

COPA1

Do you want to win £1,500 to help make Eryri plastic-free?

Do you want to attend the 1st environmental summit on Yr Wyddfa?

What is your winning Big Idea?

You have a unique opportunity to shape the future of Yr Wyddfa, how will you seize it?

The summit of Yr Wyddfa is 5% microplastics and volunteer groups collected over half a car's weight of rubbish from the slopes in just six months. This is why the Eryri National Park Authority ^{TM1} started the Plastic Free Yr Wyddfa project – to put an end to plastic pollution.

Now, the Eryri National Park Authority is inviting you to help us combat the problem.

In June 2024, you could be called up – along with other pupils from across North Wales - to pitch your Big Idea to reduce single-use pollution at COPA1: the first environmental summit on Yr Wyddfa.

If your Big Idea makes the cut, you'll be invited to join us on Yr Wyddfa, to pitch it to experts in their field. The experts will tell you how to turn your ideas into reality during focused **incubator sessions***. A winning group from each session will be picked.

Winning groups will receive £1,500 prize money to turn their ideas into reality and they will be supported with mentorship from the experts they worked with to deliver their projects.

**An incubator session is a workshop that helps entrepreneurs, inventors and creatives develop their ideas into reality. By working with specialists and experienced facilitators in their field, pupils can work on the details of their concepts and troubleshoot any potential problems.*



Year 7-8

Category: CREATIVE

Brief: Pitch an idea for a creative public information campaign* to tackle the problem of litter on Yr Wyddfa. This campaign could be a social media one, a music video, a children's book, a short film or any other medium that you think will get a big audience and help spread the message of the Plastic Free Yr Wyddfa project.

Entry requirements:

- Group of 2-4 pupils to pitch an idea.
- Video submission of up to 3 minutes to pitch the idea.
- You can talk directly into the camera with your group or create a slide presentation.
- Remember we are asking you to pitch the idea to us. You do not have to create it; we will help you produce it!
- Videos will need to be submitted by 30 May 2024. You can send your video to us via this link [COPA1 submission](#).¹

IMPORTANT: As part of your video please tell us the following information when you introduce yourselves:

- Your group members names and surnames
- Your school year
- Your school

**A public information campaign is a campaign which aims to educate people and shape their opinions on important issues. For examples of Eryri National Park Authority's public information campaigns please contact us directly at copa@eryri.llyw.cymru.*

Things to think about

In your video pitch, consider the following questions and give us answers as to how you have addressed the below:

- What is your campaign about? What is the story you're telling?
- How will it convince people not to litter?
- How is your campaign going to grab people's attention? How is it unique?
- Who will you work with?
- How much will it cost to create? Will it cost £1,500 or less?

Year 9-10

Category: GAME CHANGERS

Brief: Pitch an idea for the change you'd like to see, and the way you'd deliver it, to tackle single-use pollution. This could be a policy, a manifesto, a pledge, or a new process for ensuring your school, your community or local businesses generate less single use plastic.

Entry requirements:

- Group of 2-4 pupils to pitch an idea.
- Video submission of up to 3 minutes to pitch the idea.
- You can talk directly into the camera with your group or create a slide presentation.
- Remember we are asking you to pitch the idea to us. You do not have to deliver your idea; we will help you do that!
- Videos will need to be submitted by 30 May 2024. You can send your video to us via this link [COPA1 submission](#).¹

IMPORTANT: As part of your video please tell us the following information when you introduce yourselves:

- Your group members names and surnames
- Your school year
- Your school

Things to think about

In your video pitch, consider the following questions and give us answers as to how you have addressed the below:

- How will your idea tackle the problem of single-use plastics and pollution?
- Who are you targeting with your idea?
- Is your idea feasible? Have you consulted with the organisations, sector, or audience you're targeting to see if it is practical?
- Who will you work with?
- What will you need to invest in to deliver your change? How much will it cost? Will it cost £1,500 or less?

Example of a GAME CHANGERS Big Idea:

In 2023 the Eryri National Park Authority launched the Plastic Free Business scheme. The Business scheme allows local businesses to be accredited as either bronze, silver, or gold businesses if they agree to be inspected and answer a series of questions about their use of single-use plastic and how they deal with waste. The National Park Authority aim to audit/inspect many hospitality businesses in the Plastic Free Zone around Yr Wyddfa with the objectives of:

- Encouraging businesses to reduce the amount of plastics they use and sell to customers
- Raising awareness about the issues of pollution on Yr Wyddfa
- Encouraging businesses to talk about the Plastic Free Yr Wyddfa project.

Year 12

Category: INNOVATION

Brief: Pitch an idea for an innovation or invention to tackle the problem of littering or single-use plastics on Yr Wyddfa. This could be a physical or digital product, or even a reimagined process which helps us better manage the challenge of pollution on, and around the mountain.

Entry requirements:

- Group of 2-4 student to pitch an idea.
- Video submission of up to 3 minutes to pitch the idea.
- You can talk directly into the camera with your group or create a slide presentation.
- Remember we are asking you to pitch the idea to us. You do not have to create your product; we will help you do that!
- Videos will need to be submitted by 30 May 2024. You can send your video to us via this link [COPA1 submission](#).¹

IMPORTANT: As part of your video please tell us the following information when you introduce yourselves:

- Your group members names and surnames
- Your school year
- Your school

Things to think about

In your video pitch, consider the following questions and give us answers as to how you have addressed the below:

- What is the specific purpose of your innovation?
- Who are your competitors?
- Who are the customers for your innovation?
- Have you done a SWOT analysis? What did you find?
- How much will it cost to prototype? Is it within the £1,500 budget?

Example of an INNOVATION Big Idea:

In 2023 the Eryri National Park Authority created the Bananacam. The Bananacam is a bespoke solar powered timelapse camera with a purpose engineered platform and cage, which streams images of a banana peel biodegrading on the summit of Yr Wyddfa. The hourly images can be viewed on the Bananacam mini-site by the public. The purpose of the Bananacam is the following:

- Organic litter is litter too and the Bananacam intends to reduce waste by educating visitors.
- The camera and platform cost less than £1,000 to build and drew big attention from the media (BBC, Telegraph, Daily Mail, ITV etc.), meaning there was an excellent ROI (return on investment) when considering the impact of the device versus its costs.
- There were some engineering challenges and the adverse weather conditions on Yr Wyddfa meant the technology had to be robust.



FAQ's

How do we get to the summit or Yr Wyddfa for the COPA1 event?

In partnership with the Eryri National Park Authority, the Snowdon Mountain Railway will provide transportation on the train from Llanberis to the top of Yr Wyddfa.

What is an incubator session?

An incubator session is a workshop that helps entrepreneurs, inventors and creatives develop their ideas into reality. By working with specialists and experienced facilitators in their field, pupils can work on the details of their concepts and troubleshoot any potential problems.

Who will be hosting the incubator sessions?

Creatives, inventors, entrepreneurs, and civil servants will be facilitating the incubator sessions. They will hear your pitches and then work with you over the course of 20 minutes to develop and fine tune it. They will score each pitch based on specific criteria.

When will I know if my group has been selected to attend COPA1?

An Eryri National Park Authority panel will assess each video submission and will shortlist 3 groups from each category to attend the event. The shortlisted groups will be announced by 30 June 2024. You will be sent a full schedule for the day once shortlisted groups have been announced.

When can I work on my Big Idea?

Your form tutor will have a resource pack and can work with your group during form sessions to brainstorm and develop ideas and build a business case for your concept. You can work on your pitch submission during your free time or if you have free lessons and permission to do so from your teacher.

¹ <https://shorturl.at/dhnrT>