



See inside for a step by step guide to entering and check out last year's winning campaigns...

Lots of bigger and better prizes to be won for teachers, students and schools!

good idea

Welcome to One Good Idea!

Your mission is to come up with **One Good Idea** to inspire people to make small lifestyle changes that will **use energy more efficiently** and help **tackle climate change**.

By using less energy every day in our schools, our homes and our community, together we can help reduce our carbon emissions. This is your opportunity to spread this message by designing a creative and exciting awareness campaign that shows the people of Ireland how just **One Good Idea** can make a big difference to ourselves, our pockets and our planet!

We are delighted that this year the **One Good Idea** project is proudly supported by AIB. This partnership will allow **One Good Idea** to grow and reach more people, raising further awareness of the important issues of energy efficiency and climate change.

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For factsheets and more on project topics visit www.seai.ie/onegoodidea



Choose a topic from the list below for your **One Good Idea** campaign



Saving energy at home



Saving energy at school



Reduce your food miles



Greener fashion



What's your carbon number?



Climate justice



Saving water saves energy



Clean, green energy



Plant a tree!



Greener travel

For factsheets and more on each topic visit www.seai.ie/onegoodidea

Stage 1: Propose!

NOVEMBER - DECEMBER

- Students form teams of 2 to 6 people. There are two categories – Junior (1st to 3rd year) and Senior (4th to 6th year)
- Select one of these target audiences:
 - Your peers
 - Adults and the wider community
 - Primary school children
- Research your topic to find out more

- Put your heads together and come up with exciting, creative and attention grabbing ways to get your One Good Idea across
- Send us your One Good Idea Campaign Proposal form by **Monday 15th December 2014**. Tell us about your One Good Idea campaign plan and convince us that your team should be one of the Top 50 Teams selected to go on to Stage 2 and activate your campaign

Stage 2: Campaign!

JANUARY - MARCH

To help activate and run their campaign, the Top 50 Teams will receive a workshop in school with their One Good Idea mentor.

Then, each of the 50 teams will carry out more in-depth research into their chosen topic in order to run an effective campaign.

Teams could:

- Research topics in books, magazines, newspapers or on websites
- Carry out a survey to see what people think or know about their topic
- Phone or email companies and organisations for information
- Interview experts or invite a speaker to the school.

RUN YOUR AWARENESS CAMPAIGN:

Teams will use the information gathered through their research to activate and run their awareness campaign.

- Plan your campaign – what will you do? When, where and how will you do it?
- Assign team roles such as a campaign manager, lead researcher, creative director, communications manager, events manager, media director
- Know your target audience – who are you trying to reach? How will you get your message across?
- Refine your campaign message – what is your One Good Idea? What are you asking people to do? Remember the aim is to inspire others to make small changes to become more energy efficient and to help tackle climate change.



Then get your campaign message out there!
There are lots of ways to do this:

- Create posters, leaflets, newsletters, a web page, a magazine
- Write and perform a play, a song, a poem, make up fun games, jingles or use puppets
- Create a splash with public art, organise a flash mob and catch it on film
- Design a computer game or an App
- Design and create merchandise: bookmarks, badges, diaries and t-shirts
- Organise events such as debates or film screenings about your topic
- Develop a media strategy: Create social media platforms, write a press release to newspapers or even make your own radio or TV ads

- Make a documentary, animation or a short viral film
- Be as clever and creative as possible in getting your One Good Idea out there. Remember the best campaigns are the ones that attract attention and leave a lasting message!

Go to the project website www.seai.ie/onegoodidea for tips and advice on researching, planning and running a successful awareness campaign.

Stage 3: Pitch!

MARCH

Document your campaign in your Presentation Pitch. Teams must create and submit a Presentation Pitch for the National Final.

- This is a 'Dragons' Den' style pitch that the team will deliver explaining their One Good Idea and their awareness campaign
- The pitch must be visual. Teams can use PowerPoint, video clips, websites, social media, drama, songs, raps etc
- Teams make a short film of their Presentation Pitch using a phone or a camera and send it in to be in with a chance to go on to the National Final, May 2015

The Presentation Pitch must be submitted by email, on a disc or on a USB key with the Presentation Pitch Form by **Friday 13th March 2015**. Make sure to include details of:

- Team name, members, class, school roll number, teacher, campaign topic and audience
- Your One Good Idea that will encourage people to take simple steps to become more energy efficient and help tackle climate change
- Details of your research; How did you research your topic and what did you find out?
- Details of your campaign; When, where and how did you run your campaign? How many people did you reach?
- Include details of materials like leaflets, posters, websites or social media used to promote your campaign message.

