



**MOVE IT**  
WITH NATIONAL STEPS  
CHALLENGE™ SEASON 6



**FEEL GOOD AND  
WIN TOGETHER WITH**

**CORPORATE  
CHALLENGE**



# National Steps Challenge™ Season 6 Corporate Challenge

# National Steps Challenge<sup>™</sup> Season 6 Corporate Challenge

1. Introduction
2. Leaderboard features
3. Reasons to participate in NSC
4. Challenge Period
5. What is the registration process?

# What is National Steps Challenge™ (NSC) and Corporate Challenge (CC)?

1. NSC was first launched in 2015 to encourage Singaporeans to sit less and move more and to embark on more incidental physical activity as part of their daily lives.

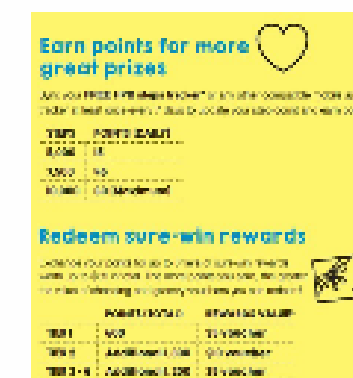
Monitoring of daily steps count through complimentary fitness tracker from HPB



Sync steps to Healthy 365 app



Earn Rewards!



2. To reach out to different population segments, NSC was introduced to targeted settings.

Tertiary Institutions



Workplaces  
Corporate Challenge



Community



Aim for 10,000 steps per day

For enquiries, please call 1800 567 2020 or email us at [stepschallenge@hpb.gov.sg](mailto:stepschallenge@hpb.gov.sg)  
[stepschallenge.gov.sg](http://stepschallenge.gov.sg) | #moveit150 | #my10ktoday  
 Championing: Let's Beat Diabetes

**Over 1,000 organisations with more than 130,000 employees participated in Corporate Challenge held in 2020 (Jan to Apr)**

### **NSC Corporate Challenge Categories**

**organisations with  
Workforce size < 200 pax**

**organisations with  
Workforce size ≥ 200 pax**

**Eligibility criteria for organisations with < 200 employees to be ranked in the Corporate Challenge leaderboard :**

- At least 25 participants have registered for the challenge and successfully chosen a fitness tracking device.

**Steps Category**

**Prizes for winning organisations < 200 employees  
(retained for Corporate Challenge)**

Prize Category	Steps Leaderboard*
Overall 1 <sup>st</sup>	\$5,000
Overall 2 <sup>nd</sup>	\$3,000
Overall 3 <sup>rd</sup>	\$2,000

**Overall Winners**



**Panasonic**

Panasonic Appliances  
R&D Center Singapore



**DyStar** 

DyStar Singapore  
Pte Ltd



"K" Line Pte Ltd

*\*Based on the highest overall average daily steps count for the challenge period*

# Other Winning Categories of Corporate Challenge



## Monthly Winners

Be the organisation with the highest daily average step count per participant for a particular month during the challenge and win up to \$2,000!\*

Steps Leaderboard – Monthly winner for January

Workforce size of ≥ 200	Workforce size of < 200
 Smarte Carte Singapore Pte Ltd	 Panasonic Appliances R&D Center Singapore

Steps Leaderboard – Monthly winner for February

Workforce size of ≥ 200	Workforce size of < 200
 MSIG Insurance (Singapore) Pte Ltd	 "K" Line Pte Ltd

A winning organisation with the highest average daily steps count for each month\* of the challenge:

- Jan
- Feb
- Mar
- Apr

\*Each organisation is eligible to win once

3 winners monthly, based on the highest increase in average step count per day in that particular month, compared to the previous month's:

- Feb
- Mar
- Apr

\*Each organisation is eligible to win once



## Monthly Most Improved organisations

Now the top 3 organisations with the most improvement in their daily average step count per participant for a particular month will also be recognised for their effort and get to win up to \$2,000! #

