

**Instant**  
RETHINKING WORKSPACE



# The WELL Coworking Rating: Defining the next generation of workspaces

Trends, Insights and Best Practices  
for Healthier, Smarter Workspaces



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# Introduction

## THE WELL COWORKING RATING

### Creating Healthier, Smarter and More Sustainable Workspaces

The world of work is undergoing a structural transformation. Hybrid and flexible working models are no longer emerging trends; they are now embedded in how organizations operate globally. Companies and employees alike are refining workplace expectations, seeking environments that balance productivity, well-being and adaptability. This has driven a remarkable uplift in the adoption of flexible workspaces.

Recent data shows robust growth across the sector: inquiries for flexible workspace are up significantly year-over-year, in some cases more than double compared to pre-pandemic levels, and landlords expect demand for flexible workspace to rise by over 50% through 2030 as hybrid work patterns solidify. ([AllWork.Space, 2024](#))

Further forecasts indicate that flexible workspaces could represent a substantial share of all office space, with around 30% of global office portfolios expected to transition to hybrid or flexible use by 2030. ([IWG, 2023](#))

The way we work is changing. Flexibility, well-being and sustainability are now at the core of how organizations choose and design their workplaces. The WELL Coworking Rating provides a globally recognized standard to measure how coworking spaces impact the health, comfort and productivity of the people who use them.

## WHY THE MARKET IS EMBRACING FLEX

This growth isn't incidental — it reflects deeper shifts in organizational needs and talent expectations:

1. Hybrid work models: Companies are balancing office presence with remote flexibility, driving demand for adaptable spaces that support collaboration and culture without long-term commitments. ([Deskeo, 2025](#))
2. Corporate adoption: Large enterprises are increasingly using flexible office spaces as a strategic tool for agile scaling, cost management and employee choice. (The Instant Group, Global Occupier Survey, 2025)
3. Broadening footprint: Flexible workspaces are expanding beyond major city centers into suburban and secondary markets, responding to distributed workforce patterns and community-centric working preferences. ([Facilities Dive, 2025](#))

Against this backdrop, the WELL Coworking Rating was launched in 2024 as a powerful standard for organizations and operators to benchmark and elevate their spaces. Where traditional real estate metrics have often prioritized location and cost, WELL brings health, comfort, sustainability and people’s experience to the forefront.

**“Flexible workspace is transforming how organizations think about space, putting agility, experience and performance front and centre. As the market scales, a credible framework for healthy, high-quality buildings is essential. The WELL Coworking Rating brings clarity, consistency and confidence across this dynamic segment of the portfolio.”**

*Paul Crayford, CRE Executive Director, AON*

As flexible workspace continues to ascend and hybrid models become mainstream, frameworks like the WELL Coworking Rating will play an important role, not just as a badge of quality, but as a strategic differentiator for coworking operators. WELL Coworking Rated environments will be key assets for organizations seeking to future-proof their portfolios and deliver workplace experiences that truly support people and performance.

The WELL Coworking Rating is more than an accreditation – it’s a commitment to building workspaces where people thrive.



# The WELL Standard Overview

## THE WELL STANDARD

### Prioritizing Health and Driving Economic Value

The International WELL Building Institute is the global authority for transforming health and well-being in our homes, workplaces, organizations and communities. IWBI advances this work through the WELL Building Standard, a library of evidence-based building and organizational strategies that, when implemented, can improve human health and well-being. Since its launch in 2014, WELL has quickly become the premier global standard in healthy buildings and organizations, growing its footprint to more than 130 countries in nearly 100,000 locations, impacting an estimated 30 million people.

Today, WELL is helping organizations everywhere prioritize the health and safety of their people, maximize real estate value and optimize the performance of their business across more than 6 billion square feet of space.



*Rachel Hodgdon,  
President and CEO, IWBI*

“Organizations that excel on matters related to the health, well-being and performance of their workforce are poised to see a significantly positive impact on their bottom line. We know that employees who are healthy, engaged, valued and thriving miss work less often, have lower healthcare costs, are less likely to turn over and are more productive.”

# WELL Coworking Rating Overview

The WELL Coworking Rating is a health-focused benchmark for coworking and flexible workspace operators, developed through a strategic partnership between the International WELL Building Institute (IWBI) - the global authority on healthy buildings and organizations - and The Instant Group, the world's largest flexible workspace marketplace.

