



-society

A flexible society





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B-society – a flexible society

B-society is a global organisation with the mission to widen the time frames in society, in the labour market as well as in the institutions.

Our daily rhythm is genetically determined, and there are great variations as to when and how long an individual needs to sleep during the course of a 24-hour day. Research indicates that there are significant health consequences for B-persons who attempt to adapt to the traditional 9 to 5 clock-based societies. That is just one reason for arranging social time frames so that they more flexibly accommodate the variety of our individual daily rhythms.



B-society works for the following:

- Working hours should be adapted to people's different daily rhythms. Make it possible to start work at A-time (7-8 a.m.) or B-time (10-11 a.m.). This will increase the productivity in companies, increase quality of life, decrease sickness absence and reduce stress.
- Schools should adapt to people's different daily rhythms. Research shows most people function as B-people between the ages of 12 and 20. The primary schools and upper secondary schools should reflect this by offering teaching in both A-rhythm and B-rhythm with starting times at either 8 a.m. or 10 a.m.
- The opening hours of kindergartens should be made flexible so they suit the different rhythms of families. For example every fourth institution could introduce new opening hours from 10 a.m. to 8 p.m.

Clear and marked benefits come from a consideration of our biological differences – better health, better learning, increased productivity, better infrastructure utilization, and a general increase in work/life satisfaction and quality of life.

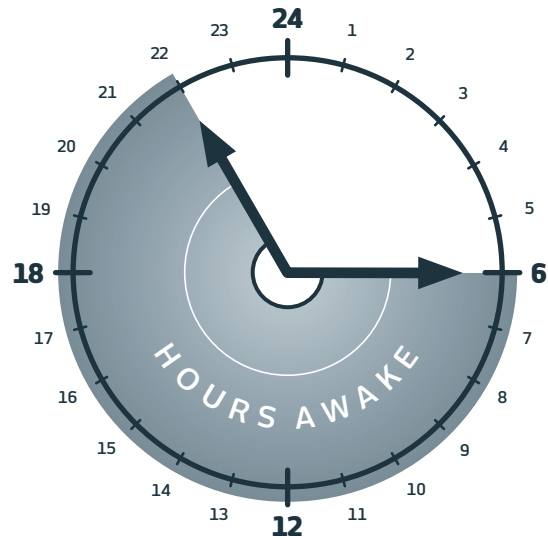
B-society works to create a society where everyone has the possibility of living and working in his or her own rhythm.

Our daily rhythm is genetic




B

B-person is both a popular and a scientific term for a person who wakes later in the morning and usually does not feel energetic until after 10 a.m. On the other hand, the B-person can be productive until very late in the evening, and will not usually begin to feel sleepy until after midnight or later.



A

In contrast, the A-person wakes early in the morning – commonly around 6 a.m. – and may feel energetic right away. Along with this early rising tendency the A-person gets tired early, and consequently will often be asleep around 10 p.m.



About 15-25 % of the population are distinct B-persons while 10-15% are A-persons. Of these 6% are extreme B and 2% are extreme A, while the remaining part of the population are mild A or mild B.

Research in biological rhythms reveals not only large differences in people's individual daily rhythms, but also in their need for sleep. One result is that the actual natural sleep patterns of B-persons are far different from society's demands within the traditional 9-5 time structure. Only 35% find it natural to sleep earlier than 12:30a.m., while the rest prefer to go to sleep later provided that it is possible to listen to the inner biological clock.

The optimal periods for activity and restoration are thus genetically based. For example, research shows that B-persons' temperature is lower in the early morning because of their forced shifting of their own natural rhythms. That helps to explain why they may need time to wake up early in the morning, and why A-persons may feel ready for activity straight away.

The B-society's results

The B-society was founded in Denmark on the 27th of December 2006. In a relatively short period of time it has grown to over 8000 members located all over the world. The activities of the B-society have led to several changes in social policy and function, so that:

- It has been possible since 2007 to take an upper secondary grade curriculum that starts after 10 a.m., at HF-Efterslægten in Copenhagen. Several schools have followed this model, or are just about to begin similar initiatives
- We B-certify companies to make it possible for B-persons to navigate in the job market. Contact us for more information and see www.b-productive.dk
- In cooperation with IKEA Norway we have created the world's first international B-day on the 13th of November 2008
- We publish B-alive Magazine in Danish and English – you can find previous issues on the web site – and sign up there too
- The B-society has an international web site: www.B-society.org, and we have members in more than 50 countries



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