



Enactus UK– Student Handbook

Enactus Projects

2022/23

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Identifying Projects

The Enactus criterion

Enactus is about entrepreneurial action. Enactus projects engage in social innovation that meets the Enactus judging criteria. The specific challenges that your team decides to address through its projects are completely up to you – we simply ask that they fulfill the Enactus criterion.

Which Enactus team most effectively demonstrated entrepreneurial leadership to drive business and innovation for sustainable positive impact to benefit people, planet, and prosperity within the last year?

Entrepreneurial Leadership: identifying a need and capitalizing on opportunities by taking personal responsibility, managing risk, and managing change within a dynamic environment.

Innovation: the process of introducing new or improving existing ideas, services, technologies, products, or methodologies.

Use of Business Principles: applying a sound business model and business plan.

Sustainable Positive Impact: demonstrating a measurable, lasting improvement for people, planet, and prosperity.*

*prosperity - fulfilling lives economically and socially

Identifying Projects

As you work on your projects, consider how they advance these goals. You may articulate this in your project and presentations. For more information on the goals visit <https://www.globalgoals.org/>



Identifying Projects

Considerations

Learn your team members' interests and talents.

Understanding the unique composition of your team will help in project selection. Some teams gather information on individual members through an informational form completed upon joining the team.

Additional knowledge on whether they are engaged in volunteer networks, other associations, and/or simply know where there may be a need that Enactus can fulfill are all valuable pieces of information. Based on individual skills and talents, you can then carefully coordinate project teams and ensure that the talents of all team members are effectively employed.

Analyze the needs of your community.

• Teams are located across diverse communities, from large urban areas to small rural towns. Each of these communities offers access to a variety of populations and problems. Conduct some research into your community and perform a needs and strengths assessment. Research can start with the basics such as reading the local newspapers/magazines or watching the local news.

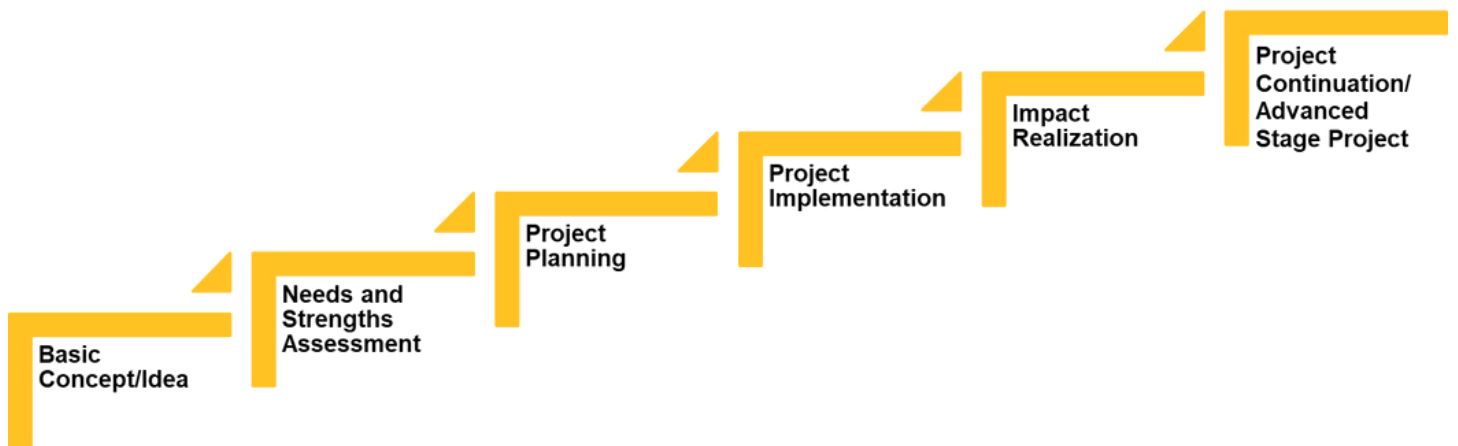
• Do remember that Enactus does not require teams to conduct projects abroad. Although it may be impressive to see that teams can impact those outside their home countries, the focus should always be on the need, relevance, depth, and meaningful impact of the project.

Get involved in your community and volunteer your assistance.

• There are likely many educational organizations and business or civic groups in your community interested in addressing the same topics as your team or interested in serving the needs of the same population groups as those targeted by your team. These groups are often looking for partners to develop new initiatives or volunteers to execute existing programs. Identify these groups in your community, introduce your team, and volunteer your assistance. Remember to clearly define your team's role versus that of your project partner.

Implementing Projects Effectively

Stages in Project Development



What is the specific need(s) the project will address?

