



# ACTIVE WORKPLACE

More exercise for employees in administration at Deutsche Telekom  
Health & Safety Management, June 2015

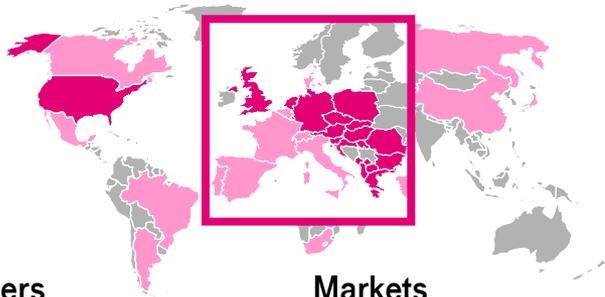
Project partners: Unfallkasse Post und Telekom [German Post and Telecommunications Accident Insurance Fund], Institut für Arbeitsschutz der DGUV [Institute for Occupational Safety and Health of the German Social Accident Insurance Association], Institute of Psychology at the German Sport University in Cologne



LIFE IS FOR SHARING.

# DEUTSCHE TELEKOM – PROFILE

## CUSTOMERS & MARKETS



### Customers

- **>151 m** mobile customers
- **>30 m** fixed network customers/  
**>17 m** broadband customers
- **Approx. 6.1 m** TV customers
- Around **1.6 m** managed workplace systems

### Markets

- Present in 50 countries
- **Germany, Europe and the USA:** with own infrastructure
- **T-Systems:** Global presence & alliances via partners

## FACTS & FIGURES



### Deutsche Telekom in figures, 2014

- Revenue: **EUR 62.7 bn**
- Adjusted EBITDA: **EUR 17.6 bn**
- Free cash flow: **EUR 4.6 bn**
- Among the **top 100** worldwide (#105, Fortune500 list)



### Employees & responsibility

- Employees worldwide: 228,000
- 8,900 trainees and cooperative degree students in Germany
- Pioneer of social issues (climate protection, data privacy, diversity, etc.)

Source: DT 2014 annual report/TMUS annual report to shareholders 2014

# WE NEED AN EFFICIENT, FLEXIBLE WORKING CULTURE!

## Our environment ...



Competitive pressure  
Falling prices



Ongoing efficiency  
and cost pressure



Demographic change  
War for talent



Frequent changes in  
company organization



Digitization as a key enabler  
and driver of change

## ...demands from us that ...

we perceive **digitization**  
as an **opportunity**



we organize our work flexibly and  
efficiently, **irrespective of location**  
and **time**.\*



**efficiency and cultural change**  
work hand in hand.



**management is based on results**  
rather than **physical presence**.



\* Future generations expect a different, networked, flexible way of working and living: 79 % of generation Y would rather work on a mobile than a static basis (BITKOM2013).

# THIS REQUIRES A NEW DESIGN FOR COOPERATION

## What does collaboration look like?

### Today

Physical presence

Control

"My" office

Work & private life separated locally

### Future Work

virtual collaboration

Trust

"Our" working environment

Better compatibility between work & private life

## What does that mean?

- **The focus is on trust and individual responsibility**
- New ways and possibilities for cooperation create increased **complexity**
- **Mutual consideration** and new rules of conduct are needed
- **Leisure** and **work time** can be organized more flexibly

# YOUR NEEDS DETERMINE WHERE YOU WORK

Showcase representation



On the go



Workstation in an open plan office



Home office



Think tanks



Conference room



Kitchen



High bench



Lounge



- By taking part in Future Work, every employee has the opportunity to work in the office, on the go and from home. However, the office will remain the primary workplace.
- In general, a Future Work site will provide the employees with the above mentioned office modules. They can be chosen by the employees depending on their current activities. However, due to constructional constraints, not every site will offer all office modules.

# LACK OF EXERCISE IN THE OFFICE

## Problem

- Inactivity is central risk factor for musculoskeletal disorders
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## Need

- Regular interruptions more effective than training sessions after work
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## Benefit

- Exercise schedules is proven to deliver a positive return on investment
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## Current measures

- Mobile Fitness Coach
  - Fit in the office
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## Open

- Activating the cardiovascular system

# IDEA: ACTIVE WORKPLACE

## Summary

### Target group

- Employees in administration with little exercise in daily routine

### Objectives

- Activation of cardiovascular system
- Test of active workplace systems
- Recommendation for "active workplace systems"
- Limited rollout 2016

### Planned procedure

- Science, developers, users workshop
- Selection of suitable equipment
- Investigate type/frequency/duration of use
- Examine use of wearables or apps as individual feedback tool
- Investigate motives for use or rejection

