



# Team Development & Management

Students Team  
Handbook 2022-23



# Contents

---

Getting Started

Recruitment

Team  
Organization

Team  
Succession

Team Audits

Institutional  
Support

Budgeting &  
Fund Raising

Media



# Getting Started



# Developing a Mission Statement

---

- Developing a mission statement is a first step in establishing your team identity and should be the primary means by which you communicate your team's purpose and inspire commitments from internal and external constituents.
- Given the unique nature of each college or university, work to develop your team's mission statement in a manner consistent with the values reflected in your own institution's mission.
- There are few rules governing individual team activities. This flexibility allows each team to structure itself and design projects that best fit the needs of its members, its institution's faculty and administrators, and the community that it serves. Individual teams have complete discretion to adopt policies or procedures for their operation beyond those outlined in the Team Handbook.
- Given each university's flexibility to implement Enactus, developing a mission statement is an important step new teams should consider. For veteran teams, this exercise will energize and refocus efforts.

# More on the Team Mission

---

## Sample Team Mission Statements

*To engage the students of [insert team name] to use entrepreneurship and innovation to improve the world. We emphasize experiential learning, which catalyzes the personal growth and professional development of our members through the creation of real-world projects that improve our communities and the world.*

*To improve the lives of people in our community by partnering with them on innovative initiatives to create a better, more sustainable impact on people, planet and prosperity.*

## Key Ideas

- Look at mission statement examples from successful organizations around the world.
- Work within the broad framework of Enactus and your college/university.
- Keep the language simple.
- Write a mission statement that clearly defines why your team exists.
- Reflect on your mission statement as you make project decisions.
- Allow mission statement to guide your goals and objectives.

# Living Your Team Values

---

## Enactus Values



**Integrity**



**Passion**



**Innovation**



**Collaboration**

- Communicating team values is an opportunity to engage and unite all of your team members.
- Team values not only help unite your team and guide your actions, but they also align you with Enactus teams around the world who share your same values.
- In addition to the above values, you may choose to add more values that are unique to your team and aligned with your mission.

# Goals, Objectives and Strategy

---

Once your team organizes and aligns on mission and values, you will establish your goals, objectives and strategy for your team.

## GOAL

Goals are the end result that you want to achieve. It is typically a general and overarching idea expressed clearly and concisely.

## OBJECTIVE

An objective is a specific action step that you plan to take to achieve your goals. Objectives help understand **WHAT** needs to be done to achieve the goals. Objectives help team members maintain a focus and keep the momentum towards the goals.

## STRATEGY

A strategy is a plan of action that outlines **HOW** each individual or team will work toward the clearly defined goals and objectives. Strategies are dynamic and can change over time.

All members should have a clear understanding of the team's mission, values, goals, objectives, and strategy. Discussing these key items is a great opportunity to work together, collaborate and help each team member feel included and contribute to the mission!

# Creating SMART Objectives

---

Consider creating SMART objectives for your team and projects.

S

Specific

M

Measurable

A

Achievable

R

Realistic

T

Time-bound





# Student Recruitment



# Recruiting Students for your Enactus Team



- Enactus is a community of NextGen Leaders and today's business leaders who have committed to making a positive impact on people, the planet, and prosperity.
- The driving force behind many of the most successful Enactus teams are the students who work tirelessly and passionately to keep the spirit of Enactus alive on their individual campuses. We understand that university campuses are dynamic environments. Every year, students graduate and embark upon a new path in life while another batch makes the entrance to the threshold of university life.
- Any student in your college or university can join Enactus. There are no limitations based on the area of study, year in college, etc.
- A common misconception is that very large student membership is required to operate a successful Enactus team. While we would certainly encourage you to involve as many students as possible on your team, keep in mind, Enactus team membership numbers tend to grow gradually, and you should always aim for quality over quantity and active students over ones simply registered.

# Recruitment Strategies - I

---

- Some institutions allow student organizations to participate in campus clubs/associations or recruitment fairs at the beginning of the academic year. If this applies in your case, make a commitment to set up a booth at this event.
- Ask members of the teaching staff to make an announcement in their classes about Enactus or offer to make a short presentation at the beginning/end of their classes.
- Create personal invitations to join Enactus and have current team members distribute them to their friends or other student leaders on campus.
- Advertise in the student center or other general public areas on campus.
- Hold an orientation meeting (make it informal and possibly serve snacks to attract students) at the beginning of each semester.
- Identify other student organizations on campus that would make good partners for a particular project and invite them to conduct a joint project with your team.

# Recruitment Strategies - II

---

## Things to Remember!

- Recruit a diverse group of members from all departments, majors, and classifications.
  - Use a variety of recruiting techniques.
  - Remember that recruiting is an on-going process! Get started on projects as soon as possible and recruit new members as you progress throughout the year!
- Consider approaching a professor on campus with expertise in specific areas of your project for consultation and guidance.
  - Inquire with your team's Faculty Advisor about the possibility of offering class credit for participation in Enactus.
  - Create an Enactus bulletin board to include a sign-up sheet, listing of current projects, latest media coverage, exciting pictures, announcements, and note of your team's meeting times and location.
  - Place signs announcing team meetings in highly-traveled areas so non-Enactus members may be attracted.
  - Purchase fun giveaways such as pens/pencils, mugs, frisbees or magnets.
  - Wear your Enactus team's t-shirt on meeting days to bring attention to your group.





# Team Organization



# Typical Enactus Team Roles

---



# Faculty Advisors

---

- Much more than a teacher, the Faculty Advisor carries the titles of coach, mentor, career advisor, and friend. They play a critical role in the success of the team.
- The responsibilities of a Faculty Advisor include but are not limited to:
  - Providing mentorship to Enactus members,
  - Regularly attending meetings, and supporting recruitment, fundraising, and outreach programs,
  - Supporting the creation and management of the team's Business Advisory Board,
  - Providing guidance to the team in creating and implementing projects, and overall team management,
  - Preparing Enactus students for competitions,
  - Serving as an advocate for Enactus on and off campus, and
  - Serving as the primary representative of the team with the Enactus office.



# Business Advisory Board (BAB)

---



- The BAB is designed to advise the team on issues of strategic importance and provide support and guidance for the achievement of the team's mission statement.
- The BAB meets to discuss key issues and makes recommendations to the team.
- Note that this is different from a Board of Directors, which usually makes decisions on behalf of an organization. The BAB is for advice, not governance.
- Each team can decide whom to invite to serve on their Business Advisory Board. Here are a few suggestions:
  - Team alumni
  - Employees of Enactus partner companies with a presence in your community
  - Members of the college/university administration
  - Local business, educational, and civic group members
  - Members of media organizations



# Managing the Business Advisory Board

---

## Role of the BAB

- Provide strategic guidance in determining the team's mission statement and objectives.
- Assist the team in identifying and addressing areas of opportunity, potential risks and challenges.
- Support the creation of partnerships, sponsorships, and other strategic linkages between the team and other organizations.
- Support competition readiness by reviewing and offering critical feedback on student presentations.
- Overall team mentorship and guidance.

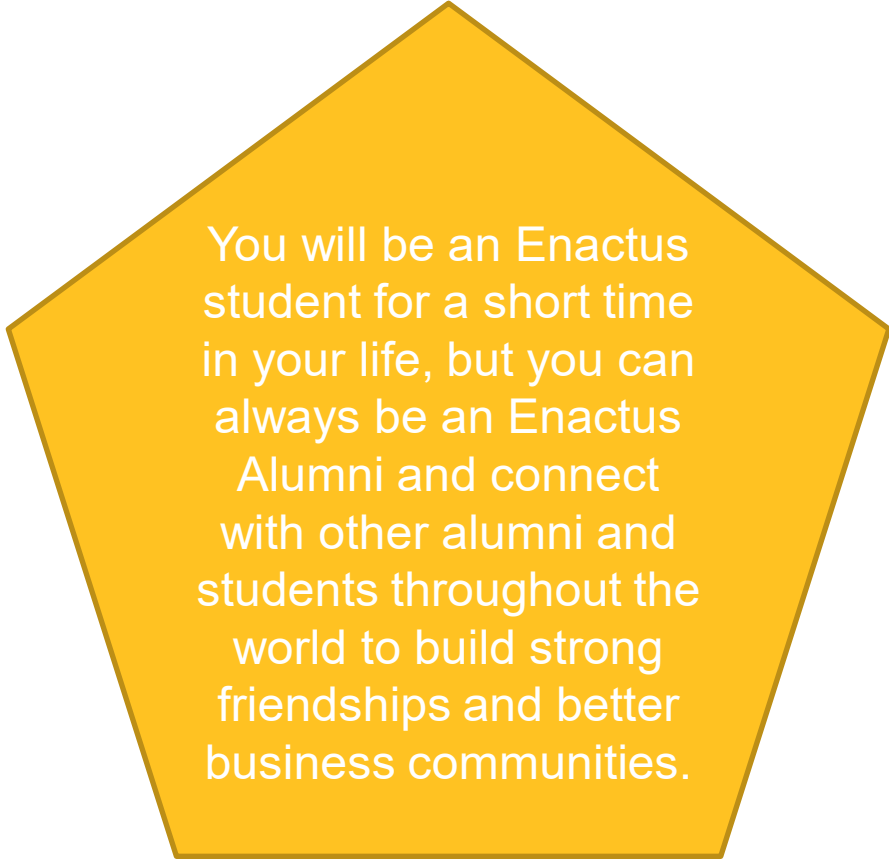
## Managing a BAB

- Keep the BAB engaged throughout the year.
- Meet at least twice a year with your BAB.
- Limit membership to a maximum of 10-12 people.
- Make BAB meetings meaningful for the members.
- Have a BAB coordinator on your leadership team.
- Put out an annual survey to your BAB to rate your overall performance as a team.
- Show your appreciation for their support and guidance through thank you notes at the end of the year. Consider presenting them with certificates of participation!

