



Booklet

EUSALP

Pitch Your Project

Interreg
Alpine Space



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PITCH YOUR PROJECT

WHAT IS “PITCH YOUR PROJECT”? _____

Pitch Your Project is a competition created during the Tyrolean presidency of EUSALP in 2018.

Its aim is to include young people in a concrete way in the activities and themes of the European Union Strategy for the Alpine Region (EUSALP).

The objective of this competition is to allow young people to bring their ideas to the decision makers of the Alpine region, to give a spotlight to their project ideas and to help them financially to start or to launch their project.

21

This is the number of projects that have received a prize following the “Pitch Your Project” competition since 2018

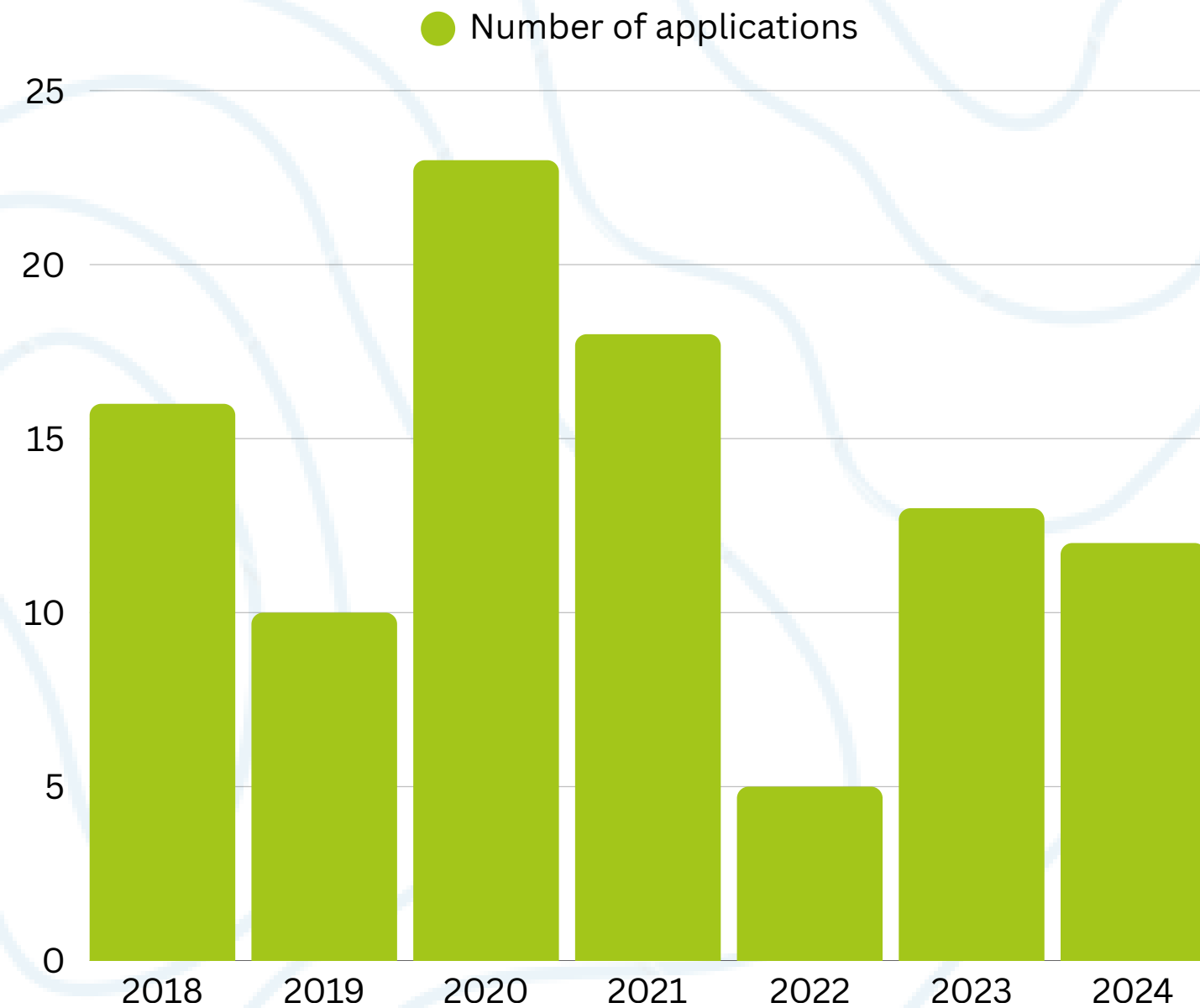
97

This is the number of projects that have applied to the “Pitch Your Project” competition since 2018

PITCH YOUR PROJECT

COMPETITION'S OUTCOMES

Since 2018, a total of **97 projects** have applied to the competition.



