



Lighten the Load Comms Toolkit

SAP Global Health & Well-Being
September, 2021

INTERNAL



Lighten the Load Comms Toolkit



Health Status at SAP (Slide 3-6)

1. [Key facts and what SAP is doing](#)
2. [Lighten the Load objectives & key message](#)



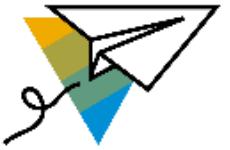
Campaign Overview & Offerings (Slide 7-10)

1. [One-pager](#)
2. [Overview](#)
3. [Calendar of events](#)



Resources for You to Amplify (Slide 11-23)

1. [One-pager \(white & black options\)](#)
2. [Tagline & sublines](#)
3. [Teaser texts](#)
4. [Imagery](#)
5. [Email template](#)
6. [Banners \(options provided\)](#)
7. [Virtual background](#)
8. [Digital poster](#)
9. [SharePoint](#)
10. [External social media \(to be created\)](#)



Health Status at SAP

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Health Status at SAP



COVID-19 has implications beyond the virus and is a real risk for SAP.

The world we currently work and live in is unchartered. Enforced changes to societal living are resulting in increasing trends of mental health challenges and sedentary lifestyles.

Key Facts

- **Health dropped by 4pp** in recent #Unfiltered compared to 2020¹
- **34%** of employees rated their **stress higher than their satisfaction** in latest Remote Work Pulse²
- **15% of issues** supported by Employee Assistance program **related to mental health** (+40% compared to 2019)³
- **55% increase** in employees reporting an impact on work due to mental health issues³
- Health-related productivity loss at SAP is 325k workdays, ~ €146M direct costs²

What SAP is doing NOW

Kicking off Oct 4th a global 6-week campaign '**Lighten the Load**' supporting Future of Work and Pledge to Flex.

An action-oriented campaign to help people employees discover new ways of lightening the load of daily stressors and the anxiety of COVID-19.

1. Connects how health drives business success
2. Supporting leaders in fostering a healthy and caring culture in SAP
3. Empowers participants to mitigate risks of stress and sedentary lifestyle through healthy habits
4. Encourage employees to take responsibility and action for their health being in order to stay happy & healthy at work

Data Sources

¹ #Unfiltered Results 2021 | ² Latest Remote Work Pulse Survey | ³ Employee Assistance Program Reporting (Global ICAS EAP) | ⁴ SAP Integrated Report 2019 | ⁵ [CDC Foundation](#) | ⁶ [Harvard Business Review, 2019](#) | ⁷ [The Lancet Psychiatry](#)

A little insight into musculoskeletal disorders (MSDs)



Did you know that when your body is stressed or put under physical pressure from awkward posture or prolonged sedentary sitting that your musculoskeletal system is affected?

Musculoskeletal system is made up of your skeleton, muscles, ligaments, tendons, joints, cartilage, and other connective tissue. When these parts don't work efficiently or are impaired, your body is at risk of developing an musculoskeletal disorder (MSDs).

MSDs are a risk factor for SAP employees whose work is mainly sedentary. Sedentary lifestyle coupled with high levels of stress can lead to productivity loss at SAP due to increased **absences and presenteeism, and health risks for the individual such as mental health challenges**, weakened immune system, obesity, high blood pressure, high cholesterol, and heart disease.



MSDs are the most common causes of **disability and sick leave**.



One third of workers with MSDs believe they will be **unable to continue working** to the age of 60 years.

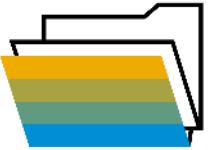


Workers with MSDs are more likely, on average, to be **absent for a longer period of time**.

