

OUR VISION

Young leaders everywhere use innovation and business skills to ensure that all people thrive in a sustainable world.

OUR MISSION

Enactus is a network of leaders committed to using business as a catalyst for positive social and environmental impact. We educate, inspire, and support young people to use innovation and entrepreneurship to solve the world's biggest problems.



THRIVE (thrīv): to grow vigorously; to progress toward or realize a goal despite or because of circumstances.

Entrepreneurial – igniting business innovation with integrity and passion.

Action – the experience of social impact that sparks social enterprise.

Us – student, academic and business leaders collaborating to create a better world.

**WE BELIEVE INVESTING IN STUDENTS WHO TAKE
ENTREPRENEURIAL
ACTION FOR OTHERS
CREATES A BETTER WORLD FOR
US ALL.**

We live our values
of integrity,
passion, innovation
and collaboration
in all that we do.

JUDGES' OATH

On my honor, I agree to serve as an official judge of an Enactus competition with utmost fairness and impartiality.

I undertake this responsibility free from any prior conflicts of interest or preconceived notions about the competition's outcomes.

I commit to basing my evaluations solely on the teams' presentations and annual report, with a focused lens on the realized impact and tangible outcomes they have achieved in the last year.

My assessments will adhere strictly to the Enactus Project Criterion provided, ensuring a just and equitable evaluation process.

YOUR ROLE TODAY

Impact ON & THROUGH students

As a judge, you play an essential role in assessing the achievements of Enactus teams who have brought their entrepreneurial vision to life, driving meaningful change.

Today, your critical evaluations will spotlight the direct, substantial impacts these teams have made, honoring the projects that best blend innovation with sound business practices for lasting benefits. Your participation not only reinforces the importance of impact Enactus teams strive to achieve, but also energizes the continuous learning process that shapes their development throughout the year.

The Enactus Judging Criterion

All competing Enactus teams work within the same framework and criterion. The single question you will apply today to make your best judgement for team presentations is:

*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?*

The criterion is relatively broad, however you can break it down into the four key criterion areas:

1. Entrepreneurial Leadership
2. Innovation
3. Business Model
4. Sustainable Positive Impact

See the Individual Team Evaluation and Cumulative Evaluation Forms for further guidance on this terminology, as well as some reference points on the next page.

When judging teams, we ask you to consider the following when making your decisions:

1. NEEDS ASSESSMENT: Teams identify community needs by conducting a needs assessment. Your evaluation should consider how effectively the team has aligned their project purpose with their needs assessment. To clarify, how well the team has met a need in their community.

2. TIME: Some projects you will see today have been developed and implemented over multiple years. It is the team's responsibility to provide you with the progress made specifically within the last year and your evaluation should focus solely on that one year period.

3. PARTNERSHIPS: It is not uncommon for teams to collaborate with other organizations or project partners on their projects. When this is the case, teams should clearly state who they worked with, define their role and report the degree of impact they can legitimately take credit for and should be evaluated accordingly.

4. PRESENTATION: This is not a competition on who has the best videography and creative skills. Whilst teams must effectively communicate what they have done, please remember to look beyond video quality and focus your evaluation on the content and information teams are presenting.

5. FOCUS ON OUTCOMES & IMPACT: Enactus prioritizes the quality and depth of the impact generated by projects over inputs or team activities.

Our competition framework is designed to spotlight projects that deliver high-quality, meaningful outcomes—those that create substantial, positive changes in the lives of people and communities.

We look beyond flashy numbers or projected claims; the true measures of success are the quality, depth, and reach of the impact already achieved.

It's the actual achievements realized in the last twelve months, not the potential projections, that truly embody the spirit of Enactus.

Below definitions may further support you in your assessments of the quality of impact:

- **Inputs** are the resources teams invest in their project, like time, money, and skills.
- **Outputs** are the immediate, tangible products of the team's efforts; think of activities or services the project delivers.
- **Outcomes / Direct Impact** reflect the significant changes or benefits arising from project activities. They focus on how participants' knowledge, behavior, or circumstances improve, contributing positively to people, planet, and prosperity.

In the Enactus context, we prioritize outcomes and direct impact to ensure Enactus projects create meaningful changes.

