



## Would your pupils dare to enter the Eco Dragons' Den?

Norwich Carbon Reduction Trust is organising an Eco Dragons Den for schools and youth groups in Norwich in Spring 2011. The event will take place in late March or early April (date TBC) and is organised in association with Norwich City Council and May Gurney Ltd.

Schools can submit proposals prepared by individual young people or small groups on:

***new and creative products or projects to help us live in a more sustainable manner.***

The competition will be open to two age groups: **9-13 year olds and 14-18 year olds**. Further details of how to submit proposals on behalf of your pupils will be circulated in early January 2011.

### How the Eco Dragons Den will work

Proposals from pupils can include design of new products or an activity based on themes such as:

- encouraging energy saving or innovative use of renewable energy
- reducing what we consume and waste
- enabling more sustainable travel options
- encouraging healthier, greener eating patterns.

Key details of the event are:

- It is open to schools in Norwich and its immediate surroundings
- Pupils will present short-listed proposals to “friendly” Dragons in a city-centre venue in late March/early April 2011
- The Dragons include the Director of the MBA in Strategic Carbon Management at UEA, the Head of Sustainability at May Gurney and Head of Corporate Strategy at Lotus
- Winners will receive a free day at BBC Voices to learn how to make a short film about their proposal and other environmentally-friendly prizes.

For more information, please contact Rachel Watson, Co-ordinator, Norwich Carbon Reduction Trust on 01603 212197 or [rachelwatson@norwich.gov.uk](mailto:rachelwatson@norwich.gov.uk)

*Norwich Carbon Reduction Trust is a charity which promotes action to address climate change and encourage sustainable living. It works in partnership with Norwich City Council and Norfolk County Council to run schools activities.*