# Alumni

---

- As you develop your team, involving alumni is an area with significant opportunity to succeed and learn from past failures and challenges. Enactus Alumni are a tremendous asset to any team.
- Consider inviting alumni to team training as trainers or guest speakers, recruiting them to serve on your Business Advisory Board, or inviting them to participate in your outreach projects. Alumni can also provide valuable feedback on your plans for the year and your team's presentation for the competition.
- Alumni who have been out of school for several years are also potential mentors or business advisors for current team members, so be sure to keep them informed and engaged.



You will be an Enactus student for a short time in your life, but you can always be an Enactus Alumni and connect with other alumni and students throughout the world to build strong friendships and better business communities.

# Students – The New Student

---

Welcome to Enactus! You are about to start what will likely be an awesome new chapter of your student life.

## Starting Off

- Familiarize yourself with the basic concepts of Enactus, especially the mission and values.
- Be curious. Ask questions. Get to know your teammates. Learn about their passions and purpose in life, as well as for Enactus projects.
- Find out what your role in the team will be. How can you best contribute?
- You may choose to find a mentor/experienced student in your team who can help you get acquainted with the basics of running a project and the overall team dynamics.

## Taking on an Existing Project?

- Make sure to work with your predecessor(s) on a smooth succession.
- Review how your project will meet the judging criterion.
- Get to know your project beneficiaries and project partners—send out an introduction email.
- Set clear goals for what you aim to achieve with the project this year.
- Create an action plan.



# Students – The Experienced Student

---

As experienced Enactus students, you make up the vital majority of the Enactus student community and play a crucial role, both as mentors and role models for new Enactus students and future potential team leaders.

## **Your Role:**

- Assist in recruiting and orienting new students. Having been part of Enactus in your university for a year or more, lessons from your personal experiences will serve as valuable examples for new students.
- With sufficient knowledge of the judging criterion, your projects, and your competition, your inputs help strengthen the program in your university.

## **Some Considerations:**

- Motivate your team, especially the new students, and assist the team leaders in engaging all members. Remember Enactus is also about having fun!
- Keep a keen eye for opportunities to display your special skills—remember, you are a future potential team leader/project manager.
- Build on your leadership skills by efficiently assisting your leadership team and strengthening your Enactus knowledge.
- Think about sharing your past experiences of competition with your presentation team members. As experienced students, actively engage in designing the annual report and presentation script and/or video. Use this opportunity to build your network and participate in professional forums.

# Students – The Team Leader

---



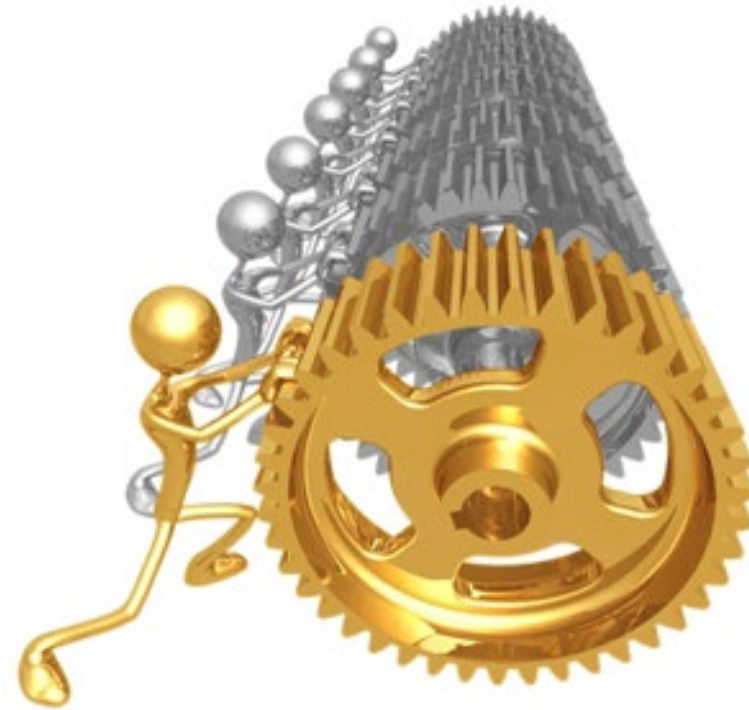
As a team leader, you will be responsible for the overall success of your team, including leading different project groups as well as ensuring that your team is properly structured and is functioning smoothly.

## Some Considerations

- Find a Mentor! Make sure you look out for a mentor who can help you in your leadership role. A mentor is someone who serves as an advisor, sharing experience and helping you develop your leadership skills.
- Share best practices and maximize the network in your country and beyond. Connect with other Team Leaders locally, nationally, and internationally to share ideas and successes. Frequently check Enactus social media to connect with fellow team leaders around the world.
- Learn how to delegate! The year will be busy, and you will have a lot on your plate. Build trust with your teammates by giving them responsibilities for the success of the team.
- Develop an action plan for yourself and for your team as a whole.
- Make sure you think about your own succession planning a few months before the end of your academic year to ensure a smooth transition to your successor.

*“Successful leaders see the opportunity in every difficulty rather than the difficulty in every opportunity.” – Reed Markham*

GUIDE



MOTIVATE

ENGAGE

# Student Team Organization

---

- Teams have the freedom to organize how they want.
  - We recommend adopting a structure based on the overall team size, number of projects, and the required number of leadership positions within the team.
- All teams should have a Team Leader/President. Other roles include but are not limited to:
  - Head of Operations,
  - Head of Marketing and Media,
  - Head of Fundraising, and
  - Project leads for each project.
- Make sure the organizational chart is clear to everyone in the team.
- Keep it simple.







# Team Succession & Sustainability





# Building a Sustainable Enactus University Program

- Each year team membership numbers tend to fluctuate because of member graduation and recruitment efforts.
- To ensure a quick and efficient start to the academic year, teams should create a team succession plan.
- The purpose of the plan is to ensure that the students who will be returning next year understand the team's mission, values, goals, objectives, and strategies well enough to continue the team's momentum.



# Tips for a Succession Plan



- Start early with transition. Elect new officers prior to the date their terms begin so that they can learn from the outgoing officers.
- Work closely with your Faculty Advisor. Engage the Business Advisory Board as needed.
- Organize a selection process for the leadership team. Create detailed job descriptions for each role and conduct interviews with candidates.
- Offer leadership roles for those students who have been part of the team for at least one year.
- Create a shadowing/mentorship program for members who would like to be in a leadership role.

# Yearly Transition Documentation

---

- One of the most important tools your team can create for sustainability is the yearly transition notebook. Think of this document as a blueprint for your team. If someone who knew nothing about your team picked up this document, they should be able to immediately understand your team.
- This could be a physical notebook or an online folder that everyone on the team has access to, and ideally updated at the end of each academic year.
- Below are some of the items this document or folder should contain:
  - Team organizational chart
  - Team mission, goals and objectives
  - Tentative calendar of events
  - Full summaries of ongoing projects
  - Copy of most recent annual report and competition presentation
  - Tentative dates and deadlines for items due to your Enactus Country Office
  - Contact information for the entire team and all groups associated with the team
  - All team financial documents
  - Team guidelines and bylaws, if applicable
  - All other relevant information relating to the team and projects

# Strategic Planning

- Think about organizing a team-building activity at beginning of the academic year.
- Hold at least one strategic planning session a year to discuss:
  - Projects you will continue,
  - Projects you will discontinue,
  - Team growth goals and objectives,
  - Team organization, meetings, socials, etc., and,
  - Fundraising and budget needs.







