



The logo for B society, featuring a white letter 'B' inside a dark grey circle, with a yellow star above it, followed by the word 'society' in a lowercase, sans-serif font.

Mission

» Why do we need to work at the same time and in identical patterns as the industrial times, when today's innovation society does not demand this from us? Especially now, when we discover that a fourth of our entire population does not even fit to this old-fashioned day rhythm?

Why do we all have to be stuck on the road to work every morning and hurry back from there to pick up the kids before the day-care centre closes, when actually this could be different?

B-Society's mission is to change the structures, on the labour market and in society at large, so B-people can finally fit in. We are going to reckon with the 9-5 society and its lacking respect for B-persons' day rhythms.

Our daily rhythm is
genetically
dispositioned

» Every human has a so-called inner clock, which is regulated by the **clock-genes**.

B-persons have an inner day-and-night lasting 25-27 hours, whereas A-persons have one that runs through approximately 23 hours. B-persons find it **easy to stay awake in the evening**; but have difficulties waking up in the morning – the time where the A-persons are most active.

A B-person's active period starts far later in the day than an A-person's. B-persons are more active in the evening, whereas A-persons are starting to drop in energy levels around 10 p.m. In addition, for a B-person, the transition from sleep to awake is much longer than an A-person's. This can be measured from the **body temperature**, which in the morning is slightly higher for A-persons than for a B-person. 15 – 25 percent of the population are B-persons, 10 – 15 percent are A-persons. The rest of the population is more or less either one or the other, or something in between.

The **b-society** is working for:

» B-Society's most important task is to develop navigation tools for B-people. Via the website www.b-society.org, "the B's" can now and in the future find work places, kindergartens, schools and much more, which are registered to support their B-lives.

It is the intention of B-Society to **create a new daily rhythm** in schools and other institutions as an alternative to the current rhythm of "early at work and early at home". We are working for the establishment of day nurseries, kindergartens, primary and secondary schools as well as universities that open between 10 a.m. and 8 p.m.

B-Society is working towards a **more flexible labour market**. B-Work is flexible and gives you the possibility to work in accordance to your own rhythm. B-Society conducts **b-certifications** of companies and organizations, which are pushing towards greater flexibility at their workplaces. This makes sense for the quality of life in B-Work, and for the bottom line.

B-society's **results**

» Inaugurated 27th December 2006.
Members in Denmark: 5000

The B-Society has so far meant that:

- HF-efterslægten (a Danish college) is setting up the first high school degree for B-persons in the world, starting August 2007. Any Dane or with Danish language skills can now take the degree in B-time.
- Companies all over the world are right now being certified on www.B-productive.dk, enabling B-persons to navigate the global job market.
- The world's first jobsite for B-people, www.b-alivejob.com will be aired in October 2007.
- B-Society has along with their international site www.B-society.org, national sites in Denmark and Sweden. Other national sites currently underway are Norway, Finland, Germany, Austria, United Kingdom and the US.



The **10** commandments of B-society

Become
a member at
b-society.org



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- 1** The daily rhythm of each individual is genetically conditioned by heredity. Society needs to be structured to support a diversity of daily rhythms.
- 2** We are calling for an uprising against the tyranny of early rising, and for a better world, where a diversity of daily rhythms is acknowledged and respected, giving us the opportunity for a better quality of life, more productive working time and major socio-economic gains, once we no longer take up the same space on the same roads at the same time.
- 3** We are working for equality between early birds and night owls.
- 4** We are working for a more flexible labour market. Each individual's daily rhythm should, as far as possible, govern that person's working life.
- 5** We are working for the introduction of collective agreements for early birds and night owls at the next round of the Danish negotiations for labour market agreements.
- 6** We are working for the establishment of day-care nurseries, kindergartens, primary and secondary schools as well as universities that open between 10 a.m. and 8 p.m.
- 7** We are working for more research into daily rhythms.
- 8** We grant "B-certification" on www.b-productive.dk to businesses, which allow employees to work according to their own daily rhythm, working rhythm and life rhythm.
- 9** We are working globally for a better world that supports a diversity of individual daily rhythms, working rhythms and life rhythms.
- 10** Imagine how differently society would have turned out if the creators of the world had been night owls!