

## **TECHNOLOGY IS NOT THE ENEMY. INNOVATIVE WAY TO ENGAGE THE INACTIVE**

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The human body has adapted (morphological evolution to survive) to the environment. (Homo erectus has been walking on 2 feet for 2 million years and Homo sapiens emerged 300,000 years ago) From the discovery of fire, Homo Sapiens stopped eating raw foods, assimilating nutrients faster, and saving energy. His/her Brain was developed representing the 20% of metabolism energy consumption- Homo sapiens used to walk 7 hours a day. The movement was a response to the environment either to survive or to socialize (dances) From hunter to evolution collector (10,000 years ago). Evolutionary physical activity is normal (necessary or rewarding), while physical exercise is not.

The evolution of human beings is governed by the theory of minimizing energy costs. In the context of low-calorie intake, the natural reaction is to save: sitting down. The industrial revolution (250 years ago) and the mechanization of work are creating new adaptations to life, but the brain is not adapting so quickly, that we do not need to move. Exercise is the way we make up for our lack of physical activity. Moving is no longer an obligation to become an option. Our brain regulates the energy efficiency of our body – rest. We have evolved to spend energy, although not too much, on non-reproductive functions Humans have not evolved to exercise.

We often blame people for being overweight or sedentary, while these people obey their instinct, which tells them to save energy. Access to food is relatively simple and does not require significant effort. Our habit of life does not need any physical activity.

In this context, the fitness industry must use more convincing arguments to attenuate the stimulation of our brain to remain at rest and save energy. The commitment to exercise must start from fun, socialization, and recognition of the results of exercising and training.

In this context, technology can become an element that can help us to meet people through practice, planning activities in a more funny and motivating way, quantifying our effort and evolution and even establishing rewarding dynamics (gamification). Thanks to the introduction of technology, new business models and players are developing and in many cases become an alternative to traditional organizations and businesses.

The habits of consumers and participants are changing. People have access to many offers and alternatives of practice. They share opinions and prescribe solutions (power of consumers). Access to technology is getting easier day by day and new business logic is emerging, like platforms. The capture of data, from different channels, provides information on the needs, concerns, and progress of people and allows the development of activation and loyalty strategies anticipating their purchase decision and even predisposition to practice physical activities.