

Social Innovation Match: Video Pitch for Your Application to Participate in the Social Innovation Forum 2025

Film your pitch

Your self-filmed video is a key part of your nomination for the Social Innovation Forum 2025. Use it to bring your project to life, show your passion, and connect with the selection team and potentially a wider audience later on!

What to include in your video (max 1.5 minutes)

1. Introduce yourself and your initiative
Start with your name, role, organisation, and briefly describe the impact of your project.
2. Why you?
Tell us why your project should be featured at the Social Innovation Forum 2025. What makes it special?

Technical requirements & best practices

- Use your phone or a similar device to record - no need for professional equipment.
- Film a brand-new video dedicated specifically to this nomination. Previously used content will not be considered.
- Speak in English (or add English subtitles). Make sure your voice is clear and your message is easy to understand.
- You can add photos of your project as transitions or visual effects, just keep it natural and simple.
- Keep it short and focused: maximum 1.5 minutes.

Some tips

- Choose a quiet location, away from background noise like traffic or wind.
- Use natural daylight and face the light to avoid shadows.
- Avoid clutter and use a plain, light-coloured background to keep the focus on you.
- Instead of zooming, move your camera closer for a clear and well-framed shot.
- Film in landscape mode (horizontal) for better video quality and viewing experience.

Important note

If your project is selected, your video may be shared on ESF+ Social Innovation+ social media channels for public voting and broader outreach. Make it count!