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**Project Summary Report of
CSR-SAFETY IN YOUR HEART
AUGUST - OCTOBER, 2017**

**Martin de Tours School of Management
and Economics**

Assumption University

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Remark: List of evidence may be vary for each project (i.e. Poster, Web announcement, tickets, OYPB, Budget approval)

CSR-SAFETY IN YOUR HEART

PART I: Project Details

Project Title: CSR-SAFETY IN YOUR HEART

Project No.: 5.23

Responsible Unit: Chairperson /A.Chainarong

Type of Project: Academic Service and Institution's Identity

Nature of Project: Routine New/Developed

Date/ time: August 1, 2017 – October 31, 2017

Venue: Assumption University, Suvarnabhumi Campus and Nearby Community

Participants: AU students, faculty members and nearby community

Objectives:

1. To stimulate the sense of “safe driving” in the mind of our students
2. To reduce the number of car accidents both within the campus and around the nearby areas

Description of Activities:

Organized a 3-month campaign in cooperation with Toyota White Road, police stations, Bangbo and Bangsaothong SAO, and the Department of Rural Roads to create the sense of road safety in students' minds and reduce the number the car accidents around the campus. Funds have been raised from sales of T-Shirts and donated to Siriraj Foundation. The activities also include painting the crosswalks in front of two schools around the campus.

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PART II: Summary of Project Performance

Project Title	University Strategic Goal#	School Strategic Goal#	Indicator Number (I 1.1.1 - I 9.1.2)	Nature of Project*		Achievement Indicator	Target	Actual Result	Completion Time-Frame (dd/mm/yy)	Evidence
				New (√)	Routine (√)					
Proj.5.23				√		1) Level of awareness 2) Sense of “safe driving”	1) At least 3.51 out of 5 2) At least 3.51 out of 5	1) 4.07 2) 4.13	August 1 - October 31, 2017	Survey Results
				Total New Project	Total Cont. Project					

PART III: Research Work (If any?) : None

PART IV: Project Achievement

Results of Evaluation

Number of person	70
Awareness Level	4.07
Level of Sense of "Safe Driving"	4.13
Satisfaction Level	4.26

Summary of Comments and Feedback:

On average, participants are satisfied with the sessions. Other comments and other types feedbacks include:

- Everything is good
- Excellent
- We enjoyed meeting working with friends
- The number of accidents have been reduced during the execution period
- Great feedback from the schools
- Over 40,000 baht fund could be raised and donated to Siriraj Foundation.

PART V: Discussion of Project Performance

- Details of the target monitored, assessed and achieved
The project aims to stimulate the sense of “safe driving” in the mind of our students as well as to reduce the number of car accidents both within the campus and around the nearby areas. Therefore, the targets that were monitored and should be achieved are the levels of awareness about road safety and incremental knowledge.

To assess the levels of satisfaction and incremental knowledge, an evaluation surveys were conducted at the end of each session of the project. As shown earlier, the actual results did well achieve the desired targets.

- Constraints or circumstances affecting the project
The collaboration among several organizations were needed to achieve the desired targets. Moreover, the size of the stage was constrained by the venue (AU Plaza).
- What are the issues to be addressed?
 - More students should be encouraged to visit the exhibition and listen to the guests in order to achieve better outcomes.
- How will these issues be resolved?
More internal communication and cross-faculty collaboration might need to be enhanced.

PART VI: Summary of Budgets (Actual vs. Estimated) of Project

Budget Source: University External Both University and External No Funding Needed
Budget Types : Project Budget Auxiliary Enterprise Budget

No.	Project Title	Actual	Estimated	Estimated over (less) Actual
	CSR-SAFETY IN YOUR HEART			

Note: Please append the summary of source and uses of revenue and expenses provided by the Office of Financial Management upon completion of the project.

PART VII: List of Evidences

- Evidence of this particular project includes the following:
 - Posters
 - Photo Gallery

Posters



Photo Gallery



