



Educating companies on the productivity, engagement and reduced absenteeism benefits of Active Working.



Get
Britain
Standing
.org

A campaign to grow awareness and education of the dangers of sedentary working and sitting more than 4 hours a day.



An event run in conjunction with the British Heart Foundation, to draw awareness to dangers of the sedentary office. April 24th 2015

Why not become an "Official Supporter" or "Official Partner" and contact us: partnerships@activeworking.org.uk

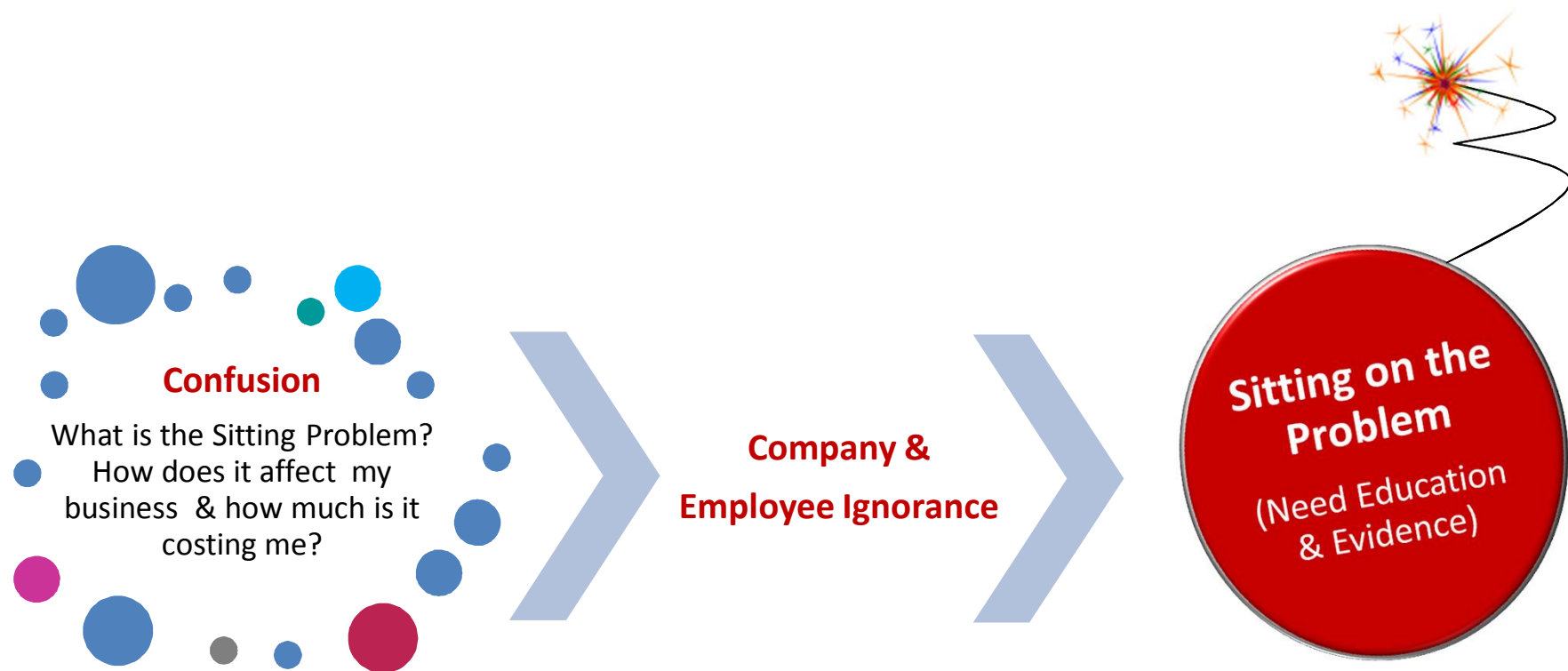
Partnership Proposal

Partnership to generate: Impact, Value & Strategic Fit

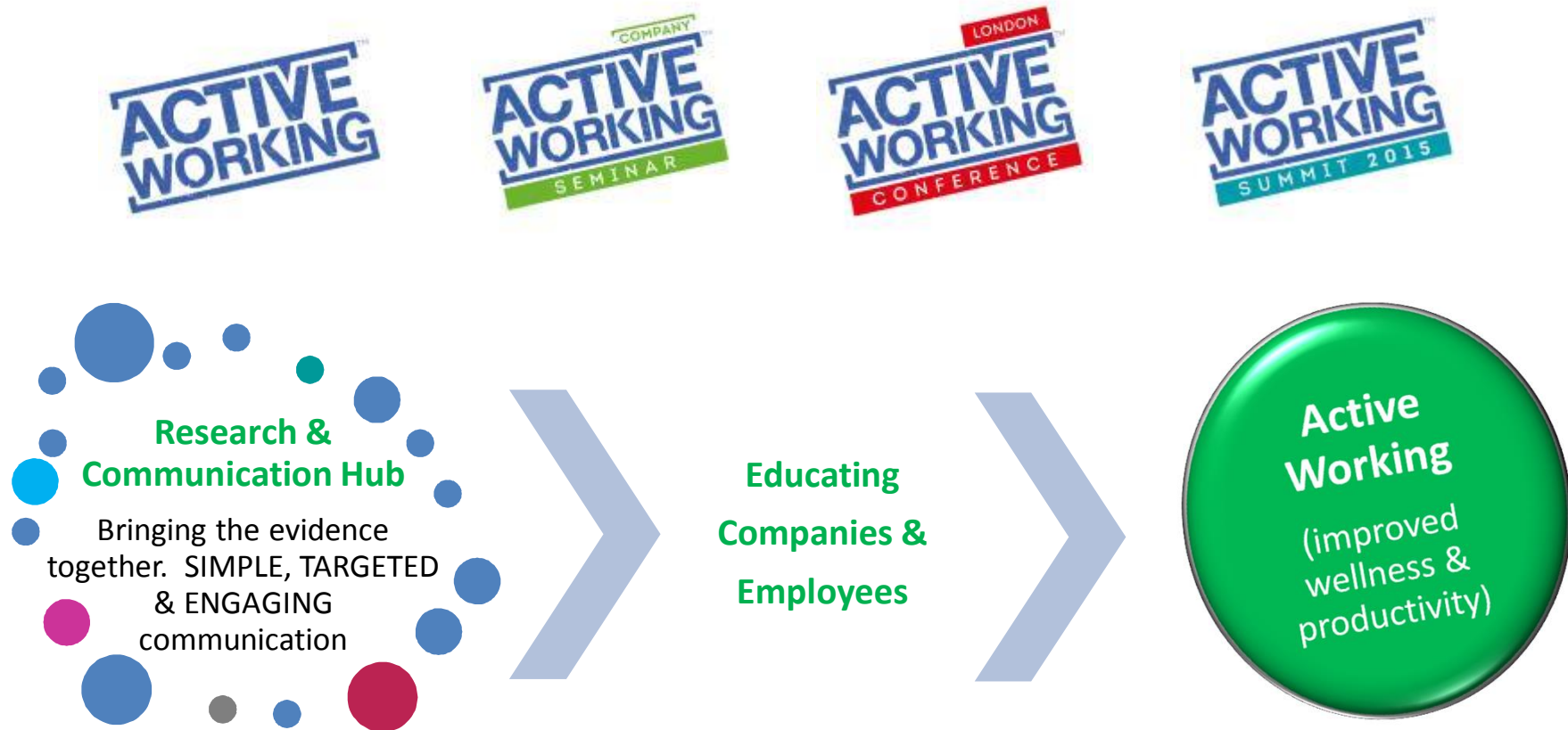
Part 1

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The Sitting Time Bomb



Active Working – Partnership for Growth



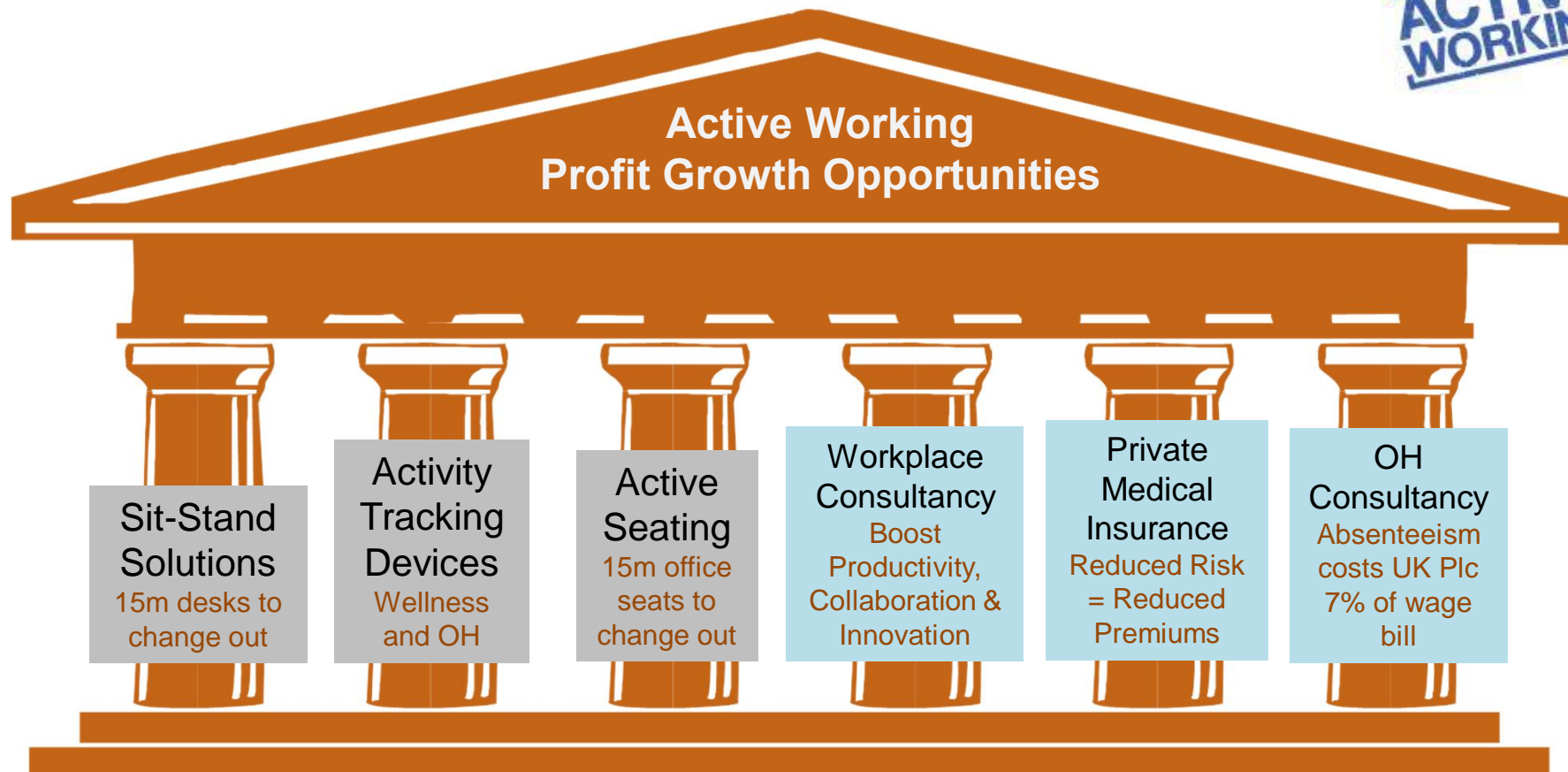
“The Sedentary Office – A Case for Change”:

1. We are at a turning point. New research, new guidance, nascent policy, emerging commitment from business, government and 3rd sector mean that we have the opportunity to trigger a major change.
2. Active Working C.I.C are developing the business case and articulating the pitch to corporate UK.
3. **We offer “Partnership for growth” opportunities to multiple business interests.**

Business Opportunities - generated by Active Working activities

The Sedentary Office = Major £\$” Opportunity

**ACTIVE
WORKING**



Is the changing workplace a KEY priority for your business?

