

# One good idea 2011



## Winning Projects

In 2011 the one good idea has gone from strength to strength as teams from around the country came up with a range of excellent campaigns promoting energy efficiency and tackling climate change based on their own research in their local communities. To be inspired read on...

## Junior Runner Up

### Team Green

*First Year, Ardscoil Rath Iomgháin, Rathangan, Co Kildare*

*Teacher: Fiona Searing*



Team Green targeted their peers and primary school students to raise awareness of the fact that our actions have consequences and that climate change is affecting animals like the polar bear. The team promoted awareness of how we can all help to tackle climate change by lowering our CO<sub>2</sub> emissions through an imaginative campaign using a trivia board game, stickers, worksheets and hands-on science experiments showing the rising levels of CO<sub>2</sub> in the atmosphere.



## Junior Winner

### The Green Team

*First Year, St Fintina's Post Primary School, Longwood, Co Meath*

*Teacher: Orla Murphy*



The Green Team researched how local primary school children travel to school and discovered that many children who lived very close to the school were travelling by car because it was regarded as 'easier and quicker'. The team decided to take action and ran a campaign to encourage people to be more energy efficient by walking to school more often. The team started by making presentations to students and developing a magazine with tips on energy efficiency and facts about the greenhouse effect. The campaign was taken to the next level by contacting the Local Authority and gaining a commitment for provision of three additional pedestrian crossings in the area, which will hopefully encourage local children to walk to school.

## Senior Runner Up

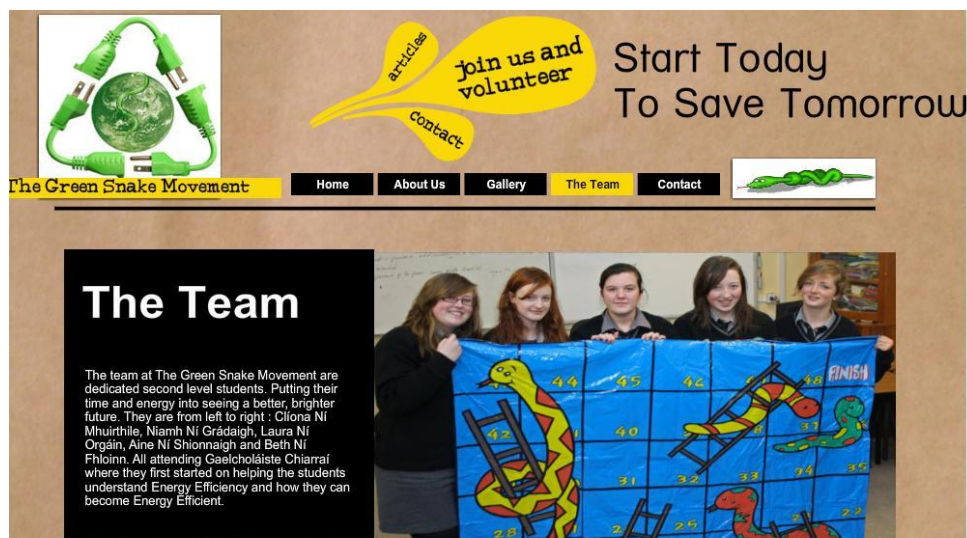
### The Green Snake Movement

*Transition Year, Gael Cholaiste Chiarraí Trá Lí*

*Teacher: Máire Ní Laocha*

The Green Snake Movement focussed their attention on researching energy efficiency particularly in relation to games consoles after a survey showed that their peers spend on average an astonishing 9 days and six hours a year using them! The team knew their target audience would not give up their consoles and came up with a realistic campaign message encouraging people to choose efficient consoles and to use them efficiently. They found that the Nintendo Wii uses 11 times less energy than the Playstation 3, the least energy efficient game console available. As well as posters and leaflets a life size game of snakes and ladders was used to raise awareness of the issue among students in their school. The team also developed a website and a Facebook page offering users an 'energy fact of the day' and urging them to act.