Stage 4: Present!

MAY

National Final Awards Ceremony

The 20 finalist teams will present their One Good Idea campaign in a 'Dragons' Den' Style Presentation Pitch at the National Final in May 2015 and could win lots of incredible prizes for the students and their school!

For more details on previous winners, teacher's notes, curriculum links, film clips, factsheets on campaign topics and lots of resources on researching and running a campaign go to www.seai.ie/onegoodidea or contact the One Good Idea team directly on 01 522 4830 or onegoodidea@realnation.ie



Read all about last year's winning teams at www.seai.ie/onegoodidea



The Green Team 2, first year students and Overall Winners of the One Good Idea competition 2014, from St Michael's Community College, Kilmihil, Co Clare ran a campaign for primary school children on energy efficiency and climate change. They developed a broad campaign including a board game for younger children, where players were rewarded for completing everyday tasks to help people be more energy efficient. See their website www.greenkilmihil.wix.com/green

Team Teenage Flicks, TY students from Loreto Secondary School, Balbriggan, Co Dublin were Senior Winners of the One Good Idea competition 2014 for their series of "stop-motion" animation videos on the topic of energy efficiency titled "What's in it for me?". The team developed clever messages targeting teens and highlighting the benefits of being energy efficient. The videos are available to view at www.teenageflicks.weebly.com



The 'Trees for Life' team from Abbey Community College, Boyle, Co Roscommon scooped the Junior Winner prize for their project "Trees for Life". Their campaign raised awareness of the benefits of trees and showed their peers how to cut back on paper use to help reduce energy and CO₂ emissions.

But it didn't end there...

The One Good Idea winning teams took their projects one step further! The students developed their One Good Idea campaigns into a full scale public poster campaign for display in the Science Gallery and around Dublin City Centre, to coincide with the "Strange Weather" exhibition. This year an even bigger public awareness campaign is planned for 2015 with a nationwide roadshow of the winning campaigns! Keep an eye on the website www.seai.ie/onegoodidea for further details.



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Ireland's EU Structural Funds
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Co-funded by the Irish Government
and the European Union



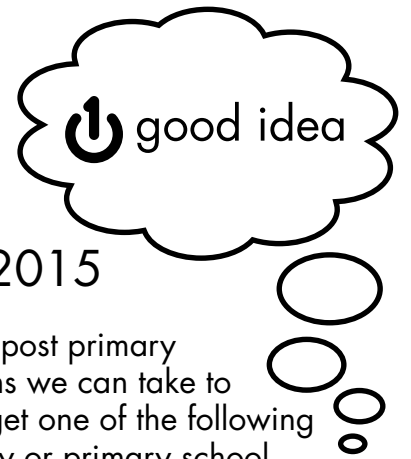
The Sustainable Energy Authority of Ireland is partly
financed by Ireland's EU Structural Funds Programme
co-funded by the Irish Government and the European Union.



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Campaign Proposal – **One Good Idea** 2014 - 2015

The **One Good Idea** project is looking for 50 teams (2-6 members) from post primary schools to research and run campaigns to raise awareness of simple actions we can take to be more energy efficient and to help tackle climate change. Teams will target one of the following audiences with their campaign: their peers, adults and the wider community or primary school children. Each team should complete this Campaign Proposal and submit it by the deadline below.

- Start by reading the project pack and visiting the **One Good Idea** website www.seai.ie/onegoodidea to find out more about the project topics you can choose.
- Pick a topic and discuss how you will research and plan an awareness campaign about your **One Good Idea**.
- Using this form, tell us how you would research and plan your campaign and why we should pick your team to be one of the Top 50 Teams who will put their campaign into action. Your team could be in with a chance to go to the **One Good Idea** National Final in May 2015.

DEADLINE: 15th December 2014 - closing date for submission of Campaign Proposals

Send to: SEAI | One Good Idea c/o Real Nation, Fumbally Court, Fumbally Lane, Dublin 8.

T: 01 522 4830 **E:** onegoodidea@realnation.ie **W:** www.seai.ie/onegoodidea



TEAM DETAILS

Team name

Team members' names

What year are you in?

As part of what subject will you do your project?

School name

School roll number

School address

Teacher's name

Teacher's email address

Teacher's contact phone number

We agree to be bound by the terms and conditions for participation in this project, as outlined on the **One Good Idea** website.

