

# Firmenchallenge

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## Firmenchallenge: What's it about?

The Firmenchallenge Österreich is a scientifically based 50-day health programme for companies and their employees. The central element of the programme is collecting minutes of exercise together with colleagues via an app. Participants are motivated on a daily basis - not only by the app, but also by a comprehensive programme with keynotes & workshops, live sessions, videos and podcasts by and with sports legends & experts (included in the CLASSIC & PREMIUM packages). The company challenge has a group dynamic effect. The 'healthy competition' with other companies serves as a trigger for a common goal. However, the 'challenge with me' is at the forefront. It's about focussing on exercise, nutrition, mental fitness and environmental protection for 50 days - 100% digitally and regardless of location, in order to bring about a sustainable lifestyle change in 50 days.

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## Why does the Firmenchallenge exist?

The Firmenchallenge Österreich is the 50-day health programme and motivates all employees of companies - from EPU to corporate groups - to engage in regular sport and exercise. At the same time, the health initiative raises awareness of the topics of nutrition and mental fitness and provides information and motivation through free activity and motivation courses. The company challenge serves as a digital group dynamic motivator to integrate exercise 'low-threshold' into everyday life and to use health programmes and exercise offers in the analogue world. Regardless of whether and which sport you like to do or how you prefer to exercise, whether you like running, hiking, cycling to work or simply going for a walk, anyone can take part, because the company challenge is 50 days of exercise of any kind.

Our mission is to work together with our partners and the companies in Austria to bring exercise and sport into people's everyday lives in a sustainable way. Decisive for the initiative are, above all, worrying study results:

'Less than a third of the Austrian population fulfils the WHO's recommendations for physical activity. Austria is therefore immobile, unathletic, too lazy.'  
(Study Sport-Econ-Austria/BSO 2015)'



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The WHO defines 150 minutes of exercise or moderate sport per week as the minimum target for adults, which is why our aim with this 50-day health initiative is to provide an impetus for more exercise, a healthier diet and mental fitness in line with the motto 'inform - sensitise - move'. And the many board members, managing directors and those responsible for workplace health promotion at the participating companies are helping us to achieve this, because integrating exercise into everyday working life, i.e. at work and on the way to and from work, is becoming increasingly important alongside the use of exercise programmes in leisure time.

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### Scientific studies behind the Firmenchallenge Österreich

In 2019, the digital market & opinion research institute marketagent.com conducted a representative study for Austria for the first time on behalf of SPORTS.Selection to determine the current status of workplace health promotion measures in Austrian companies - from SMEs to large corporations. This study was repeated in April 2023 to enable a comparison of the situation before and after the pandemic. The results show: Workplace health promotion is still an important topic after coronavirus and should be given more attention.

For example, almost 39% would like more support from their company in the area of exercise, while the figure for mental fitness is 47.3% - and even 55% among 18-29-year-olds! And while group dynamics were only an important success factor for 64% in 2019, this figure is 71.6% in 2023. A significant increase that is probably due to the pandemic and underlines the value of a company-wide initiative.

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### 50 days for a new lifestyle

The 50-day period was not chosen at random. According to scientific findings, after this period of time there is a high probability of integrating new behaviours into everyday life in the long term and avoiding 'relapses'. As in previous years previous years, the company challenge offers numerous benefits from the focus areas FOOD - MOVE - MIND.



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### How does the Firmenchallenge work?

The central aspect of the Firmenchallenge is collecting minutes of exercise via our app. During the seven weeks of the challenge, all participants compete against each other in a healthy competition, trying to collect the most minutes of exercise for their company and at the same time making a valuable contribution to their own health. But the main focus is on the 'Challenge with me': I set myself the challenge of consciously focussing on exercise, nutrition and mental fitness for 50 days. If I succeed in doing this over this period, I will have trained myself to make healthy behavioural changes, which I will hopefully have integrated into my everyday life in the long term and thus changed my life for the better.

Thanks to the app, the Firmenchallenge is 100% digital & location-independent - you can participate and be active in the office, on the construction site or in your home office. Due to the pandemic, each company has developed its own philosophy on where and how to work. Thanks to the app, the company challenge excludes no one and can be used anytime and anywhere. The Firmenchallenge Österreich takes place annually from 1st of October to 19th of November.

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### Protection of the environment

Environmental protection plays a major role in the Firmenchallenge Österreich. A tree has been planted for every company registration since 2022, and another tree is added for every thousandth minute of exercise during the challenge. Since 2022, our partner GROW MY TREE and former professional footballer Johnny Ertl have already planted over 14,000 trees in the Global South and in Austria thanks to the great achievements of all participants.

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### Why minutes and not steps?

The Firmenchallenge is aimed at those 2/3 of the population who do not get enough exercise anyway, do not comply with the WHO recommendations and are rather unathletic. Minutes of exercise are the ideal unit of measurement as they are very easy to collect. An unathletic participant can, for example, by regular walks accumulate just as many minutes as an advanced athlete.



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### Benefits of the Firmenchallenge

Another unique selling point of the Firmenchallenge Österreich is the numerous sport and health-related benefits available to participants. Almost 5,000 minutes of content on the topics of FOOD - MOVE - MIND are available in our online fitness studio. This includes specialised life & social consultants with workouts and nutrition coaching as well as sports legends with keynotes and motivational talks. In addition, partners from the areas of sport & health of the company challenge offer special offers for participants via Benefit World.

In addition to the videos & podcasts and the partner offers, participants will also have the opportunity to take part in the FOOD-MOVE-MIND training programme with the Bene-fit ICH Manager I & II during the company challenge. This programme was created in cooperation with the Chamber of Commerce and is available free of charge during the challenge (normal price: € 500,- per person).

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### Ambassadors of the Firmenchallenge

- Armin Assinger (ORF presenter, former Austrian ski racer)
- Lizz Görgl (double world champion in alpine skiing)
- Kira Grünberg (former pole vaulter)
- Prof Dr Hans-Peter Hutter (public health expert)
- Andreas Onea (Paralympic swimmer, ORF presenter)
- Julia Knowle (US Open winner, Wimbledon finalist)
- Clemens Doppler (beach volleyball world vice-champion)
- Hannes Tanzer (sports influencer)
- Roman Daucher (sports scientist, author & Puls4 fitness expert)
- Roland Königshofer (former racing cyclist)
- P.A. Straubinger (number 1 bestselling author, ORF journalist)
- Michael Walchhofer (world champion alpine skier)
- Johnny Ertl (ex-professional footballer)
- Conny Wilczynski (ex-professional handball player)
- Nicole Trimmel (multiple world & European champion in kickboxing)
- Andreas Jäger (presenter, author & climate hunter)