# Team Audits

+++

# Conducting an Internal Audit

---

- Everything that an individual team member or a team reports about a project must be true and verifiable. While Enactus offices tend to audit the National Champion team at the least, we encourage all teams to engage in an internal audit process.
- Self-auditing is an ongoing process! As an Enactus team, this should be a natural phase of all your programmatic and operational activities. Take proactive measures in documenting your processes, systems, outcomes, etc. on a periodic basis. Organize all your information in online or offline documents and folders.
- We recommend conducting a formal audit of your team and projects at least once a year. Start by drafting an audit strategy. You may reference the audit materials that Enactus uses to conduct the National Champion audit to create your strategy and process.
- Consider appointing a member of your team with the task of managing all auditing procedures or request that a faculty person at your institution (preferably with an auditing/accounting background) review your processes and lend advice on how to best prepare. You may also reach out to an external source in advance and ask for their expertise on how to best manage your self-audit.
- Team audits should include meetings between your auditor(s) and select project beneficiaries. Make sure to inform your project beneficiaries well in advance that they may be subject to an interview by the audit committee. This will avoid any challenges later when the audit is being implemented.



# Institutional Support



# Institutional Support

---

## Obtaining Institutional Support

- Determine how your team can benefit your institution and administration.
  - Create an elevator pitch that clearly explains what's in it for them.
  - Keep administrators informed about what's important to them.
  - Engage administrators in team meetings, projects, and events.
- Having the support of your institution and administration is crucial to the success of your team.
  - There are many opportunities for your institution and administration to support your team by allocating resources such as:
    - Access to university resources such as office space for the team, printing and other equipment, etc.,
    - Access to university and community networks,
    - Funding for the team's projects, travel, and other activities,
    - Support in securing a faculty advisor to guide the team, and
    - To serve on your Business Advisory Board.
  - Keep in mind resources are limited for every university. Never assume resources are available. The only way to truly know is to ask.





# Budgeting & Funding

+

+

+

# Understanding Your Financial Needs - I

---

- Understanding the role of funding is fundamental to learning, team building, progress with projects, and entrepreneurial drive. It is very likely that your team will need to seek funding sources throughout the year to accomplish your goals and objectives.
- To help you set your fundraising goals, objectives, and strategies, start by understanding your financial needs. In other words, “How much money will you need to fulfill your mission?”
- Then create an itemized budget specifying every single activity and the costs associated with it. Some considerations include the cost of research, conducting needs & strengths assessments, marketing, costs related to fundraising, program implementation, travel, overheads, etc.
- Ask yourself for each item—“Do I need to spend these funds?” Then, consider if there are any free or in-kind alternatives.

# Understanding Your Financial Needs - II

---

- A member of the team should be responsible for the expenditures, making sure that your project stays within budget, and securing any donated items. If you are obtaining quotes in advance, make sure you have documented the details from the vendor.
- Have a plan for each year that you expect the project to be active. Compare your planned costs with actual costs annually. This will allow you to adjust the planned amount for future years. In addition, spend some time thinking about what could have gone better. This way, you do not budget inefficient costs for future years.
- Finally, make sure that there is an expenditure approval process when the actual disbursements must be made. You do not want to be blindsided by projects going over budget. The university finance office is likely to have an existing approval process that you may be able to leverage.

# Funding for Teams

---



- Teams typically draw from a number of funding sources, such as corporate donations, school support and team fundraisers.
- Some sources of funding that are outlined in the next few slides include
  - Your educational institution,
  - Entrepreneurial activities and operations,
  - Grants from companies/civic organizations/foundations, and
  - Partnerships.
- It is important to diversify and identify multiple sources of funding to ensure good financial health and long-term sustainability.

# Sources of Funds - I

---

## Your Educational Institution

- Your learning institution/college/university is a great resource for available funds.
- There is likely a process for this, and it can take a long time, so it is better to have these requests filed early in the academic year as funds are limited.
- Share your mission, goals, and strategies with senior members of the academic and administrative departments at your institutions to secure their buy-in and financial support.

## Entrepreneurial Operations

- Your institution may provide an immediate customer base for small entrepreneurial operations, such as leasing vending machines, setting up a small coffee stand/shop, or selling concessions at athletic or other social events.
- Make sure you gain approval from your institutional administration before setting up such a business.
- You can also organize fundraiser campaigns in your institution or crowdsource funds through online sources. Make sure you secure adequate permissions within your University before organizing such fundraisers.
- Set your team's online business! You can sell your products and create your own revenue stream!

# Sources of Funds - II

---

## Companies/Civic Organizations/Foundations

- To access these groups, you might start by networking in your institution to understand where staff members, professors, and/or administrators are invested in civic groups.
- While it may be difficult to secure funding from a large corporation, consider companies or organizations within your own community, such as a local bank, as they may be realistic sources for securing grants.
- If you pursue grants from civic organizations or foundations, it is most effective for your team to develop a project concept with specific measurable outcomes that you plan to present for the grant.
- Keep in mind that foundation basic funding is often sporadic and may not renew annually. The grant process is typically slow, so you should be diligent in your approach.

## Partnerships

- For some projects, there is likely to be a business in your community willing to offset the cost of the project. Identify companies in your community that would be natural partners for your project.
- Develop an elevator pitch to help you convince identified organizations.
- Remember that you are asking organizations for money for which they have invested a lot of resources, time and effort. Being respectful of their business mindset through thoughtful planning, tracking and execution can result in long-standing relationships and recurrent revenue for your team.

# Show Your Appreciation

---

Whether someone has fully committed to support your team's efforts or has only considered it, it is important to send a thank you note to express your appreciation for the potential's funder time and consideration for your team and project.

## Helpful Tips!

- Send thank you notes in a timely manner. Be prompt, but remember it is never too late to show your appreciation.
- Keep it simple!
- Always mention the specific support provided or the reason for the meeting and your hope to accomplish in the meeting.





# Media

+++



# Sharing Your Story

---

- Every year, Enactus teams make headlines in hundreds of local, regional, and national media outlets. Working with your local media is an excellent way to receive recognition, increase support for your team's activities, and gain the attention of the business community.
- Earned, traditional, and social media are your key outlets to tell your story around the world. Earned media is achieved when someone picks up your story and shares it with their media outlet of choice — whether broadcast, print, or digital.
- Make sure you have great storytellers on your team, and team members that know social media outlets. Identify the influencers on the team, on your campus, and in your community.
- Social media stories can focus on your team members' passion, project pitch, and purpose. You can also share the impact the Enactus experience has on you personally. People are moved by personal stories of passion and purpose — you are that story.
- An effective story, in video, audio, print, or digital format, will grab your attention in the first sentence or the first seven seconds. This can be in the form of a powerful question, an intriguing statement, or an emotional moment to grab focus of the audience. Brevity is key in media; you can always lead interested audiences to learn more.

# Tips for Publicizing Your Efforts on Media

---

- Consider focusing on media outlets that serve business communities that are key to funding and building support. Business outlets like LinkedIn should be a priority in sharing your stories.
- Study your local media market. Identify what specific stations, papers, etc., serve your local community. Pay particular attention to the reporters most likely to cover stories about your team's activity.
- It is important to use an up-to-date contact list. Take the time to contact your local media outlets, introduce your team, and collect their contact information. For each outlet, make sure you collect the contact information for any specific reporters you identified in the previous step as well as the assignment manager.
- As in any other industry, working with the media has a lot to do with relationships. Personally introduce yourself to local reporters and contact them throughout the year with story ideas.
- Solicit advice and assistance with your media efforts from your college or university's public relations office.
- Before sending a press release to your local media, contact the assignment manager at each outlet to determine how they prefer to receive the information, e.g., e-mail, form submission, etc.
- Check with the specific media outlet to determine the lead time required. It might need to be several weeks.
- Most newspapers and radio stations have calendar information sections. Send a brief paragraph about an upcoming event to be included in these sections.
- Post videos of your projects online for use in web-based reporting.
- Provide the media with links to your team's website and social media pages for more information.

# Submit Your Media to Enactus

---

Nothing tells the story of Enactus better than seeing the entrepreneurial spirit in action! Share your project photos with Enactus Global Marketing teams at [trowett@enactus.org](mailto:trowett@enactus.org), and you may see your photo on the cover of the next Team Handbook, on [enactus.org](http://enactus.org), or in a video at an Enactus World Cup!!

Here's the type of photo that works best:

- Show action! Rather than posed photographs, capture the essence of your project through the action it creates.
- Include team members and beneficiaries. It's powerful to see Enactus students interacting with the communities we serve.
- The higher the resolution the better. Today's smartphones are capable of 8-megapixel photos or more. If you have access to a digital SLR camera, these will yield the best project photos.

If you have a video, send it our way as well!

- Ideally, provide videos in 16:9 format with a resolution of 720p or higher
- Be sure to include a brief description of the project as well as a contact name and email address in the event we have questions.

To get even better project photos and videos, consider partnering with your University's media department. Have a media student accompany your team on your next project outing.

