

Final Report

1 Problem:

In Austria there are the most deaths on the road due to overspeeding therefore I wanted to address this problem with my campaign. The second problem is that drivers do not obey the safety distance which was my other aim. With my sticker campaign I wanted to remind people what happens when they overspeed. The shape of the sticker looks like a coffin and it says "Too fast..." and there is a cross beneath the slogan. It is really shocking when you see it for the first time but this was my intention. In my opinion you only get people to remember a problem when you really shock them then the picture remains in their mind and they remember it the next time they want to break the speed limit.

In my home town where I ran the project there is a 30 km/h speed limit in town but nobody obeys it. This is a huge problem because there are many roundabouts and if you do not stick to the limit you need to break really hard to come to a stop in front of the roundabout.

2 Objectives:

First of all I wanted to raise the awareness of people how overspeeding can harm their life and the life of others. My intention was to distribute all stickers I had printed and I also wanted to get two articles published in the local newspapers.

3 Target group:

Due to my objective that I wanted to raise awareness my target group was all drivers in my area. It was not possible to define a certain target group, like new drivers, because the stickers were spread for free and my intention was that everyone who wants to participate in the project could pick up a sticker. Regarding the benefit I would say that those who most benefited were people who took the stickers and tried to change their driving behavior because they had my sticker on the bumper.

4 Activities carried:

- 1st I presented my idea at the ShLOW camp in March and got a good reaction from the Austrian coordinator. Therefore I was sure that I was going to carry out a Sticker campaign.
- 2nd At the end of August I had an appointment with Elfriede Stesl a member of the KFV in Carinthia. With her I discussed my layout of the sticker, which was at this time the shape of a STOP sign which said something like "too near, BREAK" or "too fast, BREAK". She explained to me that the shape would not jump into the eye of the drivers because there were already some "Baby on Board" stickers with the same shape. We brainstormed which shape would be better and what slogan we should take and in the end we agreed on the coffin with "too fast..." on it.
- 3rd On the 26th of August I met with Wolfgang Daborer a designer who helped me to make an improved printable version of my draft sticker. The coffin got an orange frame and the text and cross were colored orange and as background we chose black. Black with orange writing catches people's eyes because orange is a signal color and black emphasizes the impact even more.
- 4th I got Kranner*Drucke* to print 1000 stickers for me at the beginning of September.
- 5th I needed some places where I was allowed to display my stickers. Therefore I went to the three driving schools in my home town, to two grocery stores and to a petrol station and asked if I was allowed to display my stickers there and tell people that they can get one there for free. Everyone gave me their allowance and the driving schools assured me that they would put the stickers into the starter packages which new drivers got.
- 6th After I had spread the stickers to my partners I wrote an article about my project and took some pictures of me and the stickers. I sent the files to about 10 local newspapers and asked if they would publish my article.
- 7th On the 25th of October I visited my partners again to see how many stickers were left. By this time about of the stickers had been spread.

5 Results and Impact:

The response of the newspapers was really good. I was published in 5 newspapers, the print run of two newspapers is more than 100.000 in my area, and the other three were local newspapers with a print around 6.000. Due to the print run I conclude that I reached a lot of people through the media in the targeted area. The journalists contacted me to get some more information about me and the ShLOW project because of this the newspaper articles

differed from each other which was good because people did not get bored to read the same article in 5 newspapers.

The articles about me were printed in two of the most popular newspapers in my home town. The other three newspapers are local ones which are sent to households in the district. I was awarded as the "Star of the week" in one newspaper.

When I went to my partners on the 25th of October I was told that people came, asked for my stickers and took them to put onto their cars. The impact of my articles was really good and in my opinion it got people to think about the speeding problem and they wanted to get involved by putting a sticker on their bumper. One teacher contacted me because of my campaign and asked me about the project. He took up the speeding topic in one of his classes because of my campaign.

The most important thing to mention is that it was the own choice of the drivers to go to my partners and pick up a sticker. From this I conclude that I succeeded to raise the awareness of the drivers and that it is also in their interest to stop speeding.