Among the 5 finalist projects of each edition, 3 projects win a financial prize. However, some projects develop rapidly after the competition without necessarily winning one of the 3 prizes during the final.

By participating in the finals, the young people get **informed about macro-regional cooperation in the Alps** and can create a first network of support for the development of their idea.

PYP is part of the 3 opportunities, including the EUSALP Youth Council and the EUSALP Summer activities, offered by youth.shaping.EUSALP to **involve young Alpine citizens** in the **EUSALP**.

PITCH YOUR PROJECT

COMPETITION'S RULES

Who can participate ?

Eligible applicants are young people who:

- are between 16 and 29 years old.
- are citizens of one of the seven Alpine countries (Austria, Switzerland, France, Germany, Italy, Slovenia and Liechtenstein) or permanent residents of one of these countries.
- apply as an individual or as a group with a project idea. As a group, they must nominate a maximum of three group leaders to present the project.

Any candidate who does not meet the eligibility criteria will not be able to participate in the application process and will not be taken into account in the award decision.

How to apply?

The application must be written in English.
The application consists of the following elements:

A) the completed online application form

B) the project proposal comprising

- a summary
- motivation
- objective(s)
- relevance
- challenges and opportunities

C) the work plan, schedule, equipment, financial and human resources — the curriculum vitae of the participant or group leader(s)

D) the opinion of an expert who supports the project (teacher, teacher, youth group leader, institution, etc.)

The course

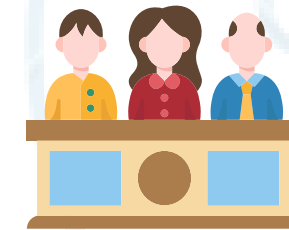
1



People, individually or in groups, set up a project.

The project must be linked to the 4 themes defined each year, which always concern harmonious development in the Alps.

2



An international jury examines the projects and selects 5 finalists.

The jury is made up of Alpine organisations who evaluates each project that has been received.

3



The 5 projects are invited to the competition's final.

The 5 finalists have 5 minutes to pitch their idea in front of an audience.

4



The audience votes for their favorite project.

Each individual vote once and the final ranking is made up of the number of votes per project.

5



The final ranking is revealed.

The first 3 receive a prize of €5000, €3000 and €2000 respectively.

Pitch Your Project Competition

7 years of concrete projects initiated by young people for the Alpine Region.



1st PLACE 2018

AlpTick

Liechtenstein

1st PLACE 2019

My Cabin

Germany

1st PLACE 2020

Terra preta

Austria

Pitch Your Project Competition

7 years of concrete projects initiated by young people for the Alpine Region.



1st PLACE 2021

SCPIK

Italy

1st PLACE 2022

ELDA

France

1st PLACE 2023

Trash to Treasure

Slovenia

Pitch Your Project Competition

6 years of concrete projects initiated by young people for the Alpine Region.



1st PLACE 2024

Ville à Joie

France

1st PLACE 2025

...

....



1st PLACE 2018

AlpTick

CIPRA Y.C - Liechtenstein

FUNCTIONING

- Seven days of travel in one month, valid for all public transport in the Alpine region
- AlpTick is aimed at young people aged 15 to 29 (EU definition of youth)
- The price of the AlpTick must be attractive and reasonable, i.e. a price not exceeding 144 Euros (3 Euros for each EUSALP region)

MAIN OBJECTIVES

- Promote a sustainable and ecological means of travel at an attractive price for young people
- Allow and encourage young people to discover the cultural and natural richness and diversity of the Alps
- Facilitating cross-border travel in a region with many borders
- Integrate local, regional, national and international means of transport into a single ticket



What happened after Pitch Your Project?