Overview: Background & Mission

Background and Mission



Get Britain Standing is a campaign to grow awareness and education of the dangers of sedentary working and prolonged sitting time. Our goal is to draw public attention to the significant increase in health risks caused by sitting [i.e. heart disease, diabetes (type 2) and cancer]. The Campaign is funded by Active Working C.I.C.



Active Working C.I.C is a social enterprise to inform and educate employers of the compelling wellbeing & productivity benefits of converting %Sitting+time to %Standing / Active+time whilst at work. 70% of sedentary behaviour takes place at work and Active Working C.I.C is establishing an international Hub for scientific and workplace evidence based research to:

1. Disseminate clear, simple and concise messaging to key stakeholders on the health risks caused by prolonged sedentary behaviour
2. Articulate the business case for change towards Active Working to employers and employees
3. Identify priorities, co-ordinate, promote and disseminate future research findings.

Collaborating with:



Overview: Progress & Future

Progress and Future



Get Britain Standing

1. Website averaging 400 unique visitors per day and growing
2. 4000 Twitter followers (in first year)
3. Regular media coverage
4. Localising to 10 additional countries in 2015



Active Working C.I.C

1. Commissioned an Expert Statement with Public Health England (PHE) entitled: "THE SEDENTARY OFFICE: a growing case for change towards better health and productivity+
2. *Active Working Summit – Jan 2015*
 - " supported by Dame Sally Davis (Chief Medical Officer . England)
 - " hosted by EY and attended by 150 (sold out)
 - " 96% Satisfaction level, 85% will attend (and recommend) in 2016
3. *Active Working Innovation Centre* in partnership with EY (formerly Ernst & Young) to build the evidence and articulate the arguments for optimum change alternatives+to reduce sedentary time in the office.
4. Design emerging guidance, accreditation, & qualifications to monitor Active Working
5. Expand the breadth and depth of our stakeholder collaboration in the UK and overseas.

Collaborators:





%Official Supporter+

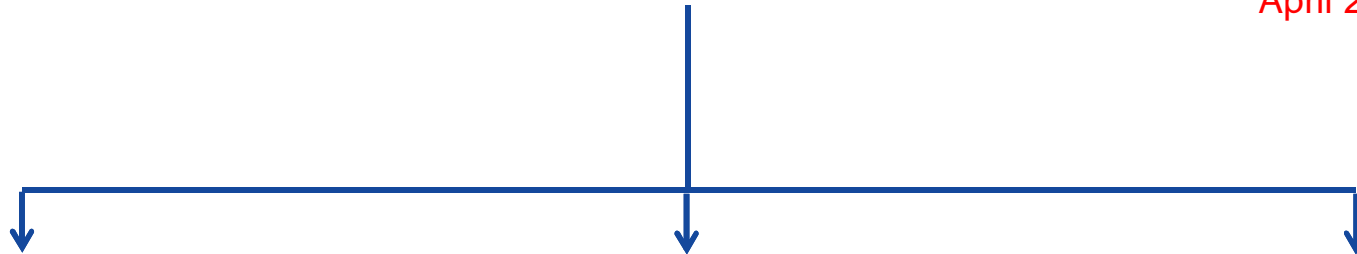


%Official Supporter+



%Official Partner+

April 24th 2015



%Sponsor Partner+



%Sponsor Partner+



%Host+

Partnership Assets

Stand-up. Sit less. Move more.

