



OLMobility Project

Share the Idea - Share the Road





Rio de Janeiro

Originally the capital of Brazil, the city of Rio de Janeiro continues to be an important tourist destination for young and old alike, famous for its beaches, samba, natural beauty, and cultural life, in addition to being the hub of some of the most meaningful environmental movements we face in the new millennium.

Rio de Janeiro is preparing to host the 2014 World Cup of Soccer this year and the Olympic Games in 2016. Over the last twelve months, Rio hosted the World Youth Day with Pope Francis, and music festivals such as Rock'n'Rio. The city receives millions of travelers every year. However, despite its beauty, Rio faces chronic chaotic traffic problems and clearly needs investment in the improvement of the transportation system and infrastructure.





Our Lady of Mercy School



MISSION

“Our Lady of Mercy is an American Catholic school that educates the whole person for global understanding.”

Our Lady of Mercy School (OLM) is an American Catholic school in the city of Rio de Janeiro which offers cutting edge educational programs open to students of all nationalities. Fully accredited by both the Southern Association of Colleges and Schools and the Secretary of Education for the State of Rio de Janeiro, OLM confers both American and Brazilian diplomas upon graduation.

At Our Lady of Mercy School, our goal is to develop character, spirituality and social awareness while at the same time allowing students to discover their unique gifts and talents in becoming productive, responsible world citizens. Thank you for taking an interest in our mission of human and Christian education.

The school was invited to participate in the Your Ideas, Your Initiatives international contest in 2014.





Our Lady of Mercy School





The OLMobility Team



The “OLMobility” project was born first from the idea of bringing the city’s mobility issues into a common focus by first pointing out the city’s difficulties. People with special needs, toddlers, and bicycle riders struggle to move around the city because of the limited number of sidewalks and lanes. Many are constantly in need of repair and there is an absence of application of norms for sharing sidewalk space.





The OLMobility Team





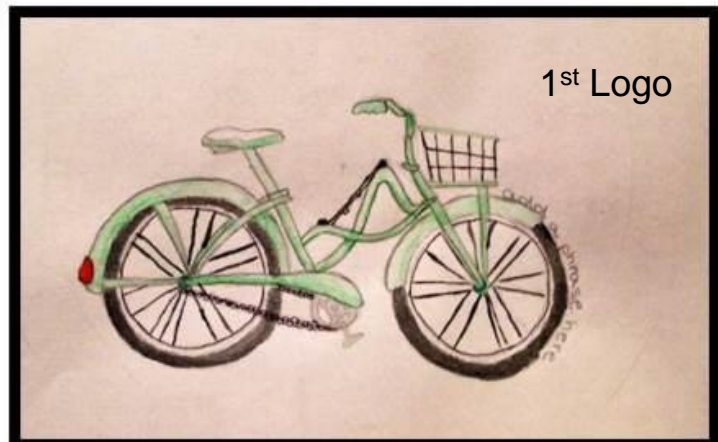
Our Ideas: OLMobility Project

OLMobility is a project developed by OLM students to raise enviromental awareness and respect for traffic rules that help ensure road safety.



