice of environmental indicators to monitor the environmental performance in corporate buildings, public institutions etc.
PhD student - KMD A/S and Technical University of Denmark / Esmir Maslesa

The Prioritisation and Satisfaction on Thai’s Rating Energy and Environmental Sustainability Criteria: A Case study of Bangkok Green Condominium
This research aims to examine the prioritised aspects of TREES criteria from potential buyers and the satisfaction of the criteria from occupants.
Assistant Professor - Thammasat University / Chaiwat Riratanaphong

Does modularity trump usability? assessing modular facility solutions for the public sector
The study focuses on a case study of one Finnish hospital campus, where leased, modular facilities are in use. The facilities are analysed in from the perspective of usability.
Postdoctoral Researcher - Aalto University / Riikka Kyrö

Taking off: conceptual model for FM in airports
The service allocation model provides not only a basis for benchmarking between hospitals, airports and other industries with high demanding conditions, but also insights about developing conceptual approaches for further initiatives to benchmark FM across various industries.
Research Associate - Zurich University of Applied Sciences / Nicole Gerber
Business Conference Block
12:30-14:00
Main auditorium

Roundtable: “Job: Head of FM”
14:00-14:50
Main auditorium

There are many professional titles that could help to change the market perception of the FM to be generally seen as a more strategic activity. Head of Facility Management is probably one of the most inspiring, and it seems to be the prelude to have CFMO in the companies. Presenters will share what are their roles in their companies, what is their position and level in the organizational chart, and what is the level of recognition of their activities.

Moderator
Representative
ARSEG / Lionel Cottin

Panelists:
Jakob Moltsen
Director, Head of Group Workplace Management

Panos Machairas
European Space Agency Head of Facility Management

Cristiano Mantovani
Pfizer Head of GO - Facilities Manager

Research Conference Block: FM and knowledge management
12:30-14:50
Research auditorium

“Knowledge transfer between building operation and construction”
The paper presents and evaluates a case of interdepartmental knowledge transfer in an university FM organisation, which has a strong focus on improving the interconnections between building operation and planning new building projects.

Professor - Technical University of Denmark / Per Anker Jensen

“The process of Legionella prevention”
In the present study data was collect and analysed to gain evidence for the present situation of Legionella risk management and prevention of water systems in different buildings in the Canton of Zurich, Switzerland.

Professor - The Norwegian University of Science and Technology / Tore Brandstveit Haugen

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Research Associate - Zurich University of Applied Sciences / Thomas W. Leiblein

“Facility Management regionalization in Industrial environments”
This speech expects to give an insight on how to evolve from a delocalized local FM approach to standard regional models, within an industrial environment where technical complexity, decentralized budgeting and unclear decision pyramid increase the complexity, already incumbent, to any transformational process.

Facility Management Global Procurement - Philip Morris International / Javier Caravantes

“FM Innovations – can touchpoints stand alone?”
In the FM industry, clients, customers and end users are crucial inspirators for innovators. But, do FM innovators truly understand their customers’ “jobs”, and not just their touchpoints throughout the day? And if they do, how do they integrate such understanding when driving and implementing innovation?

Assistant Professor - DTU Management Engineering / Giulia Nardelli

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“How marrying technology and data can save brick and mortar”
As more and more traditional retailers are struggling to find a foothold in brick and mortar locations, retail spaces are going empty across the globe. How can we utilize emerging technologies to increase foot traffic and make our locations remain ahead of the curve?

Chief Technology Officer - ROCeteer / Heather Wilde

“When the end-user is your core business”
The speech will talk about how the Bank has focused on driving a change for FM through a focus on End-User experiences. One of the tools for driving this change has been the Touchpoint framework, where the philosophy is that you have the End-User as core when you develop your FM services.

GWM Business Support & Strategy - Nordea / Niklas Jönsson

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Research Associate - Zurich University of Applied Sciences / Thomas W. Leiblein

“Swiss-COBie: development of a design for information exchange between planners, constructors and FM in Switzerland”
A Swiss-COBie will help FMs transfer relevant BIM data localised to the Swiss market for transfer into their CAFM systems.

FM student - Zurich University of Applied Sciences / Marc El-Arousy

“Co-creation of Campus by Using Virtual Reality”
The purpose of this paper is to demonstrate how advanced visualisation technologies and Unity3D game engine can serve as an inspiring and easily accessible tool for campus co-creation processes.

Interactive Experience Designer and 3D visualizer - Tampere University of Technology / Daniel Leggat

“Employer’s Information Requirements (EIR): A BIM case study to meet client and facility manager needs”
The EIR template provides FMs with a practical starting-point for capturing client/FM information requirements in a structured way.

