Do we have a problem? …

EU15: 41.1 years

Sustainable entrepreneurship

Workplace health promotion

Interorganisational cooperation

Sustainable entrepreneurship
• practical stepwise approach
• Wouters, E., 2005
• basis: stimulation of a healthy lifestyle policy (physical activity & healthy nutrition)
  – the level of the individual company
  – the level of company associations.
• 2 pilot sites

METHODOLOGY

• Network development
• Creation of 4 instruments
  – Interactive website
  – Roadmap for common health activities

RESULTS

• Network development
• Creation of 4 instruments
  – Interactive website
  – Roadmap for common health activities

Welcome
Welcome to the website of Health Inc. This innovative project aims to keep employees longer at work by stimulating healthy lifestyle habits. Health Inc. helps to improve employees' eating and physical activity habits by introducing a health policy in SME's located on industrial estates.

Together with other SME's, catering companies and fitness organisations you can organise health activities on your estate.

In the next phase SME's can set up their own health policy in 7 steps. This website tells you all about it.

Look at the 'Get started' pages for practical advice on the 7 steps and don't forget to consult 'News' and 'Lifestyle tips' pages!

There is always something new to learn about healthy living at work!
RESULTS

- Network development
- Creation of 4 instruments
  - Interactive website
  - Roadmap for common health activities
  - Roadmap for health promotion in the individual company
  - Guide for individual lifestyle advice

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<th>Companies</th>
<th>6/12</th>
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<tbody>
<tr>
<td>Project partner</td>
<td>POM Antwerp</td>
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<tr>
<td>Services providers</td>
<td>5</td>
</tr>
<tr>
<td>Actions for employers</td>
<td>Fit test and city walk</td>
</tr>
</tbody>
</table>
| Actions for employees | Kick-off during lunch break: walk or fit test, fruit
  - Initiation courses: yoga, RPM spinning, Bodypump, Zumba®
  - Project 10000 steps
  - Workshop healthy food
  - Workshop fruit at work
  - Info website
  - Health consultations

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<td>Services providers</td>
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<tr>
<td>Actions for employers</td>
<td>Healthy breakfast followed by walking or fit test</td>
</tr>
</tbody>
</table>
| Actions for employees | Kick-off during lunch break: healthy soup + sandwich, walk or fit test, foto bike quest
  - Project 10000 steps
  - Run trail
  - Fruit at work

And next?

- Dissemination phase
- Methodology available for all companies
- Partners organise activities in other estates
- Awards

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