A startup turns traditional telephone boxes into free phone charging stations

LOCATION: Málaga
DURATION: 1'33''

SUMMARY: Using old telephone boxes as a free phone charging point and for citizen information. This is the iUrban.es initiative, a startup located in a crowdworking centre in La Farola de Málaga. These new phone boxes can now be found in Málaga and Seville, and very soon will be available in other Spanish cities.

VTR:

Using traditional telephone boxes found on the high street to charge phones and find information. That is what these young entrepreneurs in Malaga have started doing.

Andrés Martínez
iUrban.es

"They were outdated, in 2000, there were one hundred thousand boxes, now there are fifteen thousand, they're getting rid of them, and we said that we had to make the most of them and give them another use. A quick charging point for phones, and a digital information office in the street. It is the first outdoors urban service of this kind."

For the first few days of the initiative, each one of the installed devices recorded some 400 daily charges, with an average length of five minutes. For users it can be very useful to have a free charging station at hand.

Users

"Using the box, which is no longer used, it's in disuse, as a tourist information point and to charge a mobile, well I think that's really cool."
"You can see nearby areas, how to get there, so honestly, yeah I think it's pretty handy. And you can connect it to any device."

And as well as finding different cables for their charger, the user has a touch screen that provides information and services for tourists.

Pedro Domínguez
iUrban.es

"With your own phone you charge the battery, you can carry out calls, you're learning, you're investing in an added value in this city's area."

Diana Roji
iUrban.es

"That it's interactive and whoever's going to use it can take a selfie or can look at certain things and not just places to go."

The iUrban startup is set up in the crowdworking centre La Farola and its devices have already been installed in Malaga and Seville. They're now working on introducing their system in the most crowded areas of other Spanish cities.