

WHO WE ARE

Blue Zones brings over 20 years of research, exploration, and solutions from the world's most extraordinary cultures—the blue zones—where people have lived better and longer than anyone else on the planet.



TEDMED



OUR PURPOSE

To empower everyone, everywhere to live better, longer.

OUR PROMISE

More good years.

Partnered with and trusted by leading organizations:

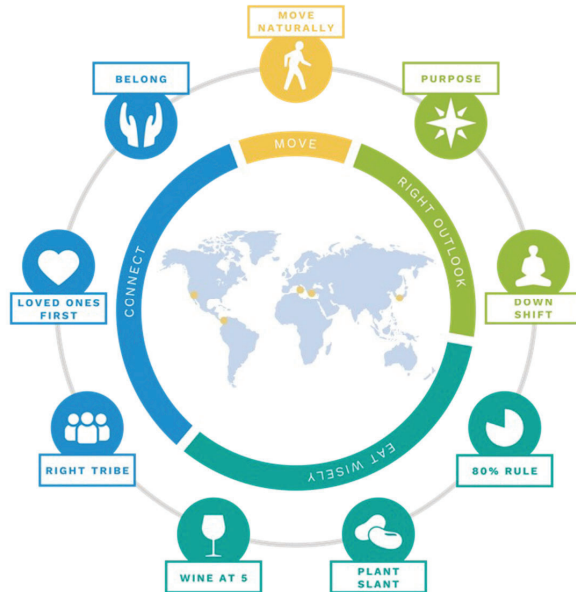


Blue Zones LONGEVITY HOT SPOTS

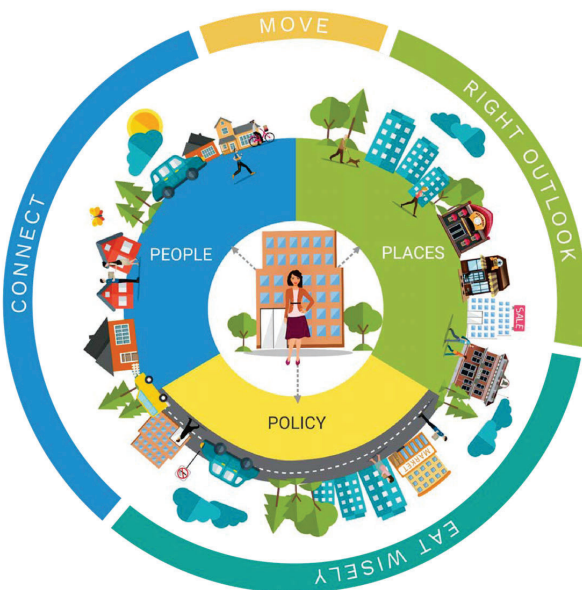


Power 9[®]

Lifestyles of all blue zones centenarians shared
NINE COMMONALITIES
We call these characteristics the Power 9.



 BLUE ZONES[™]

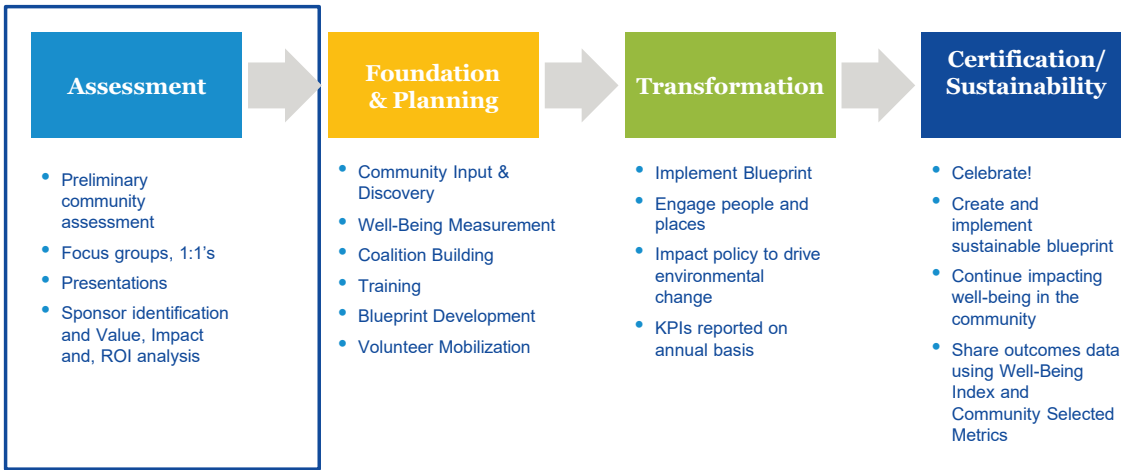


 BLUE ZONES[™]

Life Radius

Blue Zones Project works to improve what we call the Life Radius, the 20-mile area around a person's home where they spend 90% of their time.