Direct impact refers to the measurable benefits experienced by individuals the team's have directly worked with.

YOUR ROLE TODAY

Assessing Projects Based on Actual Achievements

Judges play a pivotal role in not just evaluating but also reinforcing the Enactus mission of creating sustainable, positive change. Your insights and evaluations are invaluable in recognizing the efforts and achievements of competing teams.

In our continuous effort to elevate the impact of our projects, we have refined the focus areas for our judges. The essence of this adjustment is to **ensure that evaluations are rooted in the tangible achievements teams have made over the past year**. Below are the key aspects and example questions designed to support judges in their assessments:

Entrepreneurial Leadership:

Teams are expected to exhibit strong leadership qualities, demonstrating their ability to have the team lead the project by leveraging both internal capabilities and external partnerships effectively.

- Describe the process and outcomes of your needs assessment. How did it shape the direction of your project?
- How did your team lead the development of the project while balancing contributions from partnerships?
- How many team members contributed to this project and what were their roles?
- Can you detail how resources were utilized and how a supportive network was established under your team's guidance?

Business Model:

A clear and comprehensive business model is vital, underscoring the project's strategy, marketing, and operational logistics.

- Walk us through your business model. How does it integrate strategic planning, marketing, and logistics?
- Discuss your project's financial self-sufficiency and provide evidence of income generated in the past year.
- Does X number describe actual revenue or an annualized revenue based on projections?
- Explain your future strategy for scaling the project into a sustainable enterprise, clarifying clearly which aspects are projections.

Innovation:

Innovation is at the heart of impactful projects, with teams implementing or improving new ideas, technologies, or methods.

- What innovations has your team implemented or improved upon in the past year, and how have these contributed to the project's goals?

Sustainable Positive Impact:

The core of Enactus projects is the sustainable positive impact made on social, environmental, and economic fronts.

- How has your project addressed and resolved the identified issue, and what advancements have you achieved in social, environmental, and economic areas? How are you measuring the impact you have made?
- Provide detailed evidence of your project's impact, including direct influence and before/after comparisons.

IMPORTANT! How should you view future projections?

It's exciting to hear about the potential and aspirations of projects, as these forecasts play a crucial role in strategy development. However, these projections represent future possibilities and *are not yet concrete results*.

When assessing projects, your primary focus should be on the actual outcomes and impacts realized in the last year. This year, we emphasize the importance of evaluating the tangible results and direct impacts that have been achieved, rather than speculative future growth.

Remember, while projections offer a glimpse into what might be, it's the solid achievements made so far that truly fulfill the Enactus criteria.

COMPETITION PROCESS

Annual Report

The Annual Report is an overview of the team's work as well as their collective results and impact. It may also include their mission statement, insights from their needs assessments and alignment to the Sustainable Development Goals.

We encourage judges to identify the following key elements within the Annual Report:

- **Direct Impact:** Verify the presence of detailed accounts demonstrating the immediate, measurable changes brought about by the project.
- **Indirect Impact:** Does the Annual Report clearly differentiate direct impact from indirect impact, noting the broader community benefits?
- **Financial Results:** Does the report transparently outline the actual financial outcomes achieved during the last twelve months, versus annualized revenue or mere projections?
- **Future Projections:** Does the report clearly distinguish future projections from the results already achieved?

While teams may demonstrate products or prototypes on stage, no materials, gifts or other handouts are to be given to the judges nor are they to be integrated into the Annual Reports.

Presentations

Once the team has been introduced, they have a total of 20 minutes that includes:

- 3 minutes, Annual Report distribution and technical set-up
- 12 minutes, team presentation to judges
- 5 minutes, question and answer session

Note: If a team ends short of the allotted 12-minute presentation time, remaining time is not added to the question and answer session.

Question and Answer Session

This 5-minute period is an opportunity to ask brief, clarifying questions to the team, aimed at understanding their expertise, not sharing yours.

The question and answer period will be cut off at the 5-minute mark in fairness to all presenting teams. Ask questions that assist you in determining which team most effectively met the Enactus Criterion, by achieving meaningful impact.

Please keep your questions concise to allow as many questions as possible to be answered. You will have the opportunity to provide feedback through the Individual Team Evaluation Forms.

