

Walk in Her Shoes 2026

Frequently Asked Questions

【Walk, Anytime and Anywhere You Like】

① Questions for the entry fee and entry period.

There are early entry period and late entry period for entries.

【please note】

- The entry fees and discount settings differ for each entry period.
- We recommend applying during the early entry period, when there are early bird discounts.
- The special price for the team only applies to teams of 3 or more people. It does not apply if you decide to join a team after registering individually.

	Entry Period	Entry Fee	Start time (when you can start walking)
Early Entry	2025.12.10 (Wed) 13:00 ~ 2026.2.12 (Thu) 23:59	For general: 3,000yen For team of 3 or more: 2,000yen For student: 1,000yen	2026.3.8 From campaign start date
Late Entry	2026.2.13 (Fri) 10:00 ~ 2026.4.23 (Thu) 23:59	For general: 3,500yen For team of 3 or more: 2,000yen For student: 1,000yen	2026.3.8 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 three 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?

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

The entry contents are as follows.

- Team name
- Name of representative
- Email address of representative

- 2) The campaign office will send an email to the team representative notifying that the team registration has been completed.
- 3) The team representative should inform the team members that they are now able to register/entry.
- 4) Each person must register/enter. Please select your team on the entry form.

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

If you are in a team of 3 or more people, participation will cost 2,000 yen 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.

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) 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”.	By day, by month
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 *The number of steps may not be reflected due to the status of the smartphone battery, etc. 	<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
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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?

No. Please choose one.

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.
- If you want to purchase items such as T-shirts, in principle we will only ship within Japan. If you absolutely need to ship overseas, we will ship via EMS.

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

*If you are registering as a group, items 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 to collect donations, as long as it is held for the purpose of raising awareness of the global water and gender/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" , water photos and GPS art of the letter "C"】

① Which social media platform should I post on?

Please post on Facebook, Instagram, or X. 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 or pay a participation fee to post a photo of "C", "Water" and GPS art?

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

【Other】

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

The entry fees and donations for “Walk in Her Shoes 2026” will be used, excluding various expenses related to the operation of this campaign, through CARE International Japan’s overseas project in Timor-Leste, [the “Livelihood and Nutrition Improvement Project in Remote Communities,”](#) and will

be carefully utilized to improve access to water for agriculture and daily living in remote communities.

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

Entry fees and donations to “Walk in Her Shoes 2026” will be used for the activities of CARE International Japan, excluding various expenses related to the operation of this campaign. Last year, about 22.5% 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 1,000 yen for students.
- 2) For the event “World Water Day” Charity Walk held on March 22nd (Sun), it will be free for high school students or under. However, please note that the participation prize will be different from that of paid participants.
- 3) Regarding the posting of 'C' and 'water' photos as well as GPS art of the letter "C", even minors can participate as long as you have your own social media account.

④ What is a walking partner?

They're the companies that cooperates with this campaign through employee participation. In addition, there is a prescribed screening by us to participate as the walking partner.

⑤ What is a university partner?

These are universities that are cooperating with us to promote student participation in the campaign. This includes some student organizations and student-based groups.