Steps Leaderboard – Monthly Top 3 Most Improved for February

Workforce size of ≥ 200	Workforce size of < 200
1 <sup>st</sup>  Worley Engineering Singapore Pte Ltd	1 <sup>st</sup>  Panasonic Appliances R&D Center Singapore
2 <sup>nd</sup>  Kim Seng Heng Engineering Construction Pte Ltd	2 <sup>nd</sup>  DyStar Singapore Pte Ltd
3 <sup>rd</sup>  DSM Singapore Industrial Pte Ltd	3 <sup>rd</sup>  Starburst Engineering Pte Ltd

## Prizes for other Winning Categories

Prize Category	Steps Leaderboard*
Monthly Winner*	\$1,000
Monthly Most Improved <sup>#</sup>	\$1,000
Monthly 2 <sup>nd</sup> Most Improved <sup>#</sup>	\$750
Monthly 3 <sup>rd</sup> Most Improved <sup>#</sup>	\$500

*\*The top organisation with the highest daily average step count in a particular month.*

*#The top 3 organisations with the highest increase in daily average step count in a particular month, compared to the previous month.*

**Moderate to Vigorous Physical Activities (MVPA) Category**

**Prizes for Winning organisations < 200 employees :**

Prize Category	MVPA Leaderboard*
Overall 1 <sup>st</sup>	\$5,000
Overall 2 <sup>nd</sup>	\$3,000
Overall 3 <sup>rd</sup>	\$2,000

**Overall Winners**



**Panasonic**

Panasonic Appliances  
R&D Center Singapore



Henkel Singapore Pte  
Ltd



Amplus  
Communication Pte Ltd

*\*Based on the highest overall weekly average MVPA during the challenge period*

## What is MVPA?

- MVPA is defined as at least 64% of an individual's maximum heart rate (220 minus Age -e.g. a person who is 20 years old will have an estimated maximum heart rate of 200).
- Most sports activities would enable a person of average fitness to reach 64% of maximum heart rate.

## Why promote higher intensity physical activities?

- Greater health benefits -recommended to accumulate at least 150 minutes of higher intensity physical activities per week.

# Examples of higher intensity physical activities

Noticeable increase in your breathing rate

19 to 49 years old

50 years and above

- |   |   |
|---|---|
| <ul style="list-style-type: none"><li>• Brisk Walking (5km/hr)</li><li>• Leisure Cycling (16km/hr)</li><li>• Jogging (8to10km/hr)</li><li>• High impact aerobics</li><li>• Playing soccer</li></ul> | <ul style="list-style-type: none"><li>• Brisk Walking (3to5km/hr)</li><li>• Gardening</li><li>• Low impact aerobics</li><li>• Brisk Walking uphill</li><li>• Jogging</li><li>• Line dancing</li></ul> |
|---|---|

**Aim for at least 150 minutes of higher intensity exercises every week!**

# Overview of Corporate Challenge in National Steps Challenge<sup>™</sup> Season 6

**Corporate Challenge period: 3 Jan 2022 – 17 Apr 2022**

## Eligibility criteria for organisations with <200 employees to be ranked in the Corporate Challenge leaderboard:

- At least 25 participants have registered for the challenge and successfully chosen a fitness tracking device.

## Receive a new Season 6 fitness tracker



Participants who have signed up for the Corporate Challenge and have not collected a HPB fitness tracker in Season 5 are eligible for the brand new fitness tracker with 1.3" colour display, Blood Oxygen (SpO2) measurement function and sleep tracking function\*



*\*Sleep tracking function and Sleep Challenge are only available to participants who have completed all 6 "Steps Rewards" tiers in previous NSC seasons.*

## Recognition for successfully rallying your employees

# Corporate Friends of NSC Award

Award	% of workforce in organisation*	Rewards for organisation representative(s)
Gold supporter	40% to 59%	\$80
Platinum supporter	60% and above	\$200

- Be recognised for rallying your colleagues to participate in Corporate Challenge
- Reward quantum will be retained for Corporate Challenge

\* Participants should have signed up for Corporate Challenge, successfully chosen a fitness tracking device and remained in the Challenge by the end of Challenge period.

