

December 14, 2020

Coca-Cola Bottlers Japan Inc.

Coca-Cola Bottlers Japan's health management initiative

Launching “Sawayaka Walk 2020”

as a program to enhance the employees' health and promote team-building, using a newly developed original smartphone app

Coca-Cola Bottlers Japan Inc. (headquarters in Minato-ku, Tokyo; Representative Director & President Calin Dragan; hereafter “CCBJ”) announced that, starting December 14, 2020, a program called “Sawayaka Walk 2020” will be launched as the latest health management initiative of the CCBJ group.

As a total beverage company that provides products and services that are essential to the daily lives of many, CCBJ believes that its employees have the responsibility of taking the initiative to lead active and healthy lifestyles and expressed its commitment to support their efforts to this end in the form of Coca-Cola Bottlers Japan Health Declaration (*1).

To continue promoting the health of its employees and live up to the public recognition as a company certified as one of the “Excellent Health and Productivity Management (White 500) Enterprises” (*2), CCBJ embarked today on a new program called “Sawayaka Walk 2020”.

This year's “Sawayaka Walk” program focuses on encouraging the employees to engage in moderate physical exercises regularly, considering the significant decrease of opportunities to commute or travel due to the company's recommendation to implement new ways of working, such as, working from home and direct-market/direct-home style of field operations.

The employees participating in this program will compete the number of steps they walk every day, using an original app developed specifically for this program, which is designed to display the total number of steps they walked per day or week on their for-business-use-only smartphones supplied from the company.

This app is also equipped with a feature to display the ranking of individuals and teams that walked the most. By allowing the employees to participate not only as individuals but also as a team formed with their colleagues in the same organization or workplace, the program aims at promoting team-building and communication with one another to compensate for the decrease of opportunities to contact each other especially after they began working remotely, in addition to the promotion of their health.

Through the consistent efforts to help the employees maintain and promote their health, CCBJI intends to continue providing high-quality products and value-added services as a total beverage company committed to enrich people's daily lives by delivering happy and refreshing moments at every occasion available.



Aim at walking 10,000 steps a day

Hold an event using the CCBJI original app

Measure the number of steps

Ranking displayed

Show steps and achievement rate 1 day & 1 week



■ Overview of Sawayaka Walk 2020

<Period> December 14, 2020 - January 31, 2021

<Who can participate> Employees provided with company-leased smartphone

<Unit to participate> Individual or team

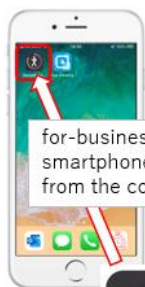
<How to participate> Entry through CCBJI original app

<Description of the competition> Ranking by the total number of steps walked

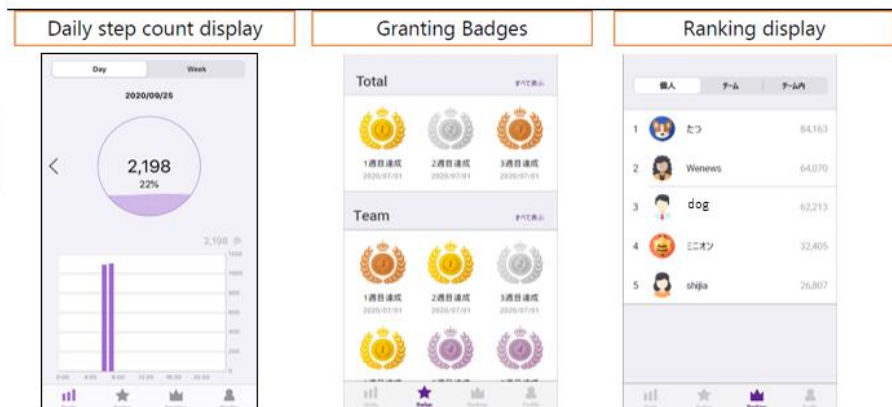
- Individual category
(Compete the total number of steps walked by each individual)
- Team category
(Compete the total number of steps walked on the average per day by the team members)

<Incentive> Reward health goods to top-ranking performers and teams

■ App screenshots



for-business-use-only smartphones supplied from the company



(*1) Coca-Cola Bottlers Japan Health Declaration

Coca-Cola Bottlers Japan Health Declaration

"Sawayaka Style"

~"Road to 100" Striving for a healthy body even at age 100~

As a company who always stays close to your daily lives, Coca-Cola Bottlers Japan places the first priority on good health at all times and offers products and services of value that meet the needs and preferences of all generations.

As such, our employees themselves must lead an active and healthy lifestyle and be able to enjoy work with a feeling of comfort.

We recognize the responsibility for each employee to proactively maintain good health and to take actions to enhance one's health, and the company and the Health Insurance Association will work in unison to advance various actions for maintaining and promoting health and strive to nurture a corporate climate of "Health as No.1".

※ For more information, click here: <https://en.ccbji.co.jp/csv/humanrights/health.php>

(*2) "Excellent Health and Productivity Management (White 500) Enterprises"

<https://en.ccbji.co.jp/news/detail.php?id=728>

*Please note that the information contained in news releases is current as of the date of release.
Certain information may have changed since the date of release.