

# 1. THE SITUATION

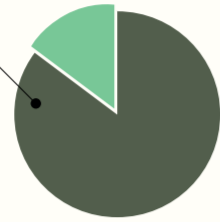
## Trend 1

### We are too inactive...

There is a global health crisis of inactivity. Our societies have ultimately departed from our biology, leaving us inactive and unhealthy – and it's urgent. Physical inactivity is now said to be the 4th leading risk factor for mortality worldwide.

80%

...of all adolescents – the next generation of workers – do not get enough physical activity and are at risk of severe diseases.



## Trend 2

### ...and we're becoming more generous.

Studies show that as we get wealthier our prosocial behavior increases. In our individualistic society, movements like effective altruism are signs of an urge to help. But why can't we then help ourselves stay active?

# walk for change

# 2. THE PROBLEM

## Identifying stakeholders

### Civilians



**Lack of motivation:** We seem to lack motivation to stay physically active. Physical inactivity cost the lives of 5.3 million people each year. This number does not even include the effects of mental illness due to inactivity.

### Corporations



**Extreme costs:** Physical inactivity cost the 100 largest Swedish firms SEK 35 billion annually. That is an awful lot of money that could be saved by healthier employees. However, we find today's methods not effective enough.

### Society



**Loss of productivity:** Physical inactivity related deaths caused by non-communicable diseases contribute to USD 13.7 billion in productivity losses. Imagine if that amount could be used to fight poverty or save our climate instead.

# 3. OUR SOLUTION

## Relating to SDGs



**WALK FOR CHANGE** is a platform service that uses corporations incentives to keep their employees healthy by adding an external motivator – altruism. If we can't manage to walk for our own health, it's easier to walk for a better world.

Walk for Change enable the corporations' employees to donate money by making them walk. When the employees walk, their steps transform into a currency that can be donated by the firm. A positive sum value chain, leaving both the firm, the employees and the world better off while simultaneously saving costs! A win-win-win bonus!

## Vision forward...

After all the great responses to our concept, we are now looking forward to present Walk for Change to investors and build momentum for an actual launch. Our ambition is to use

Sweden as a test market, but since the concept is easily scalable, we are aiming to expand into international markets, making as much of an impact as possible.