Determine whether your project is addressing economic, social, and/or environmental factors. In other words, does the project address needs related to people, planet, and/or prosperity? For a project or initiative to truly be effective and sustainable, it must make sense economically as well as socially and environmentally. Due consideration must be given to the three factors although one or more may have greater relevance in particular circumstances. Consider creating a Theory of Change to theoretically illustrate how your project can help address the need(s) identified.

Who is the target audience?

The goal is for teams to target audiences that would be ideal beneficiaries given the need specified. Audiences are not limited to the disadvantaged, marginalized in society, underprivileged, and/or economically challenged. Remember that a key evaluation is the team's ability to illustrate the need(s) of the target group(s) they worked with, and the sustainable positive impact generated.

Implementing Projects Effectively

How will your team use entrepreneurial leadership in carrying out the project?

The judging criterion requires teams to apply entrepreneurial leadership to all their projects. Entrepreneurial leadership is an integrated point, clarifying the broad range of activities that can be delivered as project solutions. Entrepreneurial leadership should result in the demonstration of creativity, innovation, and entrepreneurial culture through the team's efforts. Examples of entrepreneurial leadership are (but are not limited to): pioneering new approaches and designs, using innovative solutions, developing new opportunities, constantly striving to substantially enhance any existing projects, utilizing industry experts, and much more.

What are the ethical considerations your team would need to be mindful of when working with communities?

Most universities have specific guidelines for working with local and international communities. This is particularly relevant for any data you collect from the individuals you hope to impact as part of your project. Please make sure to check your university resources on the ethics of research with human subjects during the project planning phase to ensure that you are following proper protocols and seeking required permissions before working with your target audience.

Do I need to find a project partner?

Partnerships may not be applicable for all projects. It depends on the location, specific focus of your project, etc. If you need to identify partners, strive to choose those who can add real value and can provide the type of commitment you need. Be sure to clearly articulate what your role will be versus theirs and have a good understanding of which segments of the outcomes your team can justly take credit for as a result of your direct work and impact.

Implementing Projects Effectively

What resources are needed to complete the project?

Resources could include people, capital/finances, equipment, software, and/or other materials needed to implement the project. The types of resources required would vary based on the nature of your project. Make sure to think through all possible resources during the planning phase.

What is the project's budget?

Project budgets should be detailed and thorough. As you think about the various resources needed, quantify them in your budget to make sure you fully understand the cost of your project. Think about all direct and indirect costs involved in bringing your project idea to fruition. Please refer to the "Team Development & Management" section in the Handbook for more information on budgeting and fundraising.

What are the desired outcomes of the project's target audience? How is the target audience trying to achieve these outcomes currently?

Outcomes are benefits or changes for individuals or populations during or after participating in the program. Outcomes may relate to behavior, skills, knowledge, attitudes, values, condition, status, and/or other attributes. They are what participants know, think, or can do; or how they behave; or what their condition is that is different due to the program.

At Enactus, we think of project outcomes and impact under three categories – People, Planet, and Prosperity. The team should investigate, observe and listen to the priorities, strengths, needs, wants, and goals of the target audience.

Examine the target audience's current strategies for obtaining their desired outcomes, looking for opportunities to expand, improve or replace current strategies with more effective and efficient approaches.

Implementing Projects Effectively

How are you going to measure the direct impact of your project?

The direct impact of your project is the number of people who have gained new knowledge, skills or resources. They may have also experienced a positive change in their everyday life as a direct result of the project.

When measuring project impact, consider using both qualitative and quantitative methods to assess the program outcomes and impact. The evaluation methods you use for each project should be decided during the planning process.

What documentation should be created for projects?

Proper documentation will allow teams to archive their accomplishments and will help them create more complete annual reports and competition presentations.

For each project, consider collecting the following information:

- Names of team members involved, and hours contributed,
- Names of Business Advisory Board members involved,
- Names and contacts of project partners,
- Number and demographics of project beneficiaries,
- Names of project beneficiaries,
- Copies of any materials used in the project,
- Photographs and/or videos,
- Any quantitative or qualitative data collected from beneficiaries including demographic information, findings from needs and strengths assessment, outcome and impact data,
- Press clippings and media and social media reach data, and
- Any other information relevant to the project and team. Refer to the “Team Development and Management” section for more information on team-level documentation tips.

Key Characteristics of Successful Enactus Projects

Success Enactus projects share the following key characteristics, including—

- Consider relevant economic, social and environmental factors that may be applicable to the project,
- Identify an appropriate target group with a clear need,
- Demonstrate entrepreneurial action, innovation, and collaboration in project design and implementation,
- Apply sound business principles including a clear business plan in their approach,
- Articulate the true impact of the project in a clear and concise manner using both quantitative data and qualitative information such as testimonials and beneficiary stories,
- Collaborate with and involve the team’s Business Advisory Board, and
Define potential for continuation and possible expansion of the project