Transformation Model Process



Foundation Period



Blue Zones Certification Criteria

Awareness & Engagement of leadership, citizens and organizations

Improvement in Key Components and/or Overall Well-Being

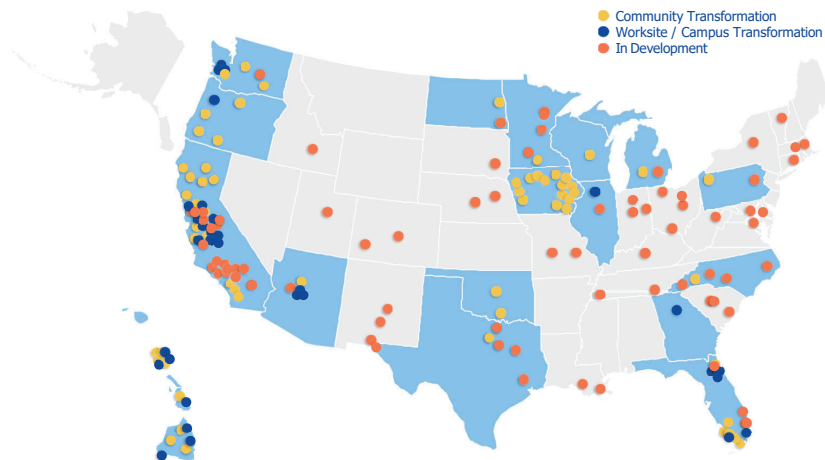
Reduction in Population Health and Well-Being Risks

Evidence of change deployed to people, places and policy

Improvement in key community self-reported metrics

BLUE ZONES TRANSFORMATIONS

BLUE ZONES HAS DEPLOYED TO 6.5M+ LIVES IN OVER 90 TRANSFORMATION PROJECTS ACROSS 17 STATES OVER THE COURSE OF 13 YEARS TO IMPROVE HEALTH AND WELL-BEING



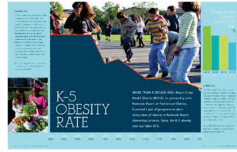
Measurable Results



Small Community
Albert Lea, Minnesota
13 Years

- **49% decrease in medical claims cost** for city workers.
- **2.9 years added** to life spans within one year of participating in the Blue Zones Project.
- **48% increase in tourism** since 2012.
- **Jump to 34th place** in Minnesota County Health Rankings (previously 68 out of 87 counties)

\$40M
Follow-On Grants



Mid-Size Community
Beach Cities, California
10 Years

- **55% drop in childhood obesity** rates at Redondo Beach K-5 schools.
- **15% drop in overweight/obese** adults.
- **10% increase** in exercise.
- **17% drop** in smoking.
- **12% rise** in Life Evaluation.
- **\$72M in medical cost and lost productivity** savings.

+12%
Life Evaluation



Large Community
Fort Worth, Texas
8 Years

- **31% decrease in smoking**, reducing smoking rate to 13.5%
- **Nine-point increase** in residents who exercise at least 30 minutes three or more days of the week, now at 62%.
- Overall 2018 Well-Being Index score rose to 62.5, a **gain of 3.7 points or 6%** since 2014.

\$20B
Lifetime Reduced Smoking Value



Large Employer
NCH Healthcare System
6 Years

- **A 4.9 point jump** in overall well-being among employees.
- **54% decrease in healthcare expenditures** over six years.
- **\$27 million reduction in self-insured medical claims.**
- **Nearly 60%** of all employees pledged participation.
- **40% decline** in lost workdays due to injury.

