

Coworking: from the need to share a space to the opportunity of sharing business

LOCATION: Granada
DURATION: 1'36"

SUMMARY: Lack of resources has generated an business opportunity to self-employed workers and freelance. Coworking, a formula consisting in sharing office, costs and services between professionals of different sectors, is growing fast and it is not only spread in big cities, it is also getting to smaller cities. 75% of coworkers declare feeling more productive sharing experiences and knowledge with professionals of other areas.

VTR.

Marcelo is the founder of an on-line platform aimed at self-employed workers. We works at this office in Granada, where he shares space and knowledge...

MAI CONTRERAS
Manager of Cocorocó

*"...of a designer, of a community manager, of a civil engineer,
of an event organizer."*

It is coworking, a work formula that is spreading fast, even to small cities. Here they share everything.

MAI CONTRERAS
Manager of Cocorocó

*"Because it is not the same if you are a self-employed or
freelance and you have to rent your office, assemble the
furniture."*

MELESIO PEÑA
Associate of Cocorocó

*"Your incomes rise, thanks to the contacts you find here or to the
movement of people you find more business opportunities."*

The volume of business increases and also the performance. 75% of coworkers declares being more productive.

MARCELO VÁZQUEZ
Coworker

*"You find places where there are people with the same
problems as you, to share stories, and maybe you can give
them good things."*

In this coworking centre in Granada, several deals have been closed among its members. It is César's case, community manager and Araceli, graphic designer.

CÉSAR ACOSTA
Coworker

"Regarding work, the client of one of us is everyone's client."

ARACELI GARCÍA
Coworker

"It gives me partnership, team work..."

A collaborative work formula that is facing crisis. The number of centres that apply it doubles every year. In 2006 there were barely 30 in the whole world. Now in 2012, they are more than 2.000.

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