

Headline Sponsors

Headline Partner



Tracy Brabin  
Mayor  
of West Yorkshire



Leeds  
CITY COUNCIL



3 - 7 July 2023

#YSW23

# WELCOME TO PITCH IT GREEN



## Headline Sponsor



Tracy Brabin  
Mayor  
of West Yorkshire



## Event Partner



# PITCH IT GREEN

**Welcome to Pitch It Green! We are thrilled to bring together a diverse group of individuals, businesses, and organisations who share a passion for environmental sustainability and innovation.**

We are excited to showcase a lineup of passionate and innovative pitchers who are driving positive change in the field of sustainability. Our pitchers consist of individuals, startups, and organisations who will present their groundbreaking ideas, projects, and initiatives related to environmental sustainability.

Our pitchers have been carefully selected based on their vision, creativity, and potential for impact. Each presenter will have five minutes to captivate the audience with their innovative solutions and persuade them of the value and feasibility of their ideas, with a further 5 minutes Q&A with the judges.

The diversity of our pitchers ensures a range of perspectives and approaches to environmental sustainability. From sustainable agriculture to renewable energy, water management to eco-friendly banking, our pitchers span different sectors and industries, all with a common goal of creating a greener and more sustainable future.

Not only will our pitchers have the opportunity to showcase their ideas, but they will also receive valuable feedback and insights from our esteemed panel of judges. Their expertise and guidance will help our pitchers refine and enhance their concepts, paving the way for further development and implementation.

We encourage all attendees to actively engage with our pitchers, ask questions, and provide feedback. Together, we can support and nurture these groundbreaking ideas and contribute to a more sustainable world.

Join us as we witness these passionate pitchers inspire and innovate at [Event Name]: Pitch It Green. Get ready to be inspired, educated, and motivated to take action for a greener future!

Throughout this week, we invite you to think boldly and share your experiences, ideas, and expertise. Let's work towards a more sustainable future and inspire others to do the same.

Thank you for joining us on this journey towards a greener tomorrow. We hope that you find the event informative, insightful, and engaging.

Let's Pitch It Green!

Headline Sponsors



**Tracy Brabin  
Mayor  
of West Yorkshire**



**Leeds  
CITY COUNCIL**

Headline Partner

**YORKSHIRE  
& HUMBER  
CLIMATE  
COMMISSION**



# MEET THE PITCHERS!

With a background in retail tech, Cam and Peter became increasingly frustrated at the lack of easily adoptable solutions for brands to make a significant positive impact on the planet. They created Birl, to enable brands to drive direct-to-consumer revenue, customer loyalty and sustainability by connecting to the circular economy via their innovative white-label SaaS solution.

Despite significant progress in renewable energy systems, we remain heavily reliant upon conventional and inaccurate tools and methods to plan cutting-edge energy projects, such as rooftop solar PV or battery storage systems. Compelling innovations, such as Envirogood's Digital Twin, are needed to optimise our rate of transition to sustainable practices and Net-Zero.

We strive hard to work towards a just and equitable society where in the all participants within an economy enjoy benefits of safe food, safe environment and a healthy living by engaging in an economic activity. We believe in fair trade business as solution to poverty by working with the communities and their collectives, blend of sustainable technologies to conserve and develop natural resources, and the markets to foster entrepreneurship. Thus, we have envisaged participatory approach, building peoples' institutions, market access and productivity enhancement services as our methodology.

Water is increasingly a scarce resource. Our product will remove the risk of household water leaks and improve households' understanding of water usage. The environmental impact of water leaks extends further than just the loss of water, with c300,000 leaks a year in the UK they also lead to significant landfill waste. Minimising environmental impact was core to our product design process. Our product has a modular build to enable the battery to be removed for recycling, individual components to be replaced and the device to be repaired and refurbished.

A team of industry professionals working together to deliver leading edge property solutions aimed at minimising risk. Following initial success working in partnership with a leading research University, KOPVA was created to bring these ideas to market. Now working with manufacturing experts to finalise design, complete testing and deliver innovation to the UK property market in early 2023.

Sustainability is the future, it has to be. We need new and exciting solutions to help make a difference, Tred is doing this through a greener banking platform. It's great to be part of the change.

Headline Sponsors

Headline Partner



## MEET THE JUDGES!



### Anne Blanden, Anticus

Anne has 25 years of experience successfully investing equity and debt-based products into a wide range of SME businesses across the North of England. She is currently an Investment Director with Anticus Partners who are actively seeking to invest in early and later stage companies in any sector undergoing transformational change and growth.