# Loyalty Perks

**Only for returning companies which have joined us for at least one season previously.**

- Entitled to one free physical activity session\* or HPB health Programme



Physical Activity  
Sessions



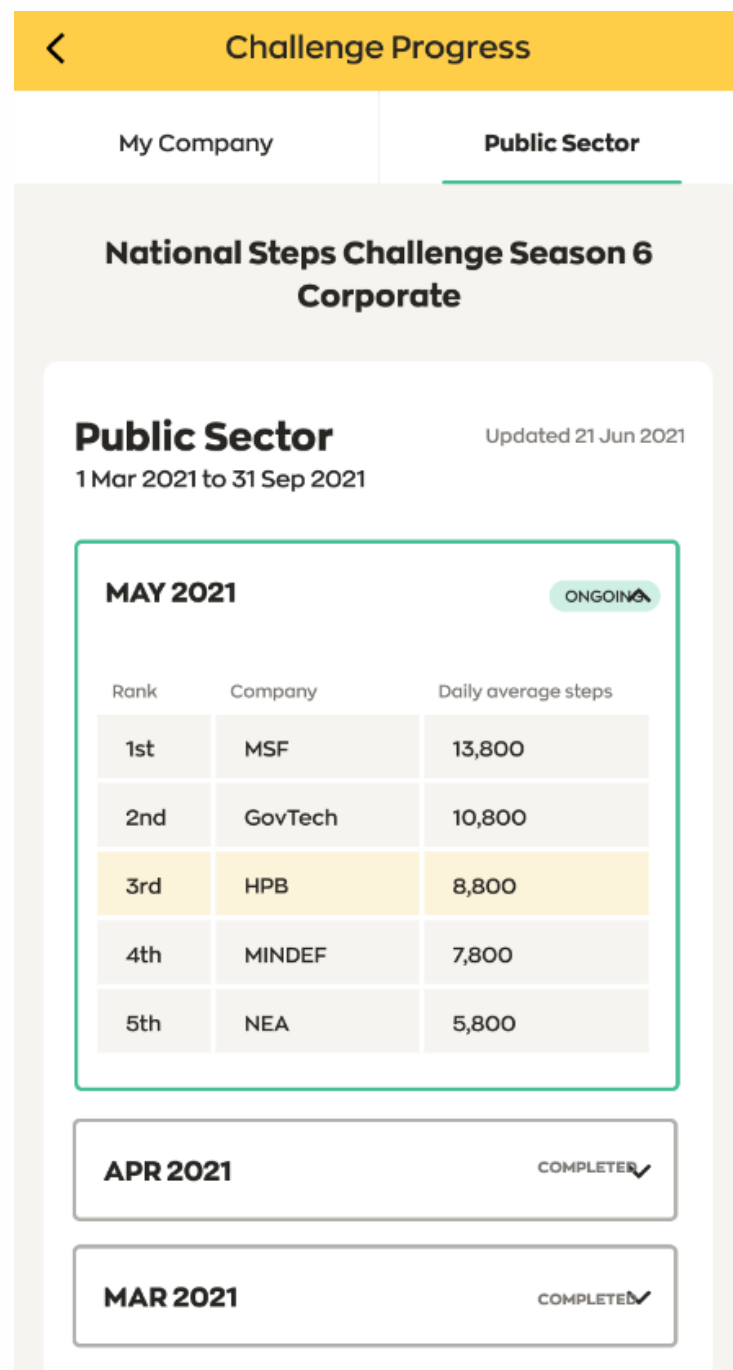
\*Limited slots available on a first-come-first serve basis