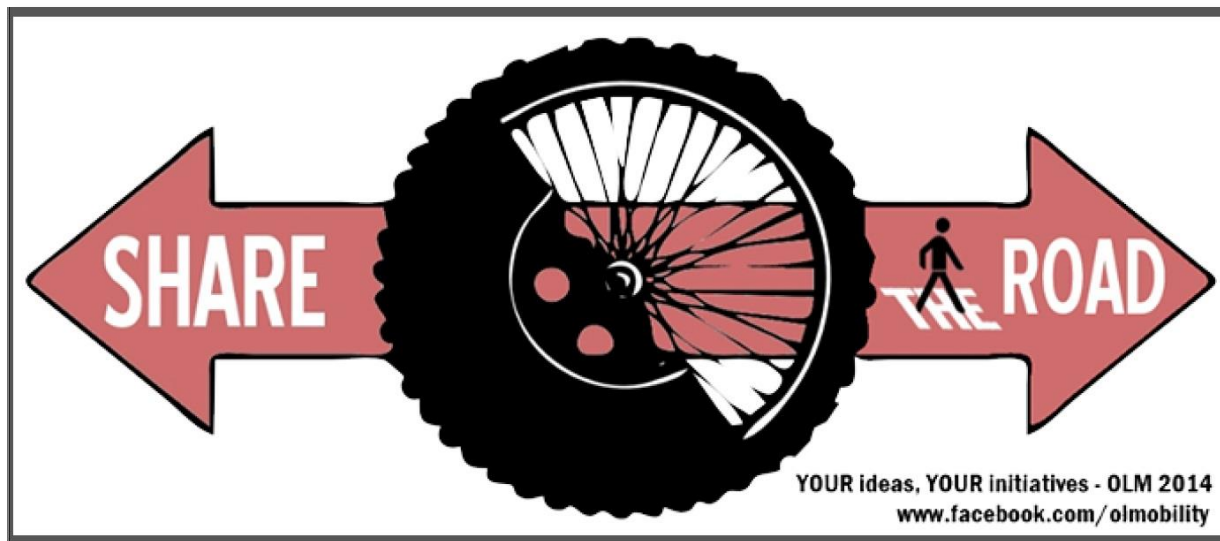


Our Initiatives: Developing a Logo





Our Initiatives: Final Logo





Creating a song

Share the road with bicycles
Share the road with love and care
Share the road and follow rules
Share the road with bicycles
Share the road and live in peace
Share the road and have respect

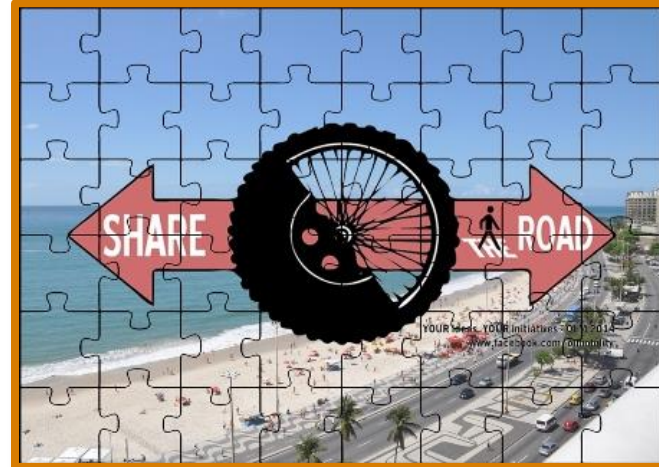
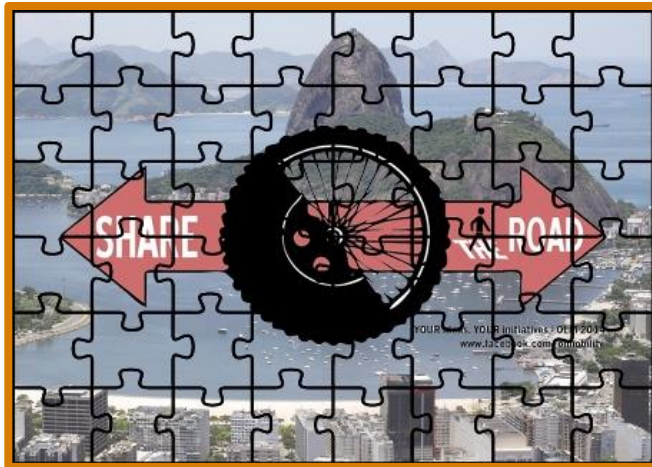




Share the Road - Share the Idea



The traffic in Rio is a real puzzle!
Share the idea - Share the road!



T-shirts





The Questionnaire

<https://docs.google.com/forms/d/1RnVRrYVObmSqpyflwxYPTtLI7W3-FEkJBvPY3p0hbQ/viewform>



Urban Mobility and green transportation / Mobilidade Urbana e consciência ambiental

Do you want to make a difference in the traffic in your city? Please, SHARE your thoughts about transportation in your city.
Você quer ajudar a fazer a diferença no trânsito de sua cidade? Por favor, COMPARTILHE suas idéias sobre o trânsito em sua cidade.

