



“Walk in Her Shoes 2024”
Frequently Asked Questions

Find answers to the frequently asked questions
about “Walk in Her Shoes 2024”.

[Walk, Anytime and Anywhere You Like]

① Questions for the entry fee and entry period.

There is an early entry period and a late entry period for entries.

[please note]

- If you want to start walking from March 8th, you will need to apply during the early entry period.
- The early and the late entry fees are different.
- Please note that the repeater priority price will only be applied during the early entry period.

	Entry Period	Entry Fee	Start time (when you can start walking)
Early Entry	2023.12.8 (Fri) 13:00 ~ 2024.2.7 (Wed) 23:59	For general 3000Yen (with priority price for repeater) For student 1500Yen	2024.3.8 From campaign start date
Late Entry	2024.2.8 (Mon) 10:00 ~ 4.24 (Wed) 23:59	For general 3500Yen For student 1500Yen	2024.3.8 Can be started sequentially after the campaign start date

② What is the difference between individual participation and team participation?

Except for individual participation, we also provide team participation for “Walk anytime and anywhere you like”. For team participation, which requires two or more people participating as a team, and the ranking is displayed by the average step number of the team members. Even if you walk separately, you can also feel a sense of unity by participating as a team. We recommend it for companies and organizations who want to use it for team building, and for those who want to have fun while competing with other teams.

③ How can we participate as a team?

First of all, the team representative has to register the team in the dedicated [form](#).

The entry contents are as follows.

1. Team name
2. Name of representative
3. Email address of representative

Please complete the entry procedures for each individual team member after the registration

④ Is there a group fee for entries when participating as a team or group?

There is no group fee. Even if you participate in a team, the entry fee will be charged per person.

⑤ Which step reporting methods should I choose?

You can choose from the following two step count methods for reporting. Each member can choose their preferred method even if you belong to a team.

***You cannot use both methods for reporting steps. The reporting method cannot be changed during the campaign.**

Methods of reporting step numbers	Automatic linkage with the ALKOO app	Manual input from the website
Overview	Automatically report the number of steps just by downloading and walking while carrying the phone	Measure with your own pedometer and enter the daily number of steps on the dedicated website manually (the website can also be accessed through smartphone and tablet)
Ranking	Daily rankings for individuals, teams, and entire duration rankings (total number of steps, average number of steps)	Daily rankings for individuals, teams, and entire duration rankings (total number of steps, average number of steps)
View my record	By day, by month (until the previous month)	By day, by month

	The number of individual steps is shown as a graph. The number of days achieved is displayed as a graph based on the “target number of steps by day”.	
Other functions	<ul style="list-style-type: none"> • Various services of the app (recommended course, movement log viewing, etc.) • linking with wearable devices is possible. [Apple Watch (iOS), Fitbit (iOS, Android)] 	
Overseas use	Unavailable	Available
Recommended for	<ul style="list-style-type: none"> • Those who want to easily report the number of steps • Those who do not mind if the number of steps is not counted precisely <p>*The number of steps may not be reflected due to the status of the smartphone battery, etc.</p>	<ul style="list-style-type: none"> • Those who do not carry smartphones when they walk • Those who want to report accurately with their own pedometer • Participants from overseas

⑥ When participating in a team, should the steps reporting methods be the same one as other team members?

There is no need to the same method. Each member can choose a method that makes it easy for them to report.

⑦ Can I use both methods for reporting steps?

Please note that this is prohibited.

⑧ Is that possible to participate from overseas?

Yes. However, please note the following.

- Please choose manual entry for step reporting method
- Ranking will be calculated based on Japanese time
- Commercial goods including T-shirts can be shipped through EMS

Please note that full shipping fee will be charged for EMS shipping.

If you are registering as a group, commercial goods will be sent to one representative.

Please refer to this website for EMS shipping costs. (For your reference, 2 packed T-shirts are approximately 500g)

⑨ Is that necessary to walk more than 8,000 steps a day?

As the campaign aims at “walking in her shoes”, we recommend walking 8,000 steps, which is about 6 kilometers. However, this is not something you must do every day. You can just use the number of steps you take in your daily life. We would appreciate it if you could be conscious of "walking" as much as possible, such as going up the stairs instead of using the elevator.

