

Tell us about your campaign ideas. If your campaign is chosen how will you share your message? Tell us about your ideas for communicating your **One Good Idea** to your target audience. We want to know: When? Where? How?



List all the methods you will use to get your message across e.g. a song, a poster, a 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 be chosen to receive a workshop to plan and activate their campaign to be in with a chance of attending the National Final.

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Campaign Proposal – **One Good Idea** 2016/2017

What's your **One Good Idea** to be more energy efficient and help tackle climate change?

Simple actions can make a big difference, that's why we want you to tell us about your idea and how you will share it. The top 50 teams (2-6 members) with the best proposals will receive a workshop to help them plan and put their campaign into action. They will be in with a chance to go to the National Final in May 2017.

It's easy to get started:

- › **Choose a topic**
- › **Come up with One Good Idea**
- › **Choose your audience**

Tell us how you plan to put your idea into action by completing this proposal form and send to us at:

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

DEADLINE: 11th November 2016 – closing date for submission of Campaign Proposal Form

Visit the website www.seai.ie/onegoodidea to find out more about the topics you can choose, and for lessons, activities, tips, ideas and more.

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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Choose a project topic

Before you can propose your **One Good Idea** campaign you will need to pick a topic that your team will research from the list below

(Check out the website for factsheets on these topics www.seai/onegoodidea)

- | | |
|--|--|
| <input type="checkbox"/> Saving Energy at Home / School | <input type="checkbox"/> Saving water saves energy |
| <input type="checkbox"/> Reduce your food miles | <input type="checkbox"/> Greener Travel |
| <input type="checkbox"/> Greener Fashion | <input type="checkbox"/> Clean, Renewable Energy |
| <input type="checkbox"/> Reduce your carbon footprint | <input type="checkbox"/> Climate Justice |
| <input type="checkbox"/> Other, please give details: | |



Research your topic

To help you focus on **One Good Idea** to encourage people to be more energy efficient and help tackle climate change you need to find out a little bit more.

1. Tell us how you are researching your topic. Explain what methods and techniques you are using e.g. internet, books, newspapers. List at least 3 specific examples.

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

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

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

Who will be your target audience?

Knowing a bit more about your topic, which audience will you target with your campaign? (please tick as many as applicable)

- Your peers
- Adults and the wider community
- Primary school children

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



Your 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?

What are you hoping to get people to do? What simple action will you encourage people to take?

