



## WHAT IS PITCH?

PITCH is a three-year EU-funded project, launched on January 1, 2022. PITCH stands for 'a model for gender-sensitive integration strategies based on Personalised, participaTory, loCal, and multistakeHolder approaches.' PITCH comprises 13 partners, including 5 municipalities, 7 local research/civil organisations and a wide network of Baltic Sea Region cities. Throughout its lifetime, PITCH involved foreign-born women, social operators, policy-makers, private, civil and public entities working in the field of integration, as well as the wider public.

PITCH aims to establish a common European ground to support the design and implementation of local integration strategies based on a gender-sensitive, personalised, localised, participatory, and multi-stakeholder approach. The project does so by co-designing the PITCH Model, that was adjusted into 7 local strategies.

The strategies were piloted, directly engaging **229** foreign-born women in Italy, Greece, Slovenia, Spain, Cyprus, Lithuania and Sweden.

## ACTIVITIES FOR & WITH BENEFICIARIES

### NEIGHBOURHOOD MAPS

To facilitate the process of integration in the host communities, PITCH has developed interactive maps that visualise important services which can support the accessibility and knowledge of foreign-born women about local entities in order to learn more about local opportunities on employment, education, civil rights awareness and social interaction.

Explore and interact with the neighbourhood maps for Cyprus, Greece, Slovenia, Italy, Spain, Lithuania and Sweden in the PITCH website:

<https://pitch-eu.eu/map/>

### DEVELOPMENT OF LOCAL INTEGRATION STRATEGIES FOR FOREIGN-BORN WOMEN

Based on the **PITCH Model** developed, seven local integration strategies were developed and pilot tested, benefitting a total of 229 foreign-born women between 2023-24. Scroll the next pages to find out more details about the reach and impact of these strategies in Cyprus, Greece, Italy, Spain, Sweden, Slovenia and Lithuania.

To access the final versions of the strategies, visit: <https://pitch-eu.eu>.

### MEET THE NEIGHBOURHOOD EVENTS

In the final stages of PITCH, local events were organised in every partner country to present the results of the local integration strategies to the local community, marking the conclusion of the programme with an intercultural celebration.

Check out our video [here](#) for highlights from the event in Cyprus.

## ENGAGING POLICYMAKERS, LOCAL AUTHORITIES & INTEGRATION ACTORS

### MAINSTREAMING THE PITCH MODEL

The partnership organised local panel discussions, national and regional webinars, as well as capacity building trainings to local authorities and other actors' staff with the aim to equip them with the knowledge and skills to sustain the local integration strategies implemented, as well as utilise the PITCH Model to design and develop local integration programmes or initiatives.

### PITCH INTERNATIONAL CONFERENCE IN BRUSSELS

Hosted in Brussels, Belgium, on December 5, 2024, the conference brought together a diverse audience of actors from local and EU institutions. The conference demonstrated the three-year work of the partnership and gave the floor to PITCH graduates, trainers and mediators, as well as local authorities involved in the piloting of the strategies to share their experience and their next steps towards sustaining and mainstreaming the local integration strategies. The aim of the conference was to share the findings with policymakers in Brussels and encourage other actors to adopt the PITCH Model and recommendations as outlined in the PITCH White Paper.

The White Paper is available here: <https://pitch-eu.eu/results-2/>.

## PITCH RESULTS & TOOLS

To learn more, reuse and adjust the results and tools developed as part of PITCH, visit: <https://pitch-eu.eu/results-2/>. Most resources are also available in Greek, Italian, Spanish, Swedish, Slovenian and Lithuanian.



