

For half our lives we sacrifice our health to make money. For the other half we sacrifice money to get our health back.

- **Voltaire** ▶

**[æktiv]**

workplace health promotion

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# about us

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æktiv is the phonetic spelling of the English word “active” (written [æktiv]). We have to act both as private persons and as decision-makers in a company if we want to improve our own well-being and that of our colleagues. æktiv is the brand used by the ækt company in the health sector.

## **Comprehensive:**

æktiv also stands for first-class consultancy and comprehensive support in the area of health promotion. As such, we work closely with partners from virtually all health specialties: whether for stress prevention, body fitness, nutrition, workplace ergonomics or mental health - æktiv offers you a seamless network of experts.

## **Multilingualism:**

æktiv offers services for private persons and companies in German, English and French. This allows us to advise both private persons and company employees with international heritage (e.g. expats).



## **Nicolas Collas MSc**

Company manager

Nicolas Collas (company manager and personal trainer) completed his studies as a sports scientist at Basel University in summer 2008 and in company communication and marketing at Fachhochschule Nordwestschweiz (FHNW) in spring 2015.

From 2009 to 2013 Nicolas was active in the field of performance diagnostics and biomechanics at the sports clinic Hirslanden Klinik Birshof, where he published several articles (publications in the Swiss Journal for Sports Medicine and Sport Traumatology). During this time Nicolas also provided performance diagnostics for individual professional footballers as well as clubs like FC Basel, Berner Young Boys and VfB Stuttgart, along with players from the Swiss national ice hockey team.

Nicolas is an enthusiastic and successful long-distance runner. Thanks to talent and intensive training he can often be found at the top of the rankings in regional and national competitions. His biggest successes include medals in French mountain and road races as well as a world runner's up medal with the French national mountain running team.

# your benefits

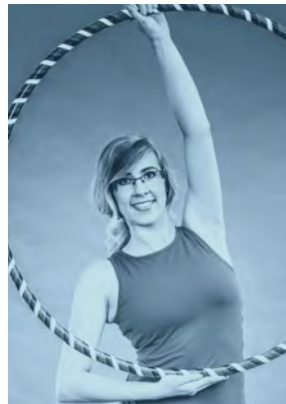
## Tailored

Every company is different - that's why æktiv tailors its health programmes to your company's requirements.



## Comprehensive

æktiv will support you not only in the area of workplace health promotion but also in the associated communication processes.



## Attractive Company

Through measures for health promotion your company becomes an interesting employer.



## Fewer Absences

Through more health your company benefits through lower insurance contributions and so from reduce personnel costs.







## WHY WORKPLACE HEALTH PROMOTION?

### Return On Investment

Studies show: workplace health promotion reduces the number of days off through illness and boosts employees' productivity. Improving your employees' health is an investment.

### More Motivation And Better Work Atmosphere

“Good employees are the most valuable resource” - a quote from the German journalist Hubert Burda. In times of scarce resources, tight markets and performance pressure investment in your employees' abilities becomes even more important. Health-promoting interventions increase your workforce's commitment and have a positive effect on your work environment.





## Employer branding

Healthy staff increase the company's attractiveness! Workplace health promotion is already standard in many large companies. But SMEs also recognise that it not only reduces absences, but can also increase motivation. This is becoming more and more important for recruitment.

**Read the following case reports and studies to discover the impact of measures for workplace health promotion...**

## case NIKE

Surveys carried out by Nike in Laakdal in Belgium have revealed that more and more employees are feeling fit and healthy. Over 20% of staff now take part in activities to promote health. Absences and days off through illness as well as accidents at work at NIKE have declined sharply.

## case Hilti AG

Hilti AG has improved the working conditions for employees thanks to a variety of health-related measures. The results of the employee surveys, which are carried out on a regular basis, show that job satisfaction among staff has increased significantly and this trend is likely to continue.

## case ABB

ABB health management achieved improvements in the work environment, job motivation and job satisfaction. In addition, the number of absences due to illness sank by 40% and the accident rate is 0.4%.





