

CAROSELLA  
GROUP

and

Rotary  
Club Novus Ortus  
District 2101



present



#beethechange2026  
in memory of Prof. Antonio Carosella

CALL FOR CONTEST 2026

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## Art. 1. The #beethechange2026 Awards: general information and organisation

1. The #beethechange Awards contest is dedicated to the memory of Prof. Antonio Carosella (1923-2012), Headmaster in Campania (Italy) High Schools and Governor Emeritus (1998-1999) of District 2100 of Rotary International.
2. The Award was conceived and is currently promoted and supported by Carosella Group (hereinafter also referred to as "the Company"), an international group of management consulting firms.
3. The mission of the Award is to recognize, enhance, and support young people's personal and professional growth, through periodic competitions focusing on specific, changing themes. This growth is informed by ethics, sustainability, multiculturalism, active citizenship, and accountability, encouraging and rewarding their commitment to leading positive change in the environment, society, and community governance. The goal is to instill in young people the desire to challenge themselves by building an innovative start-up or social initiative aligned with an ethical commitment to achieving one or more of the 17 Sustainable Development Goals of the 2030 Agenda.
4. Sharing its mission and vision, the Rotary Club Novus Ortus District 2101 has joined the project as the main operating partner.
5. Participation is open to all young people from the European Union and the United Kingdom aged 16 to 30.

## Art. 2. The call for applications

1. A competition based on qualifications and examinations is open to young people from the European Union and the United Kingdom aged 16 to 30, including:
  - a. European Union students aged 16 or over who are regularly enrolled in a higher education institution or hold a high school diploma;
  - b. University students, graduates up to the age of 30, and individuals already employed.
2. Participants are invited to propose innovative solutions to address sustainability challenges and create a positive impact on cities, communities, and people. The competition theme can be developed, for example, through:
  - a. reinterpreting past daily habits from a sustainable perspective;
  - b. intergenerational dialogue as a tool for growth and innovation;
  - c. using technology to preserve, amplify, or reinvent traditional practices;
  - d. new models of community, sharing, and care;
  - e. proposals that combine slowness, responsibility, and the future.
3. When designing the project, applicants may refer to the 17 Sustainable Development Goals (SDGs), which they can learn more about by visiting, among other available sources, the dedicated section of the United Nations website (English: <https://sdgs.un.org/goals>; Italian: <https://unric.org/it/agenda-2030/>).
4. To provide a couple of useful examples for designing the project, it could consist, among other possible options, of:
  - a. designing or actually implementing an awareness-raising activity on the topic of sustainability, especially where the outcome, achieved or reasonably foreseeable, is a significant increase in the recipients' awareness and commitment;
  - b. designing or actually implementing a product or service that is oriented towards sustainability, with impacts possibly extending to the greatest possible number of factors (SDGs) that define it: environmental, social, economic, cultural, and technological.
5. The project must be carefully described and documented and must be submitted together with the [application](#) by the deadline indicated in Article 4, point 2 below.
6. The Award also aims to enhance the personality of young people, especially in terms of their ability to interact with cultures, languages, and social and professional environments different from their usual ones.
7. No restrictions or limitations on participation, and no preference in the evaluation process, are permitted based on gender, nationality, race, language, religion, political opinions, or personal and social circumstances of individual participants.

## Art. 3. Admission requirements and contest management

1. A competition based on qualifications and examinations is announced for two categories of young people:

- a. students regularly enrolled in a higher education institution or graduates; specifically, if students, candidates must be enrolled in a class no lower than the third grade;
  - b. university students, graduates, and, more generally, young people up to the age of 30.
2. For the young people referred to in point 1.a, the mandatory requirement for eligibility is having achieved a promotion or diploma, respectively, in the 2025-2026 school year.
3. Although the Prize is awarded to a single individual, in order to encourage the integration of skills, ideas, and personalities among diverse students in the implementation of group initiatives or projects, in addition to individual participation, collective participation in the competition is also permitted. "Collective" means groups of young people, no more than four in number, who have joined together to submit a testimonial or initiative. A group is equivalent to one (1) nomination/recommendation.
4. Since the Prize is individual, in the case of collective participation, each member of the group must strictly meet the requirements set out in paragraphs 1 and 2 of this article. Furthermore, in the preparation of the final ranking, each member of the group will be evaluated individually by applying the criteria set out in Article 8, point 1, as further specified in Article 8, point 2.
5. For all young candidates, additional essential conditions for participation are:
  - a. certification of having received the information on the protection of personal data pursuant to Article 13 of the EU General Data Protection Regulation 2016/679 (hereinafter GDPR);
  - b. consent to the processing of personal data pursuant to Articles 6, 7, and, in the case of minors, 8 of the GDPR; in the case of minors, consent must be provided by the person exercising parental authority over the minor.
6. Both the information, referred to in point 4.a, and the consent form, referred to in point 4.b, are attached to the [Application Form](#) referred to in the following Article.
7. Admitted candidates (see Article 4 below) will be interviewed. To facilitate the interview process and avoid inconvenience to candidates, the interview may be conducted in person or via videoconference. Once the assigned interviews have been completed, the applications will be evaluated comparatively, in order to draw up the final ranking of participants and identify the winning candidate(s).