# Media Disclaimer

---

By submitting your photo or video, you are granting permission to Enactus and its agents, employees, and affiliated organizations to use the media in Enactus publications such as recruiting brochures, newsletters, and magazines, and to use electronic versions on websites or other electronic form or media, and to offer them for use or distribution in other non-Enactus publications, electronic or otherwise, without notifying you. You waive any right to inspect or approve the finished photos, videos or printed or electronic matter that may be used in conjunction with them now or in the future, whether that use is known or unknown, and you waive any right to royalties or other compensation arising from or related to the use of the photo or video provided.



For more information,  
contact your Country  
Office or  
[globalprograms@enactus.org](mailto:globalprograms@enactus.org)







# Enactus Projects

Students Team  
Handbook 2022-23



# Contents

---

Identifying  
Projects

Implementing  
Projects  
Effectively



# Identifying Projects



# What Qualifies as an Enactus Project?

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.

## The Enactus Judging 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

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/>

---





# Things to Consider when Identifying Projects - I

---

## **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.



# Things to Consider when Identifying Projects - II

---

## **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.

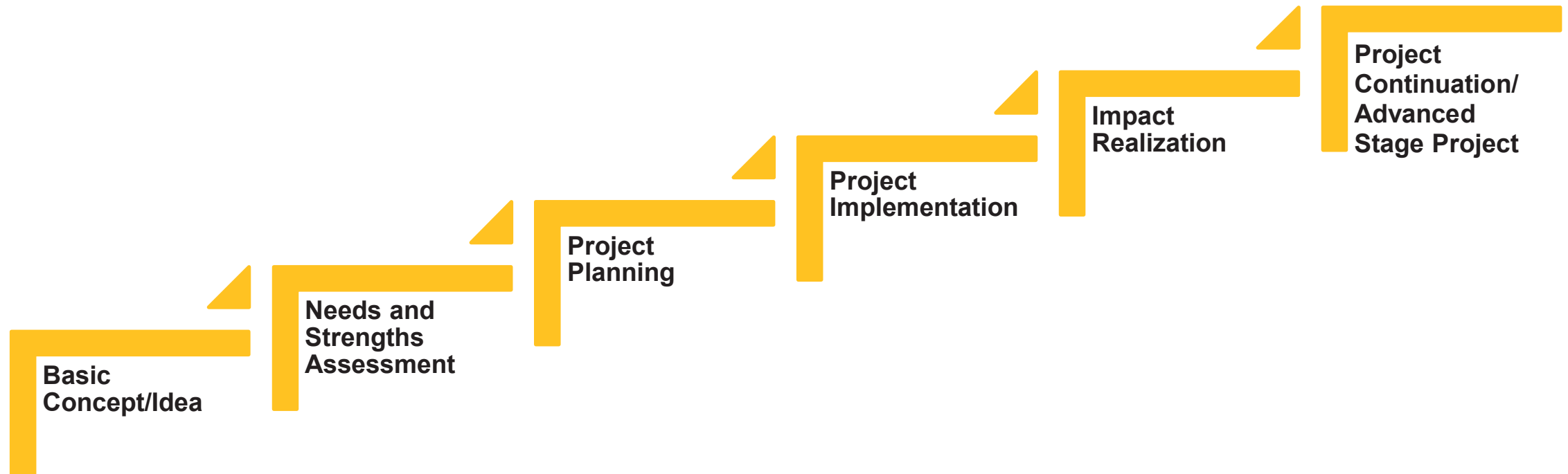


# Implementing Projects Effectively



# Stages in Project Development

---



# Considerations for Project Implementation - I

---

## **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.

## **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.



# Considerations for Project Implementation - II

**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



# Considerations for Project Implementation – III

---

## **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.

## **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.

# Considerations for Project Implementation - IV



**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.



# Considerations for Project Implementation - V

## **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.



# Considerations for Project Implementation - VI



## **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

Successful 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.





# Additional Resources

---

## Templates

- [Project Planning Template](#)

## Useful Readings

- [The Global Goals for Sustainable Development](#)
- [Theory of Change - I](#)
- [Theory of Change - II](#)
- [Outputs, Outcomes and Log Frame](#)
- [Research Ethics](#)



For more information,  
contact your Country  
Office or  
[globalprograms@enactus.org](mailto:globalprograms@enactus.org)





# Data & Reporting

Students Team  
Handbook 2022-23



# Contents

---

Why does  
Enactus require  
data?

Mandatory data  
and reporting  
requirements



# Why Data?

+++

# Enactus's Impact

---

Much like your teams and projects, Enactus as an organization also aims to impact the world. We believe our impact is two-fold:

## Impact ON Students

Enactus's unique experiential learning framework helps participants to grow proficiencies in critical skills and competencies including:

- Collaboration,
- Problem Solving,
- Leadership,
- Project Management,
- Creativity and innovation,
- Self-confidence,
- Global competence,
- Global citizenship, and
- Entrepreneurial skills.

## Impact THROUGH Students

- Students develop entrepreneurial solutions that advance at least one of the United Nations' 17 Sustainable Development Goals.
- Working in teams, student groups achieve a positive impact on people, the planet, and prosperity through community-based entrepreneurial action.



# Why Data?

- Just as you gather quantitative and qualitative data from your respondents to articulate and validate your project impact, Enactus needs data from you to help understand and share our impact with the world.
- Sharing data with Enactus also helps further your individual and project stories and amplify their impact.
- Beyond meeting mandatory requirements for competition, sharing your data also is also integral to Enactus's values of integrity and collaboration.
- We encourage you to respond to our surveys and requests for project and team information on a timely basis both when in Enactus and as an alumni.

Enactus Alumni have been represented in the **Forbes 30 Under 30 list** consistently, usually for social businesses begun while an Enactus student!!





# Mandatory Data and Reporting Requirements



# What data do we need?

Enactus requires the following information regarding teams, projects, and students every academic year.

**All data requirements provided under Teams and Projects are mandatory for participating in competitions.**

Who?	What?	When?	How?
Teams	<ul style="list-style-type: none"><li>• Number and profiles of students, faculty advisor(s) and BAB members</li><li>• Annual Report</li><li>• Project Verification Form</li></ul>	A week before the National Event	Forms will be provided on the Handbook webpage at least a month before the submission timeline. You can also reach out to your Country Office.  Note that you will not need to create a profile or log on to any platform for reporting. You will be provided a link that you can use to complete the information.
Projects	Project Profile Form Project Report Form	Project profile: December- January Impact data: A week before the National Event	
Students	Student Impact Assessment Surveys	Twice a year – one in December-January and one during May-August	

# Team Level Data

---

1. Number of, names, and contact information of Student members on the team
2. Number of, names, and contact information of Faculty Advisor
3. Number of, names, and contact information of Business Advisory Board Members

The above will be collected along with the Projects Impact data closer to your National Competition.

The submission link will be provided by Enactus Global at least one month before the submission deadline.

4. Team Annual Report with a summary of activities, projects, and impact
5. Project Verification Form that is endorsed by the university administration

The above information should be provided by the team to their Country Office before the National Competition.

An **Annual Report** is a document that provides information about the projects pursued by your team during the academic year.

- It should include clear descriptions of your projects and target beneficiaries, sources of revenue, expenses incurred during the year, and program impact. All judges must receive a copy of the Annual Report.
- We encourage teams and Country Offices to share digital versions of the Annual Report to minimize the use of printed paper. We also recommend that the annual reports be no more than 1-2 pages long.

The **Project Verification Form** template can be downloaded [here](#).



# Project Level Data

Project level data includes all information about the project, implementation, and impact.

This information will be collected twice a year:

- Project Profile Form: At the start of the year, we require you to complete a very brief form around the number of projects pursued by your team for the academic year, whether it is a new or a continuing project, and the Global Goals the project is addressing. The project profile form will be available on the handbook webpage shortly. **Please complete it by 15 February 2023.**
- Project Report Form: Closer to your National event, we require you to submit project impact information for each project pursued by your team during the academic year. The project impact form will be provided at least one month before your National Competition.



# Project Level Data – Things to Remember!

- Pay attention to currency requirements when entering money amounts. The TPR requires that all amounts be converted from local currency to USD for reporting.
- To prevent over-reporting and inaccuracy, only report your most reliable numbers. If you are unsure of a certain number for a metric, do not guess.
- Report only actual numbers, not projected, or expected.
- Check with your other team members to verify the numbers you have are correct and make sure everyone is in agreement with them.
- Make sure you are ONLY reporting program implementation and impact data relating to the current academic/program year only.
- When entering money or impact amounts, do not use commas. For example, if your team's project profit is \$2,000, enter "2000" or "2000.00" in the box.
- Be aware of the required units for metrics when reporting your numbers. For example, CO2 reduction should be reported in metric tons.
- When you enter a number, double-check to make sure it is correct. It's easy to make typos or accidentally add an extra zero at the end.

