

Challenge name	<i>The Future of Vitality at Work</i>
Challenge owner	<i>Workplace Vitality Hub</i>
	<input type="checkbox"/> <i>Company</i> <input type="checkbox"/> <i>Research</i> <input type="checkbox"/> <i>Student team</i>
	<i>Marieke van Beurden</i>
Email challenge owner	
Phone challenge owner	
CoC Number	
Preferred way to contact	<input type="checkbox"/> <i>email</i> <input type="checkbox"/> <i>Phone call</i> <input type="checkbox"/> <i>SMS / what's app</i> <input type="checkbox"/> <i>Other; ...</i>
Account manager from TU/e innovation Space	
Availability	<i>What is your availability as Challenge owner?</i> <input type="checkbox"/> <i>Regular (weekly) meetings with project group</i> <input type="checkbox"/> <i>Only during presentation moments (kick-off, midterm & final)</i> <input type="checkbox"/> <i>Other; ...</i>
Brief summary	<i>How can we reshape the office to a more vital office by environmental optimisation and behaviour change for mental and physical well-being?</i>

About the challenge owner

Please briefly describe yourself as challenge owner (100-150 words).

What is your vision, what are the goals you hope to reach?

In the past decades, our lives have changed more rapidly than ever. Recent evolution of (digital) technologies have played a significant and meaningful role but have also had a negative impact on our vitality at work: our physical inactivity has increased, and we suffer from stress more often. However, these (digital) technologies can also be applied to enhance the vitality in our working life and environment in a smart, personalized manner.

The Workplace Vitality Lab is a living lab at the High Tech Campus Eindhoven. The Workplace Vitality Hub is an initiative of de TU/e, Fontys, imec, TNO, High Tech Campus and Twice. In collaboration with many business partners vitality solutions based on technology are being tested and validated in the Hub.

In the Workplace Vitality Hub we combine perspectives of people from multiple backgrounds and expertise because we believe a holistic approach is needed to overcome the barriers to adjust environment and change behavior of people into a more healthy and sustainable way of working and living.

Our aim is to make impact with innovations and new business offerings in vitality.

Challenge description

Please describe the challenge in sufficient detail to allow evaluators at academic departments to estimate whether their students can contribute to it. What is the overall goal you aim to achieve?

What are possible components you see fitting in the work of the project group? Explain whether something already exists that students will build on.

The challenge of the Workplace Vitality Hub is: "how can we reshape the office environment to a more vital office by environmental optimisation and behaviour change for mental and physical well-being?"

In multiple projects we conduct research, develop design concepts and experiments to increase and support healthy behavior of office workers. Researchers, students and business partners deliver (technical) prototypes, advisory reports and implementation methods. For example, a digital communication tool to nudge people and stimulate mental microbreaks and physical activity during work hours. Sensors in office environments allow to measure contextual factors (e.g., temperature, humidity, light) and/or human factors (e.g., productivity, physical activity) but can also be used to better understand working routines at the social and individual levels. Communicating this data in a meaningful way to office workers themselves will empower and support them in adopting healthier working routines.

How can you optimize the relationship between vitality and the office environment through the combination of data acquisition, integration and application for the validation and acceleration of user-oriented solutions? By considering individual, societal and contextual factors, this enables employees to remain both healthy and productive. Companies, individuals and the wider society will benefit.

Challenge picture and company logo

Input and involvement of challenge owner

Please indicate briefly what your involvement will be for the project group.

How would solving this challenge help your organization?

Your project outcome will directly be of value for all stakeholders collaborating in the Workplace Vitality Hub. In our living lab real office workers will test your prototype and will hopefully benefit from your solution by feeling more vital.

Daily activities in the Workplace Vitality Hub are managed by our dedicated core team with people from the 6 founding partners. These people are very experienced in business development, research on well-being and technology for health.

Resources

What resources are necessary for the students to work on the challenge?

Laptop

What resources do you offer to students?

Expertise; from all founding partners (Fontys, imec, TNO, TU/e, High Tech Campus, Twice) we have people participating in (research) projects. Also, business partners like Compass, Ahrend, Spacewell, and others are directly involved in the projects and activities of the Workplace Vitality Hub.

Materials; we have a technological infrastructure that generates data on building parameters, and starting up data collection methods to measure people and their activities.

Workplace; our living lab at the High Tech Campus offers modern and vital workplaces which are also available for the students (with reservation)

Other; ...

Please note

For the purpose of introducing your challenge to the Master students you will later be asked to record a short pitch video. Please note that we will archive this video so that we have the possibility to also use it as promotion material for the ISP course.

By delivering a challenge you automatically consent to this. In case you object, please let us know by emailing business.innospace@tue.nl.

