

ACCA

Think Ahead

ACCA BUSINESS COMPETITION 2022-23

The Digital Future is Now

CREATING YOUR
TRANSFORMATIVE VISION
FOR A BETTER WORLD

Drive

DIGITAL

Expertise

Collaboration

INSIGHT

Sustainability

Ethics

Key Dates

ELIGIBILITY FOR ENTRY

The competition is open to all **full-time students (degree and sub-degree) in any disciplines from local institutions in Hong Kong SAR, Macau SAR, Australia, New Zealand, Singapore and Vietnam.** Each team shall consist of 3 to 4 students from the same institution.

BENEFITS

Exceptional learning experience from elites and seasoned professionals

For the Top 20 Teams, an ACCA-qualified member will be dedicated as team coach offering professional advices and experience to path for your future success. Subject matter experts will enlighten the teams with transformative vision and digital literacy.

Extraordinary journey to burst your potential in creativity and digital capability with social impact

An opportunity for you to showcase your agility in the virtual world, build your strategic leadership and enhance your employability in the digital age.

Recognition to enrich your CV and personal brand

All teams submitted business proposals will each be awarded a Participating Certificate. Top 20 Teams and Top 8 Teams which win various awards will be recognised with digital credentials to build your personal brand on the social platforms.

ENROLL NOW to showcase your innovative mind and indulge yourself in the forward-thinking learning journey!



Mark the above key dates in your calendar!



| About this year's competition



Unleash your **potential**
in **digital capability**
and **leadership** with a
transformative vision



The Digital Future is Now - creating your transformative vision for a better world

Over the past 2+ years, the world has been facing pivotal changes with economic, social and environmental issues coming together, all heightened by the prolonged Covid-19 pandemic. Governments, enterprises, employees and consumers all expect businesses and organisations to place sustainability at the heart of their strategies and decision-making along our path to recovery. Organisational success is increasingly built upon its ability to react to changes, with a greater focus on forward-looking considerations regarding sustainability, humanity and the environment. Disruptive digital technologies such as Blockchain, Non-Fungible Tokens (NFT), Artificial Intelligence (AI) and Metaverse will play a critical role in accelerating business transformations.

Strategic business leaders need to take a holistic view of transformation across, and above all, digitally-inspired leaders could better seize emerging opportunities and forge forward ahead of the competition. In order to make a positive impact to the world, it is essential for organisations to integrate digital technologies into transformation, pioneering possibility of sustainable growth and innovation.

It has always been ACCA's commitment to nurturing the next generation of world-class strategic business leaders. Through the [ACCA Qualification](#), we offer a well-structured training path equipping aspiring professionals with a high level of in-demand business knowledge including digital, analytical and professional skills. As a leading global accountancy body committed to delivering [UN Sustainable Development Goals \(SDG\)](#) – a universal call to action for a better world, ACCA is organising

its signature Business Competition with its Partner Organisation [Social Enterprise Business Centre \(SEBC\)](#) and this year's Case Partner [World Vision Hong Kong](#), joining hands to equip our brilliant young talents with the core capabilities and a purposeful mindset, to create new transformative vision and to rebuild a better world for all.

ACCA's Commitments to UNSDG

Create an
**exceptional
learning
experience**
through real-life case for
sustainability



Digital

Proficiently and ethically utilises existing and emerging data technologies, capabilities, practices and strategies.



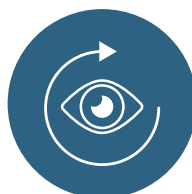
Expertise

The functional responsibilities of your role: drawing upon your knowledge and experience, applying your technical expertise to the matter in hand in order to benefit your organisation.



Collaboration

Collaboration focuses on interacting with others: engaging effectively with internal and external stakeholders, communicating clearly, being inclusive and influencing impactfully.



Insight

Insight relates to how you think and operate at an individual level in your organisational context: accurately analysing information, generating new ideas, making clear decisions, organising work, focusing on key priorities and achieving timely results.



Drive

Drive relates to your attitude and motivation: being determined, motivating and developing yourself and others to achieve stretching goals, being curious and open to new approaches and acting with integrity.



Ethics

Acts in accordance with fundamental principles of professional and personal ethical behaviour; ensuring the use of appropriate ethical frameworks and compliance with laws and regulations.



Sustainability

Applies integrated thinking and action to create, protect and communicate long-term value for the organisation, environment and society.



More details of the Seven Capabilities for Success could be referred to ACCA Career Navigator – a digital tool to exploring career destinations and dream jobs.