\*Applicable to private companies only

# Other Features of Corporate Challenge

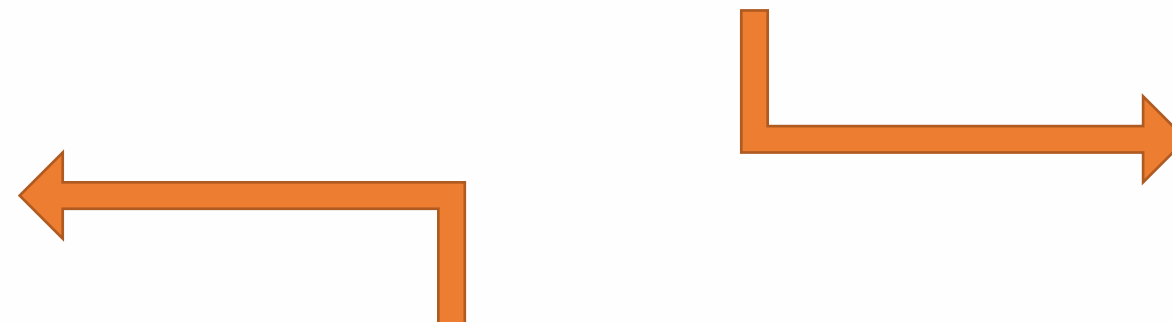
For public sector agencies only

For private sector organisations only



## Industry Hall of Fame

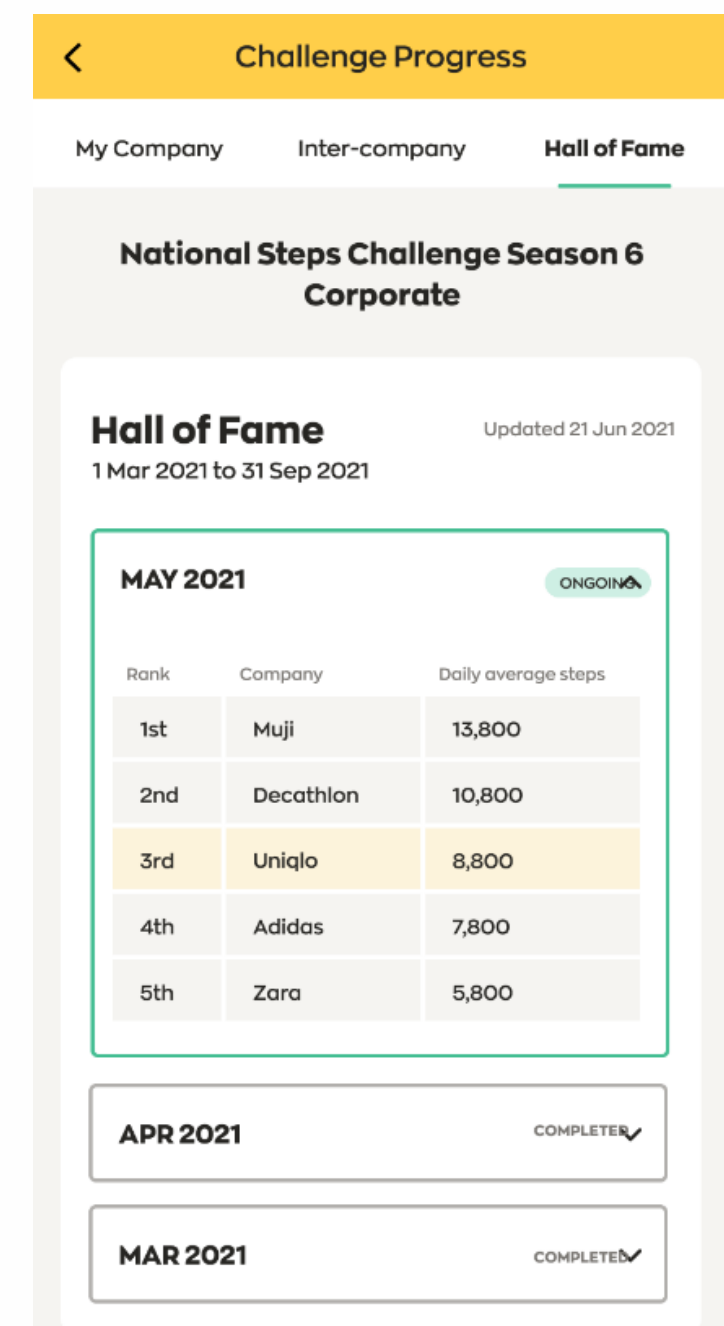
- A champion organisation for each industry in each month!



