TEEB

The Economics of Ecosystems & Biodiversity

ELEVATOR PITCHES

HOW TO PITCH YOUR PROJECT SUCCESSFULLY TO ANYONE

TEEBAgriFood Symposium, LAC, June 2022

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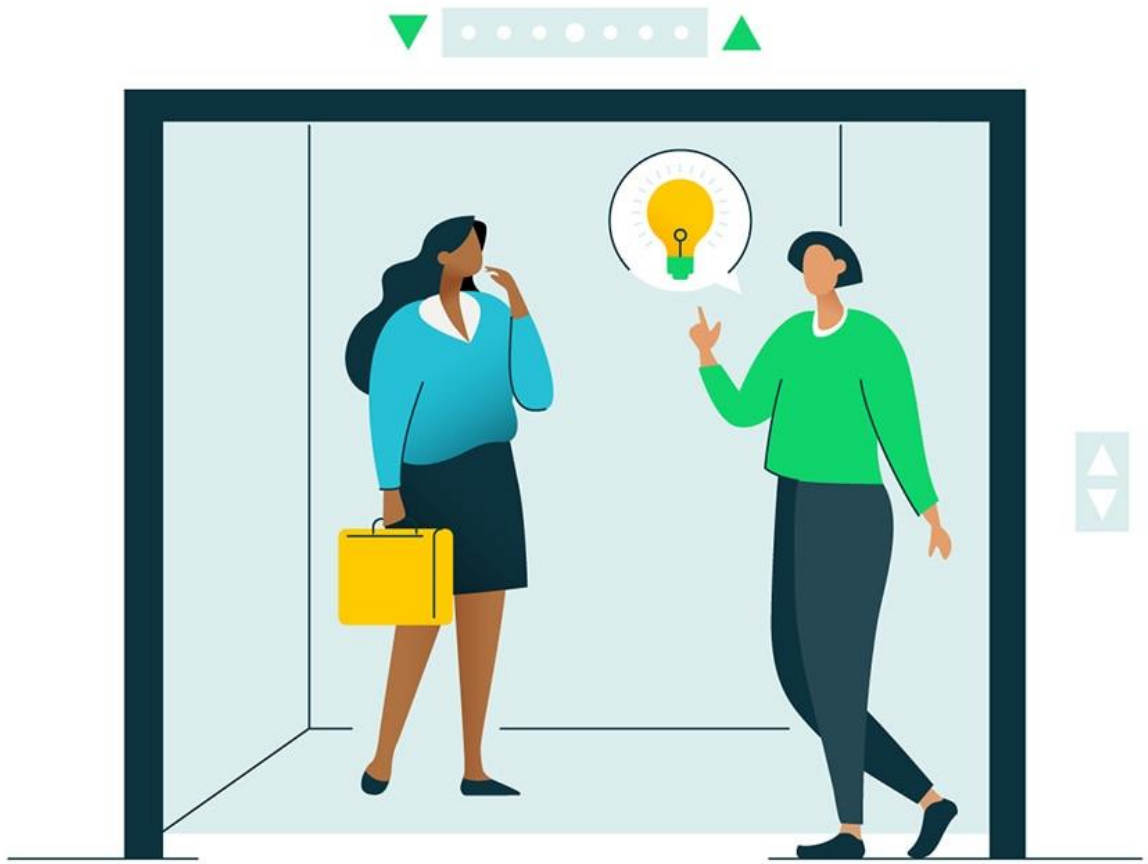
WHAT IS AN ELEVATOR PITCH?

- 30 (+/-) second pitch to make anyone understand who you are, what it is you are doing and why
- The goal is (often) to earn a more detailed conversation/exchange contact details/invite people for a meeting etc
- It will also help you to communicate the value of your scientific work on point.



A foolproof elevator pitch template

01

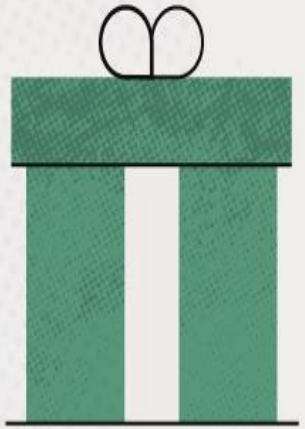
Introduce yourself

02

Present the problem

03

Present your solution



04

Share your value proposition

05

Add a call to action

EXAMPLE

Intro: Hi, my name is Anna Hellge and I work as a Communications Specialist for TEEB

The Problem: Our work at TEEB is research based and highly academic. Lay people often do not understand what we do, as we use a lot of jargon and technical language.

The Solution: I support our research partners in reaching out to the general public by simplifying their messages and spreading them through popular media. That way, local communities are engaged with and informed about our project right from the start.

Added value: I have over 7 years of experience in working with a diverse range of stakeholders

Call to action: And I would love for you to reach out to me after the symposium to discuss how we can make your research more accessible in the various country contexts

WHO IS YOUR AUDIENCE?

- Ministries/decision makers
- Academia
- The Media
- The general public
- Farmers
- Youth
- Donors
- …

WHAT CHANNELS CAN YOU USE TO COMMUNICATE TO THEM?

- In person meetings
- Webinars
- Townhalls
- Panel discussions
- Speaking opportunities
- Conferences and seminars
- Tradeshow booths
- Performance Art
- Direct email
- Newsletters
- Websites
- Intranets
- Guest blog posts
- Interactive media and apps
- Multimedia
- Spokespeople
  - Formal influencers (elected leaders, religious leaders, etc.)
  - Informal influencers (celebrities, community leaders, etc.)
- Contests
  - Reports
  - Postcards
  - Books
  - Brochures and pamphlets
- Outdoor displays
  - Posters
  - Billboards
  - Murals
  - Public art
- Traditional media ads
- Online ads Social media

OTHER THINGS TO KEEP IN MIND

- Know your audience
- Identify the goals of communication
- Avoid jargon
- Focus on the big-picture relevance, not the nuances of your research question and methodology.

YOUR TURN!

- You now have time to work on your own elevator pitches
- We encourage you to come back to the plenary and present what you have developed