

Description of challenge from industrial park *Schwarze Pumpe*

The Industrial Park *Schwarze Pumpe* (ISP) has a 70-year history and was once the centre of gas and energy production in East Germany. In its current form, it is home to around 110 companies from the fields of energy production, paper production, mechanical and plant engineering and logistics. Although the ISP is currently still 66% coal-based, it is about to undergo a fundamental transformation: over the next ten years, it will be developed into a CO2-neutral industrial park specialising in hydrogen technologies, battery production and the circular economy. (Check the websites of the industrial park [here](#) and the [ASG company](#), which manages the industrial park and their project, the [Innovatorium](#). Please note that the websites are currently available in German only.)

The industrial park is located in an idyllic heath and pond landscape, offering a very rural setting. The surrounding towns are typically small to medium-sized, with a population ranging from 20,000 to 100,000. The towns are located between 10 and 30 kilometres away. The nearest large cities, Dresden and Berlin (570,000 to 3.8 million inhabitants), can be reached within approximately two hours by car or train.

In the course of the transformation process and the coal phase-out planned by the German government, the demand for skilled labour is increasing. A recent study shows that at least 1,500 new employees are needed in a wide range of specialist areas in order to meet the upcoming challenges. In view of the fact that the demand for skilled labour cannot be met by the local population and is also rising sharply in the surrounding cities, the recruitment of skilled workers from other European countries and beyond is now a matter of urgency. This development offers international specialists an exciting opportunity to become part of a forward-looking project and work in a region with a high quality of life. However, it also poses a deeper challenge: integration issues and the motivation to permanently stay in the region.

Question:

What strategies should be implemented to successfully advertise the industrial park in other European countries and internationally? Which instruments might be of use in attracting skilled labour to the Lusatian region, and, more importantly, in retaining them in the long term? Put yourself in the position of an immigrant worker and consider how your integration process could be improved by addressing the various needs you might have as an immigrant worker. These needs may include matters such as language competences, social life, family, childcare and housing.

SMALL-GROUP PITCHING WITH NABC

NABC: a structure for pitching

The most important element of a pitch is the presentation of the offer in a way that stimulates the interest of the target audience. A simple, but powerful, tool to make sure the important parts are present within a pitch is the NABC structure. NABC was developed by the Stanford Research Institute (SRI) and is one of the cornerstones of their innovation process.

The pitch should address the following questions:

- What is the market's/ target audience's important **Need** that you will address?
- What is your **Approach** to addressing this need?
- What are the **Benefits** of this approach for the market/ target audience?
- Are there **Competitors** also addressing this need? If so, how is your approach better or complimentary?

When using the NABC for a pitch, you should start with an opening **Hook** - often a counterintuitive or surprising fact related to your topic - to catch people's attention, and end with an **Offer**, which is a succinct summary of the value of your proposed activity.

The body of the pitch is the **Need** you meet, the **Benefit** your **Approach** gives the recipient and an indication of what **Competition** is present. It is not necessary, or recommended, to spend equal time on each element of NABC in your pitch; all should be covered, but you must emphasise what is most relevant in your case.

You should practice your pitch to give you the confidence to adapt it to different settings (place, time, audience). If you get less time to pitch than the standard **four minutes** of NABC, then the main focus should be to get the audience's attention and make them sufficiently interested to ask for more information later. If you get more time to pitch, start with getting the audience's attention and use the time to go more in-depth. Always use all the time you get.

Repeated practice is the key. Start with typing your pitch, then read it out loud and time it. Keep practising until you get a feel for how long the different parts of your pitch take to present.