



## Introduction

Oslo is not only the capital of one of the wealthiest countries in the world but also amongst one of the most innovative cities in Europe. The city boasts a cohort of industries that focus on sustainable impact. This effort was last recognised in 2019 when the **EU Commission** awarded Oslo the *European Green Capital* title for its **Bilfritt** byliv initiative -an initiative that enjoyed key support from local governments.

## Global Challenge

Out of its estimated 1.026.758 inhabitants, the vast majority are active in the work-force or in education. Major industries include oil and gas, the services and hospitality sectors, and education and research. These jobs and occupations are primarily sedentary and as a result the average Oslo office-worker will find themselves sitting behind their desks for eight or more hours daily. Accumulating evidence identifies sedentary behaviour as one of the most challenging global health problems: It dramatically increases peoples' risk to get diagnosed with one or more diseases, such as cardiovascular diseases, diabetes, stroke, depression, and cancer, while at the same limiting their cognitive performance.

The optimal conditions for human physical and mental health require sufficient daily physical activity. However the majority of people lack time and long-term discipline to exercise. Additionally, scientific evidence also proves that prolonged sedentary behaviour cannot be compensated by one hour of exercise.

Tragically, spending 10-hours or more sitting daily has become the global average for most people working office jobs or in education in cities such as Oslo. A pattern that stretches into after-work and leisure activities.

## Vision and Mission

As Oslo is becoming greener and more environmentally sustainable for its inhabitants and visitors on the outside, it becomes increasingly important to enable such benefits on the inside as well.

**BG14B**, offers a unique opportunity for families, groups, and solitaires alike, whether for leisure, business, or in the pursuit of learning, to come together and enjoy a spectacular 360° view of Oslo in a comfortable and weather-secure environment.

However, if people engage in rather sedentary behaviour while spending time in such an environment, the total outcome is suboptimal. **Walkolution's** innovative noiseless and electricity-free walking treadmills however adding a crucial dimension of human wellbeing to BG14Bs panoramic floor, by offering visitors the unique opportunity to meet, study, and work while leisurely walking concurrently.

We envision 10 of our **WORK and WALK™** Professional wooden treadmill walking workstations to be scattered around the top floor facing the panoramic windows and 2-3 of our **MEET and WALK™** indoor walking meeting terminals to be located in the open space bar and cafe areas, enabling visitors to casually engage in active and healthy behaviour, without the need to change into exercise wear, special shoes, or needing a subsequent shower.

## Relevance

Our vision was to create a solution for the masses that would integrate activity, creativity, and energy into its users' everyday lives. We have achieved this by introducing our products into private homes and offices internationally, including major **Fortune 500** companies, university libraries, and their like.

**Walkolution** is more than that: Founded by a former senior physician and scientist and one of Europe's leading interior design companies, we are on a mission to fix the problem of the sedentary lifestyle. We base our work on solid science and actively engage in research studies. That is why we are currently collaborating with two Oslo-based research institutions. They will incorporate our solution in a Norwegian-based research study, with the aim to prove that walking promotes cognition, concentration, and physical health in the educational sphere. Furthermore, we enjoy a strategic partnership with the Oslo-based **Nordic Impact** network, who assist us in reaching more customers throughout Scandinavia and the Nordic region to provide a positive impact on their lives.

You have asked us to bring you more than merely good looks and VIP-feelings. We can and we will. Our design-awarded treadmills are not only manufactured using environmentally sustainable materials and production methods, they are also non-electric, noiseless, start and stop in response to its users' gravitational shifts, and offers numerous other benefits, including electricity-generation and active step-monitoring – all whilst walking. But perhaps most importantly, our treadmills are for everyone; big and small, young and old, fit or in need of fitness. They are easy to use, move, and although it was not amongst our key targets **-they will make you feel like a VIP!**

### Realistic Prospect

**Walkolution** already enjoys a global trading network and we possess the necessary operational and logistic capacity to make our proposal come true. We manufacture our products in our own in-house high-technology factory based in Germany. We source all raw materials from local suppliers and apply the highest ecological standards in our production methods, a fact that has been recognised in numerous eco-centred awards over the past years.

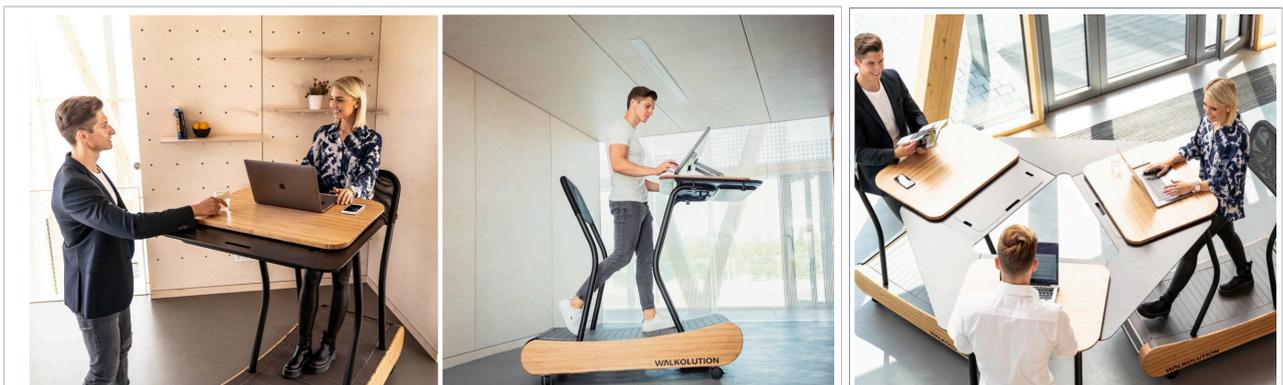
The treadmills do not need to be staffed or observed, require neither explanation nor supervision, and pose no danger to peoples' safety (motorless design, engineered for slow walking speeds only, immediately and automatically stopping when users step off or stop walking).

Being a young company in growth headquartered in Munich, Germany, we are actively fostering local partnerships. Our strategic partnership with the Nordic Impact network ensures permanent personal availability at BG14B if and as required.

### Conclusion

Lack of movement poses an unsolved global problem. An innovative generation is entering the stage with novel mindsets, emphasising *making a living, and living healthy at the same time*. **BG14B** has the chance to answer this global trend with a unique contribution, promoting healthy behaviour far beyond the actual time of usage.

The advantage of **Walkolution's** solution is that it will allow visitors of all group sizes to engage with our novel solution, without distracting them from other tasks. Our solution will provide a substantial positive impact, whilst still remaining in the background, as visitors can talk or discuss in groups whilst walking and individual users can work on their notebooks, read a book or magazine, or simply gaze at Oslo from above and the calming scenery of the Oslo Fjord. All with a product that is engineered from the ground-up to set a new benchmark for sustainable design while still catering to the highest aesthetic demands.



**Figure 1**  
WORK AND WALK™ Series

**Figure 2**  
WORK AND WALK™ Series