

8 billion steps and counting: Sodexo employees embrace wellbeing with YuLife

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To mark World Wellbeing Week last week (23-27 June 2025), [Sodexo UK & Ireland](#) celebrated the impact of its partnership with YuLife, a tech-driven insurance company whose gamified employee benefits offering and wellbeing app has helped thousands of workers build healthier, more purposeful daily habits.

Since launching the app in 2021 in the UK and in February 2025 in Ireland, one in four of Sodexo's 30,000-strong UK and Ireland workforce has downloaded the YuLife app and regularly engages with its daily wellbeing challenges, earning rewards for activities such as walking, cycling, and meditating.

In the past 12 months alone, these Sodexo colleagues have:

- Recorded a combined total of 8 billion steps.
- Logged 191,000 hours of meditation.
- Earned 119 million YuCoins – YuLife's reward currency – with 105 million spent so far

YuCoin, YuLife's digital currency earned through everyday wellbeing activities, can be exchanged for shopping vouchers or donated to important global causes. Sodexo employees have already made a significant impact:

- 4,000 trees planted.
- 222,000 kg of plastic removed from the sea by working with Ocean Clean Up.
- 3,300 meals donated.

- 2 million litres of clean water donated.

Employees have also redeemed YuCoin for high-street shopping vouchers, with the top three retailers chosen being Amazon, Tesco and Marks and Spencer.

Bill Buchan, HR Director, Sodexo UK & Ireland, said: *“Colleague wellbeing is crucial if people are to thrive in their workplace. YuLife contributes to this, making it easy and enjoyable, giving our teams meaningful ways to invest in their health every day. The uptake and enthusiasm – not to mention a little bit of healthy competition around step counts – is encouraging and we hope to see participation continue to grow in the year ahead.”*

Sammy Rubin, CEO and Founder, YuLife, added: “We believe wellbeing should be rewarding, empowering and fun. Sodexo’s people have truly embraced this spirit. Logging 8 billion steps and spending those well-earned YuCoin on vouchers at their favourite retailers or converting them into trees planted, plastic removed, and meals donated is exactly the kind of everyday impact we set out to make. It is incredible to see what is possible when a company puts the health and happiness of its people first.”

In May this year, the business hosted its annual [Spirit of Sodexo Awards](#), which celebrated the amazing dedication of its employees to delivering service excellence every day. Later this year, it will host its Long Service Awards, where it celebrates colleagues reaching the milestones of 20, 30, 40, and even 50 years of service.