**PITCHING FORM**

Please send the completed pitching form to [oliver.fredriksson@eitfood.eu](mailto:oliver.fredriksson@eitfood.eu), starting the subject line with the word “Pitch”.

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| **First Name** |  |
| **Last Name** |  |
| **Email address** |  |
| **Type of Content** *(Select from: short features, listicle, long-form feature, reportage, opinion, ask the expert, interview)* |  |
| **Headline** Please write a headline that captures what your article is about |  |
| **Main Question** Please write a question that your article will seek to answer |  |
| **Outline**  Please provide suggested subheadings that give an insight into how your piece could flow. Please do not provide a full first draft before your piece has been commissioned. |  |
| **Insight** What original insight can you provide? |  |
| **So what?**  Why is this piece relevant to our audience? |  |
| **Why you?** Why are you the person to write this piece? |  |
| **Clips** Please provide 2-3 language clips (in English) that demonstrate your writing style. If you do not have existing clips, we would expect you to be an expert on this subject matter through academic achievement (e.g. PhD) or lived experience (e.g. working as a farmer). |  |
| **Photos**  Please let us know if you can provide high-quality photos (not compulsory) |  |
| **Conflict of Interest**  Please clearly state any conflicts of interest |  |

We will do our best to respond to each pitch individually, but please know that we have a limited capacity to take on new writers. If, for any reason, we are unable to get back to you within 6 weeks, please don’t hesitate to offer the pitch to another publication. Please clearly state if this is a simultaneous submission.