

Why?

To **present** the initiative in a concise and catchy manner, stressing its strengths



Who? Representative of an energy community/collective action



Time? Anytime. Prior to a public event



What?

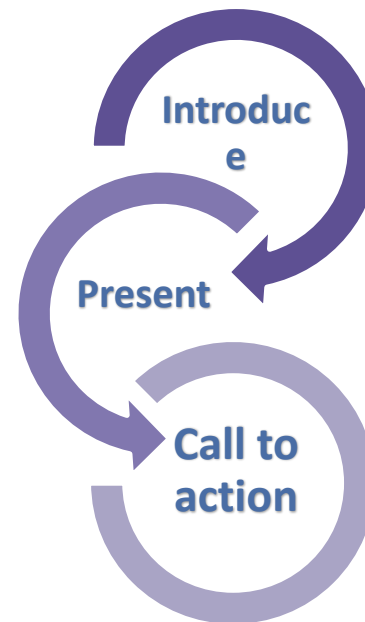
A Pitch is a very short presentation of a new idea. The presenter has only 2-3 minutes to trigger the interest of the audience and convince them about the validity of their proposal.

To succeed in this communication, it is key to identify what are the 1-2 core messages to be delivered. The key question in preparing a pitch is “*what do I want the listener to think after my pitch?*”.

The pitch should provide the minimum information needed to make the listener understand the concept discussed. Also, it is good to stress the strengths of the idea and mention if barrier is/was present to its development. If visual support is available, prefer pictures or keywords rather than full sentences.

Preparing a pitch is often extremely useful as self-reflexive exercise.

Project Pitching



In one sentence **introduce yourself** mentioning your name and your role/position.

Two or three sentences maximum to **present the subject**. Define the context and stress the elements that makes your idea is different from similar initiatives.

Use last sentence to engage the audience with an **active request**.