- The key points of the Alptick project have been included in the 2050 Climate Action Plan of the Alpine Convention and the Simplon Alliance.
- Contacting specialists, associations and politicians in the transport sector for professional advice.
- Close collaboration between CIPRA YC and EUSALP Youth Council on the mobility topic.
- The CYC continued supporting the related initiative YOALIN – Youth Alpine Interrail

1st PLACE 2019

My Cabin

Germany

MY CABIN IN NUMBERS

- A team of 9 mountain enthusiasts
- 15,000 official users of the application
- 2091 sleeping spots to discover on their site

THEIR PRESENCE ON THE SOCIAL MEDIAS



CONCEPT

- Offering accommodation close to nature in the Alps
- Create ads for places to sleep, the hosts then receive an income
- Promote soft tourism and allow travelers to live real experiences in and with nature.

In total, nearly
23k people follow
them

What happened after Pitch Your Project?



MY CABIN

- The online reservation platform is available. There are more than 2000 offers available.
- The MyCabin project won a national project incubator competition in Germany.
- One of the finalists joined the EUSALP Youth Council during the first year of the youth council.
- The start-up continues its development and has around ten employees.



1st PLACE 2020


Terra preta in the middle of the Alps

Austria

THE CONCEPT

- Create a vegetable garden in the school grounds in order to apply the method directly in the school.
- Create a challenge in the school to reduce its CO2 emissions.

MAIN OBJECTIVES

- Show how locally produced biochar reduces CO2 in the atmosphere
 - Use this locally produced biochar to grow your own vegetables and herbs
 - Try to compensate for the CO2 pollution produced by the use of this biochar
- 

What happened after Pitch Your Project?



- They were able to purchase materials to build the vegetable garden at their school.
- The members of the project were part of the jury for the 2021 edition of Pitch Your Project.
- Young people were invited to the annual EUSALP forum in Nice and were able to learn about this macro-regional cooperation strategy.



1st PLACE 2021

SCPIK, an alpine emotional map

Italy

CONCEPT

- SCPIK is a virtual emotional map made up of locals' memories and stories, creating unique itineraries based on feelings and emotions, giving everyone the possibility to discover the region through an immersive and authentic experience.
- It is an app and website developed by groups of local young people, spread across all Alps, in love with their land and its heritage, but also wanting to see it innovated, digitalized and internationalized.

MAIN OBJECTIVES

- Through SCPIK people are able to tell their stories to anyone willing to hear them.
- SCPIK gives the possibility to ordinary people to speak for themselves and guide with their voices the app's user throughout small centers and villages, drawing with their memories an image of how the land and local's lives have changed during decades.
- Voices are archived no matter if they are linked to happy or difficult memories: our achievement is to provide a true view of life in the region, showing how it does not have to always be fun and games.



What happened after Pitch Your Project?



- The EUSALP Y.C contacted the winner in order to support her project and to continue the idea within the EUSALP Y.C.
- She realised that she will not have time to implement her idea in the following years due to university. Indeed, she did not accept the prize money and considered the winning certificate as a real accomplishment.
- The project did not continue after the competition.

1st PLACE 2022 ELDA Technology France

MAIN OBJECTIVES

- Allow the ski resorts to make decisions and know the snow conditions following information provided by a drone
- Reduce energy waste
- Optimize artificial snow production
- Assist in the implementation and maintenance of infrastructure

ELDA IN NUMBERS

- A team of 4 motivated young people, engineering school students
- 9 teachers who support them
- A Linkedin page followed by almost 500 people



ELDA TECHNOLOGY



<http://eldatechnology.fr/>



What happened after Pitch Your Project?



- The project gained confidence and a boost of motivation to continue to develop.
- Several contacts were made during the final at the EUSALP annual forum.
- The project will gain visibility and credibility with Alpine partners.
- The young start-up has signed its first contracts with ski resorts in the Alpine region.
- One team member has joined the jury of the PYP 2023 competition.



1st PLACE 2023

Trash to Treasure

Slovenia

MAIN OBJECTIVES

- The project “T2T – from trash to treasure” focuses on the introduction of the circular economy concept in the Alpine regions of Slovenia.
- Introducing the concept of a circular economy will contribute to maintaining a clean environment, promoting local businesses and improving the quality of life in Alpine communities.

