

Athens , Greece

STARS Mid-term Visit

Names : Lambrini Kazakou , Georgia Karaiskou
City/University : Athens Greece, Panteion University
Project name (if any) : Road Safety Greece

Picture of the team

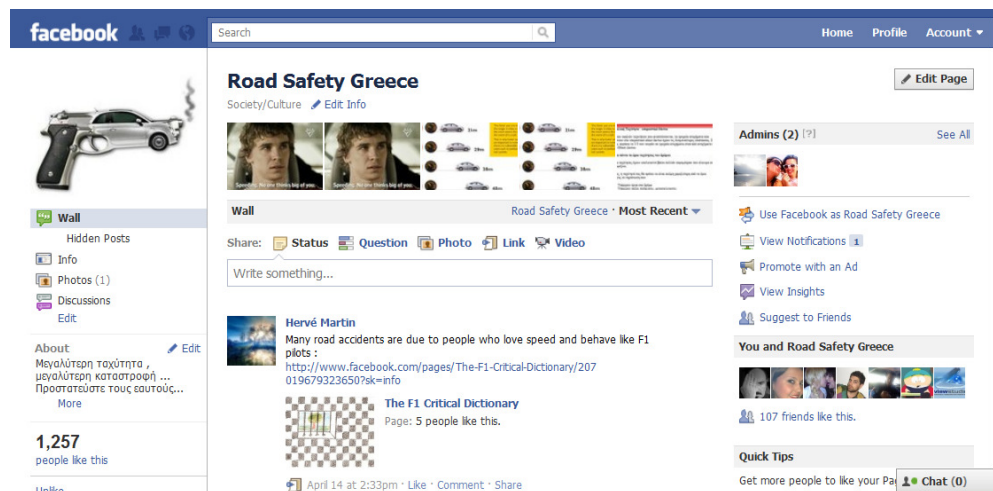
Admins (2) [?]



 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 .



The screenshot shows the Facebook page for 'Road Safety Greece', categorized as 'Society/Culture'. The page has 1,257 likes and was created on April 14, 2011. The cover photo features a handgun and a car. The main content area shows a post by Hervé Martin with the text: 'Many road accidents are due to people who love speed and behave like F1 pilots: https://www.facebook.com/pages/The-F1-Critical-Dictionary/207019679323650?sk=info'. Below the post is a link to 'The F1 Critical Dictionary' page, which has 5 likes. The right sidebar includes an 'Admins (2)' section, a 'Use Facebook as Road Safety Greece' button, and a 'You and Road Safety Greece' section showing 107 friends who like the page.

As you can see on the picture below this group has 1257 members till 22 of april 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 the 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. Content visit

4. 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 1260 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 .





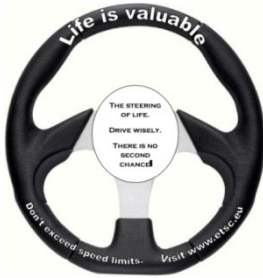
2.

(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 .

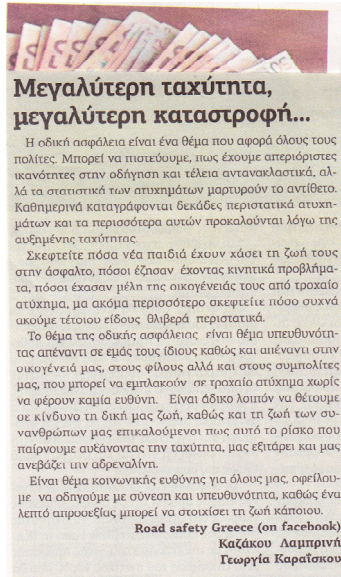


4. This is our leaflet . We designed by our own and it has a metaphorical meaning . With that leaflet we wanted to emphasize that when you steer your car somewhere you also steer your life , you have to be careful because speeding can cost your life and unfortunately you don't have a second chance to 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 . 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.



5. Next steps

Our project is not finished yet . We also have arranged a meeting with taxi drivers and also some other communication action are planned to happen before June . Also we are thinking to create a survey or a test at facebook in order to evaluate our project’s influence to our members.

6. Additional information

The project has raised a lot of interest in Facebook and in our city Athens. We managed to do all the above actions and we have the opportunity to arrange some more. 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 and from a survey that we are going to make through facebook . Of course we are going to have and a printed survey for the people that we have been informed for the issue of speeding and they don’t have a facebook account. 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 1260 members on our page while Panos Mylonas institute’s page has only 103 members.

