

Overview: This exercise is a loose, creative and fun way to practice pitching

Age group: 15 -

Group size: From 10 and above

Time: 30 - minutes

Objectives: To trigger creativity, time management

Materials: Flipchart, blackboard or a projector

Preparation: Divide the participants into groups and make them sit together in their groups

Instructions:

Make the participants shout out words. It can be anything from colours, food, animals, verbs, nouns, adjectives. Everything counts! Do not give further instructions at this point.

Write the words down on a flipchart or in a word document projected so the participants can see them.

When there are enough words (at least 30, but it depends on the size of the group) divide the participants in groups of 3-5. Ask each of the group to choose two words from the board, without explaining them why. Let group number one choose two words, group two does the same, groups three and so on. The game will be played in several rounds depending on the time availability. Therefore, make sure to erase the words chosen by the groups so that they are not repeated in another round. At the same time, make sure that the groups do not choose the same words.

When all groups have chosen two words, tell them they have 3 minutes to prepare a maximum one-minute pitch on why the combination of their two words are the best thing in the world and why the rest cannot live without it. There are no rules other than the timeframe – encourage the participants to be creative.

Play the game more than just one time.

Tip for facilitators: This exercise is a great warm up for the participants. Follow-up the game with an exercise on starting a green business. For example, you can follow up with any of the exercises in section “Methods on Sustainable Entrepreneurship”.

Debriefing:

- How was it?
- Was it difficult to combine the words?
- Were you pressured because of the time?
- Could you have been more creative in your presentations?
- Were you careful when choosing words in the second and third round, now that you knew the rules? Or did you go for the challenge?