+7%
Well-Being Improvement

> 5% Sustained Improvement in Well-Being

Healthy Design Yields Triple Bottom Line



Healthy Economy



Healthy Environment



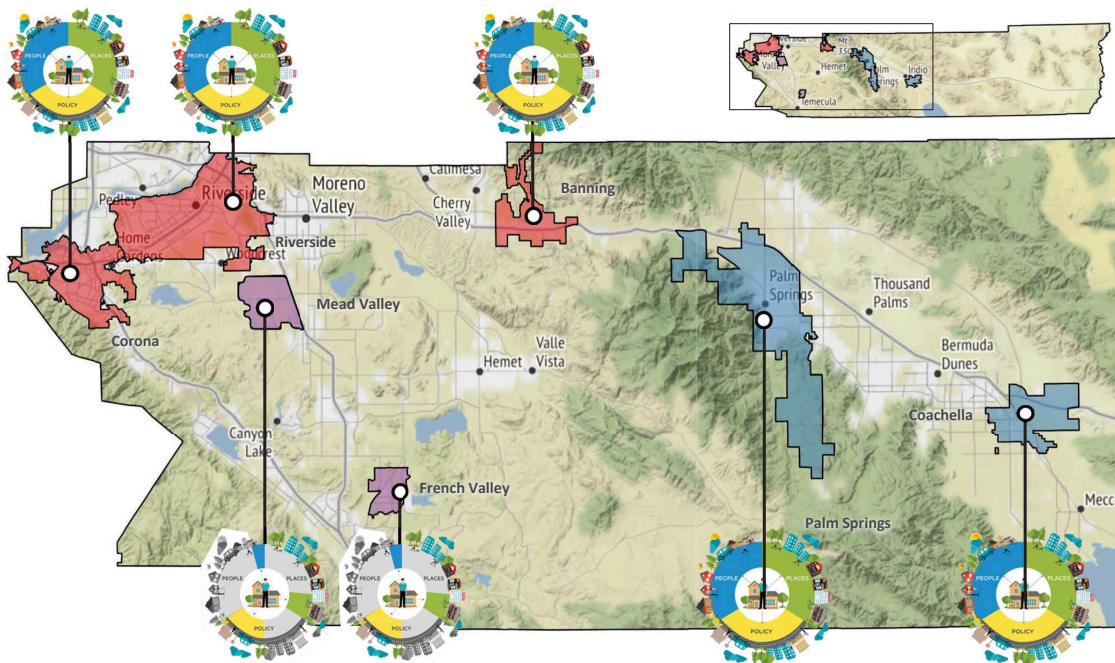
Healthy People



Blue Zones Sponsors

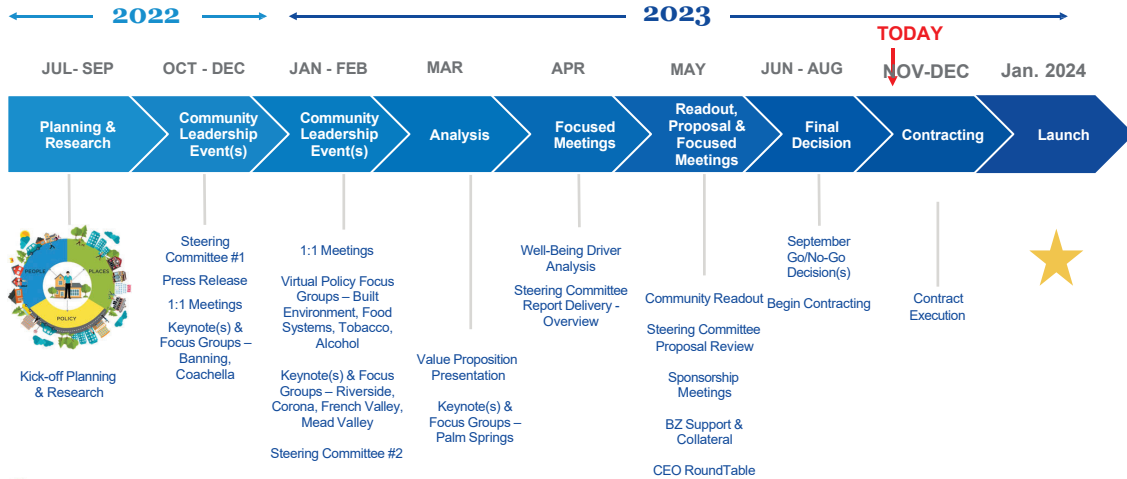


Grouping Summary



Blue Zones Project

DEVELOPMENT TIMELINE AND MILESTONES



Value Impact Analysis - City of Riverside

What We Know



- Health Outcomes**
 Healthcare Utilization
 Hospital Admissions
 Hospital Readmissions
 Disease Burden
- Business Outcomes**
 Performance
 Unplanned Absence
 Turnover
 Safety
- Community Outcomes**
 Crime Rates
 High School Graduation Rates
 Teen Pregnancy Rates
 Motor Vehicle Deaths
- Mental Health Outcomes**
 Clinical Depression
 Daily Emotions
 Resilience
 Adaptability

