

## **ShLOW Progress Report “Sticker Campaign”**

### **1. State of your project:**

My stickers are finished. I got the stickers last Friday (Sept, 11<sup>th</sup>) and distributed them to businesses which support me. Yesterday (Sept, 14<sup>th</sup>) I sent my newspaper article with some photos of me to several newspapers in the area where the stickers are spread. Now I have to wait and see if people pick up the stickers and put them on their cars. I also set up a new e-mail address (too\_fast@gmx.at) where people can contact me and tell me their opinion on the project.

### **2. Summary of activities:**

At the beginning of August I met with the Carinthian member of the “Kuratorium für Verkehrssicherheit” and discussed my first ideas of the layout of the stickers. Together we decided on a better one and on a text which reflects the idea of anti speeding. As the next step I contacted an illustrator who helped me realize the sticker and I had 1000 stickers printed. I have asked businesses to help me to spread the stickers in my home town. I got two grocery stores, all three driving schools in the area, a petrol station and two schools which help me to spread the stickers.

I have sent my article to 7 newspapers yesterday, one responded today and I hope that at least three of them will publish something about ShLOW and my campaign in the next weeks.

### **3. List of further activities to conduct.**

- check my e-mails if I get any response from people
- at the end of October check how many stickers are left at the named places
- for the evaluation I will ask people if they recognize the stickers and what they think of the idea

### **4. Define timetable for the remainder of your project.**

- around October 24<sup>th</sup> check how many stickers are left at my partners
- interview people on December 27<sup>th</sup>
- prepare the final report, it must be finished on January 4<sup>th</sup> because I am going abroad for a semester on January 5<sup>th</sup>

### **5. Identify problems / areas where you need improvements / further assistance.**

As my project already runs I do not need any assistance in implementing it. It could happen that my article is not published which would be really bad because people would not know about my campaign, where to get the stickers and how they can contact me. Another important problem which could arise is that people will not put the stickers on their cars.