

# PAWLIFE



## WHO WE ARE

We are PawLife, a group of students from QSI Brindisi who are trying to make a difference in our community. Our team consists of Erin (Leader) from Albania, Oliver (Media/Treasure/Planner) from the United Kingdom and Croatia, Luka (Editor/Social) from Bosnia & Herzegovina, Taher (Editor/Helper) from India, and Yari (Editor/Helper) from Italy and Belgium.



## OUR MISSION

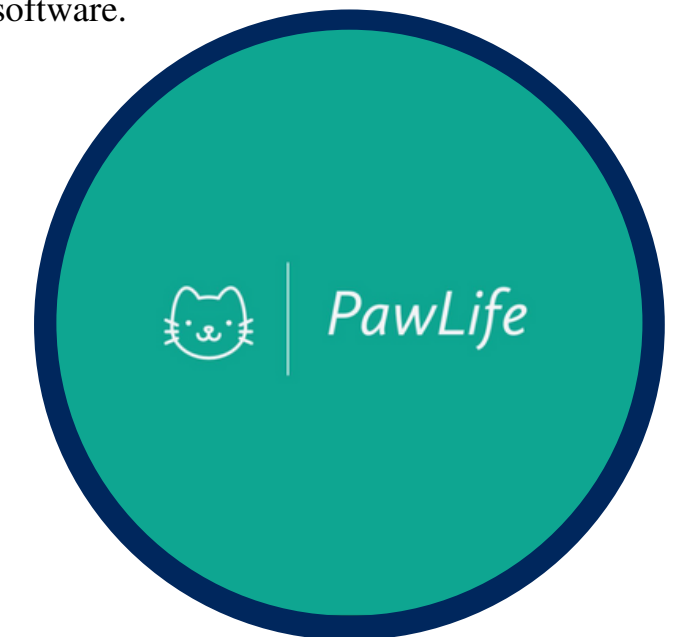
Our mission is to spread awareness in our community about the injustice happening with stray cats, and to create a safer environment for them.

## FUNDS RAISED

We have raised money for our project by doing a bake sale and making our homemade merchandise in our school and throughout the day totaled to about €150 that we used to forward in buying cat houses.

## CHALLENGES WE FACED

We faced many challenges during the competition, one of the major ones was organizing a meeting with Micetti di Brindisi. Another challenge we faced was choosing the right cat house because there were many options to choose from, but we needed to be climate resistant and comfortable when we are not at school. The last challenge we faced was creating our website because we needed to change the software.



## CONTACT US

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## MILESTONES



So far, we have:

- We have made a website, Instagram, Facebook, and Twitter showing our progress
- Written essays to the local newspaper about adding speed bumps and vertical signs
- We have been collaborating with the local organization who has been working for cats for many years called Micetti di Brindisi
- We had a meeting with the Micetti di Brindisi in the Brindisi cemetery to spectate cat life.
- We did a series of podcasts with our neighboring GSL competitor
- We bought a cat house that is situated in our school garden with bowls of food and water kept beside it. We each change the water and food every day



## OUR EXPERIENCE

We have learned the value of teamwork and how to manage things at once. We also learned to edit better, for example on our YouTube video. We learned how to improve our bake sales by making advertisement posters to hang around the school, and plan meetings and collaborating with people. We learned to manage our time to feed the cats. We learned a lot from this project, but these were the major things. The most important tip that we can recommend to future GSL competitors is to first of all fairly appoint work among crew members.

## HOW SOCIAL MEDIA HELPED US

Social media has helped us a lot to convey our message outside our community. We created accounts on major social media platforms like Facebook, Instagram, YouTube, Twitter and we also have our own website. We have over 3,000 followers on Instagram and over 200 friends on Facebook. We recently uploaded a video on YouTube and already gained six subscribers within a day. The essays that we post on our website has also gained a lot of popularity. Thanks to our work on social media, people are getting to know our initiative worldwide.



## HOW WE IMPACTED OUR COMMUNITY

We tried to influence our community by sharing our journeys with the local newspaper. The local newspaper also posted it on their Facebook page, many people reacted and commented in a very encouraging way an example is as followed: "Wonderful initiative by the kids with the support of kittens from Brindisi.. this would be great if more schools followed this ... maybe with a little help from the City Administration !!!".The Facebook post reached more than 500 people. The cat house we bought was also a way to teach students to respect stray animals.

