

ENACTUS CANADA TEAM MANUAL

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INTRODUCTION

WELCOME TO THE ENACTUS CANADA FAMILY!

The following Team Manual was designed to help you familiarize yourself with all the opportunities available to you and your team throughout the year. Whether you are a brand new member, a seasoned veteran, or the President of your team, there is something in here for you to learn about. It follows a chronological order, walking you through what a year of Enactus involvement looks like.

If you have any additional questions, do not hesitate to reach out directly to your respective Program Manager. You can find their contact information in the table below. It is our job at the National Office to help and support you in any way we can, so do not hesitate to get in touch!

We hope that you enjoy this year, and thank you for being part of a network that is positively transforming the landscape of our country.

WESTERN CANADA	ATLANTIC CANADA	CENTRAL CANADA: WEST	CENTRAL CANADA: EAST
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ABOUT ENACTUS CANADA

Enactus Canada is shaping generations of entrepreneurial leaders who are passionate about advancing the economic, social and environmental health of Canada. We rally the energy, ideas and passion of Canada's best and brightest students who see business as a way to address social issues.

As a global network of 36 countries, Enactus is a community of student, academic and business leaders that is enabling progress through entrepreneurial action to transform lives and shape a better, more sustainable world. This past year, more than 3,400 Canadian post-secondary students drove 267 community empowerment projects that lead to the launch of 385+ businesses, directly impacting more than 50,000 lives.

I. TEAM AFFILIATION AGREEMENT

Enactus teams are required to submit a Team Affiliation Agreement on an annual basis. The purpose of this document is to reaffirm the team's commitment to operating the Enactus program at their school for the given academic year. Enactus teams will be prompted by their Program Manager at the beginning of the academic year to fill out this agreement and have it signed by the appropriate representatives of their school, including an academic administrator such as a Dean, Director or President.



2019-20| Enactus Team Affiliation Agreement

The _____ will:

Institution Name

- Support the Enactus program by ensuring that the team has at least one committed faculty advisor
- Where possible, the institution will support and invest in the Enactus team. Opportunities to support the team range from attending team events to securing an office space for the team to allocating funding to help grow the team's initiatives and programs
- The institution will send at least one Faculty Advisor to the Enactus Canada Regional and National Exposition and when possible have attendance from Deans and other important academic administrators
- The institution agrees to let Enactus Canada know when and if the team is featured in any promotional campaigns

The _____ Enactus team will:

Institution Name

- Follow the Enactus Code of Conduct (located on page 12 of the Enactus Team Handbook)
- Follow the Enactus Brand Guidelines (located on pages 14-15 of the Enactus Team Handbook)
- Provide operational updates and communicate with Enactus Canada National Office in a timely manner
- Meet the Enactus Canada Minimum Quality Standards:
 - *"The team has at least one committed Faculty Advisor who communicates regularly with the Enactus Canada office"*
 - *Administration recognizes Enactus on campus*
 - *Team membership comprised of at least 10 active students*
 - *Team has clearly structured its leadership positions with well-defined roles and responsibilities, and accountabilities to its membership*
 - *The team has created a budget with well-defined plans for funding operations and activities.*
 - *The team competes at a Regional Exposition*
 - *The team accurately reports their year-end data on time, including project partnership final impact reports*
 - *The team competes at the National Exposition*
 - *The team runs a least one project that generates impact and meets the Enactus Judging Criterion.*

Through adherence to the above requirements your on-campus organization will be endorsed by Enactus Canada National Office as an Enactus Team.

Enactus Canada teams will receive:

- An Enactus team logo, brand resources and official recognition
- Invitations to Enactus Canada sponsored events and activities including Enactus Canada National Exposition
- Support from Enactus Canada Program Staff which includes communication, materials and resources
- One \$1,000 stipend to help cover the costs of an attending Faculty Advisor of a competing team at the National Exposition
- Opportunities for project funding, scholarship and bursaries, and training
- Access to recruitment opportunities with Enactus Canada partners
- Access to the Enactus Canada National network of students, faculty, alumni, recruiters and sponsors (communications with other stakeholders must be approved by Enactus Canada National Office)

Note: Enactus Teams are separate legal entities from Enactus Canada National Office.

