Call for participation in PwC Hungary’s Social Responsibility Competition

PwC Hungary is launching a call for participation in a social responsibility competition for college and university students. The competition is aimed at calling students’ attention to the importance of social responsibility and providing students engaged in this field with the opportunity to carry out their own social responsibility projects.

Conditions of participation

- Each team consists of three to five members. Team members are required to be actively enrolled in an institution of higher education in Hungary.
- You can apply online by sending your project plan as specified below (in MS Office compatible format) to the following e-mail address: masokrol.szol@hu.pwc.com

Stages of the competition

- Project plan submission deadline: 19 October 2012
- Pre-selection of the submitted project plans: 20 October – 9 November 2012
- Announcement of the finalist teams: 9 November 2012
- Consultation opportunity for the finalist teams: 12 November – 3 December 2012
- Finals: During the first two weeks of December 2012 (1 day)
- Implementation of the winning projects: 2 January – 30 June 2012

Eligible topics

Teams are required to specify in their project plans in which of the following categories they wish to submit their entries:

1. Environment - projects focused on environmental care and protection, adoption of an environmentally friendly attitude (e.g. conservation, monument protection, reducing harmful emission, cleaning polluted areas, etc.)
2. Society - projects dealing with different social issues (e.g. equal opportunities, education, handling disadvantaged groups, integrating people with disabilities, etc.)
3. Health - projects promoting health protection and healthy lifestyle (e.g. sports, dealing with the handicapped, etc.)
Content-related requirements

Project plans must comprise the following:

0. Application form (downloadable from the competition web page www.pwc.com/hu/masokrolszol, serves to identify the applicant team and will not increase the length of the entry)

1. Executive summary (a brief summary of 500 +/- 100 characters covering the most important project components, which will be uploaded to various online / social media platforms, where visitors can vote for the project they like)

2. Presentation of the project topic (e.g. description of the issue, why is social responsibility important regarding the specific issue, why is it a topical and relevant issue in Hungary)

3. Outlining the project objectives (in what ways the implemented project will have an impact on the current situation; metrics or indicators, if any, used to measure project performance, how to involve more people)

4. Implementation plan
   a. The project implementation period is between January and May 2012 (it is not obligatory the cover the full period)
   b. The plan must detail the specific steps and schedule of implementation as well as the resources to be used (except for financial resources, which are included in the budget)
   c. Applicants may choose the format of the implementation plan. However, the Gantt chart prepared according to the sample that can be downloaded from the competition web page must be attached.

5. Communications plan - a plan describing the project target group (i.e. the project volunteers) and the advertising plan (i.e. how, when and where potential volunteers will be notified about the opportunity to participate in the project)

6. Budget
   a. The budget must set out the expected project costs and the justification of the specific costs (i.e. why these costs are incurred)
   b. Budget limits: HUF 50,000 – HUF 200,000
   c. A budget sample can be downloaded from the competition web page www.pwc.com/hu/masokrolszol (the use of the sample is optional)

Formal requirements

Submitted applications should meet the following formal requirements:

a. Applications must be sent electronically by midnight, 19 October 2012, to the following e-mail address: masokrol.szol@hu.pwc.com
b. Application materials must be submitted in MS Word, Excel (.doc, .docx, .xls, .xlsx) or Adobe Acrobat Reader (.pdf) file formats (if more than one file is sent, we suggest sending them in a single compressed .zip file).

c. Applications should be at least 10 pages in length, and the font size may not be larger than 14 points (except for titles; any typeface may be used; excluding the information sheet).

d. Applications should be at least 20 pages in length, and the font size may not be smaller than 10 points (except for footnotes; any typeface may be used; excluding the information sheet).

**Evaluation of the applications**

Applications are evaluated in two rounds. During pre-selection, applications are selected for the finals by 9 November 2012 (their number is not limited, but it is expected that ten applications will make it to the final round). Before the finals, the teams selected will have the opportunity to consult with PwC’s professionals (each finalist team will be assigned a mentor). The finals will be held in PwC’s Budapest office (H-1077 Budapest, Wesselényi utca 16.) during the first two weeks of December 2012. At the event, the teams will present their applications as .ppt or .pptx slides or in other formats (e.g. prezi.com), as required.

During the finals, our panel will select the best application(s) that can be realised with funding provided by PwC. When reaching a decision, the panel will take into account both the application and the score received for the presentations given during the finals. The selected projects will be realised between January and June 2013, according to the project schedules specified in the applications and approved by PwC. PwC will monitor the implementation of the projects and provide technical support to the winning teams.

The panel will pay special attention to the following criteria:

- **The justifiability of the topic chosen**
  a. How timely and relevant is this topic in Hungary?
  b. Is taking social responsibility really needed in the given area?
  c. Does the applicant team approach the topic in an innovative way, or is it about financing an existing project already operated by the applicant?

- **The quality and feasibility of the project plan**
  a. Is the project plan clear, are the timing and the planning of resources reasonable and feasible?
  b. Is the project plan laid out in sufficient detail, and are the processes build on one another?
  c. Is the project description (Gantt chart) clear and understandable?

- **The reasonableness of the budget proposed**
  a. Are the costs of the actions described in the project implementation plan reflected in the budget?
  b. Are the proposed costs reasonable, have they been calculated in real prices?
  c. Are the applicants planning to finance the project entirely from the sum won in the competition, or are they going to make any financial contribution of their own (funding from other sources)?

- **Level of development of the communication campaign for the event**
a. Has the project’s target group been selected in accordance with the proposed objectives?
b. Does the communications plan include a detailed description of the target group(s) and the communication channels applied? Are the related costs also included in the budget?
c. Does the project reach a wide range of college / university students? Does it convey the message that taking social responsibility is important for the issue that the project is targeted at?

- Number of young people / volunteers addressed
  a. Planned headcount of college / university volunteers who are actively involved in project implementation or attend project event(s)

We wish good luck to all the teams!

PwC contact:

Noémi Biró
Competition Coordinator
Phone: +36 1 461-9905
E-mail: noemi.biro@hu.pwc.com