PhD student - Liverpool John Moores University and Zurich University of Applied Sciences / Simon Ashworth
“ISO55000 – A Corporate Journey”
An insightful description of the opportunities and challenges faced by our company in applying ISO55000 across its Global service business, and the benefits it has achieved on behalf of its clients through implementing this standard for Asset Management

Chairman - ISO TC 267 Facilities Management / Stan Mitchell

“Facilities Management – do we deserve to be taken seriously?”
Stan will explore the Facilities Management journey as a new professional discipline and our efforts to gain recognition around the world.

Chairman - ISO TC 267 Facilities Management / Stan Mitchell

“Assessing the Added Value of Information Systems supporting Facilities Management Business Processes”
The paper analyses how a specific FM Information System supports the management of a specific operational process. In this case, cleaning in an airport.

Client Consultancy and Facilities Management - Ramboll A/S / Poul Ebbesen

“Out of the Shadows: Influencing Train Passengers’ Perceptions and Satisfaction by Increasing Visibility of Cleaning Staff”
This experimental field study was conducted on trains of Netherlands Railways (NS) to determine how the presence of cleaning staff affects perceptions and satisfaction of train passengers.

PhD Student - Hanze University of Applied Sciences Groningen, Netherlands Railways, and University of Twente / Martijn C. Vos

Roundtable: “I’m New in FM”
17:50-18:40
Main auditorium

Moderator
Executive Director
APFM / Miguel Alves Agostinho

Entering the FM world could come as a big surprise. For some new graduates, this step towards the real market, differs from what they saw at the university. For some senior professionals, it could be a new challenge within the company, or even a new path. Presenters will share their perception on the discipline, before they actually got involved with it, so we can learn how FM could be better understood or addressed at the university programs.

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Caverion & Laurea
Service Engineer & Student

Chantal Spruit
Mercedes-Benz & The Hague University of Applied Sciences
CRM Employee & Student

Jesús Lozano
Thales
Facility Manager

Andrew Mason
Tsebo Facilities Solutions
Director

Ek Buranakul
TFMA
President

Michael May
University of Applied Sciences Berlin
Professor of IT and FM

Thiago Santana
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Thiago Santana
ABRAFAC
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Factors facilitating effective workplace designs for knowledge workers

The findings are based on responses from more than 1600 employees Norway who were invited to participate in an anonymous online survey about workplaces and facilities.

I need a work space! The benefit of real time occupancy information investigated using customer journeys

The paper demonstrates suitable techniques to investigate employees’ experience of Real Time Occupancy Information (RTOI).

Ways to Measure User Experience in Co-working Places

The aim of this study is to describe a holistic way to measure the user experience of a co-working place offering specific facilities, services and workspaces to attract a specific group of tenants.

Modern Learning: how to align bricks with bytes and behaviour?

The Designing-an-Accommodation-Strategy-model is used to retrieve the match between demand and supply in real estate of Dutch HEIs for both present and future.

Evidence based FM through data-defined buildings

With this presentation I want to share the results we have had at BBVA in the application of BIM technologies and the analysis for the diagnosis operation of the BBVA portfolio, which includes sites going from data processing centers to commercial bank offices.

FM & service design

This presentation seeks to share the experience gained during the development and construction of a strategically aligned Corporate FM model for the Bancolombia Group, which has been based on the use of service design and design thinking co-creation tools.

FM as a tool to nurture Corporate Culture

At SCG, we live four core values: Adherence to Fairness; Dedication to Excellence; Belief in the Value of the Individual; Concern for Social Responsibility. We promote ‘Open and Challenge’ culture that helps strengthen our core values and sustain our leadership. FM plays an important role in this.

Fair P(l)ay Facility Management

Invest in people and sustainable contacts! Say goodbye to (temporary) contracts, KPI’s and SLA’s. All cost-driven and build on distrust (= management). Welcome investment in contacts, in people, in sustainable relationships: employees, service providers and customers. Give people long lasting contracts, in order to build and maintain trust (= leadership).

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To foster true and long lasting relationships: employees, service providers and customers. Give people long lasting contracts, in order to build and maintain trust (= leadership).

Student Presentations:

Finalists of the student poster competition & Young researchers and practitioners in FM: A survey feedback of concerns and expectations

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Roundtable: "FM in Spanish"
### Lunch + Booth Area

14:50-16:20  
Networking space + Exhibition area

### Business & Research Block

16:20-17:50  
Main auditorium

#### "Organizing the physical space in a technological company with people as the centric approach"

Sony is a technological company who wants to make sure its employees have the best places to work and develop their day-to-day activities. Thinking global but acting local in the office space designs we deliver and taking people as the centric approach when it comes to office and environmental planning are the basis to our Workplace solutions in Sony APAC.

Workplace Solutions APAC Head - Sony Ericsson Communication / Connie You

#### Why is not always the cheaper the better partner?

This is one of the questions we should ask ourselves each time we look for a service partner. The temptation to save money is huge but we must be more professional and look further to achieve a long lasting relationship.

