Itt és Most & Magyar Telekom

CSR Project Proposal

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1 Selection of potential partner

In the initial stage of the process, a careful selection of relevant companies was undertaken to form a peer group for analysis. The chosen peer group was found by the theater group to be relevant companies with a Hungarian presence and a cultural fit with the potential partnership programs. Subsequently, a structured framework was established by defining four quadrants based on two key criteria. The first criterion focuses on the companies’ ability to convey core values, emphasizing the importance of aligning organizational principles with its actions and communications. The second criterion assesses the level of Corporate Social Responsibility (CSR) and employee engagement within these companies. By creating this matrix, we aim to categorize the potential partners into distinct segments, providing a comprehensive overview of the landscape.

Upon careful evaluation, Magyar Telekom emerged as the most potent partner for Itt és Most Társulat, offering a myriad of benefits that align seamlessly with the organization’s strategic objectives. Firstly, Magyar Telekom’s established presence promises enhanced visibility and credibility for Itt és Most Társulat. Partnering with a reputable telecommunications giant inherently lends credibility to the initiatives. This strategic alliance allows Itt és Most Társulat to extend its reach to a larger audience,

Figure 1. Source: own research and analysis
potentially unlocking new markets and demographics. Moreover, Magyar Telekom brings not only its market influence but also a reputation for innovation. Collaborating with Telekom allows Itt és Most Társulat to build an innovative brand image, demonstrating a commitment to staying at the forefront of trends and technology advancements. The partnership with Magyar Telekom goes beyond the surface-level benefits, offering valuable access to advanced technology and knowledge. This access empowers Itt és Most Társulat to enhance and refine its existing programs, incorporating progressive solutions and methodologies.

Furthermore, the collaboration with Magyar Telekom opens avenues for media coverage, providing a platform for the theater group to showcase its initiatives to a wider audience. In a digital age, the added advantage of potential digital infrastructure support from Telekom is a strategic bonus. This not only ensures seamless communication and connectivity for joint initiatives but also positions Itt és Most Társulat at the forefront of leveraging technology for social and environmental causes.

2 Telekom as a corporate partner

2.1 Industry profile

Magyar Telekom, initially established as Matáv in 1991, marked its beginning as a state-owned company, later privatized in 1993. The company entered share trading in Budapest and New York in 1997 and becoming part of Deutsche Telekom Group in 2000.\(^1\) Over the years, Magyar Telekom evolved into a major Information and Communications Technology (ICT) provider in Hungary, significantly influencing the telecommunications landscape with its innovative approach and expansive services. Magyar Telekom, as Hungary’s leading ICT provider, offers a broad spectrum of services including phone, broadband, TV, and IT solutions. It holds a substantial 45% market share in mobile internet usage and minutes talked on the phone, as reported by NMHH (Nemzeti Média- és Hírközlési Hatóság) in 2022.\(^2\) Telekom's commitment to digital responsibility is evident in its programs reaching over 4 million people nationwide.

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\(^1\) Telekom Company History  
[https://www.telekom.hu/about_us/about_magyar_telekom/company_history](https://www.telekom.hu/about_us/about_magyar_telekom/company_history)  
\(^2\) NMHH Mobilpiaci Jelentése 2022 II. félév  
[https://nmhh.hu/cikk/238781/Mobilpiaci_jelentes__2022_II_felev](https://nmhh.hu/cikk/238781/Mobilpiaci_jelentes__2022_II_felev)
Additionally, it champions work-life balance, diversity, and inclusion, demonstrated through initiatives like the pilot of a 4-day working week, illustrating its dedication to creating an equitable and inclusive workplace.

### 2.2 Telekom and CSR activities

We can observe the CSR is highly integrated into the strategic and operational level at Magyar Telekom. Firstly, CSR is evident in the company's overall strategy, including initiatives such as fighting for digital equality, promoting education, and supporting social causes. The focus on reducing environmental impact and setting targets for revenue from climate protection services by 2030 reflects a strategic commitment to CSR. Secondly, as for operations, CSR activities are conveyed in specific programs and campaigns, such as the "Legyélteis! MOST" and "Digitális szülő vagyok!" projects. These initiatives involve practical steps and collaborations with external organizations to address societal issues and promote digital safety.

Magyar Telekom’s CSR activity is highly in line with the goals of Itt és Most, and the topics they bring awareness to. As mentioned before, Telekom puts a great emphasis on educating the youth, empowering them with knowledge and skills to become more confident and conscious. This aligns with the values of Itt és Most as they also focus on education by providing trainings for school children and teachers, to help them connect with each other and increase their self-awareness, confidence and also their empathy towards each other. Prevention is also an important shared value, as both parties have programs focusing on eliminating harmful addictions, however about different topics, but this is still something that could give a great basis for cooperation. Additionally, Telekom focuses on sustainability and the environment too, being one of their main priorities. While Itt és Most also have a training dealing with this topic, they put less emphasis on it and focus more on societal issues and mental health.

