

THE ENACTUS CRITERION

As Enactus students, you're at the forefront of entrepreneurial action, driving social innovation.

Enactus Projects all over the world follow a simple framework that guides the creation of new projects called the **Enactus Criterion**. It is used to **evaluate your realized outcomes & direct impact** at Regional, National and Global Enactus competitions.

▶ The Enactus Project 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?*

Now, let's explore the essence of the Enactus criterion and how the different parts of it can guide you in structuring your presentation to effectively showcase the impactful outcomes you've achieved:

- ▶ **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.
- ▶ **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*

DEVELOPING YOUR PROJECTS

Aligning your Enactus project with the Sustainable Development Goals (SDGs) offers a powerful framework to ensure your initiatives contribute meaningfully to local, regional and global challenges.

Here's a condensed overview of everything you have learned this year, to guide your project's development and ensure it resonates with our core criteria of Entrepreneurial Leadership, Innovation, Business Principles, and Sustainable Positive Impact.

▶ Implementing your projects efficiently:



- 1. Identify Community Needs:** Use the SDGs as a starting point to understand and articulate the specific needs your project aims to address, considering economic, social, and environmental factors. This aligns with *Entrepreneurial Leadership* by recognizing opportunities for impactful action within your community.
- 2. Target Audience Engagement:** Engage directly with your target audience to deeply understand their needs and aspirations. This approach not only embodies *Entrepreneurial Leadership* but also ensures your project's outcomes are directly beneficial to them, contributing to *Sustainable Positive Impact*.
- 3. Innovative Solutions:** Craft your project around innovative solutions that are economically viable, socially equitable, and environmentally sustainable. This directly ties into *Innovation* and *Use of Business Principles*, ensuring your project is grounded in sound business models while pushing the boundaries of social innovation.
- 4. Ethical Considerations:** Ethical mindfulness in project planning and execution is crucial. Ensure you're following guidelines for ethical community engagement and data collection, underpinning the integrity and sustainability of your project's impact.
- 5. Partnership for Impact:** When partnering on projects, it's crucial to emphasize that the focus is on the impact created by the student-led team's efforts, rather than the partner's contributions. Collaborations should enhance the project's reach and effectiveness, but the primary measurement of success is the change *your team* directly facilitates. Always articulate your role clearly in the partnership and ensure that the project's outcomes can be attributed to your team's innovative and entrepreneurial actions.
- 6. Link to SDGs:** Explicitly connect your project's objectives and outcomes to specific SDGs, illustrating how your team is contributing to broader local and global impact.

▶ **REMEMBER:** *Your project should not just aim for immediate results (outputs) but strive for lasting benefits (outcomes and direct impact) that contribute to people, planet, and prosperity. Keep focusing on real, measurable impacts that align with the SDGs to demonstrate how your project contributes to global goals, showcasing the full spectrum of Entrepreneurial Leadership, Innovation, Business Principles, and Sustainable Positive Impact.*