

PwC's

Community

Commitment



Delivering sustained outcomes for our communities

To successfully tackle the biggest challenges of our time, government, business and civil society need to work together. This will require nothing short of systemic change. We need to create a market system that puts the needs of stakeholders at its heart and transforms goals and actions into social, environmental and economic results which fuel long-term sustainability, build trust and create sustained outcomes for society.

We are proud of our people, a community of solvers, who continue to demonstrate an enormous amount of care, creativity and action by sharing their professional skills to support their communities.



Robert Moritz
PwC Global Chairman



Colm Kelly
Global Leader Purpose,
Policy and Corporate Responsibility

To learn more about PwC's Global Community commitment, [click here!](#)



Our work to date

Our community investments are part of our larger efforts to build trust in society and solve important problems.

The biggest impact we make comes from the work we do every day, helping clients navigate many of the complex systems – capital markets, taxation and economies – that underpin society. We help these systems function and clients to operate within them effectively.

We also believe we have a responsibility to support the evolution of these systems so that they benefit communities and society more widely. In line with this belief we regularly contribute research and thinking to help inform policy discussions.

From this base our community investments are designed to extend our impact.

Creating common purpose

PwC's purpose, to build trust in society and solve important problems, means we want to work with others to help tackle the biggest issues facing the world today in a manner which builds trust in societies. [Click image to learn more.](#)

Contributing to the recoupling agenda

PwC collaborates with the Global Solutions Initiative (GSI) and T20. Through PwC's contribution at the Global Solutions Summit, we help business and policy makers collaborate on issues of global importance and specifically, on the need to bring about systemic change so that economies deliver more effectively, more consistently, and more sustainably for societies. [Click image to learn more.](#)

Helping shape public policy

A growing trust gap between governments, businesses and society is forcing rule-makers, regulators and elected officials to listen to what people care about most – more and more, they want societal issues to be addressed – everything from cybersecurity and data privacy to climate change and labour standards. At PwC, building trust is fundamental to our purpose, and we are engaging in the ongoing debates on important developments on the public policy agenda. [Click image to learn more.](#)

PwC and the World Economic Forum

We're sharing our skills, expertise and insights with the WEF to make a real difference. From exploring how emerging technologies can be used sustainably to protect our planet, to addressing global issues related to anti-corruption and compliance, and much more. [Click image to learn more.](#)

Our global focus



Our global commitment

We are investing in the future and growth of 15 million people, non-governmental organisations (NGOs), and social and micro enterprises to help maximise their potential by 2022. We're proud to announce that we reached and exceeded that goal, one year ahead of our target year. Since the launch of our commitment in 2018, we've reached over 18 million beneficiaries.

Our biggest global programme in this area is New world. New skills. which seeks to enable everyone to have the digital skills they will need to succeed.



Skills & education

From financial literacy, to technology skills and mentoring, we're helping people to thrive by preparing them for the jobs of the future.



Non-governmental organisations (NGOs)

Working alongside NGOs, non-profit organisations (NPOs) and educational institutions we're helping to build a stronger more transparent sector.



Social & micro enterprises

We're helping to empower entrepreneurs to be the disruptors of tomorrow. And we're sharing our expertise to help them scale for even more impact.

Our global initiatives

Our work to date

Through our community initiatives across the world, we invest our time and skills (through volunteering), services (through provision of pro-bono or discounted services), financial and in-kind resources.

Our biggest global initiative in this area is [New world. New skills.](#) which aims to address the mismatch between the skills people have today and those needed for the digital world. Of the 4.3 million people, NGOs and social and micro enterprises reached in FY21, over 2.7 million were involved in New world. New skills. projects.

To help address the pressing global issue of youth upskilling, in 2020 PwC announced a three-year collaboration with UNICEF in support of Generation Unlimited. Our collective aim is to help upskill millions of young people around the world. Together, we were proud to release our first report [Stepping Forward: Connecting today's youth to the digital future](#) which calls for a new type of collaboration among all parts of society so that young people are better able to cross the digital divide.

At PwC we've been on our own digital transformation journey by upskilling our 295,000 people across the network which has, in turn, enabled some of our people to share their skills at a community level. We're proud of the ongoing dedication and care our people give to the communities in which we operate. In a year when the impacts of the COVID-19 pandemic are still being felt around the world, our people continued to embrace technology to support their communities via virtual volunteering and upskilling.