* Required

1. Where are you from? / Onde você nasceu? *

- ☐ Central America / América Central
- ☐ South America / América do Sul
- ☐ North America / América do Norte
- ☐ Europe / Europa
- ☐ Asia / Ásia
- ☐ Africa / África
- ☐ Oceania / Oceania

2. Gender / Gênero *

- ☐ Female / Feminino
- ☐ Male / Masculino

3. Age / Idade *

- ☐ below 13yr / menor de 13 anos
- ☐ 14-18yr / 14-18 anos
- ☐ 19-25yr / 19-25 anos
- ☐ 26-40yr / 26-40 anos
- ☐ above 40yr / acima de 40 anos

4. Which means of transportation do you use the most? / Qual é o meio de transporte que você mais usa? *

- ☐ Car / Carro
- ☐ Motorcycle / Motocicleta
- ☐ Bicycle / Bicicleta
- ☐ Bus / Ônibus
- ☐ Walk / A pé
- ☐ Subway - Train / Metrô - Trem

5. Please check ALL items that apply: / Por favor, marque as opções com as quais você concorda: *

- ☐ I DO NOT use cell phone when I am walking on the street. / EU NÃO USO celular quando ando na rua.
- ☐ I DO NOT use cell phone when I am driving or riding a Bicycle. / EU NÃO USO celular quando estou dirigindo ou andando de bicicleta.
- ☐ The traffic stresses me. / O trânsito me estressa.
- ☐ I use seatbelt when driving. / Eu uso o cinto de segurança quando estou dirigindo.
- ☐ I carry kids with the safety equipment. / Eu transporto crianças com equipamento de segurança.
- ☐ I use seatbelt when I am in the backseat. / Eu uso o cinto de segurança quando ocupo o banco traseiro do carro.
- ☐ I use the proper equipment when riding a bicycle. / Eu uso o equipamento adequado quando ando de bicicleta.
- ☐ I use the bicycle lanes when possible. / Eu uso as ciclovias sempre que possível.

6. Rate your attention span when walking on the streets on a scale of 1-5, being 5 the most focused: / Classifique o seu nível de atenção enquanto você caminha ou pedala em uma escala de 1 a 5, sendo 5 o nível de mais atenção: *

- ☐ 1
- ☐ 2
- ☐ 3
- ☐ 4
- ☐ 5

7. Rate your attention span when driving or riding bicycles on a scale of 1-5, being 5 the most focused: / Classifique o seu nível de atenção enquanto você dirige ou pedala em uma escala de 1 a 5, sendo 5 o nível de mais atenção: *

- ☐ 1
- ☐ 2
- ☐ 3
- ☐ 4
- ☐ 5

8. Only for bicycle riders: Do you feel safe when riding your bicycle in your city? / Somente para os ciclistas: Você se sente seguro quando anda de bicicleta pela sua cidade?

- ☐ Yes / Sim
- ☐ No / Não





Facebook Page

<https://www.facebook.com/olmobility>



OLMobility: Share the Road

250 curtidas · 37 falando sobre isso

✓ Curtiu ▾

✓ Seguindo

Mensagem



Comunidade

OLMobility is a project developed by OLM students to raise environmental awareness and respect for traffic rules that help ensure road safety.

Sobre · Sugerir uma edição



Fotos

 250

Curtidas



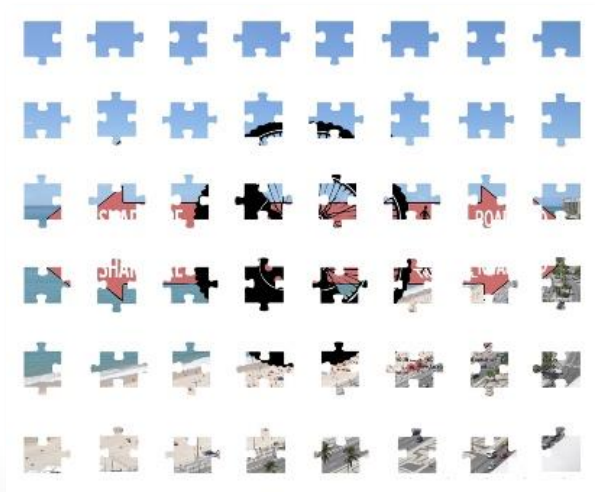


The first video – OLMobility: *Share Rio*

The OLMobility Team shows Rio citizens' difficulties while riding bicycles.