Lighten the Load



Goal	<ul style="list-style-type: none">▪ Foster and strengthen the caring culture in SAP in support of employees' future of work and Pledge to Flex▪ Support leaders to maintain / improve #unfiltered health related questions▪ Support employees in taking responsibility and action for their health & well-being at work
Target Audience	<ul style="list-style-type: none">▪ All SAP employees
What	<ul style="list-style-type: none">▪ A fun and interactive campaign to get employees moving, and discover new ways in mitigating risks of stress and sedentary lifestyle▪ +40 live events over 6 weeks to introduce, demonstrate, and practice healthy habits for employees to integrate into their working day▪ Supporting online resources and other SAP offerings
Key Messages	<ul style="list-style-type: none">▪ SAP cares▪ Health drives our happiness and success▪ Mindfulness increases focus, helps to establish new habits and drives motivation▪ SAP promotes a healthy workplace for your future of work
Timing	<ul style="list-style-type: none">▪ Oct 4 – Nov 12 (6 weeks)



Campaign overview & offerings (Slide 6-9)

1. [One-pager](#)
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Discover new ways to
— Lighten the Load



Habits weighing you down? Discover new ways to **lighten the load** of your life's stressors.

Fostering healthy workplaces at SAP for your future of work.

How do I:

- Get active to mitigate risks of sedentary lifestyle
- Build resilience to life's stresses
- Develop your personal health strategy to help reach your full potential

Get started with:

- Live webinars & self-paced resources
- Physiotherapy & ergonomic demonstrations
- Mindfulness practices, fitness classes, and activity challenges

Take action now:

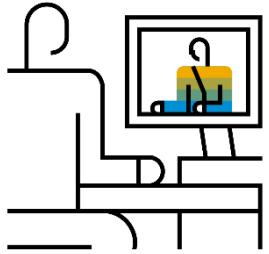
- Learn more at [Lighten the Load SharePoint](#)
- Register for live events on [Health Events Sign-up](#)
- Get ready for Oct 4th kick-off!



SAP is partnering with
[EU Healthy Workplaces 'Lighten the Load'](#)
to support your future of work.

Discover offerings

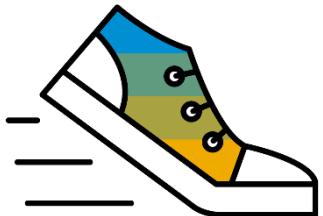
Lighten the Load



Live events

Start your future of work by discovering new ways to foster healthy habits

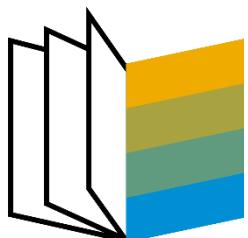
- Awareness webinars
- Physiotherapy & ergonomic demonstrations
- Mindfulness practices
- Fitness classes & active breaks



Activity challenges

Join colleagues from all over the SAP world on Fit@SAP in

- Biking challenge
- Steps challenge



Self-paced resources

Integrate your new discoveries into daily habit

- Design your personal health strategy
- Use toolkits and easy micro-actions
- Learn of other resources in SAP to help you lighten the load



Resources for you to amplify

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Feel free to use these assets or adapt to suit your local communications.

Something missing? Please reach out to [\[redacted\]](#) or [\[redacted\]](#)

Event Calendar

Lighten the Load



Global activity challenges Oct 4 to Nov 14! ([Click here to learn more & register!](#))



Module 1 'Work Shouldn't be a Pain'

04-Oct
• Webinar: Work Shouldn't be a Pain APJ/EMEA
• Ergonomic Group Demo: APJ/EMEA

05-Oct
• Webinar: Work Shouldn't be a Pain APJ/EMEA
• Active break: APJ/EMEA
• Ergonomic Group Demo: APJ/EMEA

06-Oct

07-Oct
• Active break: AMER/EMEA

08-Oct

Module 2 'Your De- Stress Formula'

18-Oct
• Webinar: Your De-Stress Formula APJ/EMEA

19-Oct
• Webinar: Your De-Stress Formula APJ/EMEA
• Active break: APJ/EMEA

20-Oct
• Mindfulness Practice: From Mind Full to Being Mindful APJ/EMEA

21-Oct
• Mindfulness Practice: From Mind Full to Being Mindful: AMER/EMEA
• Active break: AMER/EMEA

22-Oct

25-Oct
• Physiotherapy Practical Session: APJ/EMEA
• Mindfulness Practice: Foster Healthy Habits APJ/EMEA