Get Britain Standing



Get Britain Standing

- " **Official Supporter:** right to incorporate Logo and approved content in website, advertising campaigns, packaging and collateral.
- " **Fee: £5,000 per annum.** [Details upon request, Regional packages available](#)



Fri April 24th 2015

ON YOUR FEET – Britain

- " **Date:** Fri April 24th
- " **Challenge:** Convert 2 – 4 hours of your office sitting time to standing time
- " **Target Audience:** Employees and major employers
- " **Target Companies:** Leading companies with large numbers of office based staff
- " **Co-Partner:** British Heart Foundation (Health at Work)
- " **CELEBRITY Face:** Currently in talks with one of Britain's most celebrated Olympians
- " **Companies Signed up:** EY, TfL, Johnson & Johnson, Virgin Media, ukactive, GSK, Wellcome Trust, Arquiva, Exxon Mobile, Hounslow Council, Diabetes UK
- " **Target number of Companies:** 500
- " **Target number of Participants:** 20,000
- " **Sponsor Packages:** ONLY Available to "Official Partners" of Get Britain Standing and/or Active Working. [Details upon request](#)



Active Working – Events and Sponsor Packages



Active Working

- “ **Official Supporter:** right to incorporate Logo and content in website, advertising campaigns, packaging and collateral
 - “ **Additional Partnership Options:** Active Working Seminars & Active Working Summit (see below)
 - “ **Fee:** £2,500 per annum [Details upon request / Regional packages available](#)
-



Available to
%Official Supporters+
only

Active Working Seminars (venue of your choice)

- “ **Content:** tailored to educate target audience i.e. FM, Architects, Employees or Senior Professionals or client prospects
- “ **Venue:** hosted at Sponsor’s premises or designated location
- “ **Duration:** 30 - 45 minute content provided by Active Working CIC / Get Britain Standing,
- “ **Co-branding:** Active Working, Get Britain Standing and Sponsor Partner
- “ **Entry:** FREE, by sponsor invitation only
- “ **Sponsor Fee:** “Official Supporters” @£1,000 (Otherwise £2,000)

Active Working – Events and Sponsor Packages



Available to
%Official Supporters+
only

Active Working Conferences (Cardiff, Edinburgh, Manchester, London)

- “ **Officially Supported by (regional) Chief Medical Officer**
- “ **Content:** Sedentary Behaviour Science, Case Study Evidence, The Business Case
- “ **Audience:** Facility Managers, HR, Health & Safety, Senior Professionals
- “ **Venue:** Various (Capacity 100 - 150)
- “ **Duration:** HALF DAY with networking drinks
- “ **Sponsor Packages:** **Discount for “Official Supporters”.** [Details upon request](#)



Discounts for
%Official Supporters+
only

Active Working SUMMIT - 2016 (28th Jan 2016 - London)

- “ **Officially Supported by Chief Medical Officer**
- “ **Target Audience:** Senior Professionals from Property Management, FM, Occupational Health, Human Resources and Workspace Design
- “ **Target Companies:** Leading companies with large numbers of office based staff
- “ **2015 Attendance:** BP, TfL, Johnson & Johnson, BBC, Clifford Chance, EY, Virgin Media, Health Management, ukactive, GSK, Wellcome Trust, Arquiva, Rolls Royce
- “ **2015 Feedback:** 85% would recommend or will attend in 2016
- “ **Venue:** EY (formerly Ernst & Young), 1 More London
- “ **Duration:** FULL DAY with networking drinks
- “ **Entry:** Standard Delegate £325 Supplier Delegate £795
- “ **Sponsor Packages:** **Discount for “Official Supporters”.** [Details upon request](#)

Active Working Summit 2015



Survey Results:

- " 96% Satisfaction Rating
- " 85% will come again +/- recommend

Delegate & Sponsor Quotes:

- "I attended the Active Working Summit and found it immensely valuable – Johnson & Johnson are going to be moving forward in promoting this important message to our office based employees"
- "Excellent line up of speakers - gave good overview of current state of play, research etc. Great networking opportunities as good mix of backgrounds from providers as well as corporates."
- "I have attended over twenty 1-day events and this was by far the best."



SPONSORED BY :



COLLABORATORS AND STRATEGIC PARTNERS





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