2. MINIMUM QUALITY STANDARDS

PURPOSE

Enactus Canada makes a concerted effort to create and maintain a consistent experience for all students in the network from coast to coast. In order to do this, all affiliated teams of Enactus Canada must meet our **Minimum Quality Standards (MQSs)**. In a collaborative effort with your Program Manager, teams identify areas of improvement and create an action plan to achieve goals. In the case that a team does NOT meet the Minimum Quality Standards by the agreed upon timeframes, teams will be put on a “Team Improvement Plan”, whereby the Program Manager gives additional support.

MINIMUM QUALITY STANDARDS

The quality standards below have been pulled from the existing list of Quality Metrics we encourage teams to strive for:

1. “The team has at least one committed Faculty Advisor who communicates regularly with the Enactus Canada office”
2. Administration recognizes Enactus on campus
3. Team membership comprises of at least 10 active students
4. Team has clearly structured its leadership positions with well-defined roles and responsibilities, and accountabilities to its membership
5. The team has created a budget with well-defined plans for funding operations and activities.
6. The team competes at a Regional Exposition
7. The team accurately reports their year-end data on time, including project partnerships final impact reports
8. The team competes at the National Exposition
9. The team runs a least one project that generates impact and meets the Enactus Judging Criterion.

3. BRANDING GUIDELINES

OPERATING UNDER THE ENACTUS TRADEMARK

The Enactus name is a trademark of Enactus and 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.

It is important that you use the logo that was provided to you by your Program Manager. That logo is available in your team Google Drive folder. If you can’t find it, please contact your Program Manager.

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 Worldwide immediately.

OPERATING ABROAD

Enactus teams are also 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 in their Final 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.

MARKETING HANDBOOK

For the complete branding guidelines and marketing best practices, please refer to our [Marketing Handbook](#).

4. IMPACT DEFINITIONS

As you know, Enactus teams generate all kinds of social, economic and environmental impact, through the delivery of their projects. In order to provide common terminology to all teams, Enactus Canada has create the following **Impact Levels** to categorize final results and make reporting of outcomes more clear.

LEVEL	DEFINITION	EXAMPLE
DIRECT IMPACT	Direct Impact is the number of individuals that you have directly worked with who have gained new knowledge, skills and/or resources and have been able to apply them as a direct result of the project.	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 skills and gained access to the resources required to run this as their business
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 with whom the team did not work with directly.	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 465 users who are now using the app, becoming educated on food waste and reducing their carbon footprint

5. REPORTING

All reporting will now take place through an online system team.enactus.ca. At the beginning of the year, a login to the online system will be shared with the student leader of each Enactus team.

To access the online system, login at team.enactus.ca. Enter your assigned username and password your Program, Manager sent to you. If you have forgotten the login information you will need to contact your Program, Manager to reset it for you.

The online system will manage the following:

1. Team Management
2. Volunteer Hours Tracking
3. Project Management
4. Project Goal Setting
5. Project Accelerator Applications
6. Project Accelerator Progress Updates
7. Project Accelerator Final Impact Reporting
8. Final Reporting

For Additional information on the online system please refer to the Enactus Team Reporting Handbook.

PHASE TEAM MANAGEMENT

The online system is used to keep track of team members, faculty advisors, and alumni. The contacts should be updated regularly, to reflect your team's most up-to-date information and to share this information with your Program Manager. There are two ways to add contacts: 1) Creating a new contact and 2) Importing contacts. For instructions on adding contacts to the online system please refer to the [Enactus Team Reporting Handbook](#). For the instructions on importing contacts please refer to this [YouTube video tutorial](#).

