



## Think outside of your chair!

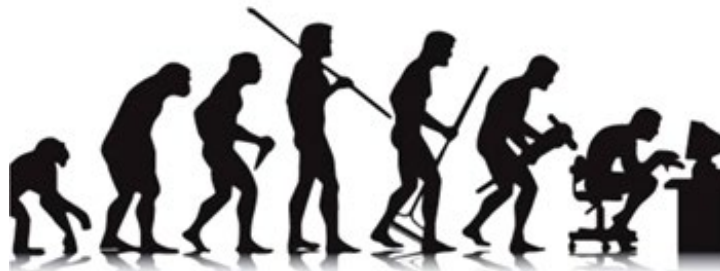
**Member company**      **Aperam**  
**Category**              **workplace improvement, skill training**

### Challenge



The need to promote of a culture of movement as most of our people (especially white colours) sit too long.

**SITTING IS THE NEW SMOKING... but it is not seen as a danger**



As a mass phenomenon, sitting is often compared to smoking. The health hazards of smoking were already known in the 1960s, but it was not perceived as a threat. Before the first anti-smoking campaigns were launched, smoking had become a modern mass movement, taking its toll on people's health. We can see some similarities with sitting. The risk is mostly underestimated or ignored. Sitting in the office is commonly viewed as comfortable and appropriate instead of being perceived as a potential threat to health. There are initial long-term studies showing that sitting can reduce life expectancy.

„ **Sitting is and remains the worst posture for the human body.**“  
 Surgeon and spinal specialist H. Junghanns

Long periods of sitting have negative impact on all areas of our body: muscles, metabolic processes and brain. It is already known that people who do little exercise have a higher risk of developing illnesses such as diabetes, cardiovascular disease and a number of other problems, due solely to inadequate physical activity.

Anyone who works long hours in an office is exposed to a considerable risk. It is in our hands to do something about it. No investment is required, but only a little discipline. Everyone is responsible for him or herself and everyone can do something. We encourage you to do more for your health. Let's start a new culture of movement!

In this respect, we are pleased to introduce you our new campaign:

**“Think outside of your chair!”**

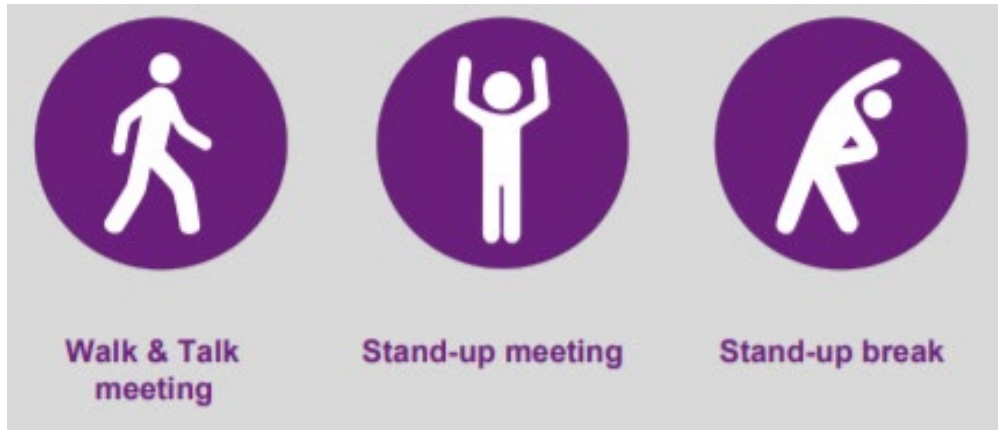
## Think outside of your chair!

### Action

→ Promotion of a new “meeting culture”

“Let’s start by changing our meeting culture. The regular movement breaks must be an integral part of the agenda of our meetings. Get out of your seats! We should get used to do part of the meeting standing up. Also, if possible, let’s do our discussions in small groups while walking!”

→ Creation of 3 new logos for these 3 kind of activities



→ A series of informative posters have been displayed in all Aperam’s offices and meeting rooms, providing useful tips for healthier office work activities.



These posters have been translated in our 10 different languages.

→ Launch of a communication campaign on that subject with:

- 3 Newsletters distributed in 10 languages to all workers of Aperam over several weeks
- Publication of an interview with the CEO Services and Solutions and Aperam Leadership Team Member, “...Sitting is a very important topic and it affects everyone. We need to promote a culture of movement! I really encourage everybody to stand up and move more!..”
- Sharing of good practices
- Sharing of a test (in 10 languages) for the people to do a self-assessment of their personal risk

## Think outside of your chair!

### → Creation of a Web site

Accessible to everyone by Aperam and containing following information:

- General Information on this topic
- Interview and statement
- Risks and numbers
- "What you can do"
- Link to icons and posters

### → Creation of "Health@Work community"

This community is used for the sharing of good practices coming from Aperam and from outside on health issues, and in this case on ideas how to reduce the time sitting.

### → Creation of a video "Fit-Breaks" (still ongoing)

This video shows easy exercises that can be done by everyone before starting work or during stand-up breaks.

### → A lot of local initiatives have been put in place

Purchasing of ergonomic equipment, organisation of trainings, regular exercises... The posters have been put in all meeting rooms.

## Outcome


- Much better awareness of the risk of long sitting
- Better awareness of the need to move more - we see more and more people using stairs instead of lift, walking during midday-breaks, stretching regularly...
- New meeting culture with regular stand-up breaks and practice of stand-up meetings
- A lot of sites have already put at least one of this solution:
  - one standing desk at disposable for several persons

- Sit to stand workstation
- Individual electrically height-adjustable desk
- Increase of the motivation and well being


*"I am deeply convinced, that desks with adjustable height, are strongly supporting HEALTH and MOTIVATION of our people". A.K - CEO in Germany*

*"We all use the standing option every day. It has been a success and we see benefits, especially in reduction in back pain and Sciatic problems". R. C. Director UK & Ireland*


SOME GOOD EXAMPLES OF IMPLEMENTATION




[Video with exercises for all...](#)




[GP 1905 Viladecans stretching exercises](#)



[GP 1910 Montevideo Gymnastic activities](#)



[GP 1905 Siemianowice - exercises during work](#)



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# Think outside of your chair!

health@work  
Check out our new Good practice  
**ERGONOMICS IN THE OFFICE**  
on our Google+

Site: APERAM - S&S Germany and S&S UK

Health@work community

aperam

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Health@Work  
Think outside of your chair!  
Let's build a new meeting culture

**Introduce Stand-up meetings**  
The 15-Minutes Productivity Injection! The implementation of short stand-up meetings will help to improve the physical well-being of the participants and will also foster the idea generating in the work environment.

**Go for Walk & Talk meetings**  
Walking meetings are best for small groups and it is a great way to integrate physical activity throughout the workday while also boosting the creativity.

**Plan Stand-up breaks**  
At least every 60 minutes!  
Standing is proven to be one of the most effective ways to improve memory and focus. It may also help to relieve back pain.

Long periods of sitting have an effect on all areas of our body: muscles, metabolic processes and the brain.  
*Stand when you want to, walk & move when you can.*