## Public Sector Steps Leaderboard

- Features the top 5 public sector agencies in the leaderboard for each month!

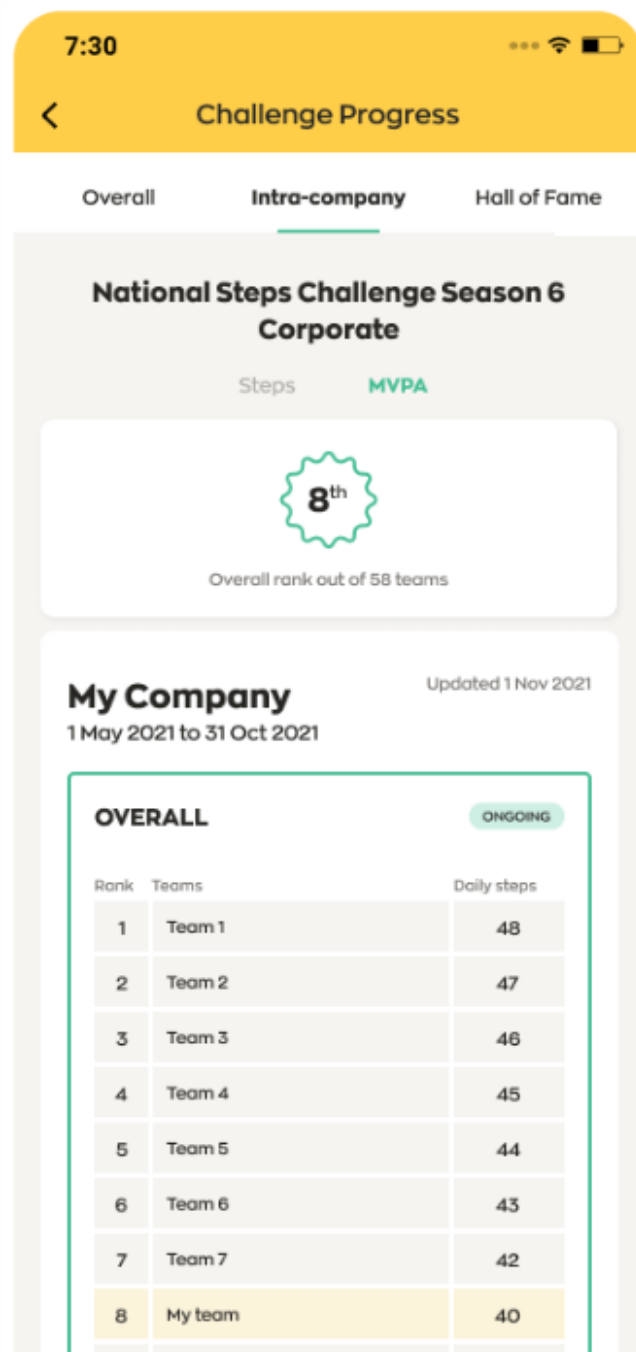
**Participating organisations receive daily updates of their performance on the steps leaderboards!**



For illustration purpose only and may differ from actual design

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# Other Features of Corporate Challenge



## Intra-Challenge

- Optional feature that allows departments/teams in the same organisation to compete with each other on a leaderboard.
- Organisations that opted for the Intra-challenge performed better than those that did not. Prepare to rally your departments!



