

21st May 2020

Dear friends,

I would like to thank you and I am honored for the opportunity of submitting my candidacy for the EGP Conciliation Panel.

I have been with the Italian Green party, the Federazione Italiana dei Verdi, since 2018 when I reached out to the Verdi di Milano to offer my help as a communication expert. My agency every year selects a NPO to support with our professional services. It is our way to give back to society. Being an environmentalist all my life, deciding to offer my work to the Italian Green party came as a natural decision particularly in a time when climate emergency has become more urgent and requires strong political actions, especially in Italy.

I started as a simple volunteer, but I soon joined the Verdi and became engaged in the local and national party activities. I worked closely to structure, enlarge the volunteer group and set the path to organizing the European election campaign. Due to my efforts, my energy and my lifelong work for gender rights, I was selected as a candidate for my district and thanks to my international profile, I was among the ones representing Italy for the launch of the campaign party in Brussels at the end of April 2019.

Only one year has passed but it seems so much more to me. I have worked non-stop and with increasing passion to attract new activists, and to help make the Italian Greens known to the general public. My fellow green partners recognize I have the capacity to mediate, to build bridges, to find talents in people and to motivate them as well as the capacity to listen to others and put myself in the background when needed, and for this I was invited to join the Gruppo di Garanzia di Europa Verde, a national working group with the aim of helping the transformation of the Verdi into Europa Verde.

Apart from political activities, I am a mother of two, a university professor of marketing, I run a small circular fashion company, I founded with other fellow-women LeadHer, an association working for gender equality. I am also a writer and keynote speaker.

As far as my education, after completing 3 years of law school in Milan, I moved to the US and graduated with honor in Business Administration, while working for the Italian General Consulate in Miami. After having worked with EY in Brussels and London, I completed a master's degree and 2 specialization courses in digital marketing and social media strategy and started my academic career. I speak English as a native and have been working in international and multicultural contexts for all my life.

I am glad to offer to EGP my mediation, communication and strategic skills which I have matured and perfected over time, together with my energy, positivity and my passion for green politics.

Looking forward to meeting you all, I send you my warmest wishes

Silvia Pettinicchio

Attached please find my professional CV, a photo and a promotional video