



**Water and  
Environment Support**  
in the ENI Southern Neighbourhood region

**Designing  
and coordinating  
campaigns and ESD  
actions on Sustainable  
Consumption and  
Packaging**

**25.10.2021**

# Final exercise

Following what was discussed during the 3 Webinars:

- *“Distilling the priorities and updating the ESD Action Plan for 2030 in the Mediterranean” , 14 July,*
- *Designing & coordinating campaigns and ESD actions on Sustainable Consumption related to Food, 14 September,*
- *Designing and coordinating campaigns and ESD actions on Sustainable Consumption and Packaging, 25 October,*

And what you have elaborated in the tasks and exercises...



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# Final exercise – A pitch for a donor on sustainable consumption

... You are invited to prepare a pitch for a potential “donor” to ask support - material and/or human resources - for your Awareness Raising or Educational Programme / Action / Project / Initiative under the broad theme of sustainable consumption e.g. on sustainable packaging, food waste prevention, environmental impact of packaging in your town/village, etc.



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# What is a pitch?

*The presentation of a startup / project idea to donors in a smart, appealing and condense way in order to receive funding.*





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- Prepare your pitch in a powerpoint file, max. 9 slides.
- Explain in a clear way what is value of your idea and what needs it covers.
- Stress what makes it different from what has been already done in the field.



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# Final exercise – ‘contents’ of PPT

All in all, your pitch shall include:

1. Title
2. Problem/Opportunity/needs
3. Value/importance
4. Groups to reach out
5. A rough Workplan (key activities)
6. Working Team of stakeholders
7. Expected Impact, results
8. Sustainability.
9. Budget



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# Final exercise

- The file must be sent to the WES experts:  
[alampei@mio-ecsde.org](mailto:alampei@mio-ecsde.org), [malotidi@mio-ecsde.org](mailto:malotidi@mio-ecsde.org),  
[mjunquera@scprac.org](mailto:mjunquera@scprac.org)
- Deadline for completing the exercise: Monday 29  
November 2021