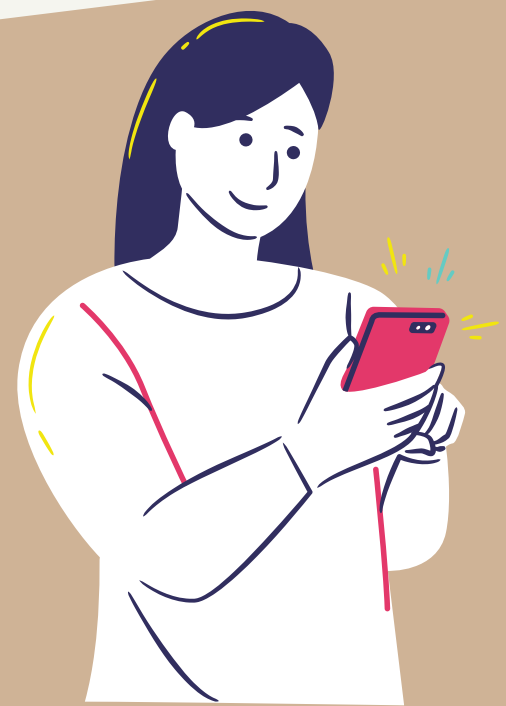


October 6th 2022

# Phone Free Day

Is a non-profit initiative started by individuals who believe that shifting phone habits can have great effects on people's well-being.

[www.phonefreeday.org](http://www.phonefreeday.org)



## Why is this important

Research suggests that we can improve everything from sleep, relationships, study and work, to wellbeing and stress levels, by changing how and when we use our phones.

## How is this relevant for your organisation?

We spend over 3 hours per day on smartphones, and pick it up every few minutes which is distracting, stressful and costs thousands in lost productivity per employee. Research suggests e.g. that Phone Free desks can improve focus by 26% while Phone Free meetings improves communication and team collaboration.

Phones are a big part of life today and can be used for great things, but there is also a dark side. We want to start a conversation and challenge what has become the norm in phone usage, to improve wellbeing as well as productivity.



## What can you do?

1. Start a conversation. How are we using our phones, how does this affect us, how do we feel about this?
2. Share information about Phone Free Day and encourage staff to sign up and create their own challenge at [www.phonefreeday.org](http://www.phonefreeday.org)
3. Try having Phone Free zones, e.g. desks, meeting rooms, lunch area.



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