



Walk in Her Shoes 2022

How to enjoy Walk in Her Shoes 2022, “Walk anytime and anywhere you like”

If you join “Walk anytime and anywhere you like”, you may enjoy it in different ways during the campaign period, which lasts about three months.

1) Set a goal for the day at your own pace and stay healthy.

You may set your target number of steps for the day on the campaign site and the pedometer app “ALKOO” you use to report your steps. Your progress will be displayed as graphs.

The image displays two screenshots from the ALKOO platform. The left screenshot shows the 'Manual input on the campaign site' with a line graph where a green line represents 'your steps' and an orange line represents 'Your target number of steps'. A text box explains: 'Green line: your steps', 'Orange line: Your target number of steps'. Another text box points to a target setting field: 'From here, you can set the target number of steps per day. The number of achievements is displayed on the left side.' The right screenshot shows the 'pedometer app "ALKOO"' with a bar chart of daily achievements and a summary of daily statistics: 6,901 steps, 5.2h duration, and 342kcal. A text box points to the daily achievement count: 'number of achievements'. A note at the bottom states: '※Website and app designs are subject to change in the future.'

2) Get to know participants in the Facebook group and monthly online social events

You will have the chance to interact with other participants in Japan through the private Facebook group for participants and monthly online social events! In the Facebook group, everyone can post their walking impressions and pictures, which will enable us to feel a sense of unity with everyone across the country.

* You will be informed of how to join them through a welcome email after entry and regular communications twice a month.



3) Boost your motivation through rankings

When you report your steps, you will see your ranking. If you belong to a team, you can check your team's ranking as well as the ranking within the team. Although it may be difficult to continue on your own, other participants' status can give you the motivation! You can use team's ranking as an opportunity to unite the team. Using the ranking within the team, members can check each other's footsteps and cheer each other on. Please use and enjoy the ranking function!

4) Join as a team to make "walking" more entertaining.

Let's form a team with your family, friends, or colleagues and have fun.

※If you wish to join as a team, team application is required in advance. Please click [here](#).
(Japanese text only)

5) Get information through regular newsletters from the campaign office!

We send out newsletters twice a month. The contents are mainly on the progress of aid programs by Care International Japan, and social issues such as access to water, gender inequality, and poverty. Let's understand the world's problems during this campaign.

We will also announce online social events and special campaigns!

6) You can win a prize!

Every month, 2 people and 2 teams will be picked randomly to **win monthly awards**. During the entire campaign, 10 people from the top 100 ranking and 2 teams from the top 10 rankings will be drawn to win **“Nice Walk” awards**.

Furthermore, 5 people from those who post photos of "C" will be drawn to win **“Photogenic” awards**. Be excited to see what you can win!

7) A sense of unity with all participants with original masks and T-shirts!

In addition to original CARE T-shirts that are sold every year, masks with the **“Walk in Her Shoes” logo will newly arrive**. One set consists of two masks, black and gray. They are essential items in our daily lives. They are simple in design and easy to wear. Why not use them to enhance your walking feelings? Starting from this year, the T-shirt has been renewed with dry material, perfect for walking.

8) Take lovely pictures of walking with the letter "C", and post them on your social media!

5 participants who had posted photos of "C", will receive “Photogenic” awards after the office’s screening. Last year, we noticed over 2,500 posts! creativity is the key to winning the prize! We are looking forward to seeing your outstanding pictures on social media!

