

C2 ACTIVITY 5: ONE GOOD IDEA

Background

In 2010 SEAI introduced the One Good Idea project for post-primary school students. The project aims at encouraging students to examine simple ways that they can contribute to energy efficiency and sustainability. The curriculum-compatibility, wide span and campaign style of the project make it unique amongst educational initiatives in Ireland. The project incorporates a wide range of school subjects and develops important academic and life skills such as researching, creative collaboration, launching a multi-media campaign, and pitching. The great advantage of the project is that students from different academic areas and skill sets work as a team to develop and present their ideas.

Suggested approaches:

- Show the [One Good Idea introductory video](#) to the class and use it as a starting point for a brainstorming session. Topics include Saving Energy, Food Miles and Climate Action. For a full list of the current topics visit www.seai.ie/onegoodidea.
 - You could take one or two of the project topics and use them for the activities in **C2: MY ENERGY AUDIT**. This might highlight some of the problems in these areas and students could be challenged to contribute to a better outcome.
 - Challenge the class to present you with 'Dragon's Den style' proposals to convince you to choose their ideas.
USE THE FOLLOWING RULES:
 - ✔ *Groups must use one of the set topics;*
 - ✔ *There is a three-minute time limit on the presentation.*Once students have a feel for the project style then they can examine the project stages in more depth on the [SEAI website](#).
 - Although reaching these stages depends on a group being successful in the preliminary steps, knowing the overall expectation is often a great motivation for the students, and helps to get some momentum going from the start.
-

The Project Stages

1. **Proposal:** Students decide on **one idea** related to one of the ten specified topics, and a **target group** (primary school children, their peers, adults, wider community, clubs, associations, etc.). It is important that their idea ties in with the topic, and thorough **research** should be done at this stage. The next step is to come up with an **innovative way** to **communicate** their **One Good Idea** to their audience.
2. **Campaign:** Here students plan a type of **press campaign** using **print** or **visual media**. They could **design** posters, leaflets and creative merchandise, **write** press releases, poems or songs, **perform** sketches or **make** promotional videos.
3. **Pitch:** Students present their **One Good Idea** in a Dragon's Den style, but using video, rather than in person – a type of one-way video conferencing. This stage enables the students to hone their video-making skills.
4. **Present:** In this final stage the group presents their **One Good Idea** in person. The group will now have the opportunity to **showcase** their work throughout all the stages.

Resources:

SEAI has a wealth of information, suggestions, videos and fact-sheets to support students through the One Good Idea project.

- Get details on [how to enter](#) the competition.
- [Click here](#) for research advice.
- Check out the [Campaign Toolkit](#) for research advice as well as tips on how to run a campaign.
- See [videos of previous finalists presentations](#).