

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 2016.

The Top 20 Teams will be in with a chance to win €250 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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Campaign Proposal – **One Good Idea** 2015 - 2016

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 2016.

DEADLINE: 13th November 2015 - 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.

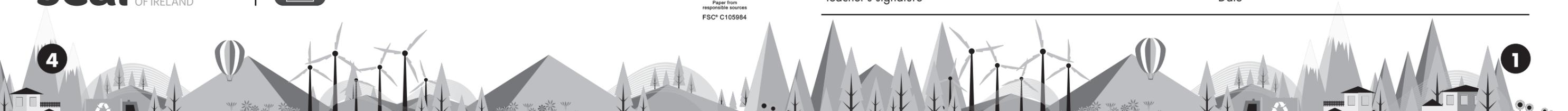
Teacher's signature

Date

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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.

