

CLEAN ENERGY FOR ALL EUROPEANS

#EUSEW17



PITCHING SLOTS

Guidelines for applicants



**SUSTAINABLE
ENERGY WEEK
19-25 JUNE 2017**

An initiative
of the



European
Commission

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WHO IS ELIGIBLE?

The Call for Contributions is open to:

- ➔ Every European citizen who leads a project towards 'Better Energy' which meets the following criteria: innovative, impactful, inspiring and scalable or replicable
- ➔ A social enterprise, a company, an NGO or a citizen initiative

GENERAL INFORMATION

Who is Sparknews?

Sparknews is an international social impact amplifier. At the crossroads between social innovation, leading media and the corporate world, Sparknews has three missions: to source social and environmental innovations from all over the world, to share them with leading media in more than 50 countries and finally to create connections between project leaders and the corporate world to develop mutually beneficial business models.

What is the Spark Show?

Inspired by The Voice, the Spark Show is a model created and patented by Sparknews:

- ➔ It's dynamic: a three-minute pitch to a jury composed of journalists
- ➔ It's powerful: the first journalist who buzzes will be the first to release the subject in the media
- ➔ It's instructive: the journalists explain their choices and give advice
- ➔ It's useful: media training is provided ahead of the pitch session

Why apply?

If your project is selected by the evaluation committee, you will be able to pitch during EUSEW17 in front of representatives of EU Institutions, stakeholders and participants who are involved in development and implementation of sustainable energy policy in Europe. You might also be featured in newspapers, televisions or radios. Don't miss this opportunity!

FORMAT

The Spark Show session will take place in the Networking Village on 21 June 2017. It will last a maximum of 90 minutes.

Eight winners will have the opportunity to take part in the Spark Show and pitch their project in front of a jury of European journalists. The eight winners will benefit from:

- ➔ Media training ahead of the Spark Show, delivered by the Sparknews team
- ➔ Coverage of their project in leading European media
- ➔ Support to build strong relationships with journalists who take part in the Spark Show
- ➔ Social media coverage of the event

EVALUATION

All the projects which apply for the Spark Show will be evaluated by European Commission officials taking into account the information provided in the attached application form and with specific attention to the following aspects:

Innovative: There is an innovation in your project, either in the technical aspects, in the approach or in the business model. Describe what makes your solution unique

Impactful: Your project is already up and running (or at least you have an existing pilot) and you can measure the impact. Describe the current impact and the potential impact

Inspiring: Describe your greatest dreams and what you would need to make them a reality

Replicable: Explain how your project can be inspiring for other organisations and citizens

Media promotion: Featuring your project in media can inspire other leaders to launch this kind of project. Describe how your project has already benefited from visibility in national and/or international media outlets.

DEADLINE AND NEXT STEPS

The deadline for applications is Friday 31 March 2017. Please note that online registration will close on this day and that submission of applications by email is not possible.

You will be informed of the results by 8 May 2017.

Should you have any questions on the Spark Show activities, please do not hesitate to contact sparkshow@eusew.eu

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