

case study



UNDP chooses Smart Bench as a tool to help municipalities hosting refugees and migrants to enhance social cohesion and connectivity

/intro/

United Nations Development Programme (UNDP) works in nearly 170 countries and territories, including the Republic of Serbia, helping to achieve the eradication of poverty, and the reduction of inequalities and exclusion. UNDP works in partnership with the Government of Serbia, development partners, UN agencies, civil society and local communities to help identify local solutions to meet national and global development challenges.

/challenge/

Migration movements since 2015 have led to an increase in the number of inhabitants in the municipalities where temporary migrants stay, leading to the change of needs that local community should respond to. These new needs include the way public spaces are used. UNDP was searching for solution with the aim of enhancing social cohesion and promotion of tolerance between all citizens, that is aligned with European Union Support to municipalities hosting refugees and migrants. **The solution should also provide place for connectivity, socialization and increase of awareness of local information.**

/solution/

The Smart Bench powered with solar, 100% green energy, is a good example on how inclusive technologies can truly serve the community and its needs. It is also a perfect opportunity for people to meet in a public space. Charging solar ports, Wi-Fi and info screen will give the citizens an opportunity to combine virtual and real world, which would cast a new light on the way people socialize. Multi surface branding options of the bench are good for donation visibility, while digital assets (like Wi-Fi log in landing page) are great for distribution of information important for local society.

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The opening ceremony for Smart Bench installation gathered more than 200 community members, representatives of local government, citizens, migrants, NGOs and media.

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RESULTS IN THE FIRST 30 DAYS

 **1000+** charging connections (over 30 connections per day!)

 **915+** WiFi landing page logins

 **240+** hours of charging with green energy

 **20+** positive media mentions (national and local)

"Strawberry Energy demonstrated huge experience in the implementation of the smart, green, social, useful and innovative solutions with the aim to build resilient communities. We are honored and happy to cooperate with the enthusiastic Strawberry team!"

Jelena Maric Lukovic,
Project Manager, UNDP Serbia



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