First steps



Prototyping



Pitching for investors



The launch

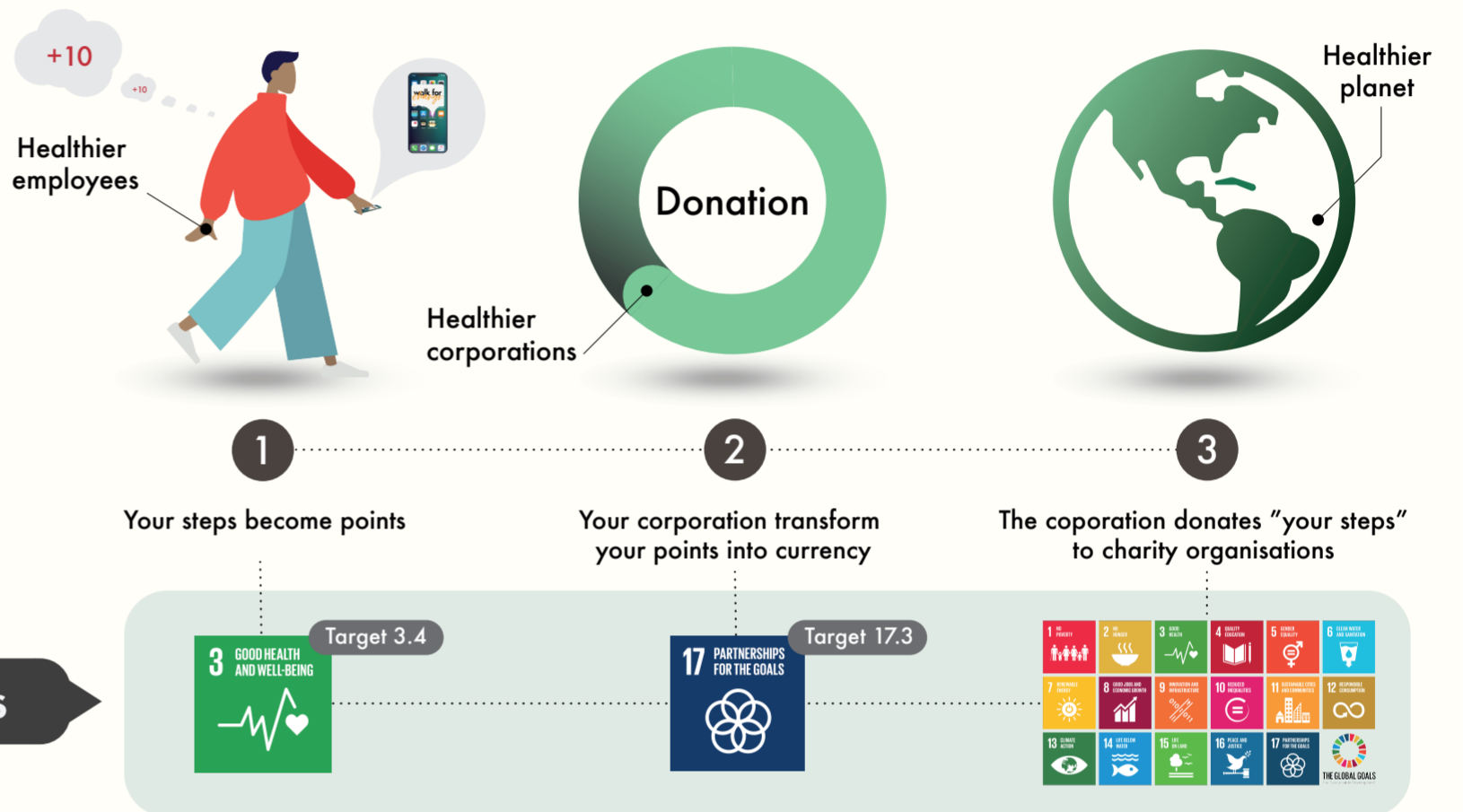


Go bigger



Go global

# 4. HOW IT WORKS



# 5. THE PROTOTYPE

## 1 The basics

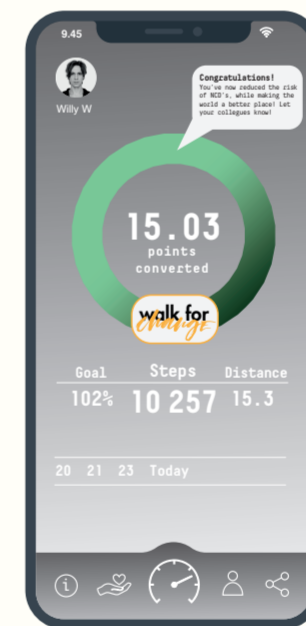
Your firm sets a donation amount and time frame. Use the concept as a challenge against other firms or as a long term project.

## 2 Profile

You set up a profile. Here you can keep track of the total coins you have collected and donated to your personally chosen organisation.

## 3 Walk for...

You pick which charity project you personally wish to walk for. Information about all the projects are available in the app.



## 4 Start walking for change!

Gather your colleagues and start collecting points to contribute to your own personal health, the health of the firm and ultimately, a better world.

## 5 Gamify

Stand out as the best firm in the game! WFC enables an interactive platform between firms as well as within them.

## 6 Sharing creates culture

Share your progress and chat with colleagues. By making it a social interactive space, you create a strong culture and inspire others to make a change.

# 6. IMPACT

We can proudly present a number of firms that is already interested in our concept. The feedback has been astounding. Companies found WFC not just crucial as a contribution towards better health, but also as a social support function, which builds culture and involves CSR.

Through measuring the amount of steps walked and money donated relative to before, we can approximate the impact with the opportunity to scale the project world wide.



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## SOURCES

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- Korndörfer et. al. *A Large Scale Test of the Effect of Social Class on Prosocial Behavior*. 2015 (Viewed 2020-04-16)
- Lancet Glob Health 2018. *Worldwide trends in insufficient physical activity from 2001 to 2016*. (Viewed 2020-04-20)
- Dagens Industri. *Hälsa. "Medarbetarnas dåliga kondition ger en förlust på 35 miljarder..."* 2014. (Viewed 2020-01-05)

## INTERVIEWS

14 April 2020 Focus group meeting including a gov. agency, Tetra Pak, PwC, SEE students and alumni.