<https://www.youtube.com/watch?v=raFjQPUgLBc>

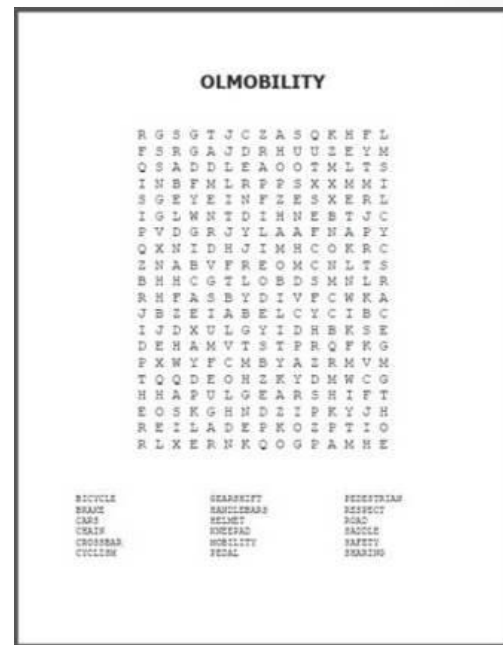




Puzzle



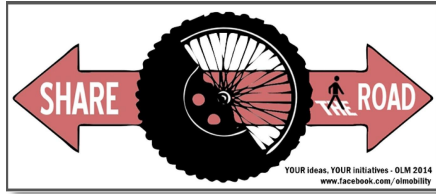
Crossword



Word Hunt



Distributing bumper and bicycle stickers





Presenting the project





Applying the questionnaire to the community



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(55 21) 2266 8250
www.olmrio.com



Rio de Janeiro, March 31, 2014

Dear parents and guardians,

Students from our middle and high schools are participating in a project along with numerous other international schools with an objective of improving urban mobility. Our students have focused on the problems that arise involving a combination of motor vehicle drivers, bicycle riders and pedestrians throughout the city of Rio de Janeiro. In actuality, these conditions can be found in nearly any larger urban city around the world. In order to bring more recognition to this issue and their work, the students have developed a Facebook page.

The project is branded with its own student created logo, song, and video, which all correlates to the campaign's motto: "The traffic in Rio is a real puzzle! Let us be the conscious part of this puzzle: Share the idea, Share the road".

We would like to count on your support by answering our questionnaire about urban mobility in your city, which can be found through the following link: <http://www.olm-olmatters.com/#olmobility-share-the-road---share-the-ic1wet> or on our corresponding Facebook page: www.facebook.com/olmobility.

This questionnaire is open to anyone that lives in or is familiar with city life and more importantly, is interested in helping to improve strenuous road conditions. Therefore, please feel free to share it with your family and friends from any part of the world asking them to write about the traffic in their cities. This support and recognition of the issue will ultimately help all of us achieve better commuting conditions.

Thanks for your cooperation,

Elizabeth Freire, M. Ed.
Honor Courses and Mathematics Coordinator
math.freire@olmrio.com

Sandra Xavier, M. Ed.
Yearbook Coordinator
yearbook@olmrio.com



Father and son answering the questionnaire

Letter
sent to
parents





Creating posters for the School Science Fair





School Science Fair Booth



The sharing of these ideas in the school community was made possible during the school science fair.



Father and son completing the puzzle





School Science Fair Booth (cont.)





Important Data



53% of the treatment in public hospitals correspond to traffic accidents.
Most of the patients are young motorcyclists.

90% of Brazilians use seatbelts in the front seat, while 10% use it in the backseat.

80% of front seat passengers would not die if people in the backseat used seatbelts regularly.



Official data that was retrieved from the Brazilian Government and that was presented in the school science fair.