In addition, our teams provide vital financial support and in-kind donations to help meet the immediate needs of community organisations and NGOs on the frontline.

Our investments in FY21



4.3m

Beneficiaries reached

(people, NGOs and social & micro enterprises)



18m

Beneficiaries reached

since FY18 - exceeding our commitment to reach 15 million by 2022.



US\$209m

Total community investment



39,000+

Total PwC volunteers

Unless otherwise stated, all CR data reflects the performance of our 21 largest firms.

Find out more about our initiatives from around the globe:



Learn more about how we're supporting skills and education.



Learn more about how we're helping to build the capacity of NGOs.



Learn more about our work to support social & micro enterprises.

Skills & education

NGOs

Social
and micro
enterprises

Back to our
initiatives

Tech Carnival

PwC China

Together with Adream Foundation, PwC China has delivered a pilot 'Tech Carnival' to students from rural schools across Jiangxi Province, China. The carnival brought to life the importance of digital skills and design thinking for nearly 20,000 students. [Click image to learn more.](#)

Komuniti Digital

PwC Malaysia

PwC Malaysia designed an initiative, Komuniti Digital, that targets the digital divide among youth and teachers. The initiative, addresses the barriers preventing students from acquiring the valuable digital skills and knowledge to help them on their journey to future employability, and provides tools and platforms for teachers to digitise the delivery of education programmes. [Click image to learn more.](#)

New world. New skills. School Series and Employability toolkit

PwC UK

PwC UK delivered a New world. New skills. School Series and Employability Skills Toolkit to give secondary school students an opportunity to develop their confidence and key employability skills. This entailed a large scale virtual schools programme involving sustained engagement covering topics such as teamwork, digital literacy and problem solving, delivering content weekly over a period of six weeks. [Click image to learn more.](#)

Mentoría en Línea

PwC Mexico

PwC Mexico developed a virtual mentoring programme to help students in their last year of college and highschool become ready to enter the workforce and become inclusive leaders. [Click image to learn more.](#)

Cyber security workshops for kids

PwC Romania, Hungary, Poland, Czech Republic, Kazakhstan

PwC in Romania, Hungary, Kazakhstan, Poland and Czech Republic are collaborating with local non-governmental organisations (NGO) and schools, to increase awareness among school children on how to stay safe in the online world. [Click image to learn more.](#)

NGOs

Skills &
education

Social
and micro
enterprises

Back to our
initiatives

Gold Quill award Not-for-profit CEO Survey

PwC Australia

The International Association of Business Communicators (IABC) has awarded PwC Australia a Gold Quill Award for the firm's first not-for-profit CEO survey. As Australia's second largest employer, not-for-profit leaders should be asking themselves some key questions in relation to upskilling, collaboration and growth. [Click image to learn more.](#)

Helping build a more equitable future for Black and Latinx college students

PwC US

PwC US worked with iMentor to better understand what makes a meaningful mentorship relationship and how mentors can better help young people from low income communities on their journey to a college education and beyond. [Click image to learn more.](#)

Helping the oldest biological research station in Peru to protect and restore Amazon rainforests

PwC Germany

PwC Germany put together a team of professionals to assist the Panguana Foundation on a pro bono project. This project was designed to help Panguana achieve an official registration and certification according to the Verified Carbon Standard (VCS).

[Click image to learn more.](#)

NGO personal data privacy toolkit

PwC China

PwC China is building trust by strengthening the personal data protection and compliance capability of NGOs. In 2020 the firm released a free toolkit for NGOs to use as a resource to improve their data and compliance capability. [Click image to learn more.](#)

Social & micro enterprises

NGOs

Skills &
education

Back to our
initiatives

Buy Social

PwC UK

PwC UK is celebrating five years of buying social as one of seven founding partners of the Buy Social Corporate Challenge, a group of high-profile businesses aiming to collectively spend £1 billion with social enterprises through their procurement.

Click image to learn more.