Recognition and Awards

All awardees will be recognised with blockchain certificates and digital badges, allowing you to share on your social platforms and build your digital credentials.

| Awards | Prizes | Reflection on Seven Capabilities |
|--|--|---|
| Champion <hr/> 1st Runner-up <hr/> 2nd Runner-up <hr/> Merits Award | Trophy, cash prize of HK\$10,000* <hr/> Trophy, cash prize of HK\$6,000* <hr/> Trophy, cash prize of HK\$4,000* <hr/> Cash prize of HK\$1,000 each for other 5 Finalist Teams |  Collaboration  Drive  Digital  Insight  Ethics  Expertise  Sustainability |
| Best Proposal | Cash prize of HK\$1,000 |  Ethics  Insight  Sustainability |
| Best Budgeting | Cash prize of HK\$1,000 |  Expertise  Sustainability |
| Creative Excellence Award | Cash prize of HK\$1,000 |  Drive  Ethics  Sustainability  Digital |
| Digital Excellence Award | Cash prize of HK\$1,000 |  Digital  Ethics |
| Research Excellence Award | Cash prize of HK\$1,000 |  Insight  Sustainability |
| Team Excellence Award | Cash prize of HK\$1,000 |  Collaboration |
| Best Presenter | Cash prize of HK\$1,000 |  Drive  Insight |

* Full Sponsorship of ACCA Qualification Initial Registration Fee and ACCA Annual Subscription Fee (for one year) will be awarded to each member of the Champion, 1st and 2nd Runner-up teams.

- ACCA reserves the right of final decision and interpretation in the case of any dispute.
- Any personal data relating to the entrants will be used for the purpose of the Competition including to transfer students' information to partner in preparing digital credentials and other ACCA-related events and promotions.
- You are required to supply the data, contact details and other information in order to process your enrolment. You have rights of access and correction with respect to your personal data. If you wish to exercise these rights with respect to your personal data held by us, please contact the ACCA Hong Kong office.

Competition Schedule

1 Online Application

Deadline for submission:
Wednesday, 12 October 2022
(no later than 4.00pm GMT+8)

Late submission will not be accepted.

2 Briefing Session (virtual)

All team members are encouraged to attend the briefing session to get the first-hand information about the competition. The key elements and importance of the Seven Capabilities and professional skills relating to various awards would be illustrated.

Date: Saturday, 15 October 2022 **Time: 2.00pm-4.30pm (GMT+8)**

Webinar: The link will be provided to team leaders via email

3 Submission of Brief Business Proposal (All contesting teams)

Deadline for submission:
Wednesday, 2 November 2022 **(no later than 4.00pm GMT+8)**

All contesting teams are required to submit a brief business proposal with **no more than 8 A4-sized pages** (including optional appendixes and references) and saved in PDF in less than 5MB. Together with the cover sheet, please send the PDF files in one email to hkstudents@accaglobal.com with subject named as 'ACCA Business Competition 2022-23 Brief Proposal'. The proposal should be written in English, Arial font type and in font size 12.

Late submissions will not be accepted. Contesting teams will not be allowed to alter their chosen work area(s) after brief business proposal submission.

4 Tech-Business Workshop cum Coach Meetings (Top 20 Teams)

Date: Saturday, 26 November 2022
Time: 2.00pm-4.30pm (GMT+8)

More details on the workshop will be announced in due course

5 Submission of Final Business Proposal (Top 20 Teams)

Deadline for submission:
Wednesday, 7 December 2022 **(no later than 4.00pm GMT+8)**

The Top 20 Teams are required to submit a detailed final business proposal with **no more than 12 A4-sized pages** (including optional appendixes and references) and saved in PDF in less than 5MB. Together with the cover sheet, please send the PDF files in one email to hkstudents@accaglobal.com with subject named as 'ACCA Business Competition 2022-23 Final Proposal'. The proposal should be written in English, Arial font type and in font size 12.

Late submissions will not be accepted.

6 Submission of Final PowerPoint Presentation (8 Finalist Teams)

Deadline for submission:
Wednesday, 11 January 2023 **(no later than 4.00pm GMT+8)**

The 8 Finalist Teams are required to submit their final business proposal in English and in PowerPoint format with **no more than 20 slides** (including optional appendixes and references). All teams are required to send a soft copy to ACCA Hong Kong office.

Marks will be deducted for late submissions. The PowerPoint Presentation will be treated as the final version and cannot be modified at the Final Competition.

7 Digital Leader Workshop – Data Storytelling 101 (8 Finalist Teams)

Date: Saturday, 7 January 2023
Time: 2.00pm-4.30pm (GMT+8)

More details will be announced in due course

8 Final Competition

At the Final Competition, the 8 Finalist Teams are required to present their proposals to a panel of judges in English. Open audience will be invited.