### Do note that :

- Unlimited teams are allowed per organisation
- 25-character limit to the naming of teams, no symbols or emoticons are allowed.
- Prizes may be provided by organisations (optional)

*For illustration purpose only and may differ from actual design*

# What last season's participating organisations did in conjunction with Corporate challenge !



More than 1000 staff from ST Aerospace Engines set a record with most number of staff clocking at least 10k steps in 5 days



Participated in a photo hunt along Orchard Road organised jointly by HPB and Orchard Road Business Association (ORBA)



Public sector employees organised Health Lifestyle Walks to increase MVPA among staff

# How to register for Corporate Challenge

- Please register for the challenge on our Web page  
<https://go.gov.sg/m0ifd2>



<https://go.gov.sg/m0ifd2>

## Registration Period:

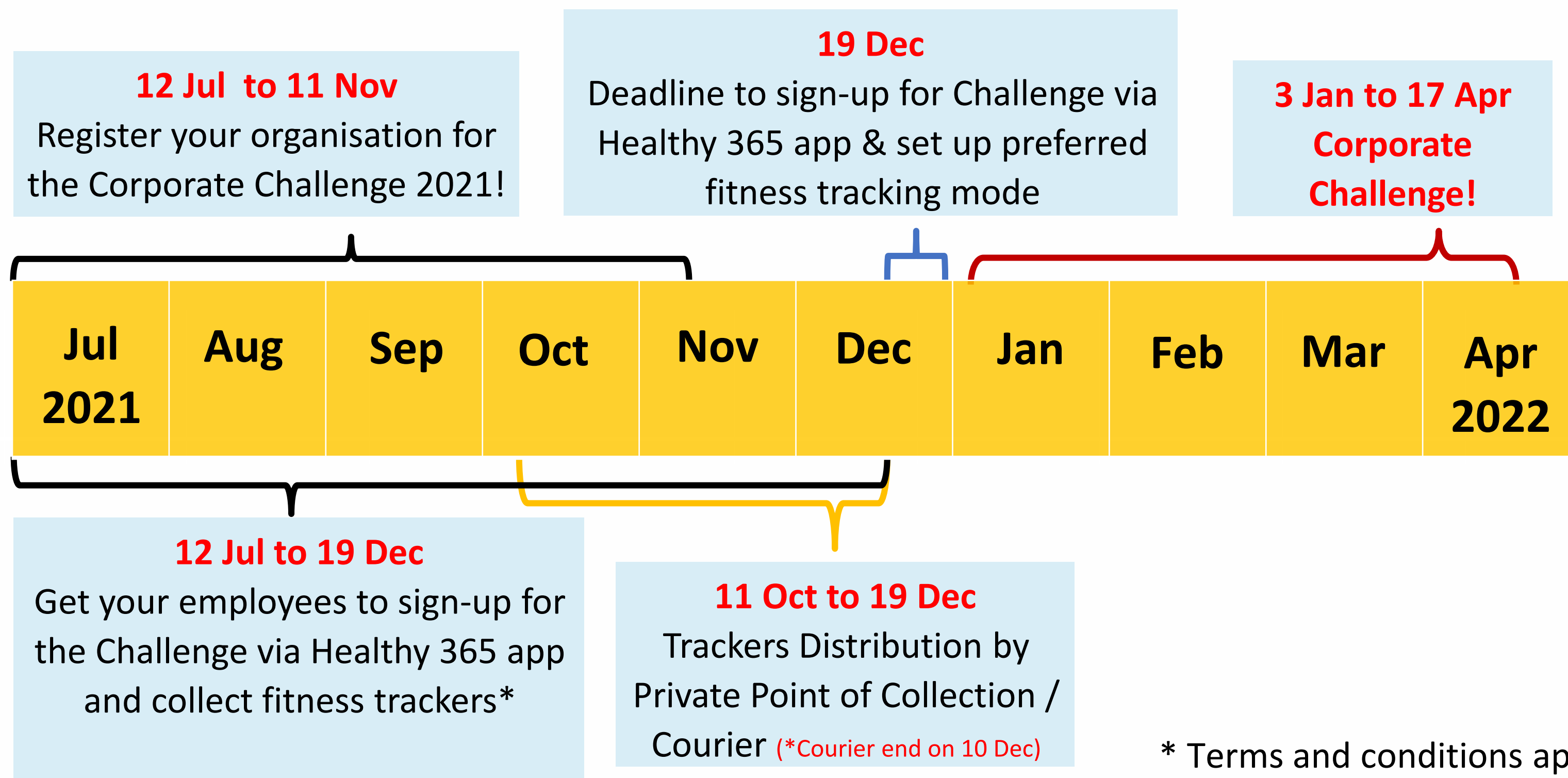
**12 Jul to 11 Nov 2021 (For organisations)**

