

Physical Activity: why should this be your next corporate benefit

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Jeff Bezos, Warren Buffett and Jamie Dimon want to fix health care

by Chris Isidore [@CNNTMoney](#)

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“Sitting is the new smoking.”

Nilofer Merchant, @TED

3,2 million

people die every year due to physical inactivity.
It's the 4th leading risk factor for global mortality.

WHO

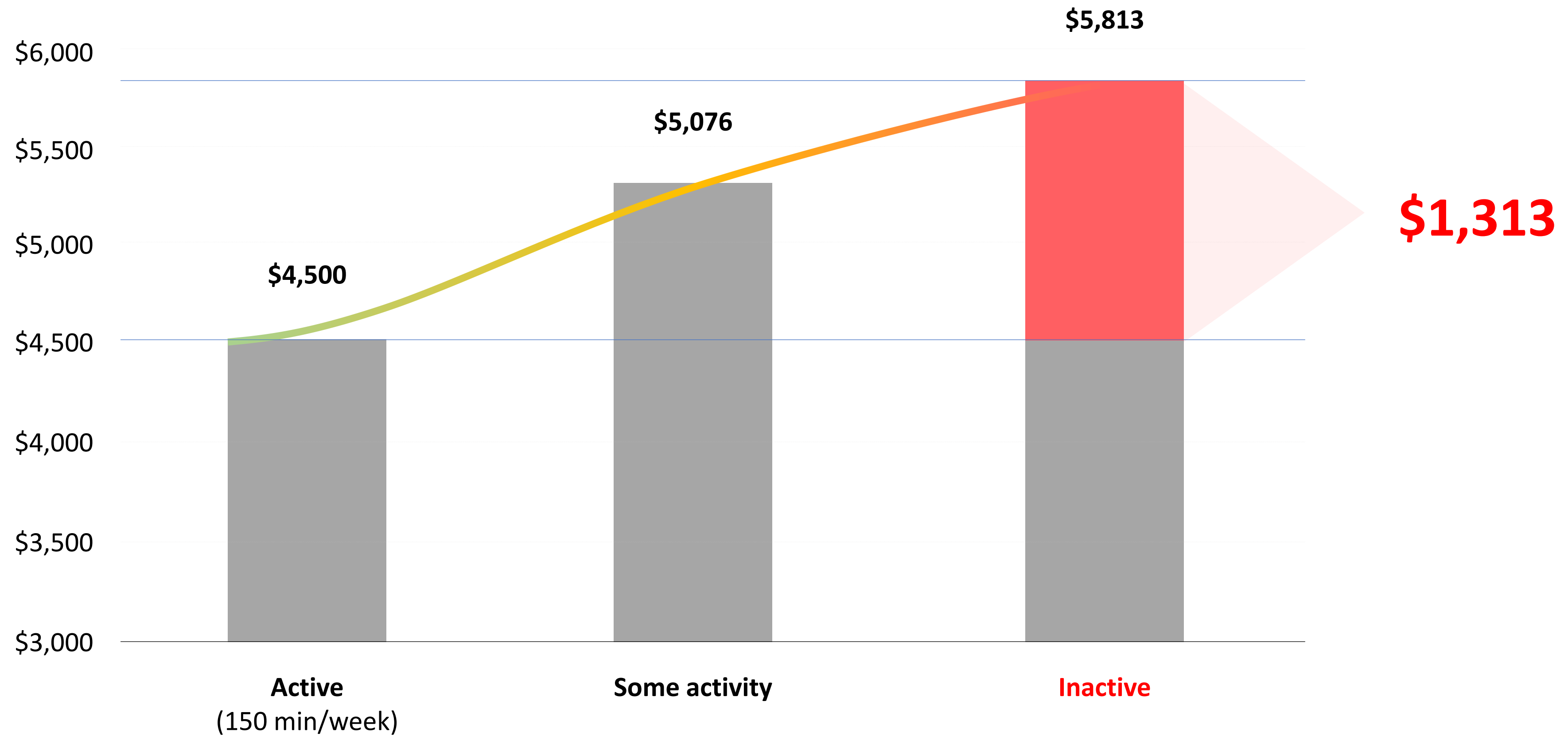
Physical inactivity is estimated to be the main cause for approximately

1/3

of breast and colon cancers, diabetes
and ischemic heart disease burden

WHO

Inadequate Physical Activity and Health Care Expenditures in US per employee



Productivity losses from missed work
cost employers in the European Region

\$ 140 billion / year

“If exercise was a pill,
everybody would take it.”

Joe Moore, President and CEO of IHRSA

We all know exercise is good,

but most of us are not doing it.



**Our mission
is to defeat inactivity**

And yours should be too!

What it takes is:

To get organizations like yours

And people like you

To dramatically increase the number
of active people in the world

**I choose companies because
no government or NGO is in such
a unique position to make it happen**

1/ You have massive reach

"The workplace offers several advantages in that a substantial number of the working population can be reached and multiple levels of influence on behavior can be targeted."

The workplace as a setting for interventions to improve diet and promote physical activity - WHO

2/ You have influence and credibility


Wellness programs at workplaces sends a clear signal that your organization takes the health and wellbeing of its employees seriously. Employees are more likely to take more responsibility for their own health and wellbeing if they see a genuine commitment to this at senior management level.

Health at Work Network, department of health UK

3/ You are able to create a social context

Research has shown that health behavior decisions are affected by social context in which they are made, such that the social support and social norms surrounding a particular health issue.

The workplace as a setting for interventions to improve diet and promote physical activity - WHO



How can companies get their employees to move?

“From walking to table tennis, rounders to swimming, we know that these activities have a good track record of appealing to those who are inactive and the key is finding something enjoyable.”

