STARS Project description

Names : LAMBRINI KAZAKOU , GEORGIA KARAISKOU
City/University : ATHENS GREECE
Project name (if any) : http://www.facebook.com/home.php?#!/pages/Road-Safety-Greece/156411521050665

Context **Identified site**	- Do you have identified a specific site where you want to implement your project? - What do you know about this site: recent collisions? Data collected? - What people think about this site (public perception, knowledge of people on speed/road safety...) Our project is located on Facebook page where we have a lot of members. We are trying to update often and enlighten the members about road safety and speeding . More specifically we have updated all the suggested by the law speed limits for all kind of vehicles. Also we upload news about accidents and start some topics and the members are making comments on everything we upload, suggest or say. Soon we are going to have a debate among speeders and victims of car accidents
Ideas **Objectives**	- What is your idea? Measures? Explain why you think it is relevant - What are your objectives (short term? Long term?) - Expected results? Nowadays social networks have a strong influence to everybody but especially to young people. Based on that idea we decided to make this page on facebook in order to inform and influence young people on the subject of speeding and consequently driving. So we are targeting to create a new perception on peoples mind about speeding through communication and discussion.
Strategy **Partners**	- How will you implement your project? - Which material will you need? - Which partners (University, companies, local authorities...)? Do you have already contacted some, any feedback? - What and where ETSC could help you?

	This project does not need someone's approval or sponsorship. We have created the page we have invited our friends and now we have more than 1000 members. We have arranged some important meetings for our project and we are waiting for ETSC Greek member to meet and develop our project. Although We have a coalition with the mayor of Alimos city and now that the elections are over we would try to make some events about speeding.
Communications	- Will you develop any communication tools to promote your activities (for infrastructure projects)? - Will you contact local press? Local press have already written an article about us and about our project. We don't need any other communication activity right now. Facebook provide us all the necessary tools to communicate our project, our ideas, our vision about speeding.
Evaluation	- Have you/Will you conduct a pre evaluation before you start any actions? - How will you assess the effectiveness of your measures? (very important) Every day we are checking the monthly active users, the daily New Likes , the daily Post Views the daily Post Feedback from our page . And of course we can see it though the discussions that we have with the members of the page.
Observations	- Any comments? Difficulties (so that we can do our best to help you) - Approximate timing - Any actions that have already been taken? We have started working on the project trying to have meeting with the mayor of Athens the mayor of our city , with a lot of important for our city people but our coalitions didn't help us yet and we will rearrange the meeting in order them to have the time to come with us and support us. So on my free time (because I am working) otherwise I would try to arrange those meeting again and go by myself.