

# STARS Term evaluation report

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**City/University :** Athens Greece, Panteion University  
**Project name (if any) :** Road Safety Greece

*Picture of the team*

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 Use Facebook as Road Safety Greece

## 1. Project proposal

Our project proposed to communicate the issue of not exceeding speed limits through a fan page on Facebook . Through that page we promote the harm that speed can cause and we can inform people why they have to be careful when they are driving , and what is most possible to happen if they speed . .More specific facebook enable us to approach a lot of people , attract their interest and inform them about the consequences of speeding .



As you can see on the picture below this group has 1270 members till 17<sup>th</sup> July of 2011 . In this page we tried to upload everything that is useful for driver to know . We have uploads pictures of the speed limits for every kind of vehicles , we uploaded videos which are referred to the results of speeding .

## 2. Site to be treated

- We have chosen to make a communication programme through a social network . Facebook is the most popular and it gave us the opportunity to contact to a lot of people easily . Through this site we could discuss with other people without disturbing them or with no need of a meeting place. Anyone by his home could participate in that project by sharing his opinion or his experiences . We also choose facebook because we can see how many people respond to our uploads and how many people are active users .

## 3. Implementation process

To implement our project except of facebook page and as we wanted to make it more effective we tried to contact not only members of our group but also to inform students , professional drivers e.t.c.



1. First of all on Facebook we manage to have 1270 members and from the first month we achieve to co-operate with our town mayor in order to record through our site , areas that citizens are speeding . Parallel to that we also published an article on alimosnews.gr site about the creation and the action of our fan page .





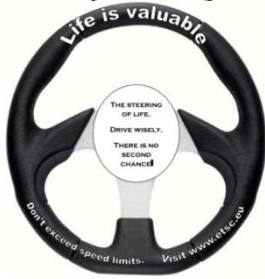
2.

(Pictures from our dialogue with professional drivers .) With that action we have approached experienced and professional drivers and we informed them about the issue of speeding . This action is based on the consideration that professional driver overestimate their driving skills . We talk to them asking them about the way they are driving and also asking them if they have ever exceed the speed limits . Most of them told us that they had never take seriously speed limits because they underestimate their use. They think that if the road is free without traffic jam they can speed as much as they want . In that case we ask them if he have ever thought about the unexpected . They told us that they are driving years and years and nothing had happened till now . So we tried to tell them that this is not a permanent event and that speeding increases the possibilities of a fatal accident even if there is no other car near them .  
They conversation continues in that route .

3.



(Picture of our presentation at an English school .) In this action we just visited an adult English class which we were sure that everyone is driving and we discussed about the way they drive . Most of them told us that they used to exceed speed limits when they were younger in order to feel that their friends are thinking big of them but know they exceeding speed limits because they can do it without been caught by the police and because they are always on a hurry . Finally they seemed convinced about the effects of speeding and they said that they will think it twice if they are about to speed .



4. This is our leaflet . We designed by our own and it has a metaphorical meaning . With that leaflet we wanted to emphasize that when you steer your car somewhere you also steer your life , you have to be careful because speeding can cost your life and unfortunately you don't have a second chance to learn from your mistake so you have to drive wisely . This leaflet has been translated in Greek language and attached it to a leaflet with products of a factory and send it to all of factories clients which are approximately 3000 people .

5.



(Pictures of our presentation at Tei of Pireus ) With that action we tried to discuss with young students of TEI OF Pireus about the speeding issue. We shared them our leaflet in order to have them member to our facebook page and inform them through that page with more details. Also our leaflet has a strong message 'life is valuable there is no second chance don't exceed speed limits' and we focused our conversation to that . We told them that disaster needs a moment and that they are steering not only the car but also their life's by driving



6. (photo of our article ) The article has been published in **pan-Hellenic newspaper Nici** . Nici is a daily financial and political newspaper. Its circulation is above 2500 persons and it is distributed in Greece generally and it has also been published in one of the weekly newspapers of Attica which called Epikaira . Te circulation of this newspaper according to them is about 350-400 persons per week . Also has been also published at [www.alimosnews.gr](http://www.alimosnews.gr) . This site is an electronic newspaper for the citizens of our town Alimos . This site has almost 3000 registered members and a lot of visitors per day .





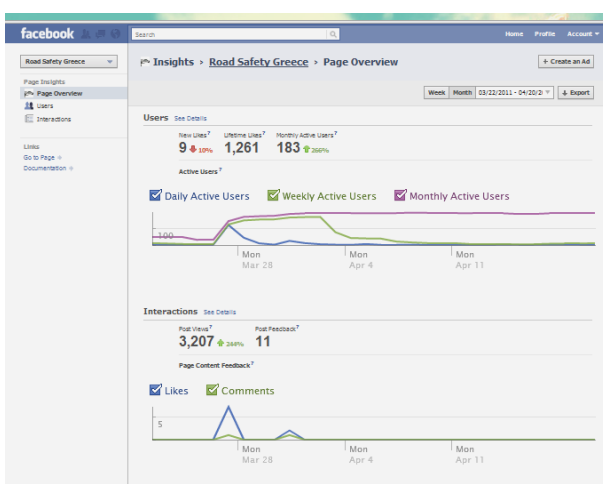
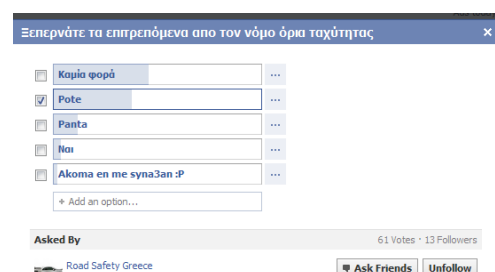
7. We also had a meeting with taxi drivers . In this meeting we visited taxi station and talk to taxi drivers about the issue of speeding . We have talked with several drivers and we tried to persuade them that they should be more responsible than other drivers because they are more experienced and they should be aware of the dangers of speeding . At the end of discussion they seemed to agreed with us .





## 5. Additional information

The project has raised a lot of interest in Facebook and in our city Athens. We managed to do all the above action. This project is difficult to be evaluated but we can measure its influence from facebook statistics, from the sales of the newspapers that we have published our articles. Of course we had a survey on facebook asking members if they speed . Approximately 100 persons answered , Most told us that they never speed and the majority told us that they exceed limits sometimes . We have contacted those and they ensure us that they give that answer because they are aware of the dangers , and that they are more responsible on driving as they have heard a lot of accidents but they are disappointed by greek road network . Finally we think that this communication project is successful as we can see that with no help by your member Panos Mylonas institute we achieve to have 1270 members on our page while Panos Mylonas institute’s page has only 103 members. Finally we would like to report that some groups of the camp used our page in order to promote their projects .

The screenshot shows a Facebook poll with the title 'Ξεπρνύτε το επιτρεπόμενα απο τον νόμο όρια ταχύτητας'. The poll options are:

- Καμία φορά
- Ποτε
- Παντα
- Ναι
- Ακόμα εν με συναζαν :P

The poll has 61 votes and 13 followers. The 'Asked By' field shows 'Road Safety Greece'.