### Elizabeth Young, ACF

Elizabeth joined ACF Investors as Senior Investment Analyst in August 2021 where she is responsible for sourcing deal flow for the £100m Angel CoFund and Delta Fund. During her medical engineering PhD, she was seconded to a digital health startup and also worked as an Investment Analyst for Creator Fund.



### Robert Sheffrin, ATOME Energy PLC

Robert is finance director of ATOME Energy plc, the first green hydrogen and ammonia production company to be listed on the UK AIM market and until recently was also an Investment Director with the IP & Commercialisation team at the University of Central Lancashire. Since the 1980's he has specialised in venture capital and business angel investment as both an investor and advisor.



Our two private investor judges will be joined by two angel investors to complete the judging panel and process.



## What's up for grabs:

6 month membership on the Google Start-up programme, this will provide the winners with access to a great mentor network, workshops, demo days and more! Along with the opportunity to secure live investment!

Headline Sponsors



**Tracy Brabin  
Mayor  
of West Yorkshire**



**Leeds  
CITY COUNCIL**

Headline Partner





# Fancy lunch later?

We have teamed up with ARC to offer attendees at #YSW23 events the opportunity to grab lunch and a soft/hot drink for £10.

Check the below restaurants and menu options available. To redeem this offer, you will need to show your server the below image.



**£10 LUNCH**

ARC | INSPIRATIONS

YSW YORKSHIRE SUSTAINABILITY WEEK

CHOOSE ONE DISH & A SOFT/HOT DRINK. SELECTED DISHES ONLY, SEE MENU BELOW:

**BOX**  
LEEDS CITY

**CHOOSE FROM:**  
MARGHERITA PIZZA (VE)      BURROW'S BURGER (VE)

**M**

**MANAHATTA**  
GREEK STREET

**CHOOSE FROM:**  
SMASHED AVOCADO & SCRAMBLED OGGS (VE)      NY CLUB BAGEL (VE)

**bar&kitchen banyan**  
CITY SQUARE

**CHOOSE FROM:**  
BREAKFAST HASH (VE)      ONION BHAJI WRAP (VE)

T&C's apply. Offer valid between 26th-30th June and 3rd-7th July 2023. Please present this offer when placing your order.

Headline Sponsors

Headline Partner



**Tracy Brabin  
Mayor  
of West Yorkshire**



**Leeds**  
CITY COUNCIL



# YSW What's not to be missed:

## MONDAY

### EMBRACE EQUITY IN SUSTAINABILITY

MANHATTA GREEK STREET, 29 E PARADE, LEEDS LS1 5PS

£30+VAT

Perfect if D&I are a core focus, for you, this event is all about supporting and celebrating senior women in sustainability. We will be joined with guest speaker Mayor Tracy Brabin!



[BUY TICKET  
HERE](#)

## TUESDAY

### YORKSHIRE SUSTAINABILITY CONFERENCE - DAY 1 - LIVING SUSTAINABLY

CLOTH HALL COURT, QUEBEC ST, LEEDS LS1 2HA

£150+VAT

#### Living Sustainably

A full day conference shining a light on everything that encompasses daily living: Covering: nature, food, fashion, tech, healthcare & going green! Keynote speakers include Jordan Brompton, Jo Fairley & Areeba Hamid!

[BUY TICKET  
HERE](#)

## WEDNESDAY

### YORKSHIRE SUSTAINABILITY CONFERENCE - DAY 2 - FUTURE CITIES

CLOTH HALL COURT, QUEBEC ST, LEEDS LS1 2HA

£150+VAT

#### Future Cities

Covering: construction, energy, water & waste, transport, manufacturing and economy & finance! Keynote speakers include Yetunde Abdul, Mike Berners-Lee & Carly Jane Perry

[BUY TICKET  
HERE](#)

## THURSDAY

### THE BIG GREEN GATHERING

THE ALCHEMIST, GREEK STREET, LEEDS, LS1 5SH

£20+VAT

Join us to celebrate the success of the week, network & connect with others.



[BUY TICKET  
HERE](#)

**PLUS: OVER 20+ FRINGE EVENTS TAKING PLACE ACROSS YORKSHIRE!!!**



[VIEW ALL #YSW23  
EVENTS](#)

Headline Sponsors



Tracy Brabin  
Mayor  
of West Yorkshire



Leeds  
CITY COUNCIL

Headline Partner





# Thank you to all our Sponsors & Partners

## Headline Sponsors:



## Headline Partner:



## Sponsors & Partners:



SUSTAINABILITY PARTNERSHIPS



Severfield



Headline Sponsors



Tracy Brabin Mayor of West Yorkshire



Leeds CITY COUNCIL

Headline Partner

