

# Walking generates solar power at schools

Samsung SA recently launched a campaign called #WIIC (What if I Can), which is aimed at getting South Africans walking in order to generate much-needed energy to donate solar-powered internet schools to communities in South Africa.



## Interactive campaign

The concept behind 'What If I Can' is based on the power of the human step and, to convey this message, Samsung collaborated with UK-based Pavegen to lay a 68-tile walkway in Sandton City. The main passage of this mall receives over two million footsteps each month and these consumers are encouraged to walk across these tiles, which have the ability to capture kinetic motion and store this as energy.

The walkway also has an interactive data screen displaying a leaderboard of real-time footstep data, which shows how South Africa compares with other countries taking part in the challenge. At the end of the initiative, which runs from March until the end of May, the country that generates the highest number of steps will earn a Samsung solar-powered internet school for a deserving community. To enhance the impact of this initiative, Samsung will donate a further 1,000 steps for every step that a consumer takes.

During the first 20 days of the initiative, over 400 million steps have already been accumulated, with the company marking this milestone by installing a solar power generator at the new Tech Hub being established at the Sunrise Secondary School in Diepsloot.

## Making a huge difference

Dr Michelle Potgieter, Director of Corporate Marketing and Communications at Samsung Electronics SA, says, "What If I Can' demonstrates how even the smallest action can make a huge difference to communities in Africa. Education and internet connectivity are imperative towards the future socio-economic growth of the continent. We are pleased that this initiative is not only delivering tangible solutions to address technological challenges in our communities but is also encouraging consumers to make a difference, simply by walking."

In order to extend participation beyond the various walkways, the company has also created a simple step-counting mobile application, allowing citizens across the continent to contribute towards powering solutions for the benefit of the less fortunate. This application can be downloaded from the Google Play Store and is available on all Android devices.

"We are proud to use the 'What If I Can' initiative to raise awareness of the power of innovative technology to overcome region-specific problems. Through this concept, we are not only empowering communities to become healthier, better educated and effectively connected, we are also enabling citizens to make a real difference in the lives of others," concludes Potgieter.