

HOW WE DEFINE IMPACT

As you journey through this academic year with Enactus, it's essential to grasp the core of your project's impact. It's not just about meeting the Enactus Project Criterion; it's about generating positive, sustainable outcomes and impact *now*.

This section will help you align your project with the Enactus criterion and understand the criterion's components. It will also explain our impact definition, emphasizing the significance of outcomes that offer long-lasting benefits for people, planet, and prosperity.

FOCUS: ON OUTCOMES & IMPACT

In the Enactus context, focusing solely on inputs, outputs or projections for project success misses the mark.

Enactus emphasizes meaningful, high-quality outcomes (direct impact) *over* just the resources invested (inputs) or the immediate products of activities (outputs).

It's about the lasting benefits and changes resulting from your projects (outcomes & impact), pushing teams to look beyond the basics to the deeper, sustainable impacts their efforts achieve.

This approach ensures that projects not only address immediate needs but also contribute to long-term improvements for people, planet, and prosperity, aligning with the core Enactus criterion of entrepreneurial leadership, innovation, and effective use of business principles.

WHAT ABOUT PROJECTIONS?

Dreaming big about where your project could go is thrilling, and those visions for the future are a vital *part of planning*.

These projections are your predictions, laying out the exciting possibilities of growth and extended impact. While they showcase your ambition and foresight, it's important to remember they're not yet tangible achievements.

In evaluating your project, the spotlight shines on the concrete outcomes and impacts achieved thus far.

This year, we're guiding judges to focus and concentrate on these solid results of direct impact, and **not on projections. Projections are a peek into potential futures, but it's the groundwork laid today that counts towards meeting the Enactus criterion.*



***IMPORTANT NOTE:** In the Enactus context, we prioritize **direct impact** to ensure our projects create meaningful changes. Direct impact refers to the measurable benefits experienced by individuals you've directly worked with. These benefits include new knowledge, skills, or resources they've gained and applied, **directly because of your project within the current academic year**.

This approach aligns with our mission to generate sustainable positive changes, focusing on real-world outcomes over projections or indirect influences. It's about making a tangible difference in the lives of the people and communities we serve.

DEFINITIONS

In your Enactus projects, understanding the distinction between inputs, outputs and outcomes/direct impact as well as the difference between types of projects is crucial for crafting initiatives that genuinely make a difference. This guide simplifies these concepts, aligning them with the Enactus criterion to help you focus on creating meaningful change.

Impact Definitions	Example
<p>Direct Impact / Outcomes Direct Impact is the number of individuals that <i>you have directly worked with</i> who have <i>measurable</i> gained new knowledge, skills and/or resources and have been able to apply them as a direct result of the project.</p>	<p>Enactus XYZ runs a project where they have created an app to reduce the waste of food. The app allows people to download it for free, track the food in their house, make grocery lists and track the amount of food waste they have reduced by using it. They have trained an entrepreneur on how to develop the app and run it as their own business. This app has been launched and had 300 people use it, diverting 465 pounds of food from being wasted. They have DIRECTLY IMPACTED the one individual who has learned new skills and gained new knowledge.</p>
<p>Indirect Impact Indirect impact is the number of people who have gained knowledge, resources and/or skills, as a result of an Enactus project, but <i>with whom the team did not work with directly</i>.</p>	<p>Enactus XYZ runs a project where they have created an app to reduce the waste of food. The app allows people to download it for free, track the food in their house, make grocery lists and track the amount of food waste they have reduced by using it. They have trained an entrepreneur on how to develop the app and run it as their own business. This app has been launched and had 300 people use it, diverting 465 pounds of food from being wasted. They have INDIRECTLY IMPACTED the 300 users who are now using the app, becoming educated on food waste and reducing their carbon footprint.</p>
Project Definitions	
<p>Social Enterprise A social enterprise is a business that operates to tackle a social problem. The viable social business model provides an empowering solution, creating long-lasting change and life-changing impact, due to its built-in sustainability. The project generates its own funds, and thus does not depend on external parties to keep on running. These types of projects typically fully meet the Enactus criterion and generate the highest level of impact and all teams should aim to run at least one social enterprise.</p>	<p>Imagine "GreenGrow," a social enterprise started by Enactus students to address urban food insecurity and waste recycling. The team develops hydroponic systems using repurposed plastic containers, providing communities with sustainable food sources. Enactus students collaborate with local unemployed youth, teaching them how to build, maintain, and teach others about hydroponics, creating jobs and spreading knowledge. Revenue is generated by selling surplus produce and offering workshops on sustainable urban farming. This project not only solves an environmental problem by recycling waste but also empowers marginalized groups with employment and education, ensuring its sustainability and impact.</p>
<p>Community Project This is similar to a social enterprise, but the key difference is that it does not operate as a business, but rather as a program. The project addresses a need through education-based activities such as workshops and seminars.</p>	<ul style="list-style-type: none"> • A financial education program • An entrepreneurial boot camp • A consulting program for existing entrepreneurs • Etc.
<p>Strategic Project These projects are typically not presented at Enactus competitions, as they do not necessarily meet the Enactus criterion. However, they serve an other relevant purpose: raise money for the team (commercial project); engage new members and build their leadership skills; generate awareness for your team (on campus or in the community) etc.</p>	<p>Examples include:</p> <ul style="list-style-type: none"> • Food drives • Fundraisers • Networking events • Etc.