We ask that you **always keep Active Student Contacts up to date**. This serves multiple purposes: 1) Enables you to have a running list of all students on your team 2) Ensures that Enactus Canada knows how many students are currently in the network at any given time and 3) Allows Enactus Canada to communicate with all active members. It also means you won't have to back track at the end of the year and try to remember who was on your team, elevating the quality of the data we collect.

PHASE I: LOGGING VOLUNTEER HOURS

Every student on your Enactus team will be required to log hours monthly by filling out the online form at: <http://bit.ly/enactus-time>. The form requires each student to input their email and number of hours spent on Enactus. The email used to log hours must match with an existing contact's email in the online system, so the same email should be used when filling out their contact information (ie. their student email address). After the online form is filled out, it will be sent to the team's president to approve.

PROJECT MANAGEMENT

Projects will be need created and added to the online platform. Once projects are created on the online system you can start adding project metrics. At year-end you will be required to submit the project metrics for reporting purposes. It's helpful to work on it throughout the year, and when you are ready to submit data simply change the 'Workflow Status' field to "Pending Review".

FINAL REPORT

It is mandatory for all Enactus teams to complete a Final Report at year end. On one hand, it allows your team to measure the impact you've achieved throughout the year and see how it compares to what you set out to do. The Final Report should be the foundation of your Nationals presentation, what you build upon to tell your participants' story. On the other hand, it allows Enactus Canada to better capture the impact achieved within the network. This allows us to better tell our story, gaining support for the network to better serve academic institutions for years to come and provide new value-adding opportunities to students like you.

Only one Final Report is required per team. **The deadline to submit your Final Report is April 16th, 2020.** This will also be submitted through team.enactus.ca and is comprised of the following elements:

1. Project Information
2. Project Description
3. Testimonials
4. Participant Impact Metrics
5. Demographic Information

All projects should be created in the online system at the beginning of the year. Project metrics should be continuously updated throughout the year. At year-end you will be required to submit the project metrics for reporting purposes, when you are ready to submit simply change the 'Workflow Status' field to "Pending Review". Enactus staff will then review your report and communicate any required changes. It may be returned back to you for "Final Edits" to allow for further refinement or last-minute changes. Whenever the report is pending review by Enactus staff it cannot be modified by Enactus teams.

6. NATIONAL CHAMPION AUDIT

The audit process is a collaborative initiative between Enactus Worldwide, Enactus Canada and the National Champion Enactus team. This initiative is viewed as an integral part of the program and is implemented by Enactus Canada annually, strengthening the integrity and transparency of the network. The audit is comprised of three core phases:

PHASE 1: TEAM ENGAGEMENT

In the first phase, Enactus Canada staff will interview key team members (includes Faculty Advisors), review the team's hardcopy materials and reports to ensure consistency and accuracy based on information presented through, but not limited to, the following reports: Annual Report, visual presentation, Team Bio, Final Report, Active Team Sheet, etc.). Meetings and interviews will be scheduled in advance so that the team can be adequately prepared.

PHASE 2: TEAM OPERATIONAL REVIEW

In this second phase, Enactus Canada staff will review the infrastructure, resources, and capacity of the team. Example: We will assess whether or not a team with X members could actually implement Y projects within the Z weeks/months of activity this program year. Among other infrastructural elements, the team's budget will be reviewed closely.

PHASE 3: PROJECT AUDITS/SITE VISITS

In phase three, Enactus Canada staff will conduct a reasonable number of project site visits. An investigation will be employed to assess the correlation between the visual and reported impact/outcome (especially as it pertains to the link between the Final Report, Annual Report, and visual presentation) through testimonials and conversations with

beneficiaries, etc. Key team members will be invited to attend the site visits with the audit team. A translator, selected by the auditor, may be asked to attend the site visits should the auditor not speak the local language.