26-Oct
• Webinar: Your De-Stress Formula APJ/EMEA
• Active break: APJ/EMEA

27-Oct
• Webinar: Your De-Stress Formula APJ/EMEA

28-Oct
• Physiotherapy Practical Session: AMER/EMEA
• Active break: AMER/EMEA

29-Oct

01-Nov

02-Nov
• Webinar: Commit to be Fit APJ/EMEA
• Active break APJ/EMEA

03-Nov
• Webinar: Commit to be Fit AMER/EMEA

04-Nov
• Exercise Class Beginners: APJ/EMEA AMER/EMEA
• Active break: AMER/EMEA

05-Nov

08-Nov
• Physiotherapy Practical Session: APJ/EMEA

09-Nov
• Webinar: Commit to be Fit APJ/EMEA
• Active break: APJ/EMEA

10-Nov
• Physiotherapy Practical Session: AMER/EMEA

11-Nov
• Exercise Class: Advanced APJ/EMEA AMER/EMEA
• Active break: AMER/EMEA

12 Nov
• Webinar: Commit to be Fit AMER/EMEA



Discover new ways to
— Lighten the Load



Habits weighing you down? Discover new ways to **lighten the load** of your life's stressors.

Fostering healthy workplaces at SAP for your future of work.

How do I:

- Get active to mitigate risks of sedentary lifestyle
- Build resilience to life's stresses
- Develop your personal health strategy to help reach your full potential

Get started with:

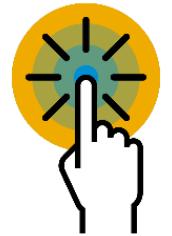
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['Lighten the Load'](#) to support your future of work.

Main taglines

Overarching:

Discover new ways to **Lighten the Load**

Sub line:

Option 1:

Habits weighing you down?

Discover new ways to **lighten the load** for your future of work.

Option 2:

Habits weighing you down? Discover new ways to **lighten the load** of your life's stressors.

Fostering healthy workplaces at SAP for your future of work.

E-Mail Teaser Texts

Option 1	<p>One third of workers with musculoskeletal disorders (MSDs) believe they will be unable to continue working to the age of 60 years. Take action now! Discover new ways to lighten the load we place on our bodies every day. Learn more at Lighten the Load SharePoint and register for live events on Health Events Sign-up. Kicking off October 4th!</p>
Option 2	<p>Habits weighing you down? Discover new ways to lighten the load of your life's stressors. Check out Lighten the Load SharePoint for live events and more kicking off October 4th!</p> <p>Fostering healthy workplaces at SAP for your future of work.</p>
Option 3	<p>Back ache from sitting too long...?</p> <p>Check out Lighten the Load campaign kicking off Oct 4th to help you move for your bright future of work!</p>
Option 4	<p>Back pain, headache, stress, low energy...</p> <p>Sound familiar? Let go of unhealthy habits that weigh you down and discover new ways to Lighten the Load. Over 40 live events starting Oct 4th - get moving for your health!</p>

Imagery

ID 285464



ID 287286



ID 285269



ID 289630



ID 287281



Click here to download the images

Note: if you require EU-OSHA campaign partner logo
please contact patricia.o-callaghan@sap.com

Email template & newsletter teaser

[Click here to download the email template](#)

A composite image showing three individuals (two men and one woman) smiling and holding up their smartphones to display their screens. The background is a bright, modern interior space. In the top right corner, the SAP logo is displayed with the text "THE BEST RUN" above it.

Discover new ways to [Lighten the Load](#)

A health campaign for your future of work

Dear Colleagues,

Habits weighing you down? Discover new ways to **lighten the load** of life's stressors so you can run at your best every day, in body and mind!

Check out new campaign from SAP Global Health & Well-Being kicking off Oct 4th for 6 weeks.

Over 40 live events and resources for you to experience new ways to look after your health and well-being in challenging times and foster health habits for a happier, healthier you.

[Click here to check out the
Lighten the Load
calendar of events!](#)

Quick tips to get you started!

