



lyondellbasell  
Advancing Possible

## Step Up for Health! 2017

lifebeats

### GOAL

To compete against yourself and colleagues to accumulate the most steps possible in the period between Sept. 25 - Oct. 23, 2017. We encourage you to challenge yourself to accomplish at least 6,000 steps per day but hope to inspire you to try and achieve more, while increasing your goals throughout the challenge.

### GUIDELINES

- Sign up on [LifeBeats](#) page on LYB.com
- Use a pedometer or the conversion chart to count your steps every day for four weeks (Sept. 25 – Oct. 23)
- You can achieve your steps by traditional methods (walk, run or take the stairs) or by using the conversion chart to convert other activities to steps
- Your goal should be a minimum of 6,000 steps per day to count towards your total weekly step count and to increase your goal each week
- Upload your total step count for that week through the links on the [LifeBeats](#) page on LYB.com
- Only upload your steps once per week
- If you miss inputting the steps one week, you can add it in the following week

### HOW TO WIN?

We divided the challenge into three individual categories for individual winners. These categories are based on your current level of activity to ensure consistency:

1. Beginner – currently achieves less than 5,000 steps per day
2. Intermediate – currently achieves 5,000-10,000 steps per day
3. Advanced – currently achieves more than 10,000 steps per day

We also have the overall site winner that has the best overall average of steps per participant.

- Must have a minimum of 10% participation from your site to be considered
- All sites with more than 10% participation will be considered
- Average total steps per participant will be calculated



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### WHAT DO YOU WIN?

The winners of each category will be featured on LYB.com and in a special spotlight.

- Individual and overall site winner spotlights may include but is not limited to:
  - Video of you featuring:
    - Your picture, position and site associated with LYB
    - Your challenge achievements
    - Why you participated
    - How you achieved your steps
    - How your site achieved the participation
    - What tools did you use to motivate and inspire participation
    - Safety considerations for the challenge