

NEWS RELEASE:

11th December 2009

Entering the Dragons' Den

Young Londoners pitch their ideas to business leaders and win £4300 to develop their projects

Business leaders from EDF Energy, Burberry, DEFRA and healthy fast food chain LEON became 'Dragons' for the day as part of Pitch 4 Change; an event where young people pitch their ideas for projects that make a positive difference and a sustainable impact on local communities.

The event took place at the Canary Wharf office of top law firm Clifford Chance and saw over 100 young people aged 16 and 17 take part.

Pitch 4 Change is just one of many events delivered by Envision as part of its active citizenship schools programme. Ten Envision School Teams were shortlisted to pitch their innovative ideas for community projects to the panel of 'Dragons'.

The projects being showcased at Pitch 4 Change included; a bike-to-school scheme, an anti-drugs campaigns and a roof garden for a hospital. Each team could pitch for up to £500 to help them extend the reach and impact of their social and environmental projects.

The panel of Business Dragons were:

- **Alistair Smith**, Director of Corporate Risk at EDF Energy;
- **Mike Anderson**, Director General of Strategy & Evidence for DEFRA; and
- **Liz Sklaroff**, Manager at the Burberry Foundation
- **Amrit Kaur Lohia** and **Sophia Lewis**, two young people who successfully pitched for funds to create a school garden at last year's event.

All the Envision School Teams succeeded in making creative and professional pitches to the Dragons and a total of £4300 was awarded to the teams from schools across London.

Envision founder and director Nick Nielsen said, "It's great that we are able to bring businesses and school teams together in events like Pitch 4 Change. The students gain so much from the advice and experience of our Dragons, and the Dragons get to see the innovative projects that students are working on right from the start."

Alistair Smith, EDF Energy said, "This was an excellent opportunity for young people to make a difference and to develop skills that will help them in later life. With

Envision London, 47-49 Pitfield Road, London N1 6DA

www.envision.org.uk

Envision (full name Environmental Vision) is registered as a Charity and a Limited Company in England and Wales
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Envision's support, I am sure that tangible and sustainable benefits will result from the projects pitched to us."

-Ends-

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Event details:

Where

The Clifford Chance Auditorium
10 Upper Bank Street,
Canary Wharf
London E14 5JJ

When

Wednesday 9th December 2009, 12.30pm-4.30pm

Notes to Editors:

- Envision provides young people with the opportunity to make a difference. The charity was established in 2000 by four young people who wanted to challenge the stereotype that young people are apathetic and disengaged.
- Envision works with over 3000 young people a year in London, Birmingham and Leeds, helping them design their own local community projects tackling issues ranging from street crime to climate change. The experience builds confidence, aspirations and skills – inspiring the next generation of young community leaders.
- **More details of the teams pitching at the event:**

Camden School for Girls:

The Camden team were awarded £500 for their 'Bike Thursday' scheme, encouraging students to 'buddy up' and make cycling to school easier, safer and more popular.

Grey Coats Hospital School and Quinton Kynaston School:

Pitch 4 Change's first ever cross-team bid were given £500 for their multi-media drugs education campaign which will include making a film, creating a website and selling branded t-shirts and bags.

Highams Park School:

The team at Highams Park were presented with £400 to hold an Easter fete which would raise money for and awareness of maternal health charity Tommy's and local children's hospice Haven House.

St Martin in the Fields High School for Girls:

This team (who turned up in their pyjamas as part of a fundraising event) won £300 towards their project which will educate young people about domestic violence.

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William Morris 6th Form College:

This team were awarded £500 for their 'Trashion' show, which will bring the community together and spread the message about sustainable living.

Woodhouse 6th Form College:

The A.R.T. (Artistic Recycling Team) at Woodhouse College are tapping into children's creativity to teach about recycling and won £500 to put on an exhibition of 'recycled artwork' produced by children in their local area.

St Charles Roman Catholic College:

The students at St Charles were given £200 to invest in the making a documentary about the pressures on young people to conform to certain body shapes, and to put towards the showcasing of the film at local secondary schools and body image workshops.

Stoke Newington 6th Form:

Stokey H20 were awarded £500 to tackle water scarcity for a sponsored rainwater filtration system for their school - providing clean water abroad and raising awareness in Stoke Newington about water conservation.

Forest Hill School:

The team at Forest Hill was awarded £400 to make their film to raise awareness amongst their peers about the importance of education as a way to break the cycle of poverty.

Cherwell School:

Students from Cherwell School in Oxford plan to bring their community together in an effort to improve green spaces at their local hospital and were handed £500 for plants and materials.