## Violations!

If a team does not accurately submit any of its mandatory reports, it will be subject to the following process and penalty:

- The team will have an opportunity to compete so long as it rectifies the problem prior to its scheduled presentation time (i.e., secure appropriate signatures on the Project Verification Form, complete the Team and Project data forms, etc.).
- If the issue is not rectified, the team will be permitted to participate in the event and deliver its presentation to the judges; however, it will not be scored, nor will the team qualify for any awards.
- If a team presents or displays any inappropriate or offensive material, it will be subject to automatic disqualification.



# Individual Student Data

---

Enactus would love to hear more about how the program impacted you! We request you to complete two Student Individual Assessment forms to document your journey.

Pre-Experience Student Impact Assessment (SIA) Survey: To be completed as you begin the academic year and review this Handbook. The link will be available on the handbook webpage shortly. **Please complete this form by 15 February 2023.**

Post-Experience Student Impact Assessment (SIA) Survey: To be completed in May-August. The form will be sent to you by your Country Leader and will also be available on the Handbook website.



For more information,  
contact your Country  
Office or  
[globalprograms@enactus.org](mailto:globalprograms@enactus.org)





# Competition Readiness

Students Team  
Handbook 2022-23



# Contents

---

Competition Overview

Participation Guidelines

Presentation  
Guidelines &  
Judging Process

Preparation Tips

Policies Governing  
Participation



# Competition Overview



# National Competition and the Enactus World Cup

---

- The Enactus program year ends with an annual competitive experience. This process provides teams with the opportunity to present their projects and impact to a panel of judges who evaluate those efforts and determine which projects most successfully met the Enactus judging criterion.
- Every country that operates an Enactus program, at minimum, organizes a national event, from which one institution is named National Champion and advances to compete at the Enactus World Cup.
- Countries that operate large Enactus programs may host a series of regional competitions to narrow down the number of teams eligible to compete at their national event.
- In every country around the world, and at each level of the overall competition, the format, rules, and judging criterion remain the same.



# Competition Format

---

Traditionally, all competitions – Regionals, Nationals, and the Enactus World Cup – required in-person attendance and participation. However, post-pandemic, different formats have been adopted such as:

- Online only, where the entire event takes place virtually.
- In-person, where all participating teams are expected to meet at a pre-determined physical location.
- Hybrid, where some parts of the event are virtual, and some others are in-person. Alternatively, some teams could participate in-person and others virtually.

In all cases, the overall presentation guidelines and competition format remain the same. Minor changes may be made based on the format without compromising the overall fairness of the competition and judging. Such changes will be communicated by your Country office or Enactus Global before the respective events.

# Types of Competition

---

Enactus's Core Competition involves student teams presenting work on their projects evaluated using the Enactus judging criterion. Such projects should have been implemented and realized impacts on people, planet and/or prosperity. The winner of the Core Competition or World Cup Qualifier (as it is referred to in some countries) i.e., the National Champion advances to compete at the Enactus World Cup.

That said, Enactus Country offices may also hold other types of competitions as part of their Regional and/or National events, such as:

- Early-stage competitions,
- Pitch competition,
- Activities or competitions relating to [Special Competitions](#), or
- Other competitions organized by the Country office.

The Regional or National events may also offer special awards to recognize outstanding teams, faculty advisors, alumni, partners, etc.

All the guidelines provided in this document pertain to the Core Competition or World Cup Qualifier only. Contact your Country office to learn more about the competition guidelines and judging processes for the other competitions.



# Participation Guidelines



# Requirements for Participation at the National Event

---

- Project(s) presented should be implemented by an Enactus team formed based on the guidelines provided in the “Operating as an Enactus team” section.
- Participating team should present work on a project(s) engaged in social innovation that meets the Enactus Judging Criterion. Such project(s) should have realized measurable impact on people, planet, and/or prosperity.
- Participating team should complete the mandatory reporting requirements before their country’s National Event.
- If the country conducts regional events, the team will have to have participated and qualified at the Regional Competition to advance and participate in the National Event.



# Additional Requirements for Participation at the Enactus World Cup

- The winning team i.e., National Champion, competed with **at least one other team** at the National Event, which is conducted based on the core competition guidelines provided by Enactus Global.
- The National Champion successfully passes the National Champion Audit Process conducted by the Country office based on guidelines provided by Enactus Global.







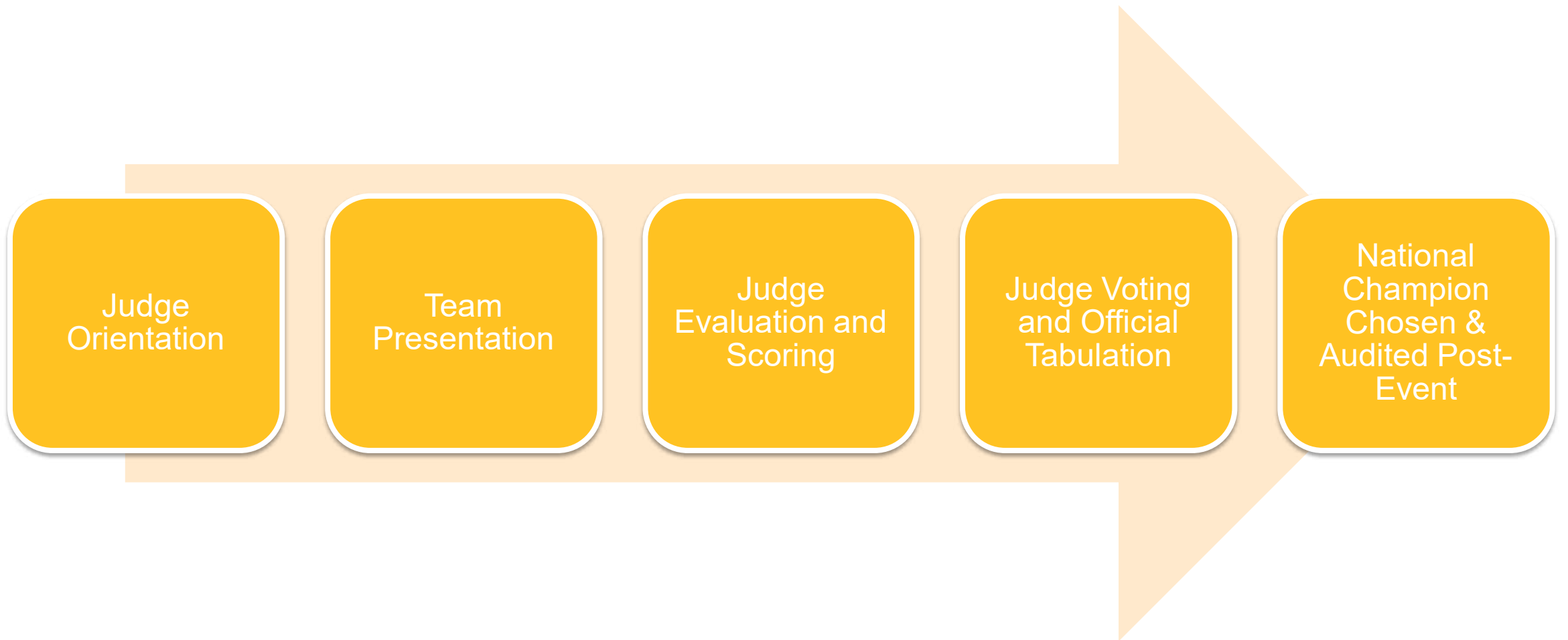
# Presentation & Judging

+ + +



# Competition Process

---



# Judge Orientation

---

- Before the presentations begin, judges are taken through an in-depth orientation process, during which they are introduced to the overall program and trained on how to best evaluate the competing teams in-line with the judging criterion.
- Each judge agrees to the Judges' Oath, committing to providing fair and quality assessments of the teams' overall programs.

*On my honor, I agree to serve today as an official judge for this competition in a completely fair and impartial manner. I personally commit to this responsibility with no previous conflicts of interest or predetermined expectations for the outcome of the competition.*

*I will make my evaluations based entirely on the teams' presentations and written reports using only the judging criterion provided to me. And I will make my judging decisions independently, with integrity and without regard to the institutions, communities, or countries represented by these teams.*

# Team Presentation

---

Each competing team will have a 20-minute time block for its presentation divided as follows:

## **Set-up time: 3 minutes**

- Teams competing in-person: The team will use this time to set up their presentation equipment i.e., start computers, powerup projectors, check lighting and sound, etc.
- Teams competing virtually: The team will use this time to ensure that the internet connection is stable and technology works as expected.


## **Presentation: 12 minutes**

- All teams have 12 minutes to make their presentation showcasing their project(s) and impact. Depending on the nature of the event, teams may present live in-person or virtually, or using a pre-recorded video. Decisions around the format will be taken by the Country Office for National events and by Enactus Global for the Enactus World Cup based on local laws and restrictions around the time of the event.