#### Art. 4. Methods and terms for accessing the contest

1. Students from higher education institutions may submit their own applications, which their institution may consider supporting. In this latter case, the institutions wishing to participate in the competition may make the appropriate decision in a Faculty Meeting and subsequently identify and nominate the recommended students. The maximum number of applications (individual or group) that may be submitted by a single institution is set at 7 (seven).
2. University students may submit their own applications or, if applicable, be nominated by their department (or a faculty member thereof).
3. The completed [application](#), complete with all three parts (see point 3 below), must be submitted **no later than July 31, 2026**, exclusively by email to the Award organization at [premio2026@carosellagroup.com](mailto:premio2026@carosellagroup.com). For the application, as well as for the mandatory requirements pursuant to the GDPR (see Article 3, points 5.a and 5.b above), the application forms will be provided to each applicant; all application forms must be completed in such a way as **to avoid any possible errors in the interpretation of the data entered**.
4. For the application to be considered eligible for the competition, the candidate must:
  - a. **clearly** provide their full personal details, including all available physical and electronic contact information;
  - b. provide information on the course of study attended, the year attended, and foreign languages known (see Article 7.1);
  - c. certify that they meet the curricular requirements set forth in Article 3, paragraph 2;
  - d. attach complete documentation of the project submitted, following the format provided in the [Application Form](#).
5. In the event that the candidate intends to submit for the competition (see point 4.d. above and the relevant footnote) something that cannot be sent, in whole or in part, by email, the proposing candidate must indicate this circumstance when completing the [Application Form](#) (to be sent sufficiently in advance of the deadline for submitting applications) and subsequently agree with the organizing company on suitable methods to ensure that everything necessary to document the project reaches the organizing company by the deadline for submitting applications.
6. Young people who have submitted their application according to the methods described in points 1, 2, 3, and 4 above will receive confirmation of admission from the Organization. The confirmation will be sent to the email address indicated in the <https://carosellagroup.com>

application and, where applicable, to the WhatsApp account (where available) corresponding to the candidate's mobile phone number; the confirmation may also be sent, if applicable, to the candidate's institution for information purposes.

7. With the same communication referred to in the previous point or a subsequent one, each admitted candidate will be invited to a meeting (in person or via videoconference) where they will be interviewed and will be able to fully introduce themselves and the project with which they intend to compete. With regard to this point and to Article 3, points 3 and 4 above, it is hereby specified that, in the case of a project submitted by a group, all admitted members of the group will be invited to the same interview, which will include a collective part dedicated to the presentation of the project, and, subsequently, an individual part for each member of the group.
8. Please note that the communications sent by email to candidates by the organizing company will be "read confirmation" type. Recipients are therefore requested to respond to the request for a read receipt: the candidate's receipt of each communication is essential for continued participation in the competition.

#### **Art. 5. The Scientific Technical Committee (STC)**

1. The organizing company is supported by a Technical Scientific Committee, which is entirely independent. This body's task is to interview candidates individually to gain a thorough understanding of their personal and academic backgrounds and language skills, as well as to explore the nature of the proposed project and its consistency with the competition theme. To this end, the Technical Scientific Committee may include faculty from higher education institutions and universities (including a foreign language instructor to assess the candidate's language skills), representatives of public administration and institutions, and professionals and business professionals.
2. The key moment of the competition is the individual interview (see Article 3, point 6 and Article 4, point 6) that each participant will undergo with the Technical Scientific Committee. The purpose of the interview, which will take the form of an interview, is to deepen and evaluate, to the extent possible, the student's understanding of his or her personality, aptitudes, and aspirations, as well as to ascertain the nature of the proposed project and its consistency with the competition's theme.

#### **Art. 6. Project submitted to the contest - Presentation interview**

1. The submitted project must be
  - a. focused on the competition theme and, above all, clearly and explicitly representative of the participant's authentic project commitment,
  - b. if applicable, unpublished and original (publications or excerpts thereof, degree theses or equivalent works, works previously created for other competitions or for study or professional needs, works by third parties, and anything reasonably related to these are excluded),
  - c. not necessarily consistent, in nature and content, with the chosen field of study.
2. As highlighted in Article 5, point 2, the individual interview is the key moment of interaction between the candidate and the organization: it allows the Organization to gain insight into the project submitted to the competition and to deepen and evaluate, to the extent possible, the candidate's understanding of his or her personality, aptitudes, and aspirations.
3. Each participant (individual or group), during the interview (see Article 3, point 6) to which they have been invited, must present and discuss the project, accompanied by the relevant documentation; Both the interview itself and the project will be evaluated within the limits and according to the criteria established in Article 8 below.
4. In the case of a group project (see Article 3, point 3 above), it will be presented by the entire proposing group in a single interview; following the collective interview, each member of the group will be interviewed individually.
5. The project must follow a downloadable format to be completed (to be received upon application) and can be developed in Word, PowerPoint, and Canva.
  - a. Word presentation of up to 10 pages;
  - b. PowerPoint and Canva presentation of up to 15 slides;
6. All details are included in the [Application Form](#), which must be followed.