Seif Award - Social entrepreneurs

PwC Switzerland

PwC Switzerland is a partner of the SEIF Impact Academy, a skills-based coaching programme that offers targeted support in crucial areas of the growth phase for impact start-ups. Every year, approximately 10 PwC employees help a social start-up to become impact investment ready. **Click image to learn more.**

Social entrepreneurship

PwC India Foundation

Since 2016 PwC India has partnered with the School for Social Entrepreneurs (SSE) India to empower talented Indian citizens with the right skills and knowledge to start their own social entrepreneur journey. **Click image to learn more.**

Social entrepreneurship with Norrsken Foundation

PwC Sweden

Since 2016, PwC Sweden has been supporting Norrsken on their mission to empower entrepreneurs in technology with a focus on positively impacting society. PwC professionals take turns in working from Norrsken House, with an aim to help the entrepreneurs with upcoming questions on topics such as tax, cyber security, sustainability and strategy. During the pandemic, many of the activities have been delivered digitally, allowing significantly more individuals to be reached. **Click image to learn more.**

Our performance

PwC's historical corporate responsibility performance data is presented in the following tables and charts, quantifying our progress on community investment. Unless otherwise stated, these figures relate to the 21 largest member firms in the PwC network, reported on a financial year basis (ending 30 June).

This information should be considered and read in conjunction with [our website](#) and the following section of this document, which details our network's community reporting scope, boundaries and methodologies.

Our global community commitment

In 2018, across the PwC network we committed to harness the full strength and reach of our network:

- To invest in the future and growth of 15 million people, non-governmental organisations (NGOs) and social & micro enterprises to help them maximise their potential by 2022. We're pleased to announce that we have exceeded this target by reaching over 18 million beneficiaries since 2018, reaching our goal one year ahead of our 2022 target.

Our commitment was made by our 21 largest firms (representing over 87% of revenue in FY21). They build on the great work already being undertaken by firms across the PwC network, aligning and focusing our collective efforts and commitments to enhance the positive impact of our business.

Learn more about
our performance:

Volunteering Beneficiaries
reached Community
Data

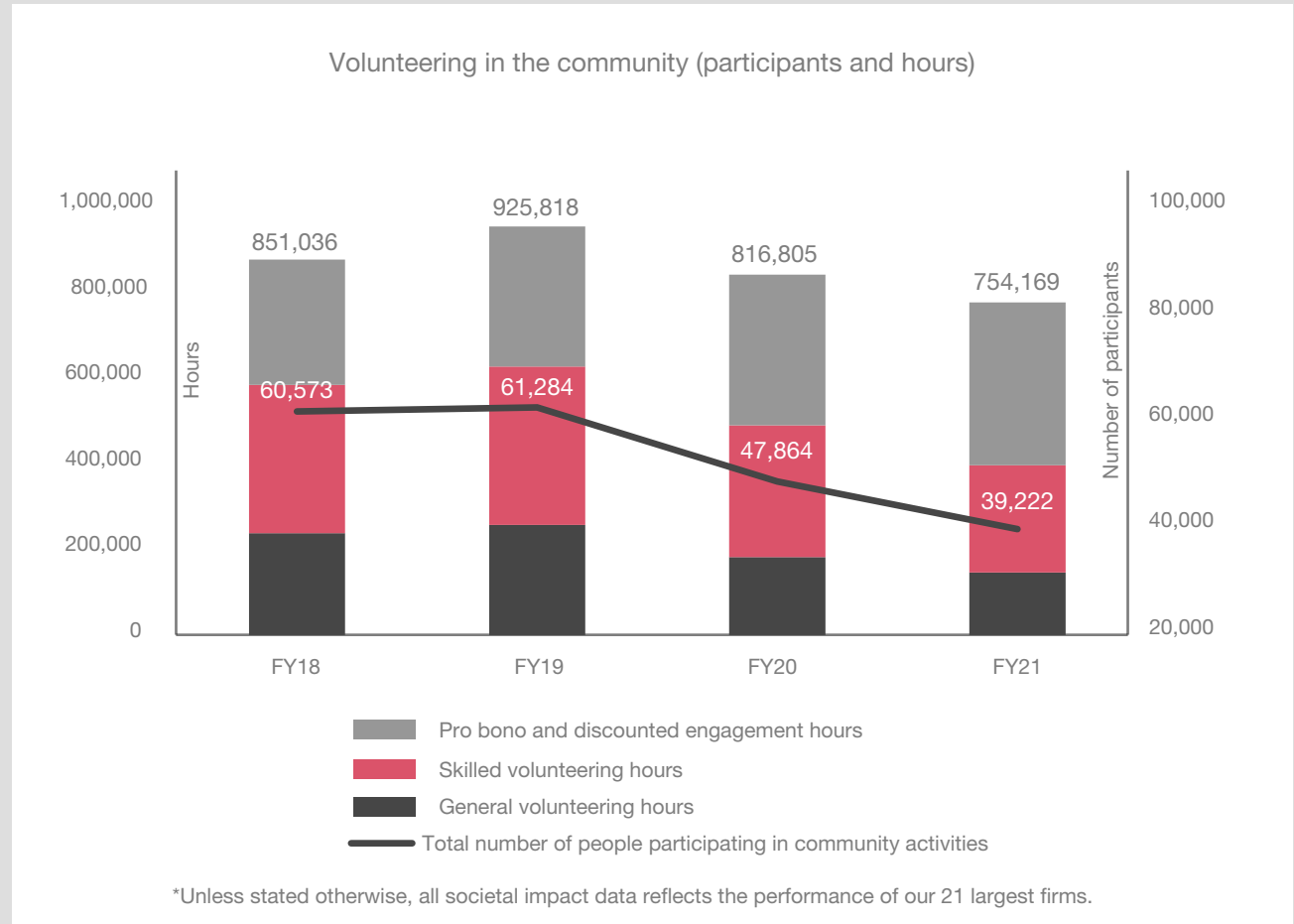


Community investment

In 2019, PwC launched its largest global purpose-led initiative – New world. New skills. This initiative is aimed at addressing the mismatch between the skills people have today and those needed for the digital world.

Beneficiaries reached Community Data Back to our performance

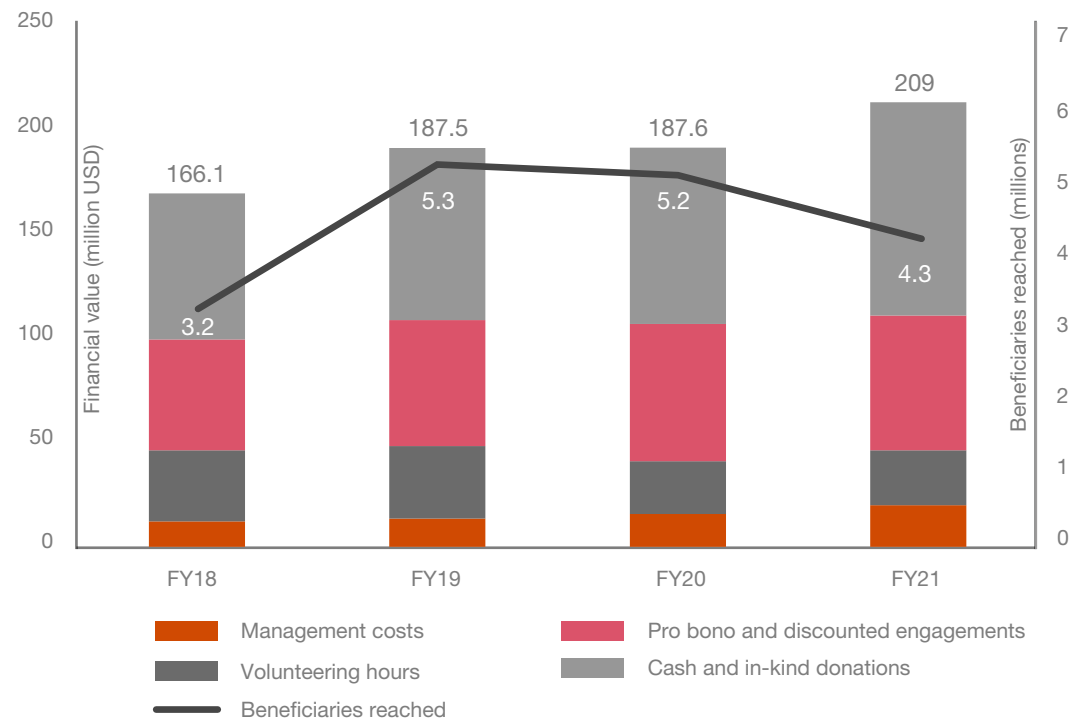
Volunteering in the community



Beneficiaries reached

We're pleased to announce that we have exceeded our 15 million target by reaching over 18 million people, non-governmental organisations (NGOs) and social & micro enterprises to help them maximise their potential since 2018, reaching our goal one year ahead of our 2022 target.

Financial value of community activities (million USD) and beneficiaries reached



*Unless stated otherwise, all societal impact data reflects the performance of our 21 largest firms.