AUDIT PREPARATION TIPS FOR TEAMS

Have the following documents readily available for all phases of the audit:

- Team's financial records
- Active Team Sheet for current year
- Annual Report used at the national competition
- Audio-visual Presentation (PPT) used at the national competition
- Project/Action Plan documents, including all agreements with beneficiaries
- Other project tracking and evaluation tools
- Other team organizational tools

NOTE: You will be required to list in FULL all individuals that you worked with for every project throughout the year. This includes FIRST NAME, LAST NAME, EMAIL, and PHONE NUMBER.

Be prepared to:

- Explain any elements of your team's operation and details of the projects, especially those reported in your annual report and via presentation at the competition
- Explain the operation of your project plan (relevance, desired outcomes, how target audience was chosen, showcase evaluation tools, frequency and mode of communication, in-person versus virtual/email/phone trainings etc.)
- Discuss internal administrative processes (practices and procedures, etc.)
- Provide all applicable documentation that may support your project outcomes (third-party verification is needed).
- Identify project plan errors (shortfalls) and/or new opportunities, including future plans.

I. COLLABORATION SUMMITS

PURPOSE

Enactus Canada hosts events regionally across the country to connect local teams, exchange best practices and learn together. This is a great opportunity to engage new and old members within the network before the competition season even starts. Join us and **jumpstart your Enactus 2019-20 school year!**

DATES & LOCATIONS

CITY	DATE	LOCATION
Vancouver, BC	September 28, 2019	British Columbia Institute of Technology
Halifax, NS	October 5, 2019	NSCAD University
Calgary, AB	October 5, 2019	Mount Royal University
Montreal, QC	October 5, 2019	TBD
Toronto, ON	September 28, 2019	WE Global Learning Centre

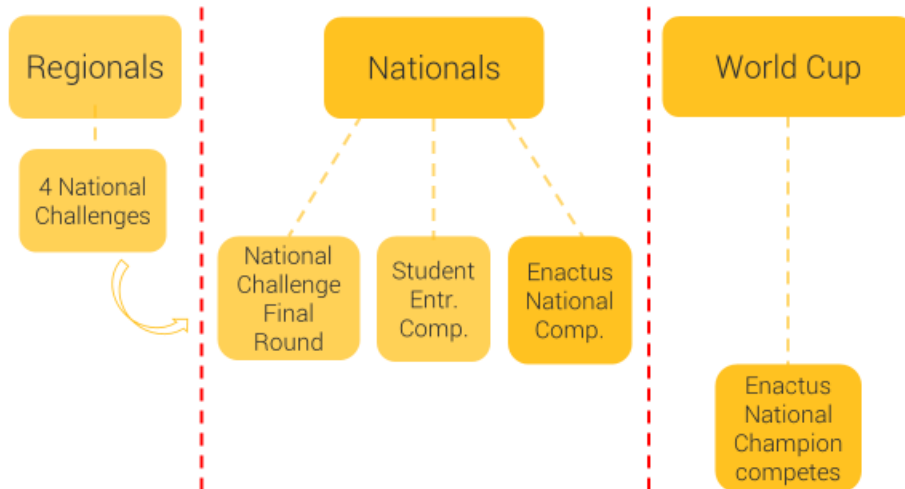
REGISTRATION

You must register to attend, using the following link: <http://enactus.ca/collaboration-summit-registration/>

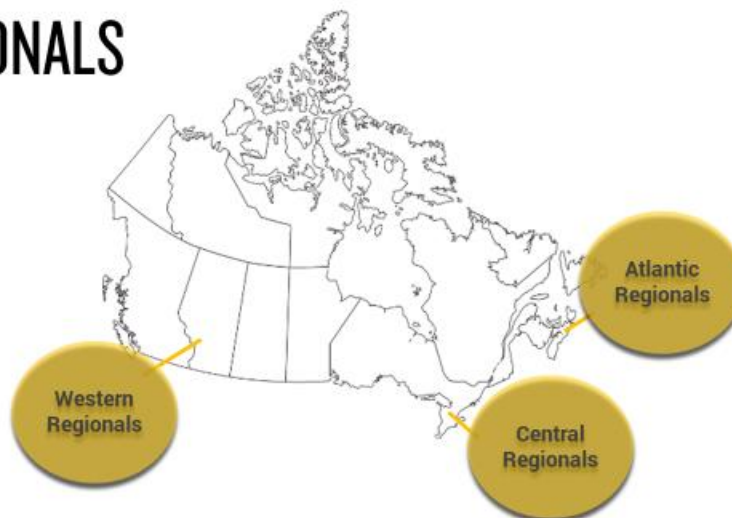
Do you want to know what it takes to get to the final stage? Or learn how to complete a proper Needs Assessment? Ultimately, this is a chance for you and your team to gain the skills and knowledge needed to take your team to the next level! We have all experienced FOMO...don't make the mistake of missing out!