@pitch\_eu



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# THE PILOT PROGRAMME ACROSS EUROPE IN NUMBERS



## EDUCATIONAL CLASSES



**229** PITCH Trainees

**1,163** hours

**76** Cozy Corners



**233** hours

Cultural & Linguistic Mediators

**22**

**88** Social Cafés



**242** hours

**37** Civil Society Speakers



**35** Public Sector Speakers

**31** Private Sector Speakers



# THE PILOT PROGRAMME ACROSS EUROPE IN NUMBERS



## LANGUAGE CLASS



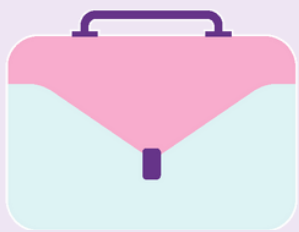
**424** hours

## ENTREPRENEURSHIP



**98** hours

## EMPLOYABILITY



**123** hours

## DIGITAL SKILLS



**166** hours

## ACTIVE CITIZENSHIP



**110** hours

## RIGHTS & DUTIES



**132** hours

## CAREER GUIDANCE

**110** hours



## SOCIAL CAFÉS

**242** hours



## NEIGHBOURHOOD WALKS

**19**





# REGIONS OF ORIGIN



## PITCH PILOT PROGRAMME TRAINEES

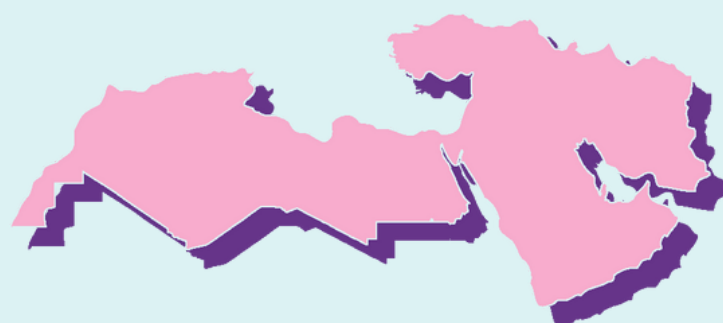
**7 TRAINEES**



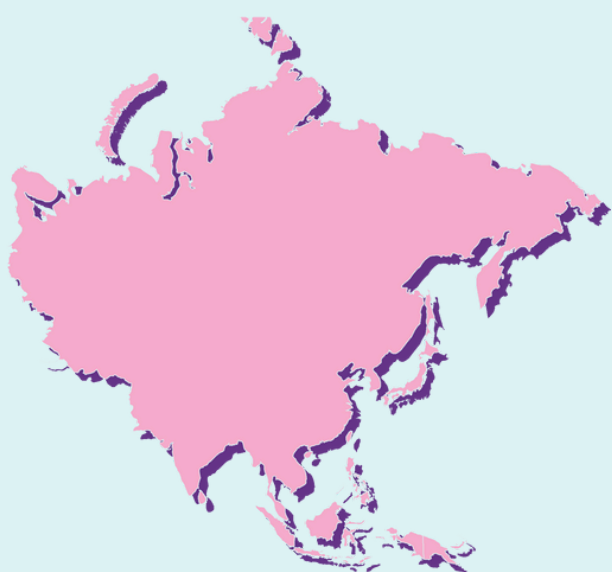
**32 TRAINEES**



**68 TRAINEES**



**99 TRAINEES**



**23 TRAINEES**



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# TESTIMONIALS BY PITCH GRADUATES



“ If it weren't for the activities of PITCH, I would just be sitting at home and battling depression. This project has helped me get out, do things, learn new things and it has bettered my mental health! ”

“ The PITCH project is like an information desk with very useful information we need to live in Sweden. ”

“ PITCH encouraged me to take my first step in business and to encourage my husband too. We did it and we started our own cafe. ”

“ I've always been hesitant to go to activities because I used to go alone. Now, I just post it on WhatsApp and always have someone from PITCH to go with. ”



# TESTIMONIALS BY PITCH GRADUATES



“ I learn basic Greek to communicate with my neighbour. I meet new people from the community, I know more about taxes, civil rights etc. I feel so happy to take part in this programme. ”

“ I appreciated the bowling and dinner activity. I feel like no one ever offered me such an opportunity in Palermo to get to know other people and have fun together. ”

“ I have found a space where I'm not judged. I can ask questions without stress or fear and always get an answer. And if I don't get it, I know the teachers will look for it and then tell me. ”

“ What I liked the most were the activities in Seville. Being able to go to flamenco and dance it, do macramé with women cancer survivors or rowing, have been unique experiences that PITCH has allowed me to live. ”



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# TESTIMONIALS BY PITCH GRADUATES



“ I appreciated the Awareness Raising classes and the presence of a gynecologist who created a safe, non-judgemental space, where every woman could feel at ease to ask any question with regards to women’s health and sexuality. ”

“ These workshops have helped me to get out of the house and open up more. I love not only coming here but also having coffee with those I now consider my friends. ”

“ It was a very nice experience to share each of our cultures and norms. We are different in our lifestyle but the social activities that we shared made us feel bonded together in one spirit. ”

“ We learned Greek and now we are talking to our neighbours, and in the supermarket in Greek. It is also helping us to understand more about our children’s school activities and support with their homework. ”



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CITIES



# TESTIMONIALS BY PITCH GRADUATES

“ I benefited a lot from all the activities that I participated. They helped me understand my rights and learn information and details that I didn't know even though I live in Cyprus for more than ten years. ”

“ PITCH really impacted my life. I feel more connected with local people. I learnt the local language and participated in various events here. This programme helped me look for a job in Cyprus. ”

“ PITCH connected us, and to continue to be connected we need the programme to continue. I was informed about activities in my area. I finally had a serious reason to get myself out of the house. I love it! ”

“ It has helped my confidence because of the Greek classes. I understand more about the local job market and how to search for a job. It has helped me to become more friendly and open because I was a little shy before. ”



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