Community

Data

	Units	FY18	FY19	FY20	FY21
Total number of people participating in community activities	# people	60,573	61,284	47,864	39,222
Pro bono and discounted engagements	# people	5,260	6,290	7,220	9,301
Skilled volunteering	# people	24,254	23,426	19,026	12,824
General volunteering	# people	31,059	31,568	21,618	17,097
Total number of hours of community activities	Hours	851,036	925,818*	816,805	754,169*
Pro bono and discounted engagements	Hours	283,818	317,310	341,661	369,385
Skilled volunteering	Hours	336,102	358,897	298,637	242,641
General volunteering	Hours	231,116	249,612	176,507	142,142
Total financial value of community activities	Million USD	166.1	187.5*	187.6*	209.0*
Cash and in-kind donations	Million USD	68.6	80.9	82.9	100.2
Management costs	Million USD	11.9	13.22	15.5	19.5
Pro bono and discounted engagements	Million USD	52.2	59.1	64.5	63.4
Volunteering hours	Million USD	33.4	34.2	24.8	25.8
Beneficiaries reached (New world. New skills.)	NGOs, social & micro enterprises, students and educators	-	-	2,963,963	2,751,141
Beneficiaries reached	NGOs, social & micro enterprises, students and educators	3,165,033	5,321,345	5,247,965¹	4,341,652

*Figure may not equate exactly to numbers above due to rounding.

¹Beneficiaries reached total has been restated for FY20

Volunteering Beneficiaries reached Back to our performance

Our methodology

PwC structure

PwC is the brand under which the member firms of PricewaterhouseCoopers International Limited (PwCIL) operate and provide professional services. Together, these firms form the PwC network. 'PwC' is often used to refer either to individual firms within the PwC network or to several or all of them collectively.

In many parts of the world, accounting firms are required by law to be locally owned and independent. Although regulatory attitudes on this issue are changing, PwC member firms do not and cannot currently operate as a corporate multinational. The PwC network is not a global partnership, a single firm, or a multinational corporation.

For these reasons, the PwC network consists of firms which are separate legal entities. Further information about the structure of the PwC network is available on our website www.pwc.com/structure.

Within this context, this document outlines the approach PwCIL uses when aggregating and reporting network corporate responsibility (CR) information from individual member firms. It also provides an overview of the network standard for CR reporting to which member firms adhere.

Network CR information is presented in the PwC Global Annual Review www.pwc.com/annualreview, the PwC global CR website www.pwc.com/corporateresponsibility, and in this document.

Learn more about
our methodology:

