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## **THE WORLD'S FIRST NETWORK OF SMART BENCHES WITH CONTACTLESS TECHNOLOGY LAUNCH FOR CANCER RESEARCH UK'S WORLD CANCER DAY**

### **Strawberry Energy and MKTG are working with the charity on the roll out of 10 smart benches in London**

Smart city business Strawberry Energy UK has joined forces with Cancer Research UK to launch a network of Smart Benches (#SmartBenchUK) with contactless technology in London boroughs of Lewisham and Islington in time for World Cancer Day on 4th February. The solar-powered benches enhance public spaces by providing mobile device charging ports and free Wi-Fi access, as well as a place to sit and socialise.

In the world's first use of contactless payment on the Smart Bench, the public can also donate £2 to the charity's life-saving research to beat cancer sooner, by simply tapping their contactless debit or credit card on the Smart Bench, popping up across London.

Strawberry Energy have been working exclusively with Urban Partnerships, a division of MKTG which delivers projects within the public space that are mutually beneficial for both brands and non-profit organisations.

Cancer Research UK are the first brand to partner on the Smart Bench scheme, a network of benches across two London boroughs (Islington and Lewisham<sup>1</sup>.) The sites were identified as high-footfall locations by MKTG, using their strategic insight tools and location planning expertise.

This pilot of 10 Smart Benches will be installed on 31 January with full support from both boroughs, and feature a number of contactless payment locations including Islington Green and Lewisham High Street. Following the pilot a further 10 will be installed by the end of February, with an additional 80 to be installed this year.

Sensors built into the smart benches monitor real-time environmental data including air quality, which users can check via the Strawberry Energy smart phone app, providing a valuable lifestyle tool for the community and feeding important data to local boroughs. This is especially relevant in support of London Mayor Sadiq Khan's aim to improve the capital's air quality. Strawberry Energy ([www.smartbench.london](http://www.smartbench.london)) has taken on production and installation of the first benches, without cost to taxpayers, as part of the company's commitment to London as a smart city.

Miloš Milisavljević, founder and CEO of Strawberry Energy, developers and owners of the Smart Bench network, said: "We have been working with London boroughs to breathe life into our dream of a network of solar-powered Smart Benches, making energy free for all Londoners. We are proud to launch our network in the lead up to World Cancer Day with a contactless fundraising innovation in aid of Cancer Research UK.

"Our charging stations bring people together, motivate them to spend more time outdoors, and enhance their enjoyment of the environment with information such as pollution sensors.

Cllr Claudia Webbe, Islington Council's executive member for environment and transport, said: "We are committed to making Islington a place where everyone can enjoy an excellent quality of life. These pioneering Smart Benches offer the best advances in smart technology and we are very pleased Islington is one of the first places in London to trial Smart Benches, and look forward to seeing how they benefit residents, workers and visitors alike."

Councillor Rachel Onikosi, Lewisham Cabinet Member for the Public Realm, said "I'm very pleased that Lewisham is part of the start of this network of smart benches. Finding creative ways to make the most of our public spaces benefits local communities and attracts people to come and see the great things Lewisham has to offer."

Paul Weaver, digital innovation manager at Cancer Research UK, said: "Having used contactless technology in innovative ways in the past to engage the public in the work we do, we are always looking for new opportunities to incorporate contactless technology further throughout the charity and make it even easier for our supporters to help us beat cancer sooner. These Smart Benches seemed like the next step in our use of contactless technology to bring charitable giving closer to our supporters, integrating it seamlessly into cutting-edge street furniture."

MKTG's Urban Partnerships identified Cancer Research UK as an ideal first brand partner for Strawberry Energy and their Smart Bench network. The community can enjoy the benefits of the benches and in exchange Cancer Research UK can maximise awareness and donations through contactless technology in the lead up to World Cancer Day.

Michael Brown, Managing Director, MKTG said: "Research shows the way in which consumers perceive brands has a huge influence on the effectiveness of that brand's advertising. The Smart Bench network provides an opportunity for brands and local boroughs to create positive, impactful experiences for communities, who benefit from the various smart utilities provided by the network. Partnering with Strawberry Energy, we're very excited to launch the Smart Bench Network initially with Cancer Research UK, an opportunity that will be open to more brands in the future."

As well as making donations via these Smart Benches, Cancer Research UK is also urging the nation to wear a Unity Band® on 4 February 2017, World Cancer Day, creating one incredible #ActofUnity that will help beat cancer sooner. Get your Unity Band online for a suggested donation of £2. For further information, please visit: [cruk.org/worldcancerday](http://cruk.org/worldcancerday)

**ENDS**

For further media information, please contact:

**Cancer Research UK**

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**About Cancer Research UK**

- Cancer Research UK is the world's leading cancer charity dedicated to saving lives through research.
- Cancer Research UK's pioneering work into the prevention, diagnosis and treatment of cancer has helped save millions of lives.
- Cancer Research UK receives no government funding for its life-saving research. Every step it makes towards beating cancer relies on every pound donated.
- Cancer Research UK has been at the heart of the progress that has already seen survival in the UK double in the last forty years.