City of Riverside
 Adult Population 247,079

City of Riverside Population

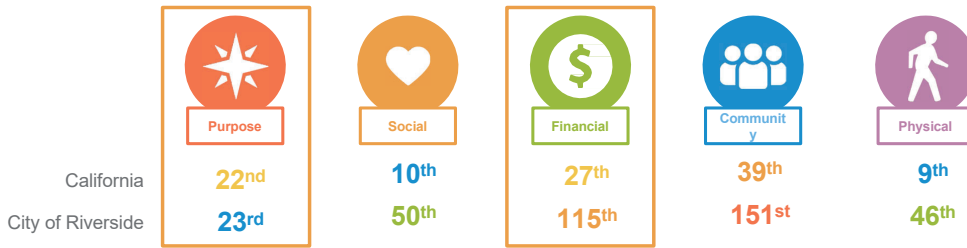
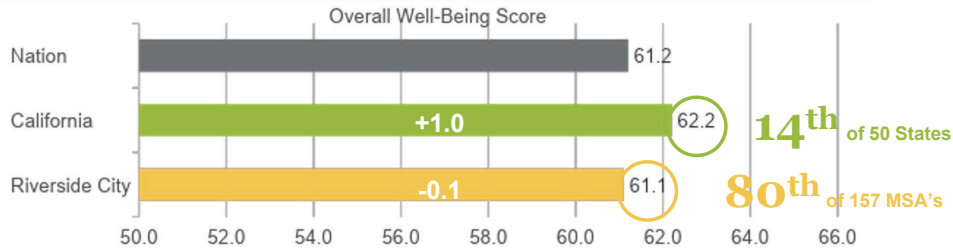
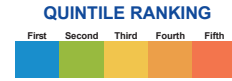
Total Population		317,300
Under 18	22.1%	70,221
18-64	67.0%	212,644
Over 64	10.9%	34,435
Adult Population		247,079



Activate Riverside Keynote - January 2023

Well-Being Elements

CITY OF RIVERSIDE



*2017-2018 element rankings based among the 50 states for California and 157 largest MSA's for Riverside

