

Project title:

Don't be afraid to shine

Main theme:

Designing and introducing for use for the inhabitants of Chorzów creative solutions in the area of fashion for reflections

Project purpose and outcome (in two sentences):

Encourage inhabitants to use reflections as an element increasing visibility and pedestrian safety on the road

Project submitter (Member State):

Poland

Project leader(s):

Project is implemented as part of the Chorzów Coalition for Security

Project leaders: Kierownicy projektu

City Hall of Chorzów

Police Headquarters in Chorzów

Project partner(s):

Academy of Fine Arts in Katowice

Primary schools in Chorzów

Cultural Center

Project description:

Project "Don't be afraid to shine" is the use of the potential of young designers to create an extraordinary collection of reflective clothing. The students had one requirement that clothes and accessories would shine so that their owners were clearly visible on the road. The task of young designers was to popularize flares and to refute stereotypes about them as boring and unattractive. The project was implemented as part of intergenerational integration. Parents with small children and seniors joined in the design workshop. They also searched for inspiration for projects in regionalisms of Silesian land. The summary of the design contest was a professional fashion show, where the awarded designs were presented to a wide audience. The show was accompanied by local media.

Objectives project:

The main objective of the project is to introduce innovative reflective solutions for use in order to encourage as many people as possible to wear everyday clothes and objects with reflective elements, increasing their visibility and thus improving road safety. 60% of traffic incidents take place with the participation of pedestrians. As part of the project was creating a collection of useful clothing, showing that enrichment of clothing or other objects of everyday use with a reflective element can give them a very interesting character. The objective of the project was to get public attention and to the essential elements of road safety and preventive education of the youngest in terms of safe movement on the road, recognition of road signs. An important role of the project is to

formationsafety habits for the youngest and older road users, and the safety education has been fostered by the intergenerational integration of its participants.

Project outcome:

The desired effect of the project is to convince as many people as possible and to develop the habit of using reflective elements on a daily basis. As part of the project was created a great collection of clothing. Young designers have proposed so many outfits including hats, children's socks, umbrellas, bags, which in the autumn-winter weather are perfect for everyday use, giving safety to their users. An unusual event that attracted many city residents was a fashion show on reflections, and the media interest in it additionally contributed to the widespread dissemination of this subject. As part of the project "Don't be afraid to shine" were a series of educational and preventive activities for the youngest students learning the principles of safe movement on the way took place. Activities were accompanied by an art competition and a children's show of reflective fashion. The practical test of the effects will be the safe behavior of each program participant on the road.

<https://mojchorzow.pl/i,nie-boj-sie-blyszczec,200274,893216.html><http://comtv.pl/akcja---nie-boj-sie-blyszczec-,4500,nws.html>

<http://chorzow.tv/index.php?inc=mvc&wyd=3099&v=1>

<https://www.facebook.com/umchorzow/posts/1018626378311561/>

<http://www.chorzowianin.pl/oni-nie-boja-sie-blyszczec,n-9326.html>

<https://www.fakt.pl/wydarzenia/polska/slask/odblaskowy-pokaz-mody-w-chorzowie/3yemzz7>

<http://www.chorzow.slaska.policja.gov.pl/ka5/informacje/wiadomosci/232946,Nie-boj-sie-blyszczec.html?search=952275>

<http://www.chorzow.slaska.policja.gov.pl/ka5/informacje/wiadomosci/244414,Nie-boj-sie-blyszczec-czyli-odblaski-na-nowo.html?search=952275>

Start and end project:

2018-2019

Timescales and key milestone dates:

Funding (total budget and type of funding (e.g. ISEC, EUCPN Fund,...)):

The project is financed by the Chorzów Coalition for Security and the City Hall in Chorzów.

Material outlays

- prizes for the best projects for students of the Academy of Fine Arts;
- purchase of materials for prototypes of designed elements;
- organization of a fashion show;
- production of reflective elements
- purchase of reflective elements for primary school students - 700 pieces / year)

Personal expenditure

- students of the Academy of Fine Arts
- employees of the Department of Health Policy and Social Activation of the City Hall of

Chorzów

- PR employees of the City Hall of Chorzów
- conducting classes - district policemen
- program coordinator - a policeman of the Social Prevention Team of the Municipal Police Command (Chorzów)

Contact details project:

Head of the Prevention Department of the Municipal Police Command in Katowice –subinspetor
Małgorzata Biernicka

phone number 691 863 822

e-mail: malgorzata.biernacka@ka.policja.gov.pl

Plenipotentiary of President of the City for Health Policy and Social Activation – Magdalena Sekuła

phone number 32 4165215 or 32 4165000 (extension 149)

e-mail: sekula_m@chorzow.mailto:sekula_m@chorzow.eueu