## Study By Barmby T. et. al

According to the Swiss Health Survey, an average of 7.1 days per employee per year was lost due to inability to work in 2002. This corresponds to a loss in production of CHF 3,017 per person or CHF 12.8 billion (immediate medical expenses, continued remuneration and provisions of representation not included).



## Study By Aldana Sg. et. al

Based on 72 studies on workplace health promotion, scientists at the University of Provo in Utah calculated an average ROI of 4.30 USD for every dollar invested.



## Study By Sjögren T. et. al

At the University of Jyväskylä in Finland, scientists discovered that a targeted fitness programme, completed by employees with head, neck and shoulder pain, led to a statistically significant improvement in the symptoms as well as an increase in strength in their upper limbs.

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# topics

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## Nutrition

Proper nutrition is an important part of physical wellbeing, particularly in connection with losing weight or weight control. By means of simple general principles and nutritional recommendations, we will support your employees with a workshop to enhance their eating habits.



## Cardiovascular Examination

The aim of our Cardio Health Days is to support your employees both at the beginning and during the advanced phase of physical activity. The holistic concept includes an examination of the cardiovascular system as well as an endurance test as a location assessment.



## Stress / burnout

The average working day for many people involves a high level of stress, which they cannot manage. As an example, in Germany alone, the number of days of work missed by stress, burnout and depression costs 6.3 billion euros.



## The locomotor system

Lack of movement during the day, maintaining an uneven position at your workstation, as well as stress are frequent causes of tension, which sooner or later lead to pain in the back and neck. In addition to a comprehensive analysis of the problem areas, æktiv offers various measures for the prevention of musculoskeletal disorders.







# services



## GROUP COURSES

To compensate for sedentary work, we offer group courses with a wide range of services including training for specific condition factors (endurance, strength, movement, coordination) and respective activities (running, yoga, pilates and many more) as required. All courses are provided to our customers on site. The æktiv trainers take the equipment they need with them so that no special infrastructure is required.



## HEALTH DAYS

Whereas your workforce usually has to visit specialists for test procedures, æktiv bring our experts to you. As part of our health days/ check-up days, your employees have the opportunity to have different health factors professionally tested with follow-up tailored advice.



## EMPLOYEE EVENTS

Employee events within a company have become an integral part of employee branding. Which is why æktiv organises employee outings using the tag line “movement and relaxation”. Either walking, trekking or cycling tours or trips with culinary discoveries are available. Employees can learn how to achieve a state of relaxation using mindfulness exercises, which can also be used during busy work days.





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# communication

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## Print Media

æktiv designs the print media so that the complex health topics are communicated to the workforce in a comprehensible, appealing way, taking language differences into account. That is why we pay attention to the strict continuity of your existing corporate design and ensure a well-rounded appearance for your health campaign.



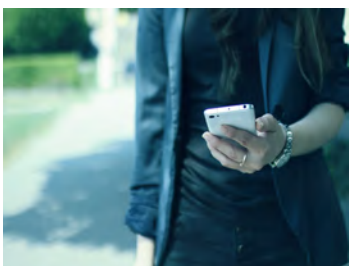
## Registration Process

Each health campaign must be communicated and promoted to employees. Registering employees for individual offers still takes up a lot of time. æktiv will handle the registration process for health campaigns and make your day-to-day business easier.



## Online Platforms

Let us create your own online platform for your health promotion measures. The platform can be created and managed by æktiv and shall only be available to your workforce. The benefits of an online platform include the easy access to a wide range of topics, the fast and flexible addition of information and documents as well as the integration of the course administration.



## Applications

Supportive measures are the most important prerequisites for sustainable campaigns in workplace health promotion. Applications are perfect for this as you can allow your workforce quick and easy access to the wealth of health content available. Using our app, principles, exercises and additional information can be pooled together and are available at any time.

## references

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The company ækt has received many references from renowned companies with its brands æktiv and ækt-work ([www.aekt-work.ch](http://www.aekt-work.ch)) . As a result, we have been able to support customers from a wide variety of sectors with customised services. Our clients include retail merchants, chemical, pharmaceutical and energy companies, authorities, SMEs, and freelancers .

**Benefit from our experience and expertise!**

Would you like to find out more about individual projects? Get in touch! We will be happy to show you what ideas we have put into practice in other companies.







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