<http://www.wix.com/hogzzie/thegreensnakemovement#!>



## Senior Winners

Road Runners

*Transition Year, St Clare's College, Ballyjamesduff, Co Cavan*

*Teacher: Sabrina Shalvey*



The Road Runners decided to target adults and the wider community by promoting exercising outdoors instead of in the gym as a more energy efficient and eco friendly way of keeping fit. The team surveyed adults about their exercise habits and made a presentation to teachers in their school highlighting the benefits of exercising outdoors. The team produced a leaflet and used the cartoon characters Road Runner and Wiley Coyote (familiar to their older audience!) to deliver their campaign message. The Road Runners went on to organise a series of popular events including lunchtime walks for teachers and outdoor exercise for the wider community in a local amenity area.

## Overall Winner

### Team Tree to One

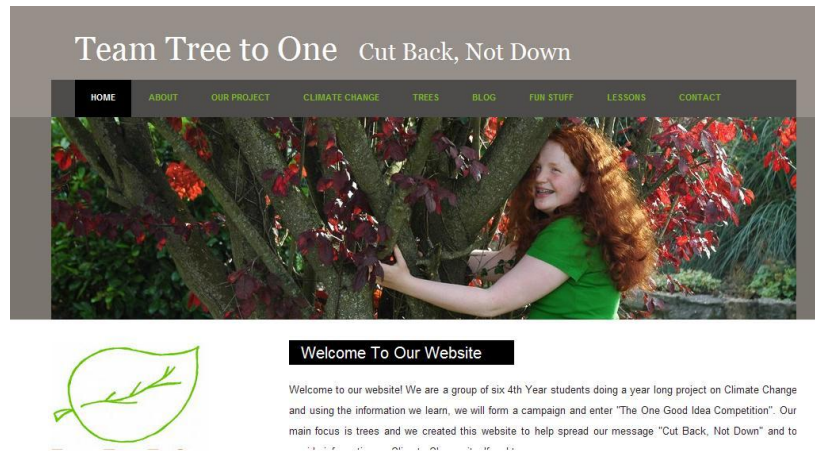
*Transition Year, Loreto Secondary School, Balbriggan, Co Dublin*

*Teacher: Olivia Derwin*



Team Tree to One, as their name suggests, decided to focus on combating climate change by encouraging local children, to protect trees and to 'Cut back not down'. After the team had researched their topic on-line, in UN publications and by attending lectures by experts including Mary Robinson they decided to address the issue of deforestation by researching what children in local primary schools knew about the issue. The team then designed and implemented a wide ranging campaign promoting recycling of paper and tree planting in their area. Through workshops, story and song the team raised awareness and involved children in direct action by providing schools with sapling trees to plant. Tree to One held quizzes in their own school and also spread their message through the media by placing articles in local papers to encourage readers to recycle and taking part in an interview on the Mooney Show on RTE Radio 1. The team also found the time to develop the Tree to One website which received a Junior Spider award

<http://www.loretobalbriggan.ie/ty/teamtreeoone/>



## Other outstanding projects

The Judges were amazed by the excellent standard at this year's final so here's a selection of some other One Good Idea highlights of 2011...

**Animation from Colaiste Mhuire, Ballygar in Galway** worked with their Green-Schools committee to promote walking and 'park and stride' to school using 2 animated clips (1) Bob and the Carbon Footprint (2) Park and Stride [click here to take a look](#)



**Cool Change from Elphin Community College in Roscommon** came up with this innovative anti-litter campaign based on the TV show, 'Take me out' which went down very well with their fellow students! [click here to take a look.](#)



**Tree for One from Presentation Secondary School in Tralee** promoted their National Tree Week tree planting campaign in a radio interview on Radio Kerry, [click here to listen.](#)

**Just go Green Team from Loreto Secondary School, Balbriggan in Dublin** successfully secured sponsorship from Luas for their campaign to promote greener transport among employers and employees in the Fingal area. They even took to their exercise bikes to raise awareness of the issue in their local supermarket [click here to take a look.](#)



**Just Go Green**

*Fighting for a Greener Future!*