- Today, 2 in 4 people survive their cancer for at least 10 years. Cancer Research UK's ambition is to accelerate progress so that by 2034, 3 in 4 people will survive their cancer for at least 10 years.
- Cancer Research UK supports research into all aspects of cancer through the work of over 4,000 scientists, doctors and nurses.
- Together with its partners and supporters, Cancer Research UK's vision is to bring forward the day when all cancers are cured.

For further information about Cancer Research UK's work or to find out how to support the charity, please call 0300 123 1022 or visit [www.cancerresearchuk.org](http://www.cancerresearchuk.org). Follow us on [Twitter](#) and [Facebook](#).

### **About World Cancer Day 2017**

- World Cancer Day 2017 takes place on Saturday 4 February 2017.
- Around every two minutes, someone in the UK is diagnosed with cancer.
- There are 200 cancer types and 65 million of us.
- Cancer Research UK is calling on the nation to wear a Unity Band and play a part in one incredible 'Act of Unity' to beat cancer sooner.
- CRUK is working with nine other charities to unity the public in a simple but powerful life changing act – wearing a Unity Band. By joining forces, we will make a bigger impact in transforming the lives of millions who are affected by cancer.
- Charities include CLIC Sargent, Movember Foundation, Anthony Nolan, Breast Cancer Care, Breast Cancer now, Bowel Cancer UK, Children's Cancer and Leukaemia Group, Marie Curie and The Royal Marsden Cancer Charity.
- Unity Bands are available in all Cancer Research UK stores and online at [cruk.org/worldcancerday](http://cruk.org/worldcancerday) for a suggested donation of £2.
- For the first time this year, a range of Unity Bands have been designed for children and can be found in M&Co stores across the UK for a suggested donation of £1.
- Social media hashtag: #ActofUnity.

For further information about World Cancer Day, please visit [www.cruk.org/worldcancerday](http://www.cruk.org/worldcancerday)

### **About Strawberry Energy**

Strawberry Energy ([www.smartbench.london](http://www.smartbench.london)) develops solar-powered street furniture for smart cities to enhance the outdoor experience of the 21st century mobile generation. The UK-based company was awarded first prize at the European Commission's Sustainable Energy Week 2011 in Brussels, leading to its mobile charging stations being installed in 29 places across the Europe and US. Their first innovation was named one of the 'top ten urban innovations that work' at the New Cities Summit 2014 in Dallas. They won the Verge Accelerate 2014 in San Francisco and were a finalist for the World Technology Award 2013.

Most recently, Strawberry Smart Benches (#SmartBenchUK) were chosen as one of the winning solutions at the 'Connecting People and Creating Communities' competition, organised by the Institute for Sustainability in partnership with the Mayor of London's Office and supported by EIT Digital. This success was followed by an invitation to present their business to HRH the Duke of York at London's Pitch@Palace, as one of only 30 innovative companies. Their work has been recognised by global media such as BBC, CNN, Financial Times and Forbes.

### **About MKTG and Urban Partnerships**

Urban Partnerships is a division of MKTG that specifically works with local communities, local authorities and charities to create projects in the urban space with both social and commercial benefits. Urban Partnerships identifies unique opportunities for brands to create immersive and engaging experiences that are grounded in social good and provide real benefits to communities

Part of the Dentsu Aegis Network, MKTG globally has 1,600 employees in 17 countries. MKTG UK connect people with brands and brands with people through the power of shared experience: creating, activating, amplifying and evaluating, insight driven experience based marketing.

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<sup>i</sup> Locations are below- coordinates in brackets

### **Islington**

- **Contactless** Essex Road (51.538116, -0.099604)
- **Contactless:** Islington Green (51.535865, -0.103000)
- Essex Road (51.540730, -0.095340)
- Old Street (51.525104, -0.092511)
- Newington Road (51.551009, -0.085991)

### **Lewisham**

- **Contactless:** Albion Way- Lewisham High Street (Lewisham Clock Tower) (51.462605, -0.010379)
- **Contactless:** Lewis Grove- Albion Way (51.461434, -0.010507)
- Near the model market (51.4598471,-0.0114373)
- Brookmill Road (51.473093, -0.023598)
- Corner of New Cross Road and Clifton Rise (51.475793, -0.036973)