2. COMPETITION & EVENTS OVERVIEW

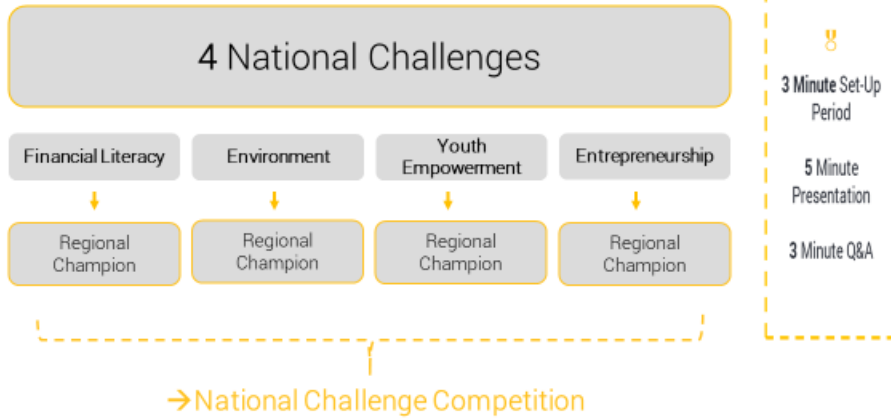
REGIONALS, NATIONALS AND WORLD CUP



REGIONALS



REGIONAL EXPOSITIONS: FEB-MARCH



NATIONAL EXPOSITION: MAY 19-21 2020



3. ENACTUS WORLD CUP

ABOUT ENACTUS WORLD CUP

Like in business, we believe that competition in the social sector encourages creativity and rewards results.

For Enactus, the regional, national and global competition process ultimately means more lives impacted around the world. One National Champion team from each of our 37 operating countries qualifies to participate in Enactus World Cup where they will compete for the title of Enactus World Champion.

A WORLD-CLASS SHOW OF EXCELLENCE IN ENTREPRENEURIAL ACTION

Every year a select group of 3,500 student, academic, business, government and foundation leaders from around the globe meet at Enactus World Cup to showcase how entrepreneurial action and shared innovation is transforming lives and creating a better future for us all.

Our signature global event – this unique gathering provides the opportunity for present and future world leaders to see how ideas are being turned into action as they experience three unforgettable days of collaboration, competition and celebration.

COLLABORATION

Challenge the status-quo of thought leaders and enjoy a curated, interactive dialogue of global action leaders.

Through diverse and fresh perspectives, we focus on the positive power of business, innovation and entrepreneurial action to address the most important issues affecting the world. This forum shares real progress in key areas of women's economic empowerment, food and water security, entrepreneurship and more. The energy created when world business leaders intersect with student innovators will fuel your experience, motivate personal change and drive new ideas.

COMPETITIONS

Experience how shared insights are fueling innovation and driving global impact.

This global competition is qualified from over 1,700 university based Enactus teams down to the National Champions from each of our 37 operating countries. Each team has 12-minutes to showcase their projects of entrepreneurial action that are not only making a difference in the world, but also have the momentum to create new careers, spark business innovation and deliver fresh energy for social impact. These projects are evaluated by business executives serving as judges who determine which teams advance to the next rounds of competition.

CELEBRATION

Celebrate diversity of culture, abundance of ideas and the synergy of cross-generational leadership in action.