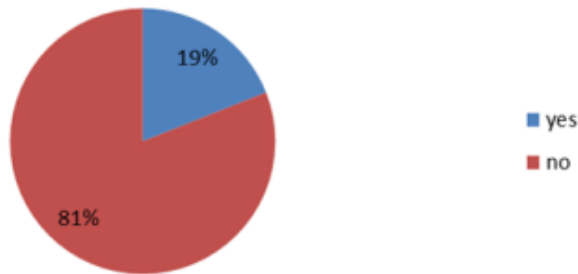




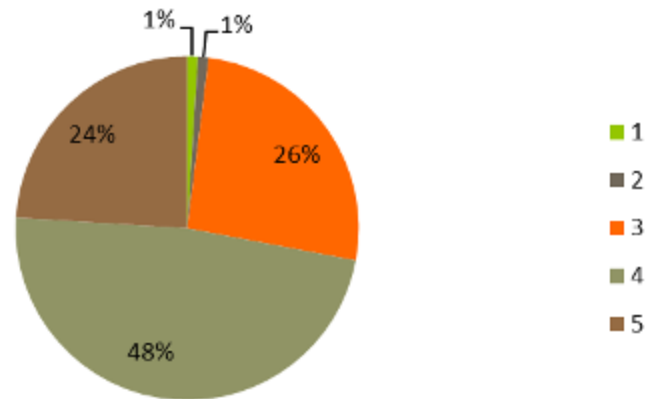
Results of the Questionnaire (220 answers)



Do You Feel Safe when Riding Your Bike?



Attention Span while Walking on the Street on a scale of 1-5, 5 being the most focused



Questionnaire data that will be presented on the OLMobility Facebook page.

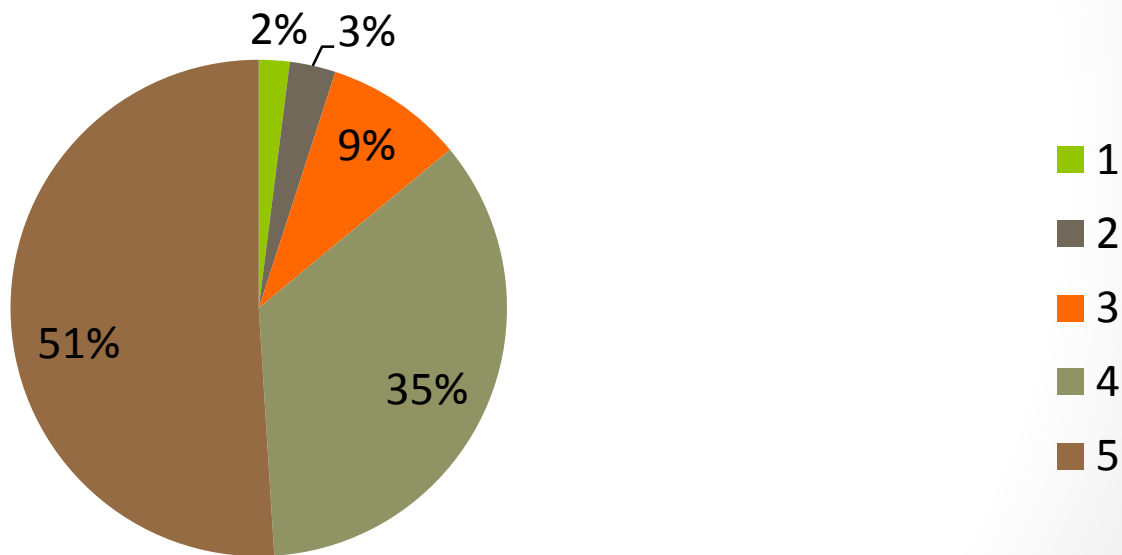




Results of the Questionnaire (cont.)



Attention Span while Driving or Riding a Bike on a scale of 1-5, 5 being the most focused



Questionnaire data that will be presented on the OLMobility Facebook page.

