



# BEYOND ACCENTURE LEADS' REACTION

## VIDEO TRANSCRIPT

**Question: How does 'Beyond' showcase Accenture as a responsible business?**

**Louise Sabariaga:** Kevin's story is actually a good example of Accenture's culture allows and inspires our people to help communities, especially during these challenging times.

Through our Corporate Citizenship programs, our people are able to share their time and skills to help current, as well as future talents learn and equip themselves with the necessary skills of tomorrow.

Our upskilling programs, such as Skills to Succeed Academy, and Near Hire Training Program – as well as our virtual volunteering platforms like Hour of Code, and Coder Dojo, amongst many others – create positive impact to our communities with the help of Accenture people who passionately volunteer.

**Question: How does Accenture promote the culture of 'making difference'?**

**Reggie Gavino:** So, at Accenture, we encourage people to thrive and give back just like Kevin.

And we do this by regularly promoting Corporate Citizenship activities so they may volunteer or support our variety of beneficiaries through our multiple initiatives.

So, aside from year-around activities, we also dedicate an entire month for Corporate Citizenship in the Philippines, where we

celebrate how Accenture makes a difference. And this is what makes Accenture a responsible company, not only to our clients, but also to our own people and our communities.

**Question: How did Accenture bring Kevin's story to life?**

**Arvin Alalay:** In this film, we really tried to go beyond, in order to give justice to Kevin's story.

We can say the same for our people.

Their impact goes beyond their office work because they are able to help the greater community by sharing their time, skills, and resources.

We enter Kevin's world through a projection mapping technique.

Visually, it shows how he has gone beyond, even with a minimalist creative approach.

It made sense to use Kevin's story to highlight Corporate Citizenship or our culture to make a difference as Accenture people.

It is an honor for Accenture to provide him and other employees opportunities to live their purpose and make a difference.

**Question: Can you tell us about your experience in shooting 'Beyond'?**

**Trina-Razon Dacones:** 'Beyond' is really a



hopeful story about teaching and giving back.

And our challenge was how to portray this in a more symbolic and cinematic way.

**Raymond Dacones:** That's where the concept of projections come in.

It really helped us take the visuals further and really capture the metaphor of 'going beyond'.

We shot this in an empty gallery, where the walls served as canvas for the footage.

**Trina-Razon Dacones:** So, the film really captures two things; first it, it serves as a memoir for Kevin and his memories, and his journey, and him interacting with all of these throughout the film.

And also, the second one is, really, it symbolizes endless opportunities for him to create a positive impact on the people that he teaches.

And all of these were shown through the imagery and symbolisms that we projected.

**Louise Sabariaga:** Please check out 'Beyond' at [Accenture.com/VerticalFilms](https://www.accenture.com/VerticalFilms)

You can also watch all the other amazing films that we have for the #StoriesOfAccenture Vertical Film Festival that highlights our unique culture.

Copyright © 2021 Accenture  
All rights reserved.

Accenture and its logo  
are registered trademarks  
of Accenture.