City of Riverside
Adult Population 247,079

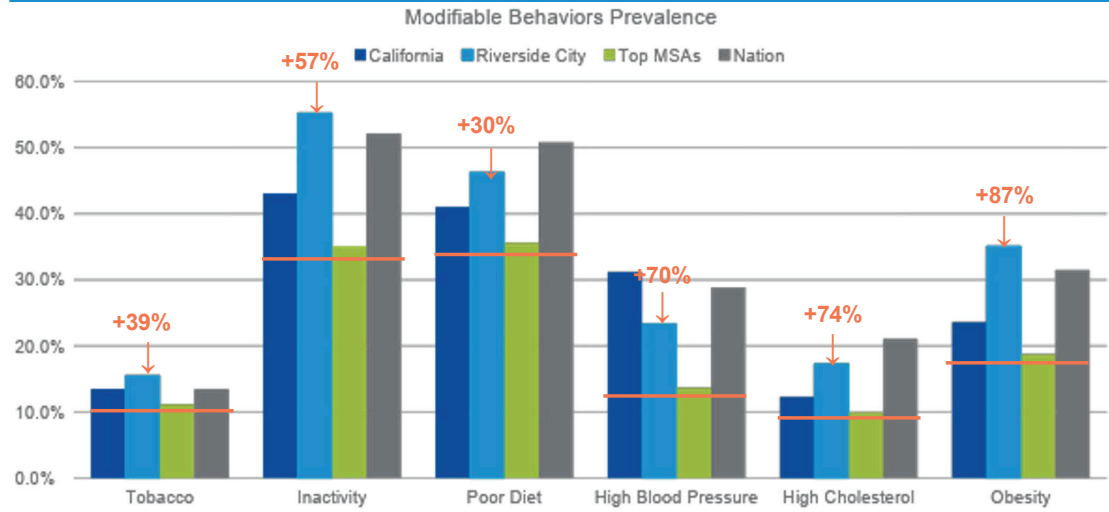
Voice of the City of Riverside

- 3 in 5** Do not exercise at appropriate levels
- 1 in 2** Do not eat sufficient fruits and vegetables
- 1 in 2** Have worried about money in the last week
- 1 in 3** Do not feel safe and secure
- 7 in 10** Are obese or overweight
- 1 in 2** Are not proud of their community
- 1 in 2** Do not have a good perception of their health
- 1 in 3** Have a poor current life evaluation

Select Behaviors

CITY OF RIVERSIDE

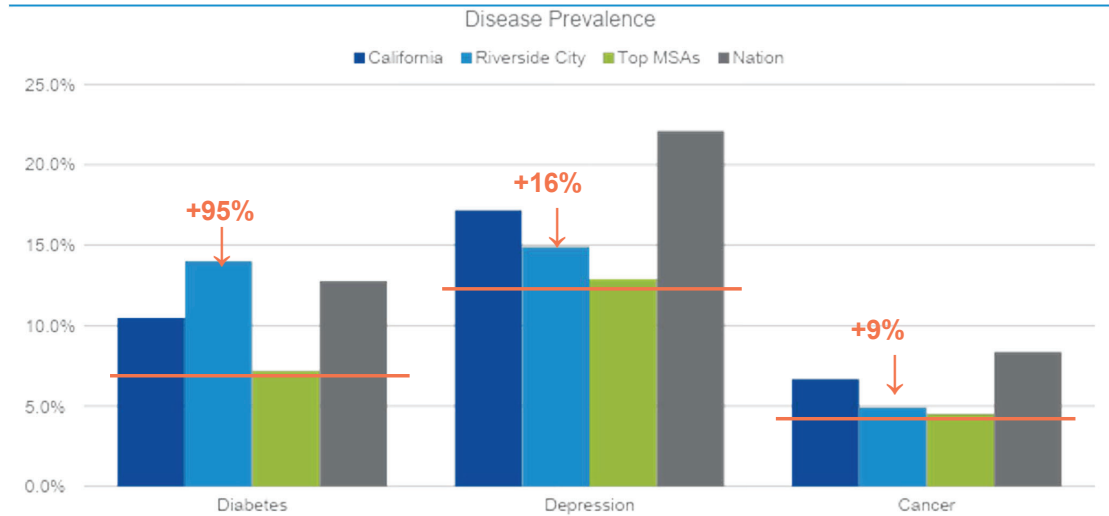
City of Riverside
Adult Population 247,079