## **Question & Answer with Judges: 5 minutes**

- There will be a mandatory five-minute question and answer session with the judges. Please note that any time remaining from the 12-minute live presentation will not be added to the mandatory question and answer session.
- For hybrid and online-only events, determinations on the nature of the Q&A i.e., whether it would be virtual live or pre-recorded will be made by the Country Office for National events and by Enactus Global for the Enactus World Cup.
- Interpreter support for Question & Answer round during the Enactus World Cup. In this case, the team would have 10 minutes for Q&A. In this case, the team cannot answer in the local language as soon as they hear the question in English. The interpreter has to translate each question into the local language, the team answers in the local language only, and then the interpreter translates to English. Please reach out to your Country Office for more information.

# Judge Evaluation and Scoring

- During each presentation, judges will assess the quality and sustainability of the team's initiatives and impact in relation to the judging criterion. Their assessment ratings and notes are recorded on the [Individual Team Evaluation Form \(ITEF\)](#).\*
  - The ITEF is used as the key assessment tool during presentations. It also serves as the primary form of feedback to teams on their performance.
  - Then, judges use the [Cumulative Evaluation Form \(CEF\)](#) to assess teams and rank them.\*
  - Judges must be present for all presentations for their votes to be counted during the scoring process.
- 
- A *League Coordinator* facilitates the competition process in each competition league. Their role includes ensuring that the team presentations begin on time and that all judges are present for all the presentations.
  - League coordinators could be Enactus staff members, alumni, and/or veteran judges. They are recruited by the Country Office for National Events and by Enactus Global for the Enactus World Cup.

# Judges Assessment Definitions

---

INSUFFICIENT (equivalent to no impact)	FAIR (equivalent to low impact)	GOOD (equivalent to medium impact)	VERY GOOD (equivalent to high impact)	EXCELLENT (equivalent to exceptional impact)
<ul style="list-style-type: none"><li>• No evidence of activity, no connection to sustainable change.</li></ul>	<ul style="list-style-type: none"><li>• Some evidence of activity, but little connection to sustainable change.</li></ul>	<ul style="list-style-type: none"><li>• Evidence of activity, with some connection to sustainable change.</li></ul>	<ul style="list-style-type: none"><li>• Evidence of activity, that drives business and innovation to sustainable, positive impact.</li></ul>	<ul style="list-style-type: none"><li>• Clear evidence of activity, leading to systematic/habitual change that has significantly driven business and innovation to sustainable, positive impact.</li></ul>

# Judges Voting & Official Tabulation

---

- At the conclusion of the last presentation, judges cast their votes based on their rankings on the CEF.
- Individual votes per team and per placement are then counted and mathematically tabulated to arrive at the winning teams.
- This tabulation process is annually audited and monitored by an external agency.
- No ties are allowed. Enactus utilizes a uniform tiebreaking process globally should a tie occur.
  - First, judges vote between the tied teams only. No conversation or debate should take place among the judges. If the tie is broken, no additional actions are needed. The scoring is complete.
  - Second, League Coordinator(s) and/or Enactus staff members review the total number of 1st, 2nd, 3rd, 4th, etc. votes until one of the tied teams has a higher number of votes in the higher-ranking slot. If the tie is broken, no additional actions are needed. The scoring is complete.
  - Third, League Coordinator(s) and/or Enactus staff members explain to the judges that they will be permitted to discuss and deliberate for up to 10 minutes on which of the tied teams should be higher ranked. After 10 minutes, the Enactus staff member and League Coordinator will lead a re-vote between the tied teams. The scoring is complete when no ties remain.



# National Champion Audit



- The National Champion chosen at the end of the judging process undergoes an audit process after the National Event.
- The National Champion Audit is a deep assessment and investigation of the team's operations such as infrastructure, capacity, program activities, systems, personnel, data, and outcomes.
- All guidelines governing the audit process are provided by Enactus Global to Country Offices.
- The auditor may be the Country Leader, Head of Program, Program Manager, or someone in a similar position who has established a relationship with the team. Enactus staff may engage third-party auditors subject to certain protocols.
- The process is typically conducted within five weeks after the National event.
- Once the National Champion successfully passes the audit, their team is eligible to represent their country at the Enactus World Cup.
- If the team fails the audit, the first runner-up will be subject to the audit process to determine if they eligibility for the Enactus World Cup. The team that failed the audit has one week from the date of the formal email notification regarding the verdict sent by the Country Leader or Board Chair to appeal the decision



# Preparation Tips

+++

# Making an Effective Presentation - I

---

## Understand the Judging Criterion

- Before you start working on your presentation make sure that you fully understand what you will be evaluated on during the competition. Remember that we only have ONE holistic judging criterion, and your goal is to show how your team has best met that overall criterion.
- Consider making it easy for judges to understand your positive impact on people, planet, and prosperity. Be prepared to discuss potential negative impacts and lessons you learned in success and failure.
- Make your presentation clear and memorable. Provide space for judges to process your information. Let your passion be authentic and positive without being “over the top” or feeling the need to shout. You have the opportunity to demonstrate prototypes and to apply creativity and innovation. Invite the judges to believe in you as a team and appreciate the impact the experience has on your life as well as the lives of others.
- Consider integrating some of the language used on the Individual Team Evaluation Form into your presentation script. Also consider using a presentation structure which is linked to the judging elements on the ITEF. This may create a better and more fluid presentation, making it easier for the judges to follow your story in a logical and organized manner.

## Focus on Both Methods and Outcomes

- Enactus competitions are about results achieved in the field. Make sure you show how your projects demonstrate sustainable positive impact to benefit people, planet and prosperity within the last year.
- However, you do need to spend time explaining how you arrived at those outcomes. The judging criterion encompasses several essential elements that should be featured in any successful project. Judges want to hear what strategy (and/or tactics) you employed and which evaluation tools you used to successfully conduct your projects and track impact.

# Making an Effective Presentation - II

---

## **Keep it Simple!**

- Keep the structure of your presentation as simple as possible. Imagine you had only one minute to explain your project to someone; what would you tell them? Starting from this basic premise will help to ensure that you explain the core of what your project is about.

## **Streamline the Number of Projects Presented**

- Although your team may have a large portfolio of projects, you are not obliged to talk about all those projects in your presentation. In most cases, it is probably better to cover fewer projects so you can allocate sufficient time to explain them fully and in detail than to try to explain too many but to fail to get your point across.

## **Be Clear about Partnerships**

- If your team has worked in partnership with other organizations or other Enactus teams, it is important that you clearly indicate exactly what your role has been during the different stages of this project. Judges need to understand what your added value has been versus what your project partners have contributed.

## **Practice Makes Permanent**

- Practice your presentation as much as possible. Use your BAB members, fellow team members, Faculty Advisor(s), and/or your institutional administrators as 'judges' in mock presentations. This will help your presentation team build confidence and their feedback will help to inform changes you will need to make to the presentation. Practicing instills more 'permanent' (not necessarily 'perfect') behaviors and approaches.

# What Enactus is NOT!

---

- Enactus is not a competition about which team recruited the most students, raised the most money, received the most media coverage, etc. These activities are only relevant to the degree that they enhance your team's ability to fulfill your primary mission of creating economic opportunity for others.
- Enactus does not require teams to conduct projects abroad. Although it may be impressive to see that teams are able to impact those outside their home countries, this mere international activity does not automatically warrant the team's additional focus. The judge's focus is on the need, relevance, depth, and meaningful impact of your project — regardless of whether it is abroad or in your home country.
- Enactus is not necessarily focused on the input or output from teams. Rather, competitions allow you to illustrate your focus on the high-quality and meaningful outcomes of your projects.
- Enactus is not focused on inflated results or numbers — quality and depth of impact, outcomes and reach are more valuable.
- Enactus is not a speech or presentation contest. Our competitions are not focused on which team had the best presentation. It is also not a contest for the best audiovisual effects or most creative annual reports.





# Policies Governing Participation





# Competition Grievance Policy

---

- At Regional and National Competitions, students should direct any complaints or concerns about competition proceedings to their Faculty Advisor. The Faculty Advisor should assess the matter, and then decide whether or not to file a formal complaint. At the Enactus World Cup, teams should direct any complaints or concerns to their Country Leader. The Country Leader should assess the matter, and then decide whether or not to address the matter with their respective Enactus Global representative.
- At any level of competition, judges may direct concerns to the League Coordinator(s) and/or Enactus staff members assigned to their league and may only file complaints for the league in which they judged.
- Whenever an issue is unable to be resolved at the event, complainants will be required to submit their concern in writing (full name, position, affiliated institution, detailed summary of the issue including specific room/location of the incident being reported, and contact information) to the respective Enactus country office (at regional or national competitions) or Enactus Global staff (at Enactus World Cup). All formal complaints will be reviewed by the respective Enactus Rules Committee (body of executives empowered by the organization's Board of Directors or National Advisory Board). Written findings will be submitted to the filing individual(s) within 30 days of the receipt of the appeal. Decisions by an Enactus Rules Committee are final. For all levels of competition:
  - Complaints must be submitted within 30 days of the suspected violation.
  - Anonymous complaints will be disregarded.
  - Teams cannot request a copy of the complaint against them.
- Changes to the above practices will be communicated in writing prior to the start of any competitive event. Check with your Country Leader and/or Program Manager for additional details.

