



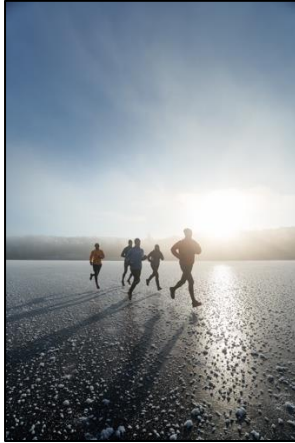
Health and Sustainable Transformation in the Workplace

Jonsered, November 1, 2024 – The Swedish company Icebug, known for its outdoor shoes with superior traction and a strong commitment to sustainability, reports significant success with its health program. Since its introduction in 2020 within this family-owned company, all employees have received three hours of paid work time weekly for physical activities. The results are remarkable: all employees report increased energy and productivity, with over 90% saying they are more satisfied with their jobs.



“We want our employees to feel well both physically and mentally. By integrating physical activity into the workday, we not only promote individual health but also create a more creative and collaborative work environment,” says Lhina Segerbo, People & Culture Manager at Icebug.

Workplace health is a topic gaining increasing importance, and it was highlighted as a cross-industry [theme at the ISPO 2024](#) trade fair. Surveys indicate that many employees view a lack of health support at work as a valid reason to resign. About half of those surveyed have quit a job over health concerns, with about two-thirds stating these resignations could have been avoided if the company had offered a better health and wellness program. [The World Health Organization \(WHO\) also publishes alarming statistics](#) on the general health status in most industrialized countries. According to WHO, 1.8 billion people worldwide exercise too little, leading to 3.2 million deaths annually. Unfortunately, people working in the sports and outdoor sectors are no exception in these statistics.



With this initiative, Icebug demonstrates not only visionary foresight but also that creating a healthier workplace does not require massive financial resources or personal trainers. What is needed is time within the workday. Employees have the freedom to tailor their “health hours” to their personal preferences. Whether it’s running or hiking in the scenic surroundings of Jonsered, Icebug’s headquarters, kayaking on the river Sävån, or yoga and strength training in the company’s studios—there’s something for every fitness preference.

The activities, firmly embedded in the weekly schedule, allow employees to take a break and recharge during work hours without cutting into their personal time. This approach leads to reduced stress and improved mental balance. The health program is part of Icebug’s larger commitment to sustainability and employee well-being. Alongside physical activity, personal development is a key focus for all Icebug employees. “We believe personal growth should be a natural part of our professional lives. Our goal is to create a workplace where people can bring their whole selves—not just to work hard or climb the career ladder, but to learn, grow, and overcome challenges,” says CEO and co-founder David Ekelund.

Since 2022, Icebug has been using the [Inner Development Goals Framework](#) as a tool to accelerate personal growth — for the benefit of the team, the company, and ultimately the world, as this framework is linked to sustainable development. The company, which prioritizes nature and society over profit, sees this as another step towards responsible corporate governance.

Pictures for [Download](#).



ICEBUG®

Icebug makes shoes with superior grip that help people get outside every day—even when it’s slippery. The Gothenburg-based company is committed to reducing its climate impact and helping the footwear industry transition towards sustainability. Icebug has no growth targets, always prioritizing nature and society over profit. The Icebug Metro2 is the world’s best-selling studded shoe.

Press contact:

Sebastian Lundfall

sebastian.lundfall@icebug.se