

An app turns the fight against sedentism into a game

LOCATION: Málaga.

DURATION: 1'39"

SUMMARY: Young entrepreneurs from Málaga have developed Walkspain, a platform that combats sedentism and that aims to motivate people to walk every day. To achieve this they have invented a game so that users can compete in leagues. They earn points with their steps, but the most important thing is that they overcome themselves every day.

VTR: sedentism

The World Health Organisation recommends walking 10,000 steps a day. These Malagan entrepreneurs are the creators of Walkspain, a platform that aims to make people achieve this goal and have an active life by playing a game.

DANIEL PUCHADES
CEO of Walkspain

"To introduce the healthy habit of walking every day in people's lives through the game. We want people to play. 44% of the people didn't do any exercise from Monday to Sunday. None at all."

Users upload the number of steps they walk every day to the platform. A figure they have obtained through the pedometers of their cell phones. This way they obtain points and compete with other users in leagues. But, this isn't about winning, it is about overcoming oneself.

EVARISTO CASTRO
CIO of Walkspain

"Basically, what we want is to make the user go a step further. It is recommended to walk between eight thousand and ten thousand steps to follow a healthy lifestyle. So, first, you have to be aware of how many steps you walk."

To promote these healthy habits and motivate more people to join this platform, they have launched different campaigns. One of them is 'Walk to Mars'. Its goal is to create a community that achieves to walk the number of steps needed to get to Mars: 196 million.

CARMEN AGRA
Marketing responsible
Walkspain

"To combat sedentism and motivate people to walk. Rewarding this participation not only to those who walk the most, but also to those who overcome themselves the most every day."

USERS

"It really helps us to set new goals, which in the end, are good for our health."

"With no need to make great efforts in your daily life, you can control your activity, and you have fun at the same time, because you are competing against other users in the league."

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