Your Voting Process

After presentations, follow these steps for voting:

1. **Review and comment** on Individual Team Evaluation Forms (ITEF), providing teams with valuable feedback for improvement.
2. **Transfer assessment grades** (I, F, G, VG, E) from the ITEF forms to the Cumulative Evaluation Form.
3. **Rank teams based on these assessments**, ensuring no ties. Use the marks as guidance but focus on the overall effectiveness in meeting the Enactus criterion for your final decision.

Your Assessment

Evaluate each aspect of the Criterion – Entrepreneurial Leadership, Innovation, Business Model, and Sustainable Positive Impact – by selecting one rating for each:

INSUFFICIENT (I)

The presented falls significantly short in this area, with little to no evidence of the required characteristic.

FAIR (F)

The presented shows basic implementation of the criterion definitions but lacks depth and effectiveness.

GOOD (G)

The presented meets the criterion definitions to a satisfactory level, showing competence and a moderate degree of success.

VERY GOOD (VG)

The presented exceeds expectations in this area, demonstrating strong capability and significant achievements.

EXCELLENT (E)

The presented excels in this area, showcasing exceptional performance, innovative solutions, and profound, measurable impact.

Scoring & Decision Making

The scoring session is private, only open to judges, coordinated by League Coordinators or Enactus staff.

- Judges must witness all presentations for their votes to count and are to keep voting results confidential until the official announcement.
- In case of ties, the process will be explained by your League Coordinator.
- All voting results are reviewed and verified by Enactus staff and volunteer scorers who use an official scoring process and Score Verification Grid provided by Enactus.
- Remember, the goal is to identify which team best demonstrates the Enactus criteria through their impactful actions.

Thank You

We are grateful for the time you are investing today to serve as an Enactus judge. Thank you for your continued support in our mission to engage the next generation of entrepreneurial leaders to use innovation and business principles to improve the world.

INDIVIDUAL TEAM EVALUATION FORM



Institution Name: *Name Here*

Date: *2024*

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?

How effective was the team in demonstrating

	Insufficient	Fair	Good	Very Good	Excellent
Entrepreneurial leadership Identifying a need and capitalizing on opportunities by taking personal responsibility, managing risk and managing change within a dynamic environment.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Innovation The process of introducing new or improving existing ideas, services, technologies, products or methodologies.	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Use of business principles Applying a sound business model and business plan.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Sustainable positive impact Demonstrating a measurable, lasting improvement for people, planet and prosperity*.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>

**Prosperity - fulfilling lives economically and socially*

Optional feedback for teams:

Valuable insights or suggestions related to the team's projects and activities:

Super work applying a collaborative approach! Your team did an excellent job completing a needs assessment and taking the target audience through comprehensive and interactive learning experiences. However, your team did not successfully prove if/how capacity was built and there was no mention of the next step in several of the projects. The projects seem to illustrate potential, but it can only be proven by making strong strides toward empowering the beneficiaries.

Constructive feedback on the team's ability, presentation and communication skills:

Great visual presentation! Presenters seemed very natural and poised. Nice job connecting the dots for the judges. Your Annual Report is well organized but hard to read. Try to summarize your projects in a concise manner.

Additional comments may be provided on the back of this form.

CUMULATIVE EVALUATION FORM



Judge Name: Name Here

Organization: Organization Name Here

Date: 2024

Assessment Legend:



Transfer your assessments from the Individual Team Evaluation Forms. Please use the codes I, F, G, VG and E to note level of performance. Using your assessments as a reference, rank the teams (with 1 being your top choice). No ties allowed.

Please list team names in order of presentation.

Team Names:	Team A	Team B	Team C
Entrepreneurial leadership Identifying a need and capitalizing on opportunities by taking personal responsibility, managing risk and managing change within a dynamic environment.	E	E	VG
Innovation The process of introducing new or improving existing ideas, services, technologies, products or methodologies.	G	E	E
Use of business principles Applying a sound business model and business plan.	E	I	F
Sustainable positive impact Demonstrating a measurable, lasting improvement for people, planet and prosperity*.	VG	VG	G
Ranking: Please rank the teams (with 1 being your top choice). No ties allowed.	1	2	3

*prosperity - fulfilling lives economically and socially