#### Art. 7. Language skills

1. When submitting their application, participants must declare that they possess adequate language skills through a self-declaration or through any certificate based on the Common European Framework of Reference for Languages (CEFR) or other international standards (for example, TOEFL, IELTS, PET, CPE, DELE, Start Deutsch, etc.).
2. In any case, the interview referred to in Article 6 may have, among its objectives, the assessment of the candidate's language skills.
3. The Organization hereby specifies that, in order to ensure the winner fully enjoys the prize, adequate language skills will be considered a priority for applications for the stay/internship abroad.

#### Art. 8. Evaluation criteria

1. The Technical Scientific Committee will evaluate the applications admitted to the competition; the evaluation will be based on the following criteria:
  - a. Maximum overall score: 100 points, of which
    - i. up to a maximum of 35 points: project submitted, taking into account its nature and supporting documentation;
    - ii. up to a maximum of 15 points: academic record, taking into account the distribution of grades by subject and the minimum threshold set in Article 3.2;
    - iii. up to a maximum of 15 points: language skills;
    - iv. up to a maximum of 35 points: candidate's personality and overall interview outcome.
2. For the purposes of the final score for group projects, the project grade will be assigned the same grade to each member of the group that submitted it; grades for the other criteria set in point 1 above will be assigned to each member based on their individual results.

#### Art. 9. Ranking

1. At the end of the interview session, the Technical Scientific Committee will proceed to the evaluation phase. Based on the results of this evaluation, the Technical Scientific Committee will draw up the final overall ranking, applying the evaluation criteria set out in Article 8 above.
2. **The organization may, at its sole discretion, decide to increase the number of awardees, considering placing them in different skill categories, where these can reasonably be identified.**
3. A skill category is understood to be a grouping of subject areas within which the candidate's education can reasonably be classified. By way of example, and by no means mandatory or exhaustive, the following is a possible list of skill categories and the subject areas included in each:
  - a. Humanities: Literature, Philosophy, Cultural Heritage, etc.;
  - b. Economics: Economics, Management Engineering, etc.;
  - c. Legal and Social Sciences: Law, Political Science, Psychology, Sociology, etc.;
  - d. Technical and Technological Skills: Engineering, Computer Science, Architecture, Medicine, Mathematical and Physical Sciences, Agriculture, Physics, Chemistry, etc.

#### Art. 10. Nature of the prize

1. The Prize consists of:
  - a. for very young candidates, the opportunity to participate in a **summer study abroad program**;
  - b. for more mature candidates, the choice of one of the following opportunities:
    - i. **"BeetheCEO"**: the winner can work alongside a CEO or executive of a company for a month, participating in strategic decisions and meetings and thus experiencing a true leadership role.
    - ii. opportunity to **implement the submitted project**: the winner will have the opportunity to connect with companies or organizations in areas compatible with the scope of the winning project and lay the foundations for implementing the submitted idea.

2. Based on the profile of the winner(s), the opportunity referred to in point 1.a will be chosen from among those most consistent with it in terms of nature, educational background and cultural profile, geographic location, etc.
3. In the event that the nature of the Prize, as described above, is not accessible or of interest to the winning candidate, an alternative may be evaluated by mutual agreement between the Organization and the winner - without obligation on either side - which, taking into account the winner's expectations and profile, represents a truly effective opportunity.

#### Art. 11. Awards Ceremony

1. The Prize will be awarded to the participant who ranks first in the overall final ranking. If applicable, the final selection of the type of Prize will be made by the Committee based on the awarded student's linguistic skills and personal profile.
2. The Prize will be publicly announced at the final awards ceremony, with the winner, the organization, and any partners reserving the right to jointly define, immediately thereafter, the methods, timing, and general terms of use.
3. Notwithstanding the provisions of point 1 above, the Organizing Company reserves the right, after making its own appropriate and independent assessments, to increase the number of awarded students according to the following criteria:
  - a. use of the specific rankings for each skill category for the awarding of:
    - i. in the first instance, the student ranked first in each category;
    - ii. in the second instance, the first two students ranked first in each category;
    - iii. in all cases, the criteria for selecting the nature of the Prize indicated in point 1 above remain valid, where applicable.

#### Art. 12. Timing and deadlines of the contest

4. As per the competition program, once the evaluation of the applications and the ranking have been completed, the ceremony presenting the competition results will take place in **November 2026**. During this ceremony, in the presence of schools, universities, institutions, businesses, and citizens, the award ceremony of the winner(s) will be announced.
5. The ranking will be published on the website of the promoting company and, where possible, on the main social media platforms and on the websites of the participating students' institutions, concurrently with the awards ceremony referred to in point 1 above.
6. Within 30 days before the date set for the awards ceremony, each competition participant will receive an email specifying the location and time of the awards ceremony.