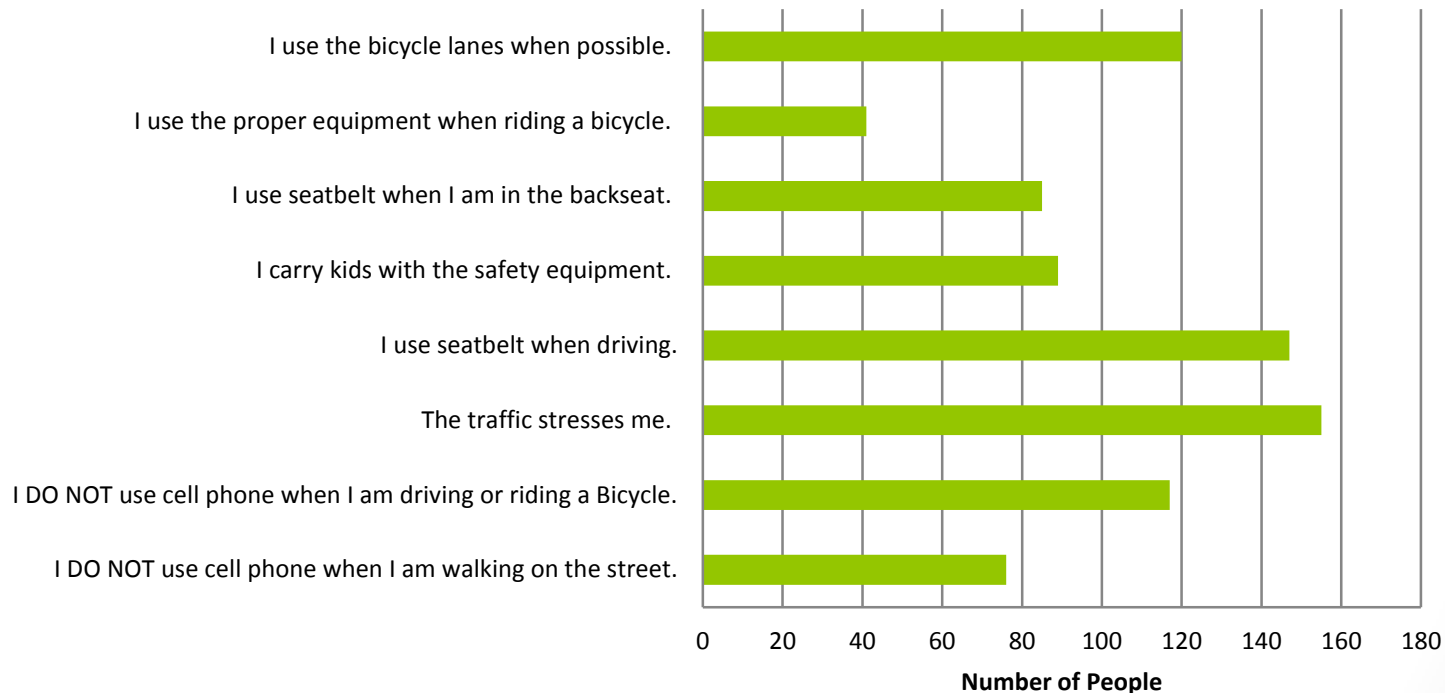




Results of the Questionnaire *(cont.)*



Do You Follow the Safety Guidelines?





Creating Flyers and inviting Community to the Walk-A-Thon



April 2014

Share the Road – Share the Idea Walk-a-thon

To the community and friends of Our Lady of Mercy School

Our Lady of Mercy School and the Community Service Dept. invite you to take part in a special walk-a-thon in Ipanema to join the 'Share the Road-Share the Idea' urban mobility group.

The objective is to raise environmental awareness and respect for traffic rules that help ensure road safety.

Join us and bring along your bike, safety equipment, skateboard, roller skates...

When: Sunday, April 27th, rain or shine.

Time: 9:00a.m. Posto 9 in Ipanema to Posto 12 Leblon.

Para toda a comunidade e amigos da Escola N. S. da Misericórdia

A Escola Nossa Senhora da Misericórdia e o Departamento de Serviço Comunitário convidam para a caminhada do grupo "Share the Road – Share the Idea" em Ipanema.

O objetivo é despertar a conscientização ambiental e o respeito às normas de trânsito para uma melhor mobilidade urbana.

Junte-se a nós nesta caminhada e traga sua bicicleta, equipamento de segurança, skateboard, patins...