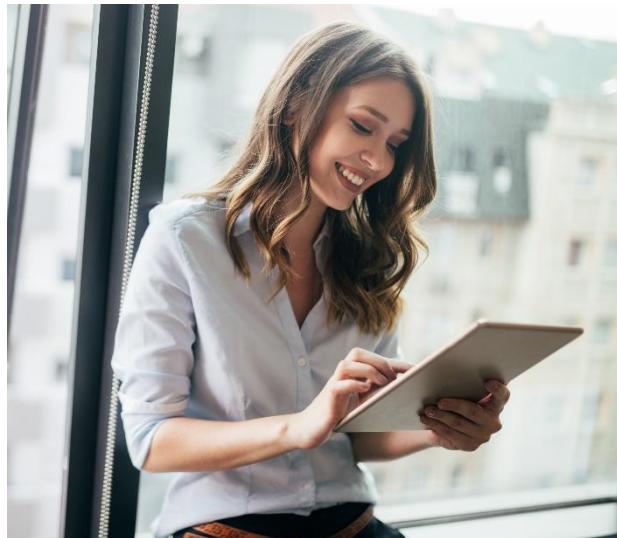
- 1. Small changes, big impact!** Create your own personal healthy strategy with small healthy habits that you can integrate to your daily routine.
- 2. Connect, commit, and get moving!** Run or ride along anytime anywhere with SAP's global [Steps Challenge](#) or [Bike Challenge](#). Be a role model!
- 3. Straight to your inbox!** Joining the [Health Sign-Up](#) to receive monthly updates, new events, contests, and more.

Looking forward to helping you Lighten the Load for your future of work!

Your SAP Global Health & Well-Being Team

Centralized | Class 1 | Increases

Banners



[Click here to download the banners](#)

Discover new ways to
— **Lighten the Load** 

Virtual Background

To use this prepared virtual background:

1. Save the image to your desktop
2. Open MS Teams/Zoom and upload the image

To create your own virtual background:

1. Go to <https://fiorilaunchpad.sap.com/sites#bit-Display>
2. Select your preferred image and download
3. Add the Lighten the Load tagline image
4. Save the image to your desktop
5. Open MS Teams/Zoom and upload the your created background image



Discover new ways to
Lighten the Load 

[Click here to download the image and the tagline image](#)

Email Signatures

INTERNAL:

First Name Last Name
Position
SAP SE Address
T +xx.xxx.xxxx | M +xx.xxx.xxx
E name@sap.com

Discover more: [Portal Page](#) | [SharePoint](#)
Participated in a health offering? [Rate your experience now!](#)
Join me online: [Linkedin](#) | [Twitter](#)

Discover new ways to
— **Lighten the Load** 

EXTERNAL:

First Name Last Name
Position
SAP SE Address
T +xx.xx.xxx | M +xx.xx.xxx
E name@sap.com
Join me online: [Linkedin](#) | [Twitter](#)

Discover more about [mental health & well-being in SAP](#)
[EU-OSHA Healthy Workplaces "Lighten the Load" Campaign Partner 2020-2022](#)