PwC
structure

Organisational
boundary

Principles and
frameworks

Calculating
beneficiaries

Restatements

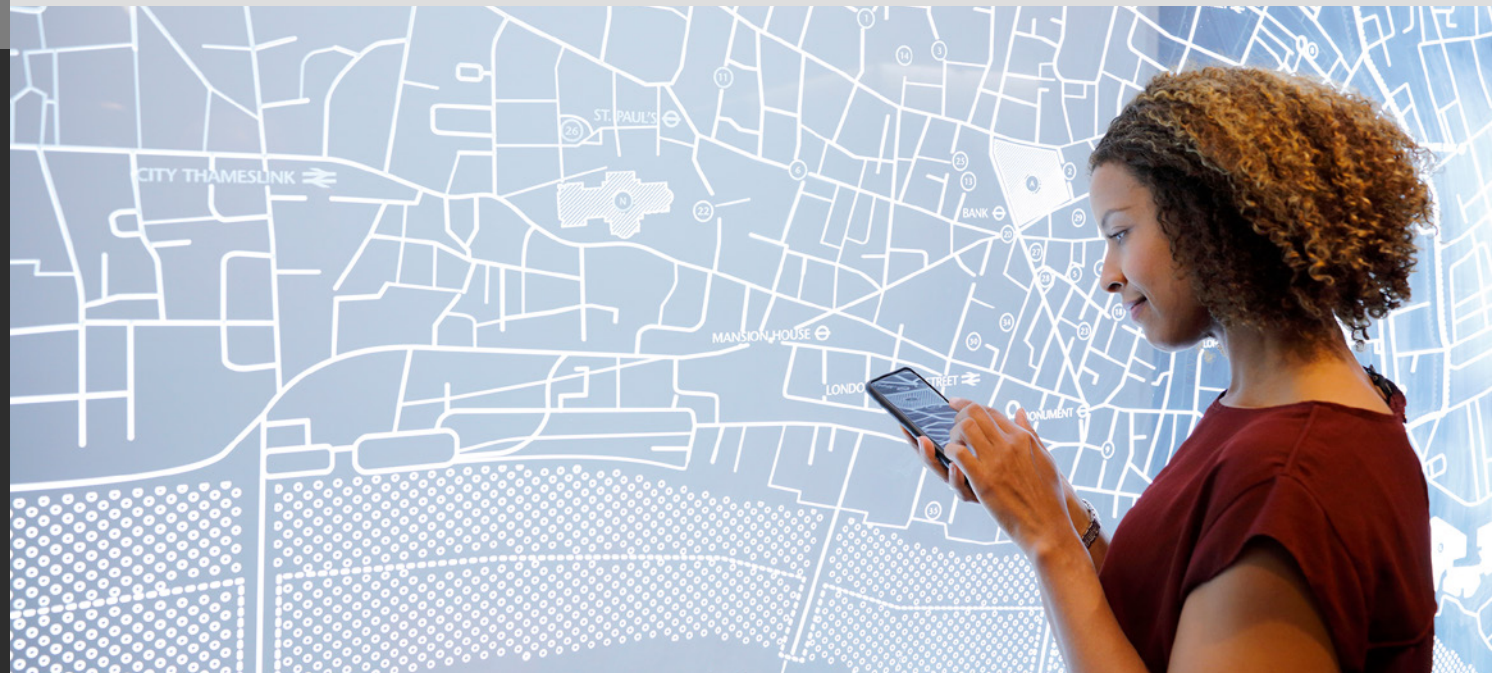


Organisational boundary

Our reported Corporate Responsibility (CR) information covers our 21 largest member firms found [here](#).

Unless otherwise stated, references to the “network” or “PwC” in this document refer to these member firms collectively. Together these entities account for 75% of our total network headcount and 87% of aggregate member firm revenues for FY21. PwCIL does not currently extrapolate or estimate CR data for other PwC member firms beyond the 21 largest firms.

Within these geographical boundaries, any organisation that trades under the PwC brand or is operationally controlled by an organisation that trades under the PwC brand, is included within the organisational boundary, with one exception: we exclude companies that PwC’s insolvency practices and other lines of service control operationally for short periods of time.



PwC
structure

Principles and
frameworks

Calculating
beneficiaries

Restatements

Back to our
methodology

Reporting principles and frameworks

We apply the following standards and frameworks when reporting network Corporate Responsibility information:

Business for Societal Impact B4SI

Business for Societal Impact (B4SI) is the global standard for measuring and benchmarking corporate community investment. The B4SI framework provides a comprehensive and consistent set of measures to determine an organisation's contribution to the community, including cash, time and in-kind donations, as well as management costs.

The financial value of our community investment activities is calculated according to the type of input activity. The value of general and skilled volunteering hours is based on average hourly staff costs for each member firm. Pro bono and discounted engagements are valued using a conservative cost estimate based on reduced commercial rates normally applied to assurance services. These rates vary by country and seniority.

All of the calculated financial values for general and skilled volunteering hours, and pro bono and discounted engagements, together with the values for cash donations, in-kind donations and management costs, are converted from local currency data using consistent annual budget exchange rates, and reported in US dollar (USD) equivalents.



PwC
structure

Organisational
boundary

Calculating
beneficiaries

Restatements

Back to our
methodology

Reporting principles and frameworks

The table below provides a summary of the Corporate Responsibility key performance indicators (KPIs) reported at the network level.

Community investment		
# of people participating in community activities	Number of PwC people participating in PwC- organised community activities. Includes general volunteering, skilled volunteering, pro bono and discounted services.	# of people
# of hours of community activities	The number of hours contributed by PwC people in PwC- organised activities. Includes general volunteering, skilled volunteering, pro bono and discounted services.	# of hours
Cash donations	A cash contribution is the gross monetary amount paid by the firm in support of a community organisation or project.	US \$
In-kind donations	Financial value of all in-kind contributions other than professional services (pro bono and discounted services) e.g. equipment, property, facilities and other non-cash contributions.	US \$
Management costs	Financial value of other directly attributable administrative and management costs associated with making the firm's contribution to the community.	US \$
Beneficiaries reached	Beneficiaries reached included: <ul style="list-style-type: none"> • Number of individual beneficiaries reached through education/skills building programmes. • Number of NGOs reached. • Number of social and micro enterprises reached. 	# of individuals, NGOs, social and micro enterprises.