Magyar Telekom's CSR activities demonstrate a strong connection to NGOs and civil society through various initiatives. Firstly, their cause promotions focus on collaborating with organizations like "Hintalovon Alapítvány" to educate parents on digital safety for children. Secondly, cause-related marketing is evident in Telekom's sponsorship of the Vivicittá race, allowing participants to purchase charity tickets to

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3 Telekom Sustainability Report 2022
[https://www.telekom.hu/about_us/society_and_environment/sustainability_reports](https://www.telekom.hu/about_us/society_and_environment/sustainability_reports)
support specific civil organizations. Thirdly, in corporate social marketing, they published a limited edition of POKET books for International Women’s Day, promoting women empowerment. Additionally, the “Mobildonor” program, collecting unused phones for disadvantaged individuals, reflects a philanthropic effort to support societal needs. Lastly, Magyar Telekom’s collaboration with the SUHANJ! Foundation showcases corporate philanthropy, providing support for initiatives like daycare for children from Ukraine and engaging in direct humanitarian efforts during the Ukrainian crisis.

Magyar Telekom effectively uses LinkedIn and other social media platforms to highlight their CSR initiatives, emphasizing their commitment to both technological and educational advancement. Their campaigns focus on nurturing the talents of the next generation and equipping older generations with essential tech skills. While the primary focus is on educational and technological empowerment, their dedication to environmental sustainability and work-life balance is also prominent feature in their communications.

On LinkedIn, Telekom has highlighted their partnerships with educational bodies and non-profits, and their participation and organizational role in events. For instance, they spotlighted their HiFeszt initiative, which provided thousands of students with access to professional coaching, underscoring the importance of education in personal development. A similar message is displayed in their collaboration with Edu&Fun on Career Orientation Day, which let students assess their skills, personality traits, and competencies for better career decision-making. Furthermore, their support of work-life balance is actively communicated with initiative like on-site childcare (Gyermekkuckó) and they proudly promote the fact that they have been recognized as a family-friendly workplace since 2018.

They also post about their collaboration like the Netrevalók program with Fővárosi Szabó Ervin Könyvtár, which illustrates a unique intergenerational exchange, with teens educating the elderly on digital tools. Furthermore a notable initiative on the environmental front was the BEINTECH 2.0 meetup held with radiocafé98 that reflects Telekom's commitment to sustainable business practices. Their CSR narrative extends to Facebook and Instagram, where they run parallel campaigns to engage families through the Hello Parent program, offering resources to navigate parenting in the digital age. Additionally, they use these platforms to promote digital creativity
among youths in Kraftlab and to bring attention to their cultural support through the free docu-comedy 'Marsra Magyar', which premiered on YouTube. Such posts are not only informative but provide education and entertainment. Through their social media outreach, Magyar Telekom showcases a snapshot of their CSR, ranging from support for education, digital access to sustainability. Their posts are straightforward and encourages the community to make the most of the resources and events they provide.

3 Itt és Most & Telekom potential proposals

By taking into account the current services provided by Itt és Most társulat, we have identified potential cooperation areas that would be mutually beneficial for both the improv theater and the corporate partner as well. Firstly, in the realms of **improvisation trainings and workshops**, Itt és Most could join Telekom’s already existing partnership with schools and elderly centers, where intergenerational learning programs are implemented, this program would be called Legyélteis! Itt és Most Generációs, as it connects to the existing project of Telekom. Next, An improvisational training provided to the young generation targeting cyberbullying and digital behavior with other people. This project would be complemented by parents and teachers training.

Next, the element of **performances and shows** Itt és Most would be able to stage flashmobs facing digital issues and also appear in festivals sponsored by Telekom, which would give a huge boost to the potential reach of the theater group. Lastly, **events and corporate trainings** can also pay a part in the cooperation, as employee engagement programs are highly accepted inside Telekom’s corporate setting.

3.1 **DigImpro Program**

The DigImpro Program is a dynamic initiative designed to enhance both online and offline communication skills, targeting students, teachers, and parents alike. This comprehensive program goes beyond conventional communication training by incorporating improvisation techniques tailored to address the unique challenges faced by younger generations in today's digital age.

The program includes specialized training sessions for younger students, teaching them how to apply improvisation techniques in their everyday digital interactions. By fostering adaptability and quick thinking, these sessions empower students to navigate
the complexities of the online world with confidence. The improvisation curriculum is thoughtfully crafted to address specific problems and situations commonly faced by the younger generation, ensuring its relevance and effectiveness.