Date: Saturday, 14 January 2023
Time: 9.00am-2.30pm (GMT+8)

More details will be announced in due course

Case Question

Contesting teams will take on the role of a business consultant, designing a campaign/project/product for the selected work area(s) of World Vision Hong Kong, and to develop a sustainable business model adopting tool(s) of virtual world, unlocking the digital potentials with a well-defined vision and purpose to realise the benefits to the needy in the physical world.

The purpose could be increasing public awareness of the organisational goodwill as a whole/in particular work area(s), developing fund-raising strategies to support the sustainability of the organisation as a whole/in particular work area(s), or enhancing engagement of donors of the organisation.

Each team has to develop a visionary proposal including the following:

Indication of the work area(s) of World Vision Hong Kong your team has chosen, if any.



Researches on the changing social needs and the implication.



Creative online plus offline approach by adopting at least one or more virtual world tools/strategies (Blockchain, NFT, AI and metaverse, etc.) and realise the benefits in physical world.



Indication of potential ethical dilemmas and the respective practical recommendations to alleviate and/or mitigate the risk in the digital world.



A sustainable business model promoting the highest standards of transparency and accountability, and enhancing the social mission with measurable return.



Sensible budgeting plan to optimise the financial return and sustainability.



Take accountability for a better world – **you can do it!**



* The case question and the evaluation criteria are designed solely for the purpose of ACCA Business Competition 2022-23.



World Vision is a global Christian relief, development and advocacy organization working to create lasting change in the lives of children, families and communities living in poverty, regardless of religion, race, ethnicity or gender. World Vision was established by Dr. Bob Pierce, an American Journalist, in 1950. At present, World Vision is working in nearly 100 countries. World Vision Hong Kong was set up in 1962 when typhoon Wanda struck and World Vision distributed relief supplies. With the economic boom in Hong Kong, World Vision Hong Kong turned itself into a fundraising office in 1982, supporting the relief and development work of World Vision offices worldwide.

Work Areas of World Vision Hong Kong

Emergency Relief

When disaster strikes, victims in poor areas often suffer heavy losses; they cannot afford the cost of rebuilding their homes and communities. World Vision responds immediately by providing basic necessities to ease the desperate situation for the affected and following with rehabilitation work.

Response to Global Needs

Every day, countless people suffer poverty, conflict, disease, food shortage and many other adversities. Give your helping hand through our Childhood Rescue to support those in the world's fragile contexts such as Afghanistan, Somalia and South Sudan by providing practical aid for vulnerable children who lack the protection they need from their family and society. While life remains challenging for them, World Vision can reach out and accompany them on the road to recovery and building a future.

Long-term Community Development

To improve the lives of poverty stricken children, we must first improve their living conditions. World Vision pools together donations from Child Sponsorship, VisionFund, Project Support, World Vision China Partners and works alongside communities to address the root causes of poverty and support families to become self-reliant in the long run.

Public Education and Advocacy

World Vision Hong Kong organises large-scale advocacy activities and promotes a variety of educational activities in schools, business corporations and churches to raise public awareness about poverty and gather more resources to help transform the lives of needy children and families.

Local Programme

World Vision provides support for grass-roots children and families in Hong Kong through collaboration with professional groups and partners. We work in the areas of nutrition and health, experiential learning, mental wellness and living environment to enhance grass-roots children's long-term development and wellbeing.

Partner Organisation



About Social Enterprise Business Centre (SEBC)

Jointly funded by the Hong Kong Bank Foundation and the Social Welfare Department's Partnership Fund for the Disadvantaged, the Hong Kong Council of Social Service established Social Enterprise Business Centre in 2008, to advance social entrepreneurship and mobilise social innovation.

About ACCA

ACCA (the Association of Chartered Certified Accountants) is the global professional body for professional accountants. We're a thriving global community of **241,000** members and **542,000** future members based in **178** countries and regions, who work across a wide range of sectors and industries. We uphold the highest professional and ethical values.

Since 1904, being a force for public good has been embedded in our purpose. We believe that accountancy is a cornerstone profession of society and is vital helping economies, organisations and individuals to grow and prosper. It does this by creating robust trusted financial and business management, combating corruption, ensuring organisations are managed ethically, driving sustainability, and providing rewarding career opportunities. And through our cutting-edge research, we lead the profession by answering today's questions and preparing for the future. We're a not-for-profit organisation.

ACCA Hong Kong

www.facebook.com/ACCA.HongKong

www.instagram.com/acca_hk

www.linkedin.com/showcase/acca-hong-kong

Diamond Sponsors



Knowledge Partners



Knowledge and Digital Credential Partner