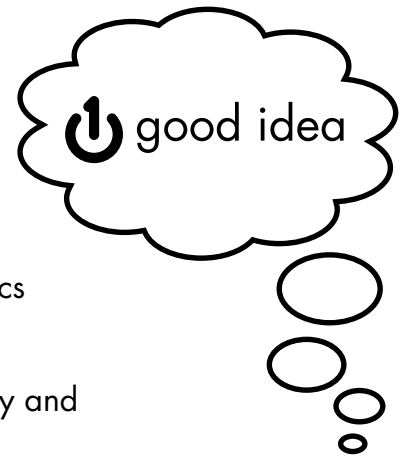
Teacher's signature

Date



What is your project topic and your One Good Idea?

You will need to decide on the topic that your team will research and run a campaign about. You should focus on **One Good Idea** to encourage people to be more energy efficient and help tackle climate change.



- Pick from the topics below (go to the website for factsheets on these topics www.seai.ie/onegoodidea)
or
- Choose your own topic, but it must be clearly related to energy efficiency and climate change.

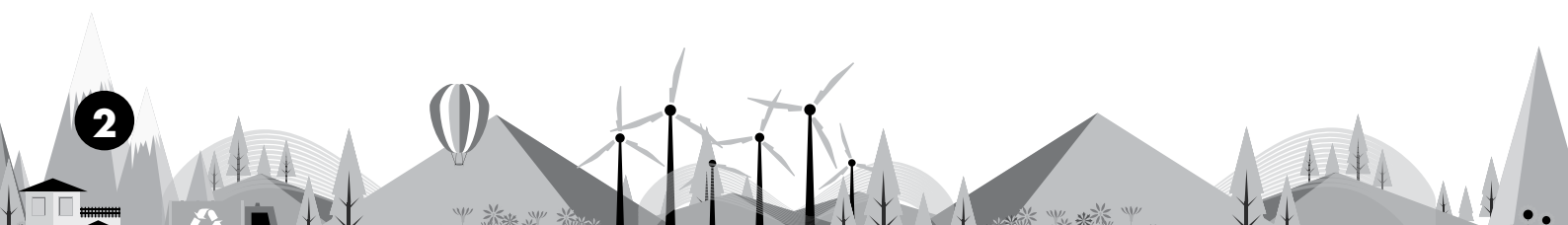
- | | |
|--|--|
| <input type="checkbox"/> Saving energy at home | <input type="checkbox"/> Saving energy at school |
| <input type="checkbox"/> Greener travel | <input type="checkbox"/> Clean, green energy |
| <input type="checkbox"/> What's your carbon number? | <input type="checkbox"/> Reduce your food miles |
| <input type="checkbox"/> Plant a tree! | <input type="checkbox"/> Climate justice |
| <input type="checkbox"/> Greener fashion | <input type="checkbox"/> Saving water saves energy |
| <input type="checkbox"/> Other, please give details: _____ | |

How are you researching your topic?

Tell us about how you are researching your topic. Explain what methods and techniques you are using eg: internet, books, newspapers etc. List at least 3 specific examples.

Will you conduct surveys about the topic? What will you try to find out? Where and when will you do your survey? Who will you ask?

Will you use other ways of researching? For example, use checklists to see where energy is being wasted, interview experts or members of your target audience. Give examples.



What have you discovered and learned about your topic so far?



Who will be your target audience?

Which audience will you target with your campaign (please tick one):

- Your peers Adults and the wider community Primary school children

Campaign

What is your **One Good Idea**? How do you hope your idea will encourage people to take action to increase energy efficiency and help tackle climate change?

Tell us about your campaign ideas. What are you hoping to get people to do? What type of simple actions will you encourage people to take?

Who will you try to reach with your campaign? Provide details of who and where e.g. fourth year students in your school, children in the local primary school, adults in your neighbourhood. Provide an estimate of how many people you think your campaign will reach.



Tell us about your ideas for communicating your **One Good Idea** message to your target audience. We want to know: When? Where? How? List the methods you will use to get your message across e.g. a song, a poster or billboard campaign, a press release, a website, social media, a leaflet, a board game, a bookmark, a puppet show, a short film, a TV or radio advertisement, a presentation or a quiz.



Tell us why your team should be picked to be one of the **Top 50 Teams** who will proceed and activate your campaign to be in with a chance of attending the **One Good Idea National Final** in May 2015.

The Top 20 Teams will be in with a chance to win €500 to spend on making their school more energy efficient and tackling climate change. Tell us how your school would spend this money.

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