

Sinet Run Challenge for InDrive

A large distributed team, whose employees speak different languages, have different cultural and historical backgrounds, is a challenge in itself. And holding events to unite such a team is a double challenge. After all, it is necessary to come up with something that will be understandable for everyone, accessible for participation and will be easy to implement. But our experience with InDrive, an international passenger transportation service, has shown that Stayfitt digital tools allow you to implement well-being programs in an unlimited number of locations.



Goals

1

Uniting the team around common corporate values

2

Involving employees in a healthy lifestyle

3

Strengthening the sports popularization program

4

Support of the company's social initiatives



Result

In the first four weeks of the project, **the activity of the participants increased by 60%, and 63% of the connected employees took part in the challenges**. On average, each participant did 16 workouts during the project, and the average run distance was 7 km. All those who took part in the challenge received diplomas, and the most successful and purposeful received tickets to the Istanbul Marathon. InDrive employees were able to get to know each other, and the atmosphere in the company improved and many work issues were resolved faster and more efficiently.



Solution

The company has been running the Sinet Run Challenge for several years, in which the company's employees take part. It was chosen as the starting point for the concept of the project. It was decided to launch a well-being program in preparation for this marathon, and to make it **an online run for the participation of all employees, regardless of location and level of training**.

The well-being project **lasted 100 days** - participants could simply do running workouts, or they could set a goal to run a specific marathon or half marathon distance. Winners and prize-winners were selected based on the results from the Stayf. app (training frequency, number of kilometers run), as well as the results of half-marathon and marathon races.

Another feature of the project was its charitable focus. **All kilometers were converted into money and transferred to charity**.



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