[PwC structure](#)

[Organisational boundary](#)

[Calculating beneficiaries](#)

[Restatements](#)

[Back to reporting principles](#)

Calculating beneficiaries reach data

To further measure the impact of our community activities, in FY18 we incorporated a new metric - “beneficiaries reached”. This metric quantitatively measures the community outputs achieved in maximising the potential of individuals, NGOs, and social and micro enterprises.

The primary objective of these activities must be for societal benefit and not commercial gain. It focuses on the contribution of our professional skills (skilled volunteering, pro bono and discounted services), cash contributions and partnerships with community organisations.

This is an externally focused metric and does not include the impact PwC’s community activities might have on its own partners and staff. The following is included in this indicator:

1. Number of individuals (students and educators) reached directly or indirectly, through PwC community activities aimed at helping individuals build the skills they need for the future. This includes the development of skills at all stages of the skills pipeline – from early childhood through to lifelong learning. It also includes all types of learners, for example NGO workers, NEETS (individuals not in employment, education and training), small business owners and students, but excludes training provided to PwC partners and staff.
2. Direct number of social or micro enterprises reached through PwC community investment activities. Social enterprises are businesses that offer goods or services to tackle social problems, improve communities, people’s life chances, or environmental problems. They reinvest the majority of their profits back into the business or the local community. Micro enterprises include organisations with 19 employees or fewer, including start-ups.
3. Direct number of NGOs, NPOs or educational institutions reached through PwC community investment activities to understand and tackle obstacles that are inhibiting them from realising their goals and ability to have lasting positive impact on society. This includes capacity building and support to increase the scale and effectiveness of these organisations, and, amongst other things, strengthen their accountability, transparency, reliability and profile.

Calculating beneficiaries reach data

For a stakeholder to have been “reached” the engagement has to go beyond merely being exposed to an activity or campaign to the degree where the individual in question can report that they are actively aware of the project, programme or activity.

Indirect beneficiaries are only counted when PwC’s involvement is considered significant and critical to the functioning of the receiving organisation, with benefits genuinely flowing through to the indirect beneficiaries. As an example, we would not count students of a school or organisation where we conduct pro-bono services or where our partners and staff serve as board members. While these activities are important, the indirect beneficiary is considered too far removed from the activity.

Individuals, NGOs, and social/micro enterprises reached through activities that do not involve the use of our professional skills (i.e. in-kind donations or general volunteering activities), community contributions that come from other sources (e.g. employees, customers, other organisations) and minor cash contributions are not counted as part of this indicator. For example, we only count beneficiaries reached when we match staff donations to charitable organisations but would not count those reached solely through our employee’s personal giving.

When multiple organisations participate in an activity, the number of beneficiaries counted is proportional to PwC’s contribution.

A few instances of possible double counting may exist when territory level data is aggregated at the network level. For example, when we work with the same NGO but in different countries. Double counting may also occur when counting individuals who have been engaged by PwC through different activities over several years.



[PwC structure](#)

[Principles and frameworks](#)

[Organisational boundary](#)

[Restatements](#)

[Back to calculating beneficiaries](#)



Restatements

Network Corporate Responsibility (CR) information will be restated when discrepancies deemed to be material are identified. In this case, materiality is assessed at the member firm level at the key performance indicator (KPI) level, and not at the data point level.

It is not possible to adjust our CR reporting for all estimations found to be inaccurate or for all omissions or miscalculations, therefore we only publish restatements for those which are deemed to have a 'material' impact on the relevant aggregated network CR data previously reported.

For this purpose, we have set a KPI materiality threshold level of 5% at the network level to determine what is considered material and therefore what should be restated.

If there are multiple errors identified for a number of data points that input into a single KPI, and/or identified by multiple member firms that input into a single KPI, these will be aggregated to determine whether collectively they lead to a change which is 5% over or under the previously reported KPI value.

Restatements of CR information may be due to reasons such as:

- Organisational changes impacting the firm's operations – e.g. mergers, acquisitions and divestments.
- Changes in calculation methods resulting in changes to prior year data.
- Discovery of an error or a number of errors which, taken together, are material.
- Updated or new data become available for previous reporting years.

While the above description is intended to be as accurate as possible, invariably some exceptions to this basis of reporting may occur. None of the known exceptions are considered to materially change the CR information reported.



Find out more

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