# Media-Related Policies

---

## Video/Copying Policy

- By participating in any Enactus-sponsored event, each team grants Enactus the right and permission to document and publicize or otherwise utilize its Annual Report, impact data, audio-visual presentation, and outreach projects for illustration, advertising, training, or any other lawful purpose. Teams may record the presentations of other teams at competitions under the following conditions:
  - No lights are to interfere with or inhibit the presenting team.
  - The team videotaping should be courteous and cause the least amount of distraction possible to the presenting team.
  - No video footage and photos taken at Enactus events should be used inappropriately. Teams may treat these as resources so long as they are used with respect for the people being videotaped and photographed.

## Media Policy

- The official Enactus photographers and videographers and members of the mass media approved by Enactus have full access to the competition room at any time. This includes the use of lights and necessary equipment. All teams should be prepared for the possibility of members of the media taping or taking pictures of their presentations.

## Special Disclaimer

- By attending Enactus events you agree to be filmed, photographed and recorded. You also agree that materials captured may be used by Enactus, its agents, assignees, employees, affiliated organizations and partners worldwide without notification. You hereby waive any right to inspect or approve the materials now or in the future whether that use is known or unknown and waive any right to royalties or other compensation arising from or related to the use of the materials captured.

# Participating in Enactus Events

---

Official events, including all regional/national competitions and the Enactus World Cup, are not open to the public. An invitation is required, even for members of the network, to attend any official event. Invitations may only be extended by staff members of Enactus or an individual national organization. Any guest registered by a team is subject to approval by the country organization or Enactus.

Behavior that is inconsistent with the **Enactus Code of Conduct** and defames the profile of an Enactus student and as a result, the organization is unacceptable. Unacceptable behavior includes, but is not limited to: use of foul language, physical battery, intoxication, harassment, defaming other network members (teams/judges/attendees/hotel staff), tampering with and/or destruction of venue or Enactus property, etc. The student and/or team involved in such negative activities may be disqualified/suspended/expelled from the competition and/or the overall Enactus program. An official letter may be sent to the team's institutional administrator(s), notifying them of the incident and requesting their assistance in ensuring that it does not reoccur.

# Additional Policies for In-Person Participants

---

## Room Set-Up and Equipment

- No team may set up any equipment in the presentation room before the 3-minute setup time. Any material information relating to the competition room set-up, equipment provided plus any event-specific guidelines or restrictions related to your country's regional/national competition as well as the Enactus World Cup will be provided in advance of the event. Should there be any technical issues/failures, the Enactus Country Office or Global will not be responsible for its effect on the presentation, competition outcome, or any costs that may be incurred as a result of damaged equipment. The team bears full responsibility and is therefore encouraged to provide and use its own equipment.

## Competition Room Access

- Competition rooms are open to all registered attendees. Teams and visitors are invited to watch other teams present, but they are asked to enter and leave rooms only during the set-up period and breaks. No one (except members of media and Enactus staff) may exit the room during the presentations or Question and Answer period. Doors to the competition room must remain unlocked and clear at all times to provide access to Enactus staff.

## Equipment Failure

- If a team's presentation equipment ceases to operate because of a power failure in the competition facility, the competition will be halted until the problem is corrected. If the electronic equipment the team brings into the competition room fails, the time will continue to count down from the presentation time block.



For more information,  
contact your Country  
Office or  
[globalprograms@enactus.org](mailto:globalprograms@enactus.org)





# Operating as an Enactus Team

Students Team Handbook 2022-  
23

This chapter is relevant for Enactus teams created under the Country Operations approach where the Enactus team functions within a country that has an established Enactus Country Office and staff.





# Contents

---

Participating in  
Enactus

Operating Under  
the Enactus  
Trademark

Contacting the  
Network



# Participating in Enactus



# Developing a Mission Statement

---

The following guidelines govern the activity and communication by Enactus teams, Faculty Advisors, students, and any other representatives of a team, while representing themselves as official members of the Enactus network and while operating under and with the use of the Enactus trademark.

The Board of Directors or National Advisory Board Members of each Enactus country, working within parameters defined by the global organization, determines eligibility rules for individual institutions as well as student and faculty participation.

The Enactus 501c (3) status as a non-profit organization in the United States does not extend to individual Enactus teams in the United States or any other operating country. Nor are the teams allowed to use the Enactus tax identification number when receiving contributions.

# Teams

---

- **Each individual institution may have only one Enactus team.** Branches or different campuses of a college or university may each have their own teams as long as they are located on different campuses. In these instances, each team must have a different Faculty Advisor. It must be noted that individual country operations may have additional membership criteria, which would be communicated to teams where applicable.
- Some countries may require new teams to apply for membership prior to being accepted as a member of the Enactus network. Please contact your Country Leader or Program Manager to see if this process is applicable in your region.
- Once new teams are added to the network, there are intentionally very few rules or procedures established at a global level for how these teams should be organized and structured. This flexibility allows each institution to structure its team in a manner that best fits its faculty, student and community needs. Each team has complete freedom to adopt additional rules and procedures to govern its own activities as long as they are consistent with the guidelines provided in this Handbook.

# More on Teams

---

- This same flexibility applies to each team's programmatic/ outreach efforts. The only parameter Enactus places on a team's projects is that they should be designed to meet the judging criterion. Other aspects of the projects are left to the discretion of the team. These aspects include but are not limited to: the number of team members engaged in project implementation, the utilization of experts, the beneficiary type, media outreach, whether the curricula/ training resources used are pre-designed or original content, and much more. The program staff members in each country are also available to meet teams individually and can provide personal consultation to teams as they organize and develop their outreach projects.
- Enactus utilizes a global auditing initiative for all teams competing at the Enactus World Cup. This audit is required and is conducted by the local country office. We have taken proactive measures to ensure that our country offices are fully-prepared for the process. We also encourage teams to prepare accordingly in the event that they are selected for an audit at any point in the year. Enactus and its country offices reserve the right to perform an audit of any team.

# Faculty Advisors

---

- In order to be recognized by Enactus, each team must have a Faculty Advisor.
- To qualify as a Faculty Advisor, candidates must be employed by the college or university they represent. No restrictions are made as to the specific nature of the applicant's role at the institution they represent.
- A team may have more than one Faculty Advisor.



# Students and Alumni

---

## Student

- Any person officially enrolled as a graduate or undergraduate student at a college or university, whether full or part-time, is eligible to participate in Enactus.
- Students may only serve on the team of the university at which they are enrolled. Students who attend classes on more than one campus, or students enrolled in both a two-year and four-year program (or other) at the same time, may participate on more than one team, but are only permitted to represent one team at the competition.
- Each individual team has complete authority to establish restrictions or qualifications for membership beyond those outlined above.

## Alumni

- To be a member of the alumni network, an individual must have been actively involved in Enactus while enrolled in a college or university.
- Upon graduation, registered team members can join the alumni network by informing their current team leadership and their Country office.

# Special Partnerships and Opportunities

---

- Enactus teams that are engaged in special partnerships and/or granted opportunities to be involved in certain activities through the efforts of the organization must adhere to the guidelines set forth in the Enactus Team Special Partnership/Opportunity Agreement.
- Note that special partnerships and opportunities include but are not limited to featuring teams and/or their projects in marketing campaigns (including [www.enactus.org](http://www.enactus.org)), internships, exchange programs, scholarships, speaking engagements/presentations at Enactus (or Enactus-affiliated), functions/events, projects with or without funding opportunities.

# Liability Disclaimer

---

- By participating in the Enactus program or events, the participating academic institutions, Faculty Advisors and team participants acknowledge that Enactus is not responsible for team projects, activities or events. Faculty Advisors and team participants will follow the guidelines set forth in the Enactus Team Handbook and their own institutional policies and regulations.
- Travel to Enactus events is strictly at each participant's own risk and expense. Enactus shall not be liable for injury or loss of property traveling to or during an event.
- Participating academic institutions, Faculty Advisors and team participants agree to release, fully discharge, indemnify and hold harmless Enactus, its affiliates, officers, directors or representatives, from any and all liabilities, losses, claims, judgments, damages (whether direct or indirect, consequential, incidental or special), expenses and costs (including reasonable fees and expenses of counsel) that they may suffer or incur by reason of participating in any way in the Enactus program or at an Enactus event.