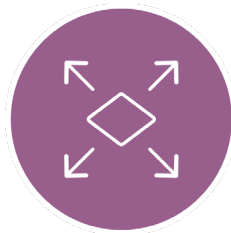
The WELL Coworking Rating is tailored specifically to the shared, dynamic nature of coworking and flexible workspaces. It responds to a clear market gap: until now, there has been no widely recognised standard for health and well-being in the coworking sector, despite growing demand for healthier and more productive workplaces.

Operators and landlords can now demonstrate leadership in occupier health by achieving this rating, which signals a commitment to science-backed health strategies that support both physical and mental well-being.

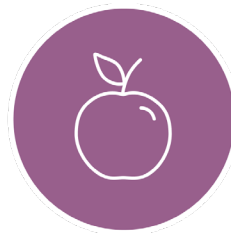
The WELL Coworking Rating moves beyond traditional building standards to focus on human experience. The rating evaluates seven action areas:



**RESTORATIVE  
PLACES**



**PRODUCTIVE WORK  
ENVIRONMENTS**



**HEALTH  
PROMOTING FOOD  
AND MOVEMENT**



**AIR AND WATER  
QUALITY**



**MAINTENANCE  
AND OPERATIONS  
POLICIES**



**WELLBEING  
EDUCATION AND  
ENGAGEMENT**



**INNOVATION**

Operators gain a structured roadmap to enhance their spaces, promote healthy behaviors and provide tangible evidence of their commitment to well-being. With rising awareness of health and sustainability, occupiers are increasingly choosing coworking spaces that align with their values.

WELL Coworking Rated spaces can benefit from:

- **Competitive differentiation:** In a crowded market, the rating helps workspaces stand out by showcasing commitment to occupant well-being.
- **Attracting tenants who value health:** Organizations increasingly prioritize environments that support well-being, which can influence location and workspace decisions.
- **Supporting business outcomes:** Healthier environments can improve satisfaction and productivity, benefits that coworking operators can leverage commercially.
- **Portfolio integration:** Leading operators are already securing the rating across multiple locations, reinforcing its value as an industry benchmark.





# Spotlight On: Industrious

## OVERVIEW

Industrious is the world's leading workplace experience company, providing high-quality, hospitality-led office environments designed to support productivity, wellbeing, and flexibility. Through a network of thoughtfully designed locations, Industrious partners with landlords and enterprises to deliver scalable workspace solutions, combining professional service, curated amenities, and data-driven insights to enhance employee experience and optimise real estate performance.

## THE OPPORTUNITY

With a strong focus on people-first design, Industrious has built a reputation for spaces that prioritise health, comfort, and productivity. As enterprise clients place increasing emphasis on wellbeing, seeking environments that support mental health, performance, and overall experience, Industrious identified an opportunity to formalise and showcase its commitment through the WELL Coworking Rating, a globally recognised standard for health and wellbeing in flexible workspaces.

Importantly, many of these principles were already embedded within Industrious' operations, making the decision to pursue WELL both a practical next step and a strategic differentiator.



## THE APPROACH

“Formalising our approach through the WELL Coworking Rating was a natural step—it allows us to clearly demonstrate the impact of what we’ve long believed: that better workplaces drive better outcomes for our clients and their people,” said Tom Redmayne, SVP, Head of Europe and Global Sales at Industrious.

The process of achieving the rating was highly collaborative and efficient. Teams across the UK reviewed operations, workspace design, and partner selection to ensure alignment with WELL criteria. With guidance and support from The Instant Group, Industrious was able to move through the assessment with confidence, validating existing practices while identifying opportunities for further enhancement.

## THE IMPACT

Adopting the WELL Coworking Rating has delivered tangible commercial and operational benefits. It now acts as a clear differentiator during tours and client conversations, helping to attract and retain enterprise occupiers while reinforcing Industrious’ premium positioning. Beyond market perception, WELL has become embedded in how Industrious operates, shaping design decisions, influencing furniture and materials selection, and strengthening partner standards across its portfolio.

“The WELL Coworking Rating goes beyond a simple badge, it gives us a consistent, science-backed framework to elevate quality across every space and clearly demonstrate that to our clients,” said Redmayne.



## THE OUTCOME

By embedding WELL into its strategy, Industrious has enhanced tenant satisfaction, strengthened demand, and improved consistency at scale. The rating supports its broader mission to create healthier, more productive, and future-ready workspaces, demonstrating that a focus on wellbeing can deliver both human and business value.