Disease

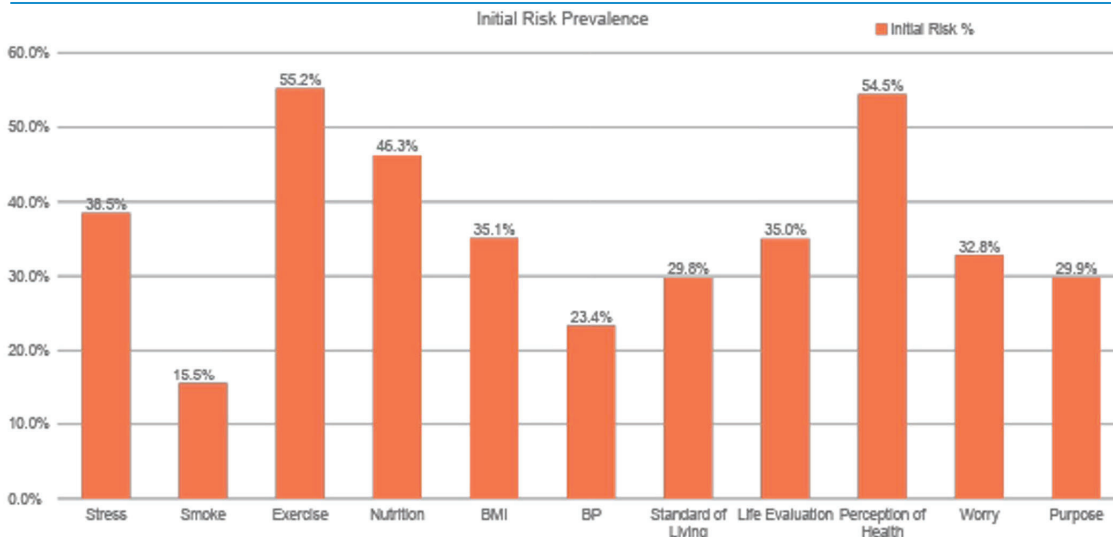
CITY OF RIVERSIDE

City of Riverside
Adult Population 247,079

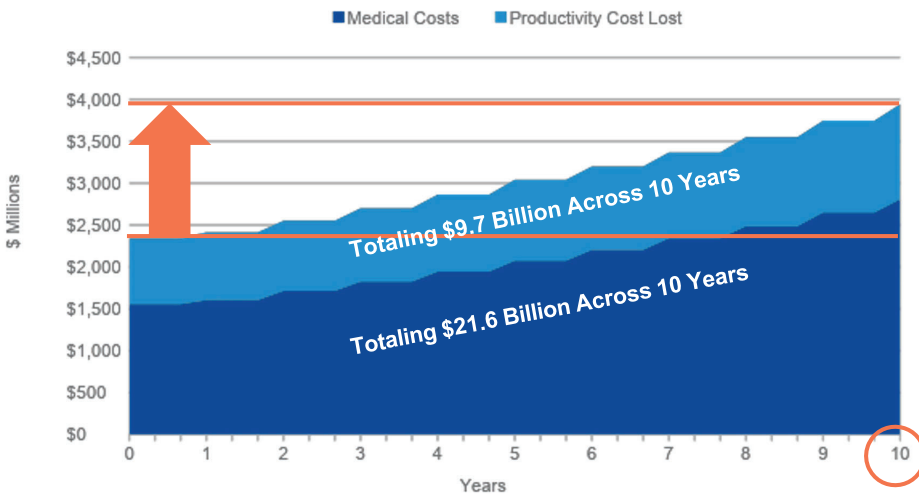


Risk Behaviors and Disease

CITY OF RIVERSIDE



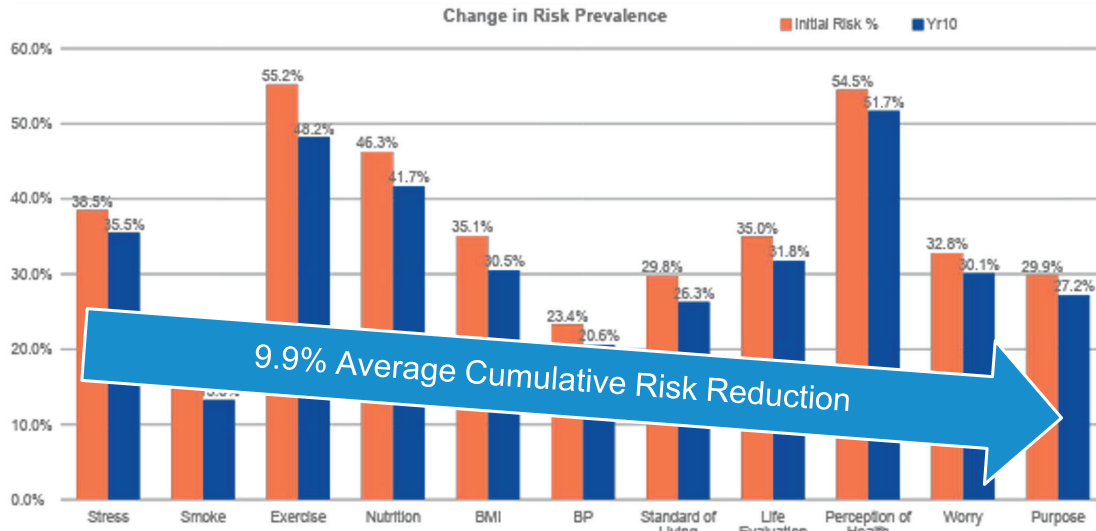
The Cost of Doing Nothing...Differently



Without different intervention, simulated total costs increase by **5.36%** per year

