

Case study:

Carillion - Promoting Healthy Lifestyles - Global Corporate Challenge

Summary

During 2013, eight teams from our civil engineering business took part in the Global Corporate Challenge (GCC) initiative. This is a corporate health and wellbeing initiative aimed at changing the behaviour and improving the health of employees around the world. In teams of seven, participants undertake a 100 day virtual journey around the world. Focused on increasing physical activity and establishing sustainable habits for sedentary workers, participants were challenged to undertake a daily target of 10,000 steps.

The feedback from the teams taking part prompted Carillion to offer this as a corporate initiative.

Problem statement

Finding a mechanism to facilitate our workforce to become more active as per our commitment to the Responsibility Deal and within our *Health Like Safety* strategy, whilst still recognising that this remains a matter of personal choice.

Solution / what you did

During 2014, Carillion submitted 88 teams (616 participants) comprising mainly of employees but also subcontractors and clients to the GCC event.

Based on the positive feedback from our employees and the results obtained during the 2014 event, Carillion decided to sponsor 200 teams for the 2015 event. All 200 spaces filled within 18 minutes of registrations opening (a GCC record!) so Carillion decided to sponsor 50 more teams. A further 58 teams registered and funded themselves making a total of 307 teams (2,148 participants).

In 2016 Carillion funded 300 teams and had 308 teams (2156 participants) submitted to the challenge.



Figure 1: 2015 winning team

Key challenges faced

No key challenges were faced. The introduction of this was well communicated in advance so by the time registrations opened, the demand for the places was high. During the event, our participants were actively discussing their personal achievements through a dedicated Yammer group and offering encouragement as well as weekly updates being published through our weekly 'Round Up' bulletin.

Outcomes and benefits

Quotes from our participants include:

"After a serious illness last year, I had fallen into a rut of crashing on the couch after work and was piling on the pounds. Joining GCC has given me the motivation to go for a walk in the evening. I feel so much better for being out in the fresh air."

"Although I have always thought of myself as being fairly active, the GCC has certainly made me more aware of how much time I used to spend just sitting at my desk. I am now consciously making an effort to take the stairs rather than the lift and, whenever possible, to get out for a walk at lunchtime."

"I am more aware of trying to maintain a healthy regime, such as making simple changes like taking the stairs more or taking a short walk around the office every hour or so. I also feel that the walks I now take

almost every evening are a great way of getting rid of the stress from a working day.”



Figure 2: Carillion internal publication

the event meant mainly only those sponsored by Carillion were taking part.

During 2017, we will be trialling another health and wellbeing platform which will be more inclusive for our entire workforce. It will also be more balanced on the scoring so active and sedentary workers can compete as the scoring mechanism is based on personal achievements rather than total achievements.

Supporting details

The Global Corporate Challenge can be found at: www.gettheworldmoving.com



Measures of success

The table below demonstrates the positive impact this initiative had on our workforce.

	2014	2015	2016
Number of teams entered	88	307	308
% weight Loss	62%	66%	67%
% decreased stress	65%	69%	66%
% increased productivity	38%	59%	59%
% reported health > good	85%	82%	80%
% recommended sleep	n/a	70%	64%
% accountable for health	76%	76%	78%
% positive impact on exercise	86%	82%	84%

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Lessons learnt

After three very successful years of this event, we found that during 2016, it attracted those that were already fit and active rather than the sedentary workers we were targeting. In addition, the cost of