

Beat: Sports

SHELL & AKON UNVEIL AFRICA FIRST PLAYER & SOLAR POWERED FOOTBALL PITCH IN LAGOS

ACCESS TO ENERGY IN AFRICA AND BEYOND

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USPA NEWS - Global music star Akon joined Shell to shine a light on the power of innovative options for access to smarter energy by unveiling Africa's first human and solar powered football pitch at the Federal College of Education, Akoka, Lagos...

The new pitch is the latest initiative from Shell's #makethefuture programme, which puts bright energy ideas into action to bring benefits to local communities around the world. The football pitch was refurbished by Shell using more than 90 underground tiles that capture kinetic energy created by the movement of the players.

The tiles are the invention of a young British entrepreneur and founder of Pavegen, Laurence Kemball-Cook, who has been supported through Shell LiveWIRE. The kinetic energy is then stored and combined with power generated by solar panels to operate the new floodlights. This bright energy idea allows the students to play at night and provides a safer and more secure space at the heart of the community.

Music superstar and solar entrepreneur Akon joined Shell to officially open the pitch and continue his commitment to teaching young Africans the importance of harnessing the power of Africa's renewable energy. The singer is spearheading, through Akon Lighting Africa, a large scale effort to develop solar-powered solutions that will provide African communities with access to clean and affordable sources of electricity.

Shell LiveWIRE is an international programme that has been a catalyst for young entrepreneurs to develop enterprising ideas into viable and sustainable businesses for more than 30 years. The LiveWIRE programme was launched in Nigeria in 2003, and since then it has trained more than 6,000 youths in enterprise development and management, of whom more than 3,000 have been provided with business start-up assistance.

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