Sport England: Towards An Active Nation Strategy 2016–2021



“Dance classes have
lower dropout rates than gyms.”

Harvard health letter



Pleasure
beats
Pressure.



**To dramatically increase the number of active
People in your company, offer programs that are**

CONVENIENT

But more than that, offer solutions that are

WELCOMING

That are

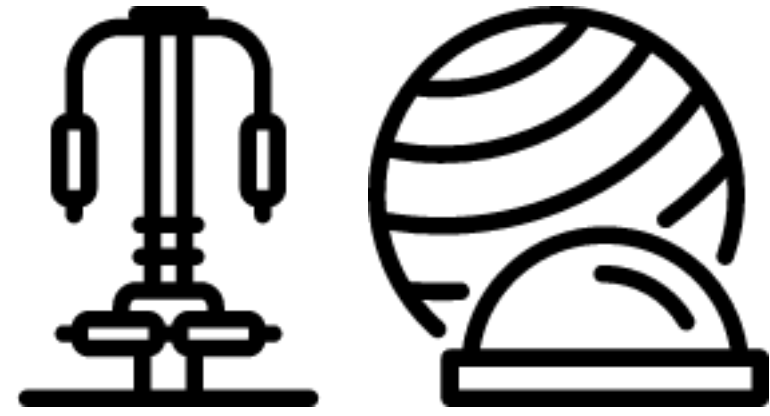
INCLUSIVE

And foremost, that are

JOYFUL

Gympass is

**A discovery platform
that helps everyone to find
physical activities to love**



700+ activities



30k+ locations



50% to 70% less
than market price



No penalty policy



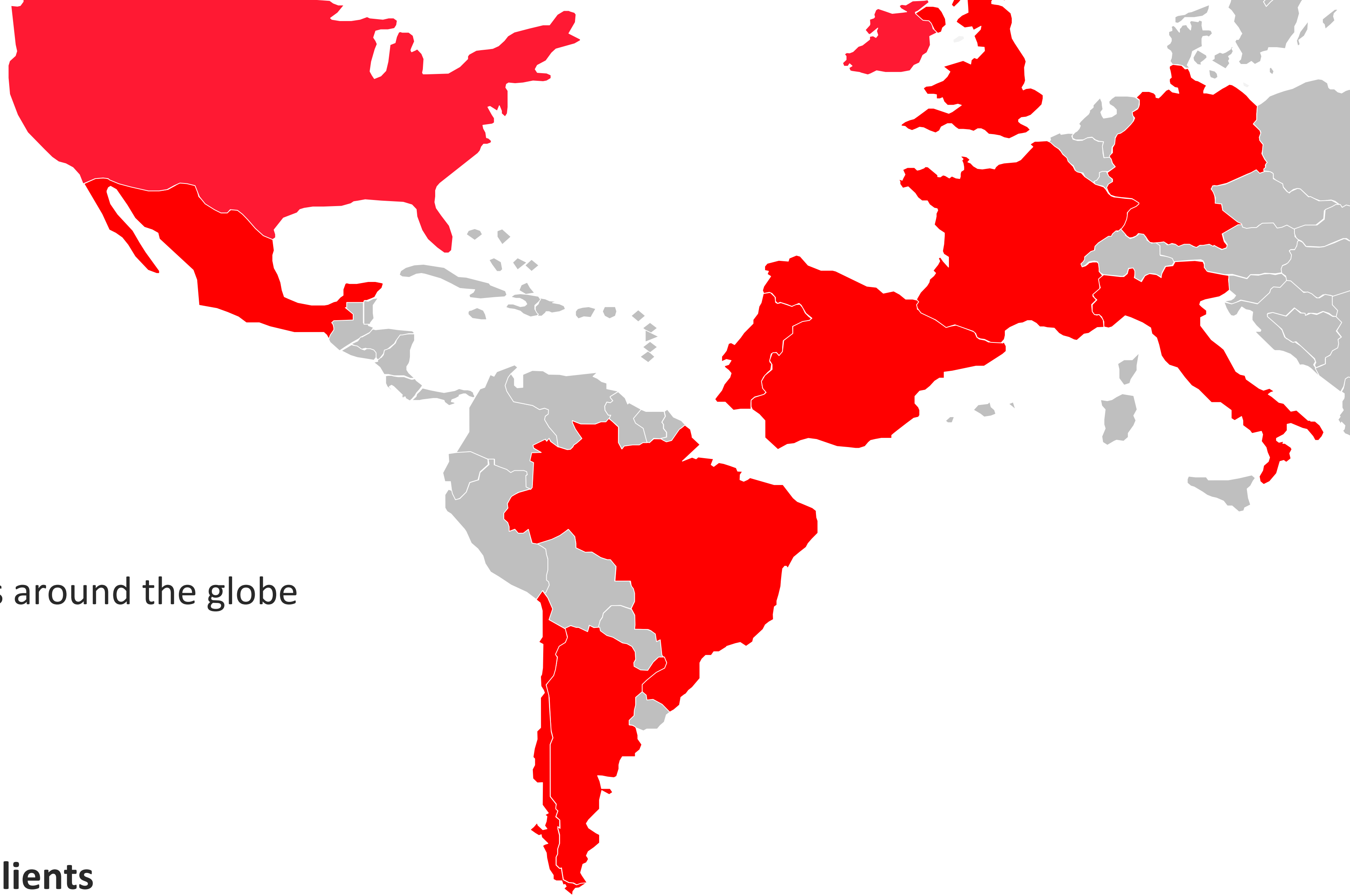
32,000+

Fitness facilities in 5000 cities around the globe

9000+ in Europe Right Now

8 countries

More than 1,000 corporate clients



Who's in?



Thank you
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