**\*12 Jul to 19 Dec 2021 (For Participants)**

\*once the Entry code generated

- Participating organisations must have their own UEN or ACRA number.
- organisations who may not have a UEN or ACRA number may use a nominated representative's UEN or ACRA number to join instead e.g. hawker associations.

# Corporate Challenge Timeline



\* Terms and conditions apply

# Corporate Challenge Sign-up Process

**1** Organisation signs up for Corporate Challenge

**2** Upon your successful registration, HPB will:

- Issue your organisation a 8-digit unique code(s)

Entry Code E.g.: **ma24hh16**

- **Entry codes are randomize 8 digit alphanumeric**
- **For companies that opted for Intra Challenge: unique 8 digit alphanumeric will be given to each team**
- **Every team members have to sign up using their team unique code**
- **Organisations have to indicate the team names during registrations.**
- **Changes of team name after registration submitted are not allowed**

# Corporate Challenge Sign-up Process

3

**A set of NSC communication materials including sign-up instructions etc., will be sent to you for dissemination to all employees**

- Encourage employees to sign up for Corporate Challenge on the Healthy 365 app by entering the organisation's unique code!

4

**HPB fitness trackers for employees who have signed up will be sent to you by courier**

- Rally employees to collect and pair their trackers to their accounts on the Healthy 365 app

**Ready, Set, go!**

**Have regular activities and internal team challenges to sustain interest and increase physical activities among staff!**



**EVERY  
JOURNEY  
BEGINS WITH A  
SINGLE STEP.**

# Why Participate in Corporate Challenge?

- Corporate Challenge offers a great platform for organisations to promote staff cohesion, health, and wellness.



- As the organisation rep, you'll receive:
  - a. Weekly reports on your organisation's performance
  - b. Publicity materials and supporting collaterals (e.g., EDMs, poster artwork, user guides)
  - c. Recognition for successfully rallying your employees

# Why Participate in Corporate Challenge?

## Monitor your organisation's progress with regular reports

- Number of participants who have registered and successfully chosen a tracking mode
- Top steppers in your organisation (overall) and in each team
- Top employees with highest MVPA minutes in your organisation
- Most improved steppers in your organisation
- Ranking of all teams within your organisation

*Based on daily average step count and weekly average MVPA minutes, taking into account steps taken and MVPA minutes since the beginning of the Corporate Challenge.*

## Receive publicity materials and supporting collaterals to rally your staff

- EDM to encourage staff to sign up on Healthy 365 app
- Poster artwork to get staff to collect their steps trackers
- User guide on how to sign up for Corporate Challenge, choose a tracking mode, etc.

# Why Participate in Corporate Challenge?

- Employees who sign up for the Corporate Challenge are automatically registered for the National Steps Challenge<sup>™</sup> Season 6 too.
- Steps taken and MVPA minutes clocked by employees will contribute to both Corporate Challenge and NSC 6 Individual Challenge, which entitles them to enjoy more rewards.

# Enquires

- The briefing deck will be emailed to you after 20 August.
- For enquiries and registration for Corporate Challenge, please email [nsc@enterprisesg.com](mailto:nsc@enterprisesg.com) or call 3163 4905 (Mon – Fri, 8am – 6.30pm).