



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 which will be held on 31st March 2011. Young people can test their eco business ideas against a team of eminent local Dragons and win some great environmental prizes.

Our Eco Dragons will include:

- the Head of Corporate Strategy at Lotus
- the Director of the MBA in Strategic Carbon Management at UEA
- the Executive Member for the Environment, Norwich City Council
- a local green entrepreneur: Director of Anglia Print Ltd

Winning proposals will be offered the chance to make a short film about their business ideas with the BBC Voices team. The Environment Correspondent from the Eastern Daily Press will chair the event for the younger age group and arrange press coverage. The event has been organised in association with and primarily funded by Norwich City Council.

How the Eco Dragons Den will work

Schools and youth groups can submit proposals prepared by young people 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 and is open to schools and youth groups in Norwich and its immediate surroundings.

Guidelines for entering the competition and an entry form are shown below.

Norwich Carbon Reduction Trust is a charity which promotes action to address climate change and encourage sustainable living.



eco dragons' den

GUIDELINES FOR PROPOSALS

Proposals should be submitted by 1st March on the following topic:

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

For example, a new product or a campaign based on themes below could be submitted:

- 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.

Young people will be asked to consider how to market their product or campaign. For the older age group, they will be asked how they intend to finance their project and how much they will charge for any new product.

Age groups: 9-13 years and 14-18 years.

Proposals can be submitted by individuals or small teams.

Individuals or teams who are short-listed will be asked to present their proposals to the Dragons in The Forum, Norwich on 31st March 2011. They will be asked to bring artwork, plans, a powerpoint presentation and/or models, so please store these until the date of the event.

Main sponsor for the Eco Dragons' Den:



NORWICH
City Council

Sponsorship for venue, prizes, design etc kindly received from:

**MAY GURNEY**

Chapelfield

Norse

anglia**print**
LIMITED



ENTRY FORM

CLOSING DATE: 1ST MARCH 2011

One of these forms should be filled in for each proposal.

The first page of this form should be filled in by a teacher or youth leader. The second page gives a list of questions which should be answered by the young people taking part.

To fill in an electronic copy of this form, please go to the Eco Dragons' Den page on www.ncrt.org.uk and email to the address below. Paper copies can be sent to the postal address.

FOR THE TEACHER/YOUTH LEADER:

Name of school, youth group or City College department:

Name of teacher or youth leader:

Contact details of teacher or youth leader:
(please include address, phone number and email address if used regularly):

Name of team submitting the proposal:
(young people should invent one as part of their proposal)

Age group:

Please e mail or send the proposals to the following address:

RachelWatson@norwich.gov.uk

RACHEL WATSON

Co-ordinator

Norwich Carbon Reduction Trust

c/o Room 47,

City Hall, St Peter's Street

Norwich City Council

Norfolk NR2 1AX



FOR YOUNG PEOPLE:

Please answer the following questions about your proposal

1. **What is the name of your team or business?**
2. **What are your names?**
3. **What is the name of your product, project or campaign?**
4. **Provide a summary of your proposal (approx 100 words)**

Please answer the following questions:

- What is your product or project?
- How will it help people live in a more environmentally-friendly manner?

5. **Please provide further details of your product or project (approx 400 words)**

If your proposal is a product, you could consider:

- What is it designed to do?
- What is it made of? Is it made of sustainable materials?
- Does it use renewable energy?
- Does it produce any waste? What would you do with this?
- What is its environmental impact?

If your proposal is a project or campaign:

- What is it designed to do?
- Who will be involved? How will you get them involved?
- What is its environmental impact?

Please send photos, artwork or plans for your proposals if you can.

6. **How will you market your product or project? (approx 250 words)**

Eg posters, social networking, local press, events.

Be realistic – you wouldn't have a big budget!

Additional questions for 14-18 year olds:

7. **How would you raise the funds to start producing your product or running your campaign? (approx 200 words)**

This depends on the scale of your proposal, but you might consider: having a fund-raising event, asking people donate their time, sponsorship and grants.

8. **If you have designed a product or a project, what price will you sell your goods or services at? (approx 200 words)**

Have a look at the costs involved in producing your product or running your project. Set this against any funding you can raise. What will you need to charge for your product so that your business can keep going?

If you are a team of students from City College applying without a tutor's involvement, please give details of how you can be contacted by phone and e mail.