



EDITA PUBLISHING

A PHYSICALLY ACTIVE WORKFORCE

Edita Publishing Ltd operates with many sectors and subject areas. Edita is known for its high-quality textbooks and study materials and is also acknowledged for its various publishing and communication services. The publishing programme of Edita also includes Edilex, the most comprehensive digital legal information service in Finland. Edita Publishing Ltd. is a subsidiary of Nordic Morning, a leading Nordic communication services provider.

ASSIGNMENT

MORE ENERGETIC AND EFFICIENT PERSONNEL

Operations in publishing are often project-based, which means a significant variation in workloads. According to a survey among **Edita Publishing's** personnel, they found it hard to recover from their high-intensity workload and long-term projects.

"I had previously taken part in the Fight Club training programme organized by Trainers' House. A training programme that would make our workforce more physically active seemed like a good way to start tackling questions related to well-being at work and working ability," says Pälvi Myyry, Director of HRD and Administration at Edita Publishing Ltd. "Our goal was to help people identify their personal loading and recovery mechanisms, and adopt individual methods and physical activities that help them manage their total load."

EDITA'S "ILO"

In Edita's **"ILO"** (Ilo=joy, Liikkuminen=exercise, Onnistuminen=success) programme, employees were given the opportunity to participate in training for six months that encouraged increased activity levels and healthy lifestyle choices by means such as fitness tests at the start and end of the programme, body age measurements and joint training events.

Jarmo Riski from Trainers' House was responsible for the content and execution of the programme. He has extensive experience in top-level coaching in professional sports such as cross-country skiing. Participants could also refer to an online training programme. *"We organised three half-day training events during the course of the ILO programme, where we discussed mental, physical and social well-being and the ability to work from the point of view of the individual and the working community," Myyry says. "Edita also sponsored*

activity events, such as floor ball and a cross fit experiment. We also organized several small-scale projects at the office, such as Take the Stairs Week and an obstacle course for exercise breaks," Myyry continues.

RESULTS

"We have been extremely satisfied with the controlled way the project was implemented, because we lack the resources to do something like this ourselves," Myyry praises the implementation. "The body's age among the participants fell by 1 year and 3 months on average during the programme.

"As participants worked together, our team spirit and working atmosphere improved, and people found new ways to recover from their intensive work loads. It was great to see how the entire organization was motivated to participate, and the steering group kept providing new ideas to support the programme," Myyry explains.

There were no group exercise sessions, but even so, the step count measurements indicate that the group reached the commonly recommended activity levels. In five months, the participants' muscle strength increased by 17 per cent on average, and 74 per cent of the participants achieved a lower total body fat percentage.

"During the programme, I personally became more convinced of the fact that team spirit is built by working together," Myyry concludes.

**"THE BODY AGE FELL...
TEAM SPIRIT IMPROVED"**



Anne Oljelund
Trainers' House

Päivi Myyry
Edita Publishing

EDITA