⑩ Is that possible for the people who cannot use the smartphone app and report on the website to participate?

Since donations will be made according to the number of steps reported, we recommend those who can report the number of steps themselves to participate. Also, please refrain from entering the total number of steps if you are participating together with other people, as the ranking will be displayed incorrectly. If you have any questions, please contact us.

【Hold your own event】

① Is there an entry fee for the participation for “Hold your own event”?

There is no entry fee. Please check the details [here](#) (Japanese text only).

② Is that a must to collect donations for the event that I hold, such as participation fees or fundraising?

It does not necessarily have to be an event to collect donations, as long as it is held for the purpose of raising awareness and publicizing the global water and poverty issues.

③ Will 1 Yen be donated for every 500 steps of the planned event?

Self-organized events are not eligible for the 1 Yen donation per 500 steps. However, among the participants of the self-planned event, those who have already participated in the "Walk anytime and anywhere you like" are eligible, so please report the number of steps by yourself.

[Post "C" or water photos]

① Which social media platform should I post on?

Please post on Facebook, Instagram, or X(Twitter). Of course, you can post on multiple social media platforms.

② Do I have to set my post opening to public?

Yes. If you have a locked account, we will not be able to confirm your post, so please set your post opening to public.

③ I would like to lock my social media account after the campaign is over. How long should I keep my account to be open?

The campaign will end on May 31st, but we will be announcing the prizes based on the submitted photos so we would appreciate if your account is opened to public until the end of June. Please note that photos that have been posted publicly may be used on our website, social media, etc.

④ Is it okay if I post a story?

We cannot count it if the post cannot be seen after 24 hours, so please post it as a regular post (feed post) instead of a story.

⑤ Do I need to register as a member to post the C or water photo?

No. If you have a social media account, you can participate.

[Other]

① I would like to know specifically how the entry fee and donations for the campaign will be used.

Entry fees and donations to "Walk in Her Shoes 2024" will be used to help reduce

poverty by supporting the independence of women and girls in difficult situations in developing countries and conflict/disaster areas.

Specifically, we are currently conducting four support activities overseas.

- 1) Timor-Leste: [Self-reliance support project through Lafaek learning] delivers necessary information for daily life through educational magazines and web media.
- 2) Timor-Leste: [Project for improvement of agricultural water] is aiming for poverty reduction and women's empowerment by using drip irrigation which is friendly to both the earth and women.
- 3) Nepal: [Project for supporting schools in a remote area through classrooms renewal], which provides an environment where children can achieve high-quality education safely by renewing classrooms and bathrooms in consideration of girls.
- 4) Ukraine: [Ukraine Humanitarian Crisis Response] which to ensure the lives and dignity of women, children and the elderly who are in vulnerable positions during wartime.

The rest of the donations will be used for administrative expenses related to public relations and enlightenment activities and office management in Japan.

>>Click [here](#) for details of the implementation project

>>[Last Year's Annual Report](#) (Japanese text only)

② Will all entry fees and donations for the campaign be used for support?

Entry fees and donations to “Walk in Her Shoes 2024” will be used for the activities of Care International Japan, excluding various expenses related to the operation of this campaign. Last year, about 23% of our total revenue was used as expenses. Please refer to the question in the previous section regarding usage.

③ Is there anything that minors can participate in?

1) Regarding "Walk anytime and anyplace you like", you need to report the number of steps, so you can participate if you can report it yourself. However, there is an entry fee of 1,500 yen for students.

2) For the event “World Water Day” Sakura Charity Walk held on March 23rd (Sat), it will be free for high school students or under. However, please note that participation prizes will only be distributed to paid participants.

2) Regarding the posting of 'C' and 'water' photos, even minors can participate as long as you have your own social media account.

③ What is a walking partner?

This is a corporation that cooperates with this campaign through employee participation. In addition, there is a prescribed examination by the Foundation to walking partner participation.

④ What is a student partner?

These are student groups and groups mainly consisting of students who participate in "Walk anytime and anyplace you like".