In response to the pressing issue of bullying, the DigImpro Program is equipped to address and combat such events in both offline and online spaces. It emphasizes education on social media etiquette, promoting a positive and respectful online environment. Additionally, the program provides parents and teachers with specialized exercises geared towards prevention and reaction strategies, enabling them to actively support and guide the younger generation in digital spaces.

To ensure the widespread impact of the DigImpro Program, it leverages existing partnerships with schools from Telekom. By identifying flagship institutions to serve as development spots, the program establishes a foundation for further expansion and outreach. Through this strategic approach, the program aims to create a ripple effect, fostering improved communication skills, digital resilience, and a safer online environment for students across diverse educational settings.

Furthermore, the DigImpro Program's off-curriculum educational activities not only serve as a valuable extension of the core curriculum but also foster a sense of creativity and adaptability among students. These activities range from simulated real-world scenarios to interactive projects, providing a hands-on approach to reinforcing communication skills. Additionally, the program's collaboration with experts in cyberbullying-themed workshops ensures that participants gain insights into the latest trends, behavioral patterns, and effective strategies for creating a safer digital environment. By continually refining its offerings and staying at the forefront of digital literacy, the DigImpro Program becomes a dynamic force in shaping resilient and socially responsible individuals in an ever-evolving online landscape.

3.2 LEGYÉLTEIS! Itt és Most

The "LEGYÉLTEIS! Itt és Most" educational workshops, conceived as an expansion of Telekom's "LEGYÉLTEIS! Most generációs" initiative, represent a new approach to their idea of intergenerational learning. These workshops are uniquely structured to facilitate meaningful exchanges between younger and older generations. Young participants share their insights on navigating the digital world, focusing on topics like responsible digital presence, understanding digital footprints, and mastering social
media etiquette. Conversely, older participants are equipped with vital knowledge on cybersecurity, recognizing online scams, ensuring online safety, and discerning fake news.

This reciprocal educational model not only enhances digital literacy across generations but also fosters mutual understanding and respect. By bringing together different age groups in a dynamic, interactive setting, the workshops create a platform where knowledge and experiences are shared and valued equally.

Moreover, the program is designed to be more than just a series of lectures. It incorporates experience-based learning, leveraging the power of improvisation and role-play techniques, in which Itt és Most specializes. These methods help in making complex topics more accessible and engaging, ensuring that participants are not just passive recipients of information but active learners.

The inclusion of Telekom’s resources and expertise adds another layer of depth to the program. Utilizing digital tools and platforms, the workshops can reach a broader audience and offer more sophisticated content. This partnership also provides an opportunity for Telekom to reinforce and bring a new angle to its commitment to digital responsibility and community engagement, aligning with its CSR goals.

3.3 ‘FACE TO FACE’

The ‘Face to Face’ Flashmob is a one-time event, where members of the theatre prepare a brief yet impactful public performance. The program tackles the issue of cyberbullying with the aim to raise awareness among social media users about their accountability for their digital actions.

Initiating with the collection of real-life hurtful comments from social media, the program sets the stage for a theatrical experience that goes beyond the conventional. The performance involves vocalizing the collected comments, with the victim on display and others participating by shouting the messages at them. This creative approach serves to highlight the dissonance between digital behavior and real-life standards, highlighting that many individuals engage in online actions they would be unwilling to acknowledge in person and actions that would be deemed unacceptable in reality, but are overlooked in the digital world.

The primary objective of the program is to elicit a shock factor, capturing the audience’s attention and fostering engagement. The format of a flash mob has a great potential to
reach a huge amount of people during a short time period and gain high awareness for the cooperation. Furthermore, the event has the potential to produce high media coverage and content that could go viral on social media, contributing to heightened public engagement with the campaign. In essence, the ‘Face to face’ flashmob event steps out of the boundaries of a traditional theater and serves as a provocative and shocking action to raise awareness to the issue of cyberbullying.

3.4 Festivals

The fourth proposed program involves immersive and interactive performances showcased at festivals sponsored by Telekom, or collaboratively setting up a booth with the company. These performances could address a spectrum of topics, ranging from the issue of cyberbullying to shaping one's digital presence. The interactive performance is based on input from the audience, allowing them to share their ideas, real-life experiences, or short anecdotes with the theater.

The festivals would serve as the best opportunity to gain visibility and reach a huge number of people, not just the audience but anyone who is curious about the organization and grabs the chance to visit the booth and collect information about their activities. The performance itself would also engage a greater number of people in a way that makes a long-lasting impression on them. Beyond the immediate impact of the play, there is also an additional chance to get into closer interaction with the audience post-performance, that could give a foundation for building lasting connections with them and give them incentives to also participate in other events of the collaboration.

