

1/9 Charge your “battery”

Charge your “battery” and do something GOOD :)



Solution

The main goal of this submission is to combine leisure / to appeal on the social responsibility of the people / green energy in one, while having something new, something innovative. "Charge you battery" having 2 aspects (human & electronics):

1. charge "your own battery" while resting on the bench
2. charge your electrical devices (if needed)

The idea is to spread multipurpose covered / innovative benches all over the city. As mentioned, the bench is covered, having a solar cell on the on the roof, which supplies the USB / plug with electricity. People walking around in Berlin just can take a seat, relax, and while relaxing charging their cell phone / tablet / laptop. On the side of the bench they will find an USB port +

plug connector. There will be a display which shows: 1. the amount of money saved with the charging

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Please describe your idea in one sentence.

Leisure (relaxing), innovative shape, green power and “social responsibility”..

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Who will benefit from your idea, hence whom is your idea directed towards?

First of all people who would like to rest a little bit while charging their mobile / tablet / laptop..
Furthermore based on the “donations” Berliner Sparkasse can support several projects (e.g. integration projects in schools based on the multi-cultural status of Berlin, handicapped children / people, etc.)

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Why is your idea “good for Berlin”?

Berlin is well known for its multi-cultural mixture and based on the donations the Berliner Sparkasse can support a lot of projects to makes the life of Berliner habitants better. Additionally the benches can be used by anybody, who just would like to sit down, rest and charge his / her electronic equipment.

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How many people do you think will benefit from your idea?

Everybody walking around in Berlin + a lot of socially and culturally handicapped people based on the support they receive.

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In what way does the Berliner Sparkasse gain visibility through your idea?

The bench (seats) will be spread all over the city with the logo of the Berliner Sparkasse (the shape of the bench looks a little bit like the logo itself). Additionally each and every time Berliner Sparkasse supports a project as described, it gets POSITIVE publicity (internet, newspapers, television). The bench itself will be in the colors of the Sparkasse.

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Which kind of people and how many of them will take notice of your campaign?

Everyone will notice as these banks will be placed all over the city + each and every person who reads an article in a newspaper / internet, watches television (countrywide publicity) about the projects supported by the Berliner Sparkasse.

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How much do you estimate the annual budget for the implementation of your idea to be?

Depends on the number of “benches” + one time effort for creating the app + providing free WiFi.. From the 2nd year on only small maintenance costs will come up.

Gute Ideen für Berlin

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Creative's profile



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Creative's top 5 skills

Graphic Design, Illustration, Photography, Product Design