CONCEPT

- As part of the project, they will develop an innovative application that will enable easy tracking and management of resources in alpine areas, thus connecting local craftsmen and farms.
- The application will feature a map displaying all participating craft workshops and farms and will also be accessible to local population and tourists.

What happened after Pitch Your Project?



In 2024, the project will collaborate with the EUSALP Slovenian Presidency 2024 on their common priorities “Circular economy”.

The team of T2T is invited to the EUSALP Youth event of the Slovenian presidency in Kamnik in order to present their project to the other young people and to promote the competition.



1st PLACE 2024

Ville à Joie

France

MAIN OBJECTIVES

- Bringing services and activities to remote municipalities, conducting field research on the revitalization of certain towns through a "test tour"
- Bringing social connections back to village squares as a first step toward the rurality of tomorrow
- Offer job opportunities to young people in the least attractive territories

CONCEPT

- A team of young people moves to a region to organize three events per week.
- These events bring, on a temporary and traveling basis, shops, public services, healthcare, and entertainment to the heart of villages that no longer have access to them.

What happened after Pitch Your Project?



Participation in PYP has fostered connections with the Bourgogne-Franche-Comté region and its partners.

Ville à Joie is currently expanding to other territories in Europe thanks to its success in the competition.

PITCH YOUR PROJECT

LOOKING BACK AT THE LAST FINALISTS

Among the 35 finalists, there were different profiles of young people and type of projects. Here is some information on the development of some finalist projects. You will notice that for some PYP is a way to realize the final phase of their projects, while for others it is only a step in their expansion.



Finalist of the 2020 edition, despite the 4th place ADN SKIS has learned from this experience. They were able to participate in several events of the EUSALP and present their project to new partners. In 2021 they won 30 000euros at the MET start-up competition. After this victory, everything accelerates and they launch the production of the first prototype of 100% recycled ski. In 2023 the test phase is over, it will be possible to buy their skis for the winter 2024.



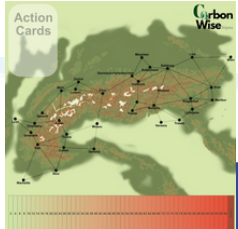
The Bergsohle project finished 3rd in 2020. This young carpenter has created a wooden sole that is more ecological than conventional soles. Thanks to the 2000euros won after the final, Jonas was able to buy a machine to make the soles. For this project, the PYP competition allowed him to invest quickly in the acquisition of material and to launch his production.



The Skiday project is an innovative and unprecedented offer from Paris offering economical solutions by train for your winter sports holidays. Launched during the COVID period, the project had to be patient before being able to implement their offer. The participants of the ski day project discovered the EUSALP thanks to the PYP competition. Today one of them has been an active member of the youth council for 2 years and the other one participated in one of the summer camps offered by youth.shaping.EUSALP.

PITCH YOUR PROJECT

LOOKING BACK AT THE LAST FINALISTS



Second place of the 2024 edition, Carbon wise is an educational board game about travelling sustainably through the Alps. They believe that board games have the potential of being an incredibly powerful medium for educating current and future generations on important topics such as mobility and global warming.



The ALPAQUA project finished 3rd in 2024. In the Alpine regions, high-performance textiles such as shell materials that protect against hypothermia are widespread. These textiles are made from petrochemical fibers like nylon or polyester. By 2030, an increase to 200 billion garments is expected (cf. Quarks, 2019). Therefore, we are developing a technical bio-based natural fiber for mountain sports applications which can replace them all.



Live Love Alps, second place of the 2023 edition, is a social project that aims to create communities of committed people in the Alpine region. These communities are focusing on environmental, cultural and social issues. This method has already proven itself in other regions, and now it is the turn of the Alps to join the Live Love network.

PITCH YOUR PROJECT

LOOKING BACK AT THE OTHER LAST FINALISTS



The young artists of the company "Cirkaêtre" finished second in the 2023 competition with their show called Circ'Conference on Climate. Their inspiring show that raises awareness about the effects of climate change thanks to circus arts as an object of awareness on environmental themes.



Insawlation, which is also a project developed by French engineering students, demonstrated that sawdust could be a very good insulator for buildings in the Alpine region. By joining forces with the Alpine wood production chain, they could considerably improve the energy efficiency of buildings and reduce waste from the wood industry. All this with a local distribution economic model.

GOT QUESTIONS?

Reach out.



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