



PwC Ideathon Unifying our Actions for a Greater Societal Impact



Playbook
January 2023

pwc.com/mu

'Unifying Our Actions for a Greater Societal Impact'

What is the PwC Ideathon?

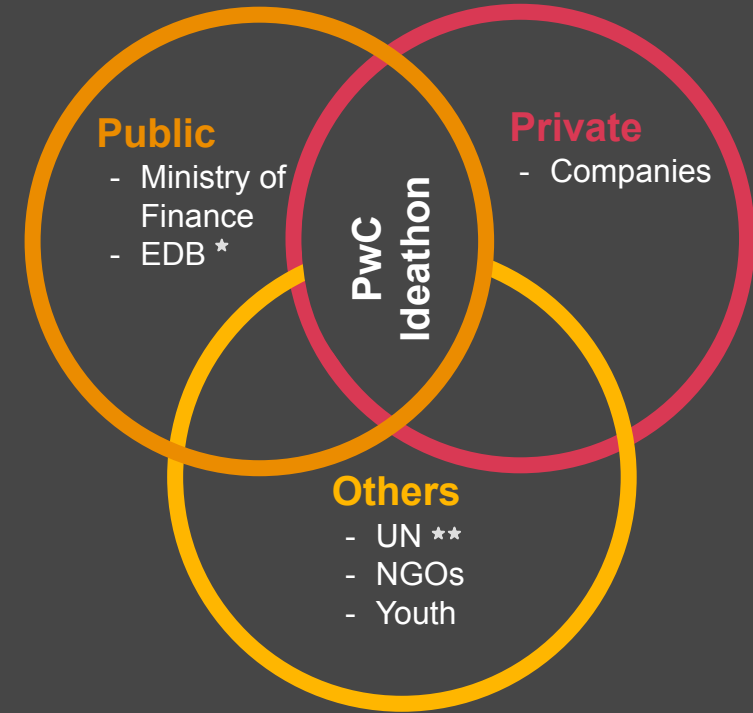
The **PwC Ideathon** aims to bring together a wide range of the actors and stakeholders that can help address the broader societal issues impacting our country, and for which a number of challenges exist.

PwC's objective is to facilitate a collaborative approach by bringing together the Public and Private sectors, NGOs and the youth, to address those societal issues.

The problem statements will be identified based on three UN Sustainable Development Goals (SDGs) that we think are most relevant to this Ideathon:



The stakeholders - who are they?



* EDB: Economic Development Board
** UN: United Nations

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Milestones

16-17 MAR 2-Day workshop during which PwC's design thinking methodology will be used to unlock innovation, experience and user-centricity:

Day 1: Brainstorming session to understand the root causes of the issues faced by each stakeholder, identify pain points and opportunities, and generate unique and innovative solutions around how to solve the identified problems.

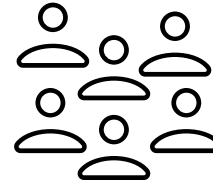
Day 2: Ideation of possible solutions and prototypes to be presented to an independent jury panel

- Three solutions will be selected (one per SDG) by an independent jury to receive a prize money
- A gala dinner and prize-giving ceremony.
- Follow up on the implementation of all the solutions identified during the PwC Ideathon.

APR

Beyond...

2-Day Workshop



Three teams per SDG. Each team comprises of:

- Corporate representatives at leadership level
- Representatives of each selected NGO
- Representative from related government body
- University student(s)
- PwC Facilitator

PwC Global Metaverse Campus

The **PwC Global Metaverse Campus** will be used during the **PwC Ideathon workshop** to allow NGOs from outside to connect, interact and share their ideas with attendees in the actual room. Our global and local ESG and CSR teams will also be able to join us through the Metaverse to share their experiences and ideas.

Three teams will be rewarded for their solutions



Rs200,000

Rs200,000

Rs200,000

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Our independent jury:

Sebastien Vauzelle
Senior Economist at United Nations

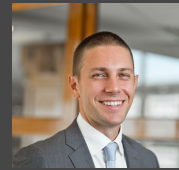
Thierry Breton
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At PwC, our purpose is to build trust in society and solve important problems. We are also in the business of contributing to society by helping others thrive, particularly in these challenging times in which we find ourselves. We can use the business skills we have, the knowledge we possess, and the tools at our disposal to promote greater opportunity for all, in the areas in which we know we can make a difference. In doing so, we're focusing on areas where we know we can have the most impact for our clients, our people and our communities.

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Milestones

- 16-17 MAR**
- 2-Day workshop with all the stakeholders coming together for:

Day 1: Brainstorming session

Day 2: Ideation of possible solutions and prototypes to be presented to an independent jury panel

- Three solutions selected to receive a prize money of **Rs 200,000** each for their implementation.

- APR**
- A gala dinner and prize-giving ceremony.

- Beyond...**
- Follow up on the implementation of all the solutions identified during the PwC Ideathon.

PwC Global Metaverse Campus

The **PwC Global Metaverse Campus** will be used during the **PwC Ideathon workshop** to allow NGOs from outside to connect, interact and share their ideas with attendees in the actual room. Our global and local ESG and CSR teams will also be able to join us through the Metaverse to share their experiences and ideas.

2-Day Workshop - PwC Ideathon

Bringing the best ideas to life, faster.

During this 2-Day workshop, PwC's design thinking methodology will be used to unlock innovation, experience and user-centricity:

Day 1:



Brainstorming session to understand the root cause of the challenges faced by each stakeholder, identify pain points and opportunities.

Develop and test hypotheses, generate unique and radical ideas with unconstrained thinking around how to solve the identified problems.

Day 2:



Ideate possible solutions, build on the best idea and create great solutions by integrating the best of people, capabilities and technologies. Each team will present a prototype/solution to an independent jury panel for a final selection.

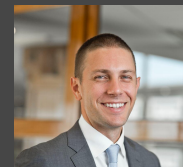
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