Digital Signage



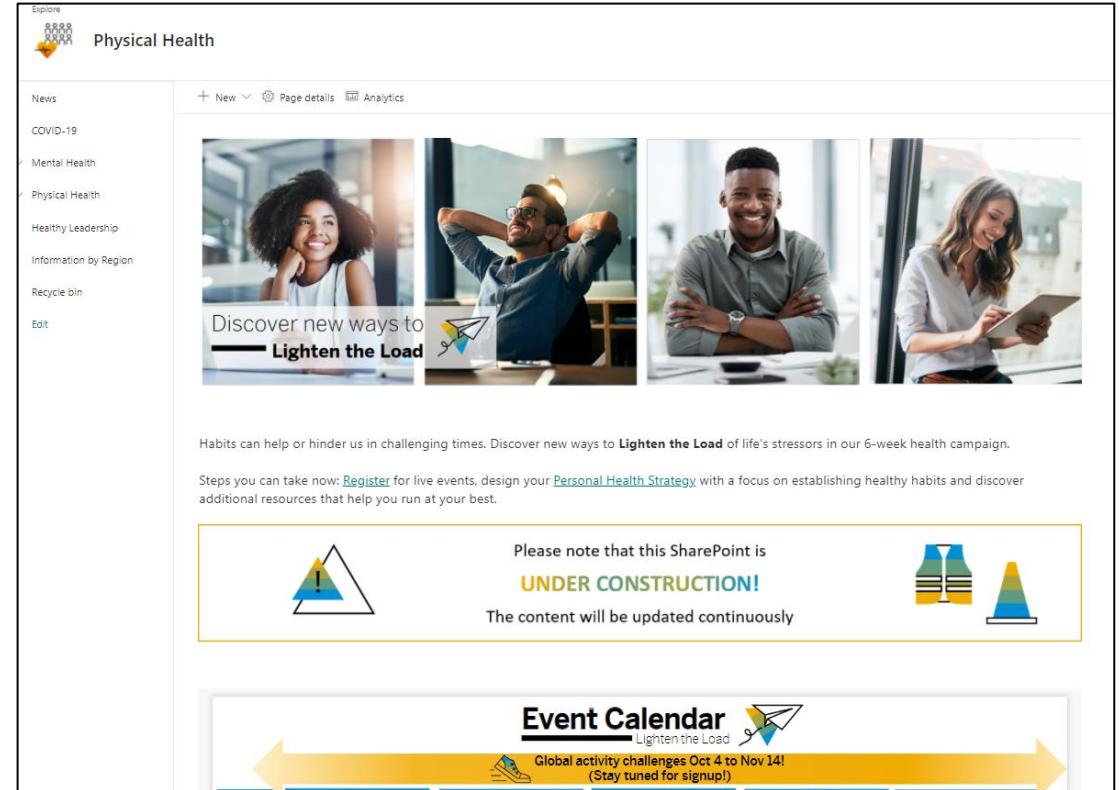
Habits weighing you down?
Discover new ways to **lighten the load** for
your future of work.
Register for live events from Oct 4th to
Nov 12th !



SharePoint

Link:

<https://sap.sharepoint.com/sites/123502/physical-health>



The screenshot shows a SharePoint site with the following structure:

- Header:** Explore, Physical Health, + New, Page details, Analytics.
- Left Sidebar:** News, COVID-19, Mental Health, Physical Health (highlighted in blue), Healthy Leadership, Information by Region, Recycle bin, Edit.
- Content Area:**
 - Section:** Discover new ways to **Lighten the Load**. It features four images: a woman smiling, a man stretching, a smiling man with arms crossed, and a woman using a tablet.
 - Text:** Habits can help or hinder us in challenging times. Discover new ways to **Lighten the Load** of life's stressors in our 6-week health campaign.
 - Text:** Steps you can take now: [Register](#) for live events, design your [Personal Health Strategy](#) with a focus on establishing healthy habits and discover additional resources that help you run at your best.
 - Message:** Please note that this SharePoint is **UNDER CONSTRUCTION!** The content will be updated continuously.
- Footer:** Event Calendar, Lighten the Load, Global activity challenges Oct 4 to Nov 14! (Stay tuned for signup!).

Social Media Cards – Life@SAP, SAP4Good, SAP

Article go-live on Oct. 8, 7:15am EST

All graphics can be found here: [LINK](#)

	Copies	Link	Asset
Twitter	<p>On October 10th, we honor #WorldMentalHealthDay! @SAP prioritizes mental health at work 365 days a year to build a successful future of work. Discover SAP's holistic health initiatives. #SAP4Good #MentalHealthAtWork #EUhealthy workplaces👉 https://news.sap.com/?p=188654</p>	<p>https://news.sap.com/?p=188654 (will be updated Oct 8th)</p>	
Facebook	<p>At SAP, we prioritize mental health at work every day, but on 10/10 we honor #WorldMentalHealthDay.</p> <p>SAP is committed to providing a work environment that fits every role and location so employees' can stay productive, balanced, and creative in a post-COVID world. Supporting @EU-OSHA's Lighten the Load health campaign, SAP is empowering employees to 'get moving'! With 40+ events that encourages physical activity and inspires healthier lifestyle choices for a bright future of work at SAP.</p> <p>Discover the different ways you can "lighten the load" by clicking the link in our bio! #SAP4Good #EUhealthy workplaces #MentalHealthAtWork</p>	<p>https://news.sap.com/?p=188654 (will be updated Oct 8th)</p>	

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For more information, please reach out

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Communications Lead
[REDACTED]

Health Promotion & Enablement
[REDACTED]