# Code of Conduct - I

---

- In the Enactus organization, where borders between countries are becoming increasingly transparent, principles adhered to by network participants are becoming the necessary criteria for building a good reputation in the international business community. The following principles are the basis on which ongoing quality relationships are formed and maintained.
- This Code of Conduct should be applied in good faith, with reasonable business judgment, to enable Enactus to achieve its mission within the framework of the laws of each participating country. It applies to all individuals participating in the network in any capacity (including, but not limited to: employees, student team members, Faculty Advisors, judges at Enactus competitions, alumni and members of the Enactus Board and Business Advisory Boards). These individuals will be referred to as network participants within this Code of Conduct.
- Enactus expects all network participants to treat one another and all people with dignity and constant respect. We will value the differences between diverse individuals from around the world. Abusive, harassing or offensive conduct is unacceptable, whether verbal, physical or visual. This consideration would prohibit any network participant at any time from physically or verbally abusing another person; from speaking negatively about other network members while representing themselves as an official member of the network; from using profane language or vulgar gestures; from demeaning or belittling another person or making derogatory comments about his or her race, sex, religion, age, disability, national origin or sexual orientation; and from engaging in conduct intended, or so reckless as to be likely to cause harm to another.
- Enactus expects all participants to demonstrate honesty and integrity in their statements and actions. All participants shall adhere to the ideals of honesty, fairness and “doing the right thing” without compromise, even when circumstances make it difficult.

# Code of Conduct - II

---

- When speaking to the news media and in other public statements and settings, participants should conduct themselves with respect and dignity, and they should not demean the organization or other network participants. If, in the context of public statements and settings, participants wish to speak as private individuals, they shall make clear their intention to do so.
- Network participants should display and use the Enactus logo only in accordance with the Trademark Guidelines and in a manner appropriate to the organization's purpose.
- It is the personal responsibility of each individual working within and through the network to observe high standards of business and personal ethics in all dealings, whether inside or outside the activities of the network.
- Enactus seeks to be highly regarded around the world. We wish to earn and preserve a good reputation by striving for excellence in everything we do. As a participant in the network, your actions are a reflection of Enactus at all times.
- Any member of the network who believes another member has acted in violation of this code should report the violation in writing to the President and CEO. Any complaint not filed in this manner will be disregarded.
- Finally, Enactus has Social Media Community Guidelines for engagement on Enactus social media channels. Those guidelines can be found here: <https://enactus.org/social-media-community-guidelines/>.

# Misbehavior

---

Behavior that is inconsistent with the **Enactus Code of Conduct** and defames the profile of an Enactus student and as a result, the organization is unacceptable. Unacceptable behavior includes, but is not limited to: use of foul language, physical battery, intoxication, harassment, defaming other network members (teams/judges/attendees/hotel staff), tampering with and/or destruction of venue or Enactus property, etc. The student and/or team involved in such negative activities may be disqualified/suspended/expelled from the competition and/or the overall Enactus program. An official letter may be sent to the team's institutional administrator(s), notifying them of the incident and requesting their assistance in ensuring that it does not reoccur.





# The Enactus Trademark



# Operating Under the Enactus Trademark

---

- The Enactus name is a trademark of Enactus and is legally registered in each of the countries that operate an Enactus national organization.
- All officially enrolled teams are authorized to use the Enactus name and logo in association with their team's operational activities and outreach projects so long as:
  - Those activities are consistent with the Enactus purpose and official code of conduct.
  - They never alter, in any way, the official Enactus name and logo and adhere to all other rules explained in the official Enactus brand usage guidelines document.

## Representation as members of the Enactus network

Teams should be aware that unless they receive express permission to do so, they are not authorized to speak on behalf of or otherwise represent Enactus globally or any Enactus country operation. In communication within the Enactus network or to outside interested constituencies, teams are expected to make absolutely clear that they represent only the team of their institution.

# Logo and Branding

---

## Creating a Team Logo

Enactus has developed a team logo lockup to help teams easily create a logo that is consistent with the official Enactus brand guidelines. Please contact your Country Office for logo guidelines and customization instructions.

## Brand Guidelines

The Enactus Brand Usage Guidelines will contain the complete terms and conditions for use of the Enactus name and logo by individual teams and countries. They define the visual and verbal elements that make up the Enactus brand including explanations, guidelines and examples of how to produce professional and correct Enactus branded communications and marketing materials.

### Reference to Enactus

Please refer to Enactus as a “team.” Enactus is not a “club” or “chapter.”

# Operating Outside Your Home Country

---

- Enactus teams are authorized to conduct community outreach projects using the Enactus trademark in their home countries. They are also allowed extended authorization to use the Enactus name and logo while conducting community outreach projects in countries outside their home countries, so long as they:
  - Follow the same trademark guidelines outlined in this section.
  - Inform their Country Leader or Program Manager via email of their intent to go abroad.
  - If the team is going abroad to a country with an official Enactus national organization the Country Leader/ Program Manager must inform the respective Enactus country staff of the team's intent before the team arrives in that country.
  - Report their international activities at the end of the year on their Project Report.
- Any team found to be in violation may be banned from presenting the international project at the regional, national or international levels of competition.
- Because of legal and organizational considerations, there may be occasions when teams are asked to suspend the use of the Enactus trademark while operating in other countries. In those cases, the team would still be able to continue their outreach projects but would simply not be able to represent those activities as being conducted by an official member of the network or to use the trademark.
- The license herein granted to Enactus Faculty Advisors and student team members shall not be exclusive, and Faculty Advisors and student team members hereby recognize that Enactus may license the marks to other persons or individuals now and in the future. This license may be terminated at any time and for any reason, including the violation of the terms and conditions of participating in the Enactus organization. Any person known to be using our trademarks while not affiliated with the organization or who is using these marks in violation of this document should be reported to Enactus global marketing immediately.

# Working with the Media

---

- Teams are strongly encouraged to seek coverage of their outreach projects and team activities by local, regional and national media outlets. They are further encouraged to refer to and to use the media tools and templates available in team training materials, to include their institution's administration in their efforts, and whenever needed, to seek the advice and support of the Enactus staff. Enactus and each national organization are also aggressively pursuing media opportunities. As Enactus and national organizations build relationships with the media to advance the mission of all teams around the world, it is important that a consistent message is relayed.
- To avoid conflict, dilution or over-saturation of that message, there will be occasions when Enactus or the staff of a specific national organization will need to limit and/or control communication to a particular media outlet. In accordance with the Enactus Trademark Guidelines, please be sure to attach your team's name to any occurrence of the word "Enactus" in all press releases and other documentation when referring to initiatives that are specific to your team and not to the overall organization.

# Violations

---

Any team found in violation of the **Enactus Code of Conduct** or other guidelines provided in the Handbook may be denied the opportunity to participate in competitive events for a defined period of time, have its authorization to use the Enactus trademark in any manner temporarily suspended, have membership within the network permanently terminated, or be subject to some other action as deemed appropriate by the Enactus Board of Directors or the board of its individual national organization.





# Contacting Network Members



# Enactus Board Members

---

- Members of the Enactus Global Board of Directors, Enactus Country Boards and National Advisory Boards are enthusiastic advocates for Enactus and contribute a great deal of their personal time and energy on behalf of the global organization.
- Based on their own schedules and resources, all Enactus Global and Country Board Members have communicated to Enactus the manner in which they believe they can best serve the organization as well as protocols for how and/ or if members of the network should direct unsolicited communications to them. Please contact Enactus for these protocols.
- Any team wishing to make contact with any Enactus Global or Country Board Member on behalf of its team or members must adhere to these protocols unless that Board Member communicates other instructions to the team individually. This restriction includes solicitations for employment, requests for the board member to participate in a community outreach project or team activity, and sponsorship opportunities.
- Enactus Global and Country Board Members serve as official representatives of their organizations. In addition to protocols for communication to individual Board Members, each Board Member has identified similar protocols for contact by members of the network to any individual or department of their organization. Teams are expected to review and adhere to these protocols when making contact with any of these companies.

# Enactus Staff

---

- Members of the Enactus staff and each individual country organization's staff are dedicated to serving the needs and interests of the network's members.
- In all countries, there is a staff member assigned as the primary contact person for each individual team and its members. This could be the Country Leader or Program Manager.
- Teams are strongly encouraged to direct all communications to this person. If contact with other staff members of that country or Enactus is necessary, the contact person will facilitate that communication.

# Enactus Teams

---

- One of the benefits of our global presence is the opportunity for networking and collaboration among members of the network. Teams are strongly encouraged to engage in sharing and exchanges with other teams.
- Enactus and the leadership of each country organization treat the privacy of their advisors and student members very seriously. Information about the privacy policy can be found at [enactus.org](https://enactus.org). This contact information is the property of each respective national organization and Enactus and will not be provided to other Faculty Advisors or team members without permission.
- Teams who wish to make contact with other teams have the opportunity for networking and introduction at competitions and training events. See your Country Leader or Program Manager for help in contacting other teams.



For more information,  
contact your Country  
Office or  
[globalprograms@enactus.org](mailto:globalprograms@enactus.org)

