

Global Corporate Challenge

Background

Every year between May and September, the Global Corporate Challenge (GCC) calls on companies to motivate their employees to increase their physical activity through a series of health and wellness initiatives. At the same time, the GCC encourages competitiveness and drive motivation between employees.

In order to compete in this global competition, employees need to form teams of seven people. Each team member is equipped with a pedometer and needs to walk 10,000 steps per day for 16 weeks. Participants are able to keep track of their individual and team's achievements and progress on the GCC website. The progress of the team as a whole is mapped against a virtual tour of the globe, and tracks how far you have walked. Participants can use a virtual tool to track their progress and identify their location with photographs and even include local recipes for healthy meals.

Results

The average worker walks around 3,500 steps a day. The World Health Organization (WHO) recommends individuals to take 10,000 steps daily to improve their health and reduce the risks of disease. The participants in 2009 walked an average of 10,909 steps each day.¹ From a total of 60,000 participants from 55 countries, 92% of the participants completed the challenges.

The GCC has clinically proven results. Long working hours, sedentary jobs and modern conveniences are keeping us from moving more and the long-term effects are known to both personal health and workplace productivity. Physical activity has the potential to reduce the risk of chronic diseases².

By driving competitiveness and motivation through team spirits, the GCC inspires employees to meet their target and increase physical activity. In 2009, for example, 67% of those participating reported an increase in energy and fitness levels, and reported an average of 4.6 kg weight loss, as result of taking part in the GCC.³

This simple, but inspiring initiative has the potential to increase the well-being and physical health of your employees, while at the same time driving team spirits and competitiveness.

How can you get involved?

- Advertise the GCC initiative in your company to motivate people to participate
- Create teams of 7 individuals
- **Sign up on the GCC website:**
www.gettheworldmoving.com
- Announce the winner of the GCC challenges in your internal newsletter

¹ The Global Corporate Challenge® (GCC) – <http://www.gettheworldmoving.com/howthegccworks/> - accessed on 14 May 2010

² Chakravarthy MV, Booth FW. Hot Topics: Exercise. Philadelphia, PA. Hanley and Belfis (Elsevier), 2003.

³ The Global Corporate Challenge® (GCC) – <http://www.gettheworldmoving.com/> - accessed on 14 May 2010