# WE ONLY HAVE ONE LIFE, DON'T WASTE IT

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# OUR PROJECT: inspiration

We have been working in a project for nearly four months, outlining the details and putting thought on our main goal: prevent people from having accidents in the streets and awaring the population about their ways of driving.

We found our motivation to start with this project by seeing the students of our high school crossing the street without caring of cars or motorcycles. We were concerned about the fact that there were practically no traffic signals to aware the drivers that they are in a scholar area and about the kids being unconscious of the road hazards.

# OUR PROJECT: development

Once we had the main ideas defined and delimited, we agreed on opening it to a wider public. Therefore, we decided to do the project directed towards the drivers and the pedestrians of our city, so that people were conscious of the implications of crossing the street or taking the wheel.

# ORIGINAL PROJECT

Originally, we had thought about distributing and posting some banners in the street, to be able to spread our message all around the city. First of all we created an infographic and an image in an advert format to attract more people towards our project. And the next step was to put it in some emblematic places of the city and talk to the mayor in order to raise the awareness of the dangers of the road and the city streets.

# READAPTED PROJECT

Due to the current scenario with the pandemic, we were not able to hand out the information that we had prepared in order to aware the population. Since social media is the perfect tool for sharing ideas and thoughts that we may find interesting, we have used the platform of Instagram to disseminate the infographics.

Therefore, we have created an Instagram account called @proyectoseguridadvial which is in Spanish to reach to our nearest public (such as family, friends and other known people of school and extracurricular activities).