Head of Facility Management - European Space Agency / Panos Machairas

#### "The role of FM in disaster resilience: integrating the Sendai framework into disaster risk management"

This paper presents a theoretical mapping between the Sendai Framework and Built Asset Management strategies through which pre-event mitigation and post-event disaster recovery plans can be developed and integrated in business continuity planning.

Assistant Professor - Eindhoven University of Technology / Rianne Appel-Meulenbroek

#### "Employee’s preferences for services and facilities offered in serviced offices: results of an empirical study"

Serviced offices are popular, offering many services and facilities to attract tenants. This study identifies which services/facilities are perceived as most important by which types of end-users.

Moderator: Wayne Tantrum

### Roundtable: "Past EuroFM Chairs"

17:50-18:40  
Main auditorium

#### Moderator

Chairman (2017-now) EuroFM / Pekka Matejeff

This is a tribute to all those altruistic men and women that have taken part of the EuroFM board with the only agenda to help the profession. Over the last 30 years, they have dedicated part of their time and lives to enhance Facility Management. The past chairmen will present their personal view on the evolution and challenges of the FM industry, and share how they see the future of the discipline. It will be the first time that there is such a gathering.

Keith Alexander  
ExChairman EuroFM (1990-2000)

Lionel Prodgers  
ExChairman EuroFM (2000-2004)

Albert Pilger  
ExChairman EuroFM (2008-2009)

Wayne Tantrum  
ExChairman EuroFM (2010-2011)

Ron van der Weerd  
ExChairman EuroFM (2012-2016)

#### Closing Remarks

Before the traditional presentation of the EFMC 2018 destination, the FM Games awards ceremony will take place inside the main auditorium:

- European Student Competition
- Partners for Innovation Award
- European Researcher of the Year
- Best Research Paper

#### Closing Cocktail Dinner & Awards:

- European Student Competition
- Partners for Innovation Award
- European Researcher of the Year
- Best Research Paper

The best way to close the conference is with a cocktail dinner and the recognition to students, innovators and researchers who play a very important role in the development of the Facility Management discipline. This is a great time for networking and showing our admiration to all the awardees.

At the end of the event, the organization will give out goodbye-bags with some gifts to delegates. Inside attendees will have the chance to find 1 Diamond gift certificate for an international FM event (accommodation included) or one of the 5 Silver gift certificates for an international FM event.

#### Goodbye Bag Delivery

Before the traditional presentation of the EFMC 2018 destination, the FM Games awards ceremony will take place inside the main auditorium.

Groups of students from different universities and countries from around the world have completed as assignment and the best one will be awarded at this time. This year's assignment is centered on Workplace. The FMGames are a great opportunity for students from different universities to work together and put in practice what they have learnt in their own universities being, therefore, a great way to boost the Facility Management discipline amongst the future Facility Managers.

- European Student Competition
- Partners for Innovation Award
- European Researcher of the Year
- Best Research Paper

Goodbye Bag Delivery

19:00-20:30  
Networking space

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Professor of Facilities Management and Head of Department - Anglia Ruskin University / Keith Jones

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Sony is a technological company who wants to make sure its employees have the best places to work and develop their day-to-day activities. Thinking global but acting local in the office space designs we deliver and taking people as the centric approach when it comes to office and environmental planning are the basis to our Workplace solutions in Sony APAC.

Workplace Solutions APAC Head - Sony Ericsson Communication / Connie You

#### Why is not always the cheaper the better partner?

This is one of the questions we should ask ourselves each time we look for a service partner. The temptation to save money is huge but we must be more professional and look further to achieve a long lasting relationship.

Head of Facility Management - European Space Agency / Panos Machairas

#### "The role of FM in disaster resilience: integrating the Sendai framework into disaster risk management"

This paper presents a theoretical mapping between the Sendai Framework and Built Asset Management strategies through which pre-event mitigation and post-event disaster recovery plans can be developed and integrated in business continuity planning.

Professor of Facilities Management and Head of Department - Anglia Ruskin University / Keith Jones

#### "Employee’s preferences for services and facilities offered in serviced offices: results of an empirical study"

Serviced offices are popular, offering many services and facilities to attract tenants. This study identifies which services/facilities are perceived as most important by which types of end-users.

Assistant Professor - Eindhoven University of Technology / Rianne Appel-Meulenbroek

#### Moderator

Chairman (2017-now) EuroFM / Pekka Matejeff

This is a tribute to all those altruistic men and women that have taken part of the EuroFM board with the only agenda to help the profession. Over the last 30 years, they have dedicated part of their time and lives to enhance Facility Management. The past chairmen will present their personal view on the evolution and challenges of the FM industry, and share how they see the future of the discipline. It will be the first time that there is such a gathering.

Keith Alexander  
ExChairman EuroFM (1990-2000)

Lionel Prodgers  
ExChairman EuroFM (2000-2004)

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ExChairman EuroFM (2010-2011)

Ron van der Weerd  
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