Data: Domingo, dia 27 de abril, chuva ou faça sol.

Horário: 9h no Posto 9 em Ipanema até o Posto 12 no Leblon.

**Thanks for the support!
Obrigada pelo apoio!**

*Invitation for
the walkathon*



OLMobility

OLMobility é um projeto desenvolvido pelos alunos da Escola N. S. da Misericórdia – OLM – visando despertar a conscientização ambiental e o respeito às normas de trânsito para uma melhor mobilidade urbana.

O trânsito no Rio de Janeiro é um verdadeiro quebra-cabeça. Sejam os a parte consciente e atuante desse quebra-cabeça.

Compartilhe essa ideia!

Compartilhe a rua!

www.facebook.com/olmobility



OLMobility is a project developed by Our Lady of Mercy School students – OLM – to raise environmental awareness and the respect to the traffic rules to address road safety. The traffic in Rio is a real puzzle! Let us be the conscious part of this puzzle. Share the idea, Share the road.



Augmented Reality

Flyer
*The photo uses Aurasma –
augmented reality platform –
that shows printed images
with movement.*





Creating posters for the Walk-A-Thon





Walk - A - Thon



Respect the traffic laws



*Pedalling.
Makes traffic better.
Helps breathing.
Reduces Global Warming.
Makes you happy.*





Walk - A - Thon (cont.)





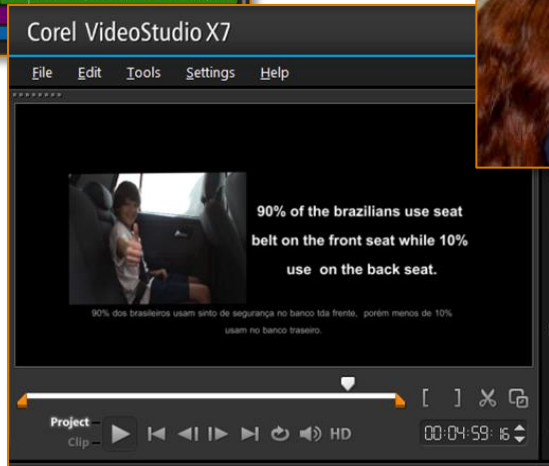
Walk - A - Thon (cont.)

Walkathon group





Second video showing the initiatives to the community





The second video: OLMobility - *Sharing Ideas*

The OLMobility initiatives can be seen in the second video

<https://www.youtube.com/watch?v=CbyduYgMTPQ&feature=youtu.be>





Results

Results gathered from the creation of this project and the sharing of information through so many means were reflected in some parents' comments during the school's Science Fair, where they affirmed that their children's behavior towards the use of safety equipment had changed: they started taking road safety more seriously. Students working in the project had the chance to learn and share their discoveries about the traffic puzzle in Rio de Janeiro.

The OLMobility team reported that, after the project, they paid more attention to the incorrect behaviors present in traffic and to law infringements.

Consequently, the project's participants who had not done so before began using seatbelts while in the backseats of cars.

The number of visualizations of the project's website translates into public awareness based on the multiplication of information through social media. In fact, the project's main video was viewed more than 2200 times after it first went online. Education is the beginning of all change.

During the school walk-a-thon, the students affiliated with the **Share the Road** project were congratulated for their initiative. Some students not directly involved with OLMobility also invited their parents to join them, resulting in a group of 50 people, in order to increase awareness.

The most important purpose of creating the OLM Share the Road Share the Idea project was to raise consciousness in the school's community.

Knowledge is the first step towards truly positive outcomes.





The future of the OLMobility Project



- The team intends to present this project at the GIN Conference 2014 in Buenos Aires. (Global Issues Network Conference of the International Schools in South America - AASSA).



- The plan is to extend the project to those with **special needs**.





We are the conscious part of this puzzle: Share the idea, Share the road



(From left to right)

Ms. Sandra Xavier

Kevin Dasilva ('15)

Carolina Baruzzi ('16)

Gabriella Nothafft ('18)

Mariana Ferrer ('16)

Ms. Elizabeth Freire

Isabela Hartmann ('18)

Priscilla Allegretti ('14)