\$1.6 Billion
Annual Increase

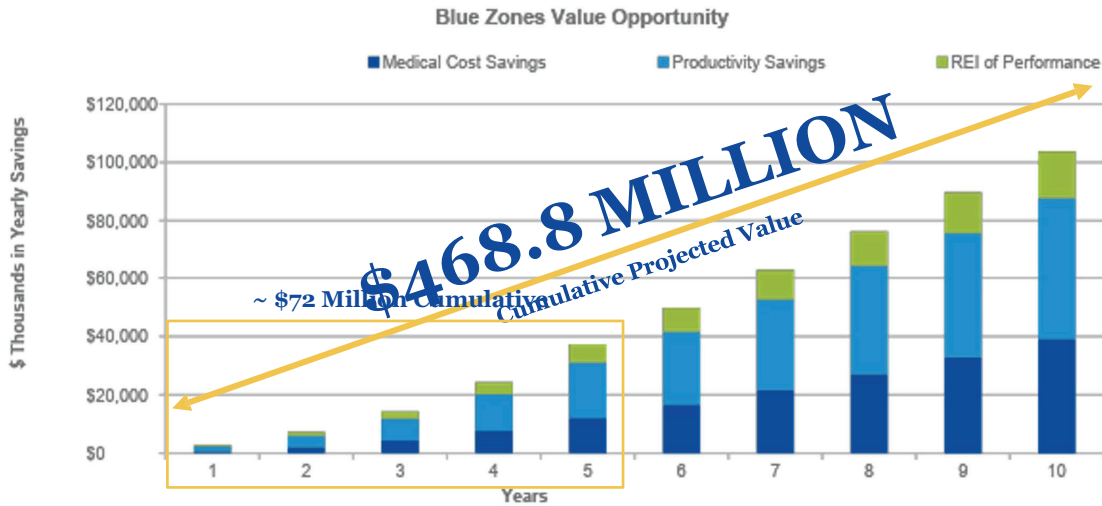
Annual Prevalence Rate Projections



Ten Year Impact

CITY OF RIVERSIDE

Medical	Productivity	Regional Economic
\$164.7 Million	\$228.9 Million	\$75.2 Million



Annual Prevalence Rate Projections

City of Riverside
Adult Population 247,079

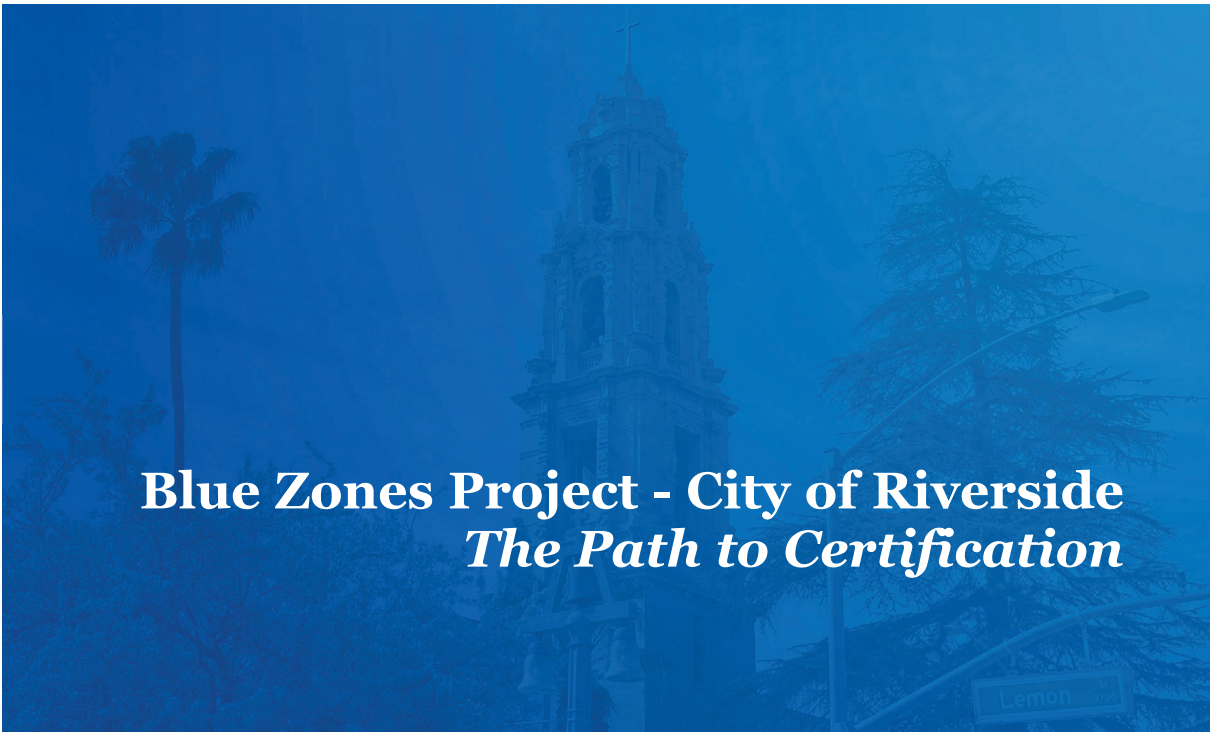
RISKS	Initial %	Yearly Prevalence Rate Projections									
	Risk %	Yr1	Yr2	Yr3	Yr4	Yr5	Yr6	Yr7	Yr8	Yr9	Yr10
Stress	38.5%	3						36.2%	36.0%	35.8%	35.5%
Smoke	15.5%	1						13.6%	13.5%	13.4%	13.3%
Exercise	55.2%	5							49.4%	48.8%	48.2%
Nutrition	46.3%	4						42.7%	42.3%	42.0%	41.7%
BMI	35.1%	3						31.3%	31.0%	30.8%	30.5%
BP	23.4%	23.0%	22.8%	22.4%	21.8%	21.6%	21.2%	21.1%	20.8%	20.6%	20.6%
Standard of Living	29.8%	29.3%	28.9%	28.4%							26.3%
Life Evaluation	35.0%	34.7%	34.4%	34.0%							31.8%
Perception of Health	54.5%	54.2%	54.0%	53.6%							51.7%
Worry	32.8%	32.6%	32.3%	32.0%							30.1%
Purpose	29.9%	29.6%	29.4%	29.0%	28.6%	28.1%	28.0%	27.8%	27.6%	27.4%	27.2%