# Spotlight On: Koba

## OVERVIEW

As a dynamic flexible workspace operator, Koba has built its business around creating environments where wellbeing, sustainability and purposeful design are at the core. Every location is intentionally designed to support the health and productivity of team members and residents, combining flexibility with a truly people-first approach. To formalise and showcase this commitment, Koba has embraced the WELL Coworking Rating as a benchmark across its portfolio and were the first operator globally to achieve the recognition.

## THE OPPORTUNITY

From the outset, Koba's workspaces were designed with wellbeing and sustainability in mind. Enterprise occupiers and landlords alike are placing greater value on environments that actively support health, experience and performance, creating an opportunity for Koba to validate and differentiate its offer through a globally recognised standard.

The WELL Coworking Rating provides that validation, recognising the thoughtful integration of natural light, air quality, breakout spaces and biophilic design across Koba locations. This alignment between design intent and occupant experience reinforces the strength of Koba's proposition in a competitive market.



## THE APPROACH

“The WELL Coworking Rating gives us a clear, credible way to demonstrate the quality we’ve always designed for, ensuring our spaces consistently support the wellbeing and performance of everyone who uses them,” said Paul Nellist, Managing Director at Koba.

The WELL Coworking Rating is now central to Koba’s growth and operational strategy. By embedding the standard across every location, Koba provides landlords, investors and occupiers with confidence that wellbeing is prioritised at every stage, from design through to day-to-day operations.

“A key differentiator for our landlord partners is our commitment to ensuring every Koba location achieves the WELL Coworking Rating,” Nellist added. This consistent approach is supporting Koba’s expansion, including the launch of further locations in London and across the UK.

## THE IMPACT

The impact of WELL extends beyond strategic positioning into the day-to-day experience of residents and teams. Occupants consistently highlight the benefits of natural light, enhanced air quality and thoughtfully designed breakout spaces, environments that enable them to perform at their best.

At the same time, the rating reinforces Koba’s commitment to sustainability and responsible workspace design, ensuring each location supports both people and the planet.

## THE OUTCOME

By integrating the WELL Coworking Rating into every aspect of its design and operations, Koba has established a clear benchmark for quality and consistency across its portfolio. The result is a stronger market position, increased appeal to landlords and occupiers, and a scalable model for growth, demonstrating that a focus on wellbeing and sustainability can drive both business success and exceptional user experience.



# Spotlight On: Awfis Space Solutions

## OVERVIEW

Awfis Space Solutions, India's largest flexible workspace provider, prides itself in taking a people-first approach to reimagine workplaces that prioritize physical, mental, and social well-being, moving beyond the traditional notion that health is merely the absence of illness. By aligning its spaces with the globally recognized WELL Standard, Awfis is setting a new benchmark for future-ready work environments in India.

## THE APPROACH

The operator has acted on their commitment to creating future-ready work environments, through their adoption of not only the WELL Coworking Rating, but also achieving the WELL Health and Safety Rating and WELL Equity Rating across their portfolio.

“We are proud to mark a milestone that places Awfis at the forefront of healthier, safer, more inclusive and future-ready workplaces in India,” said Amit Ramani, Chairman & Managing Director of Awfis Space Solutions Ltd. “These ratings reflect our unwavering commitment to creating environments where every individual can truly thrive. By embedding health, safety and equity into the foundation of our spaces, we are not just providing workplaces, we are building communities that empower people and businesses to perform at their best.”

## THE IMPACT

The rating solidifies Awfis' commitment to key health strategies, including advanced indoor air quality management with continuous monitoring and filtration, regular water potability testing to enhance drinking water quality, and nourishment guidelines that promote healthier, clearly labeled food choices. The coworking communities benefit from spaces that are intentionally designed to enhance performance, comfort and overall work experience.



# Executive Summary

Developed by the Instant Group and the International Well Building Institute (IWBI), the WELL Coworking Rating is the first health and well-being rating designed exclusively for the coworking industry. The rating was engineered to help operators prove that their workspaces support good health and well-being, while also positioning them to achieve higher desk rates and win new partnerships with landlords.



## Get in touch

To continue the conversation, you can reach out to The Instant Group via their [intake form](#).

For any preliminary questions, you can reach out to [wellcoworking@instantgroup.com](mailto:wellcoworking@instantgroup.com).