3.5 Overview of projects

The provided projects must be evaluated not only in the context of its content and implementation steps, but also from the point of view of the effort needed, the potential reach could be provided, last but not least the social impact conveyed by the projects.
By analysing the matrix two main distinct groups emerge, firstly, large effort programs, as DigImpro and LegyélTels! Itt és Most, which require more preparation and relevant knowledge base for performers, working with children and brainstorming about the exact implementation of the project. These events would lead to lower potential reach for the improv theater, however the social impact could be significantly higher than other projects.

Another main group is the lower effort required, higher potential reach but also smaller social impact programs, as festival performances and Face-to-Face flashmobs. Considering the timing of the cooperation, these events could be leveraged first to gain awareness for the collaboration and the theater group, and following, the first group’s initiative could be launched and marketed for an efficient joint program.

4 **Implementation**

4.1 **Plan structure**

The proposed partnership between Itt és Most and Magyar Telekom could be presented in three different plans, each designed to cater to varying levels of engagement and objectives. The Pilot plan, spanning two months, focuses on initiating
and assessing the compatibility and basic activities via the "LEGYÉLTEIS! Itt és Most" and "Employee Program." This plan could be pivotal for gauging the initial response and fine-tuning the approach based on feedback. Progressing to the Core plan, it builds upon the pilot's foundation, adding the "DigImpro Program" and the "FACE TO FACE" flashmob, creating a diverse array of activities to engage a broader audience in a longer time period in an ad hoc manner. The most extensive proposal, the Full Year plan, is a comprehensive strategy that includes all previously mentioned programs, supplemented by Festival programs and supporting impro at any other possible event to maintain continuous engagement throughout the year. This option aims to provide a sustained, impactful presence, maximizing the reach and influence of the partnership's initiatives. Each of these plans offers Telekom a unique opportunity to choose a level of involvement that aligns with their strategic goals and commitment to social responsibility, while balancing the reach, social impact and effort needed from the theatre.

4.2 Timing

The comprehensive full-year plan kicks off in June with the ‘Face to Face’ flashmob event, strategically designed to achieve widespread visibility and captivate audience engagement. This initial activity aims to raise curiosity about the ongoing initiatives of Itt és Most and Telekom. Following the flashmob, the festival momentum is set to continue throughout the summer at various locations to ensure a diverse and engaging experience for participants. LEGYÉLTEIS! Itt és Most and DigImpro, tailored primarily for students and the elderly, are scheduled to start in September. This timing aligns with the start of the school year, maximizing the potential reach and impact of the programs. Regarding the employee engagement programs, the plan charts a course to start these activities in December, coinciding with the Christmas season. This timing provides an alternative and meaningful program during the season of company Christmas dinners and extends into team-building activities thereafter.

By strategically spacing out these initiatives, the year-long plan aims to create a sustained impact and engagement across diverse audiences and settings.
5  Objectives of the project

In an era where capturing the attention of young people is increasingly difficult, this cooperation presents Telekom with a unique opportunity to connect with their audience through innovative means. The program seamlessly aligns with Telekom's values, fostering a close bond with the target audience. It allows the company to effectively communicate its values, providing a platform to make the audience truly comprehend and resonate with them.

Through active engagement with the audience, Telekom holds the capacity to create a tangible and meaningful impact in their lives. This involvement not only showcases the company's commitment but also elevates its trustworthiness. As this commitment becomes visible to customers, it further enhances Telekom's credibility. Ultimately, these initiatives play a pivotal role in shaping a positive brand image for Telekom, strengthening its position as a socially responsible and reliable company in the eyes of the public.

6  Summary

The proposed partnership between Itt és Most Társulat and Magyar Telekom is designed to leverage the strengths of both organisations. By combining Itt és Most’s soft skills and innovative programs with Telekom’s industry-specific knowledge and commitment to corporate social responsibility, the collaboration aims to create
impactful initiatives that could empower people to be more confident and responsible in the digital world.

The proposed projects present a wide range of engagement opportunities, ensuring a diverse and dynamic interaction with the audience. With a carefully planned implementation timeline, the partnership seeks to maximize the reach and gain widespread visibility and awareness for the collaboration. The overarching goal is to forge connections with the target audience, delivering impactful experiences that impart knowledge and skills.

Further, the partnership seeks to cultivate a positive brand image for both organizations, aligning their values and missions with the societal impact of the initiatives. Finally, it aims to lay the foundation for a sustained and positive presence in the minds of the audience, thereby fostering long-term relationships.