

Global Spa Summit

JOINING TOGETHER. SHAPING THE FUTURE.

Corporate Social Responsibility

General Session

Monday, May 18th 2009 2:15pm – 2:30pm

La Salle Cote Jardin, Victoria-Jungfrau Grand Hotel & Spa, Interlaken, Switzerland

Francesco Saccomandi, Executive International Marketing Manager, Technogym, Italy

Scribe: Michelle Punj (Cornell)

Introduction

Health is wealth. I want to share with you our take on today's world. The pursuit that people have is to be happy. We have a concept called trading happiness. Everyone has a different perspective of happiness. One common fact: that to achieve happiness, one must be in a good state of health.



The best economic and social investment is on our health.

Today's agenda is:

- Movement and Health - reloaded
- Why health is Wealth
- The GREEN Factor
- The Wellness Campus

Mankind was made to move, to hunt and to feed as well as save energy to perform these activities. If you fast-

forward you come to today, where we have the same need for movement however we don't move and we save too much energy and use mechanical devices instead.

Movement and Health - reloaded

Food and physical activity are strong aspects that give us signals.

FOOD: Strong signals to eat, weak signals to stop eating, there is a wider availability of food, eating is self-fulfilling, you cannot not-eat, eating well = status (high social status).

ACTIVITY: There are weak signals to start, strong signals to stop, there is lower availability, inactivity is self-fulfilling, you can be inactive, inactivity = status.

50 million Americans suffer from metabolic syndrome, a subtle disease that effects men and women and causes Diabetes mellitus, obesity. Technogym supports [YMCA's "Activate America"](#), [America on the Move](#), and [YMCA 's Healthy Kids Day](#).

It is interesting that through physical activity there is lower risk of congestive heart disease, stroke (unless you over do it), type two diabetes mellitus, muscle-injuries, prevention of weight gain, osteoporosis. One tenth of the working population will be over 65 years old in 2050. Muscle strength diminishes which can be reverted with physical activity. Technogym has a strong commitment towards active aging.

Why health is wealth

60% of European people do not exercise at all. In the EU there are 14 million overweight and 3,000 obese kids. It is important to approach this young population with less intimidating exercise tools. There is a library where you can use air-pump exercise machines while reading.

Prevention in the workplace: there are many excuses not to exercise (no time, no social support, I'm not in shape and embarrassed, I don't know the benefits, I'm afraid). That's why in the workplace, corporate wellness can override these issues.

GM spends \$1,525 for each car produced on employee healthcare. We have done many corporate gyms, such as IBM and Toyota. A healthy employee is a happy employee.

The Wellness Campus

Wellness: A sound economic, social, and environmental investment.

The GREEN Factor

This takes us into our new project called the WELLNESS VILLAGE. Our products are made, studied, and realized with factors in place: Use of renewable materials, reduction/replacement of environmentally unsuitable substances, energy efficiency, and re-usable packaging.



In addition, thanks to the new wellness village, we reduced emission by 1,400,000kg of CO2. The Technogym village is a beautiful structure. It uses bio-architecture (roof with solar panels), high-efficiency fluorescent lights and low-power consumption computers. (Showed an aerial view, rendering, inside.)

All materials will be wood, glass, and steel. There will be a library and wellness center. The president is also on the chair of the Wellness Foundation ([link](#)), which aims to support NGO's. We support: [Rainbow Project](#) in Zambia, Kenya, Tanzania; and [World Hunger Fight](#) in Spain and Argentina.

To conclude my message is: healthy bodies, healthy minds, healthy planet.



The Global Spa Summit is an international organization that brings together leaders and visionaries to positively impact and shape the future of the global spa and wellness industry.