



Interview with:
Marcel Broumels
*Head of innogy IdeaLab
at innogy SE*



Today we interview Marcel Broumels, Head of innogy IdeaLab at innogy SE, where he shares with us how his experience was at the EFMC in Madrid and his vision on Facility Management.

1. As the presenter of the event, how would you say the EFMC was?

I truly enjoyed being the host of this event, mainly because you genuinely have the feeling that you are part of one big group of very passionate FM professionals. Even though they all have a different background, come from different parts of the globe, what they share is that they are all very excited about the Facility Management field.

I have been to quite a lot of international FM events, yet this year the event truly was inspiring and combined with fun activities..! You can truly see that these events are becoming more and more innovative as well.

2. How do you think this kind of events can help with the FM sector development?

It is common knowledge that bringing people together in an interactive setting will create a surrounding to get inspired and think of new ideas to use in your work. Of course networking via Linked-in contributes could also be an option but in my opinion this can never replace meeting with our enthusiastic FM colleagues on site, to feel their passion and think of new innovations together.

3. You were part of the jury of the Partners for Innovation Award, what do you think will be the trend in FM during next years?

I feel that innovation has been a buzzword for the last years, yet in the last two years I have seen more and more proper implementations of innovations in FM. Not only the technical solutions like apps or community based software programs, also innovations in the way how suppliers interact with their client organization or the more innovative types of contracts between supplier and demand organization. I hope this will inspire more organizations to really push forward their innovations to an implementation phase, like the winner of this year's Partners for Innovation Award solution.

4. Do you see any opportunities for innovation within the next EFMC events in the near future?

When I was studying Facility Management, the profession was often referred to as a 'grey profession' where mostly old men were working. This in the meantime has changed a lot. I know a lot of very good young FM professionals that are ending up at great places in modern organizations applying their FM skills. Organizations like Netflix, Uber, Google and even though it is often a completely different way how to deal with FM related questions between a big corporate and a startup, the core of the profession stays the same.

I think that in the next events we can bring in more examples of startups with innovative building-, technology or hospitality solutions, to connect them to the more experienced FM professionals that attend the events as well. Combining those perspectives I am sure will add great value to the event!