247,079 Adults
978,569 Well-Being Risks
3.96 Risks / Adult

Blue Zones Impact
96,614 Fewer Well-Being Risks
3.57 Risks / Adult



Blue Zones Project - City of Riverside *The Path to Certification*



City of Riverside
Adult Population 247,079

City of Riverside Population

CONTEXT

Surrounded by picturesque landscapes and boasting a charming, historic downtown core, Riverside offers a strong sense of community, vibrant cultural scene, and high-quality education system that fosters a flourishing, innovative city.

Total Population		317,300
Under 18	22.1%	70,221
18-64	67.0%	212,644
Over 64	10.9%	34,435
Adult Population		247,079

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Resource Allocation

BLUE ZONES PROJECT - CITY OF RIVERSIDE, CA - 9 MONTHS & 5 YEARS

Resource Allocation

Cumulative \$20.83M

Category	Percentage
Local Team	45.0%
Contract Margin	15.2%
IP/Licensing	8.5%
Measurement	5.2%
Innovation	4.6%
Non-Executive Overhead	4.0%
Marketing	3.3%
G&A, Technology	2.2%
National Experts	1.9%

Key Features Include:
Blue Zones Challenge App & Annual Gallup Measurement

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Local Hire FTE Mix

Category	FTE
PEOPLE	4
PLACES	3
POLICY	2
Total	13

Category	AVG
Executive Director	1
People	3
Places	3
Policy	2
PM Coordination	1
Events & Marketing	2
Innovation	1

- Powerful Innovations
- Driven by Data
- Enabled by Technology
- Powered by People

Resource Allocation

CATEGORY DEFINITIONS

LOCAL TEAM	Local Blue Zones Project Team, including training
NATIONAL EXPERTS	National and Global Policy Experts
MARKETING	Advertising, Promotion, Materials, Events, and Marketing Support
G&A, TECHNOLOGY	Local Operations, Grant Application/Acquisition & Sponsorship Fundraising, Website & Web Tools including Blue Zones Challenge App, General Office & Administrative
MEASUREMENT	Gallup Well-being Index Oversampling
IP/LICENSING	Use of Blue Zones, LLC & Partner IP, Brands & Marks
NON-EXEC. OVERHEAD	Legal, Insurance, Data Analysis, & Blue Zones National Team allocation (Account Management, Project Management)
CONTRACT MARGIN	Blue Zones Contract Margin

Blue Zones Project

DEVELOPMENT TIMELINE AND MILESTONES