Throughout the event attendees come to know the excitement and passion that is realized when a group of people who are personally invested in each other, and the lives of the people whom their work is intended to serve, gather together to recognize, encourage and celebrate one another and the infinite possibilities of real human progress.

ATTRACTING GLOBAL ACTION LEADERS

Hundreds of global business, government and foundation leaders from around the world who share a belief in the power of entrepreneurial action participate in Enactus World Cup each year.

PAST ATTENDEES HAVE INCLUDED:



Doug McMillon
President & CEO
Walmart Stores, Inc.



Mayra Buvinic
Senior Fellow
United Nations Foundation



Shelley Diamond
Worldwide Managing Partner
Young & Rubicam Inc.



John Veihmeyer
Chairman & CEO
KPMG LLP



Fareed Zakaria
CNN Host, GPS
Editor-at-Large, TIME



Ji Ziao An
Chairman of the Board
Beijing Hualian Group



Wim Kok
Former Prime Minister
The Netherlands



Denise Morrison
President & CEO
Campbell Soup Company



J.P. Bilbrey
President & CEO
The Hershey Company



YueWing Leong
CEO
TCL Multimedia



David Clanachan
Chief Operating Officer
Tim Hortons Inc.



Sergey Plastinin
Member of the Board
Wimm-Bill-Dann Foods OJSC



Carlos Brito
CEO
Anheuser-Busch InBev SA/NV



Kees Kruythoff
President, Unilever NA
Unilever



Yunus Suleman
Chairman
KPMG SA



Mashego Mashego
Executive Director
Harmony Gold Mining Company



Colleen Goggins
Worldwide Chairman,
Consumer & Personal Care
Johnson & Johnson



Ravi Kant
Vice Chairman
Tata Motors Ltd.



Peter Kleinschmidt
Member of the Executive Board
Beiersdorf AG



Roza Otunbayeva
Former President
Kyrgyzstan

CREATING A GLOBAL EXPERIENCE

Student, academic, business and government leaders from our 36 operating countries and beyond will come together at Enactus World Cup. While a selected 3,500 will attend the event in person, 25,000+ are anticipated to participate through local watch parties and personal viewing of the live streamed content and interactive online sessions.



PROGRAM HIGHLIGHTS

MONDAY, SEPTEMBER 16

- Intuit Global Innovation Challenge
- World Cultural Celebration, Innovation Stations & Taste of the World Food Market

TUESDAY, SEPTEMBER 17

- Innovation & Collaboration Hub
- Opening Round of Competition
- World Water Race Impact Competition
- Intuit Global Innovation Challenge – Second Round
- World Project Showcase, Innovation Stations & California Food Night Market

WEDNESDAY, SEPTEMBER 18

- Action Accelerator
- Innovation & Collaboration Hub
- Semi-Final Round of Competition
- Final Round of Competition
- Final Awards Ceremony
- Enactus World Party with a Purpose & Food Market

4. STUDENT ENTREPRENEUR NATIONAL COMPETITION

To celebrate the entrepreneurial spirit of young Canadians, Enactus Canada runs the Student Entrepreneur National Competition, proudly hosted by the John Dobson Foundation. The Student Entrepreneur National Competition highlights the success of full-time students operating businesses, which are creating jobs and furthering investments in our economic future. **Are you, or do you know someone on your campus or on your team who runs a business while studying full-time?** Remember to promote the Student Entrepreneur National Competition on your campus! Help Enactus Canada find the best of the best student entrepreneurs on your campus by putting up pre-made flyers, making announcements in general meetings and reminding those on your team to nominate!

ELIGIBILITY:

To be eligible for the competition, students and their businesses must meet the following criteria:

- Be a full-time undergraduate and/or graduate student at a Canadian university or college for the current academic year
- Be a founder and have at least 25% ownership of the company with no other individual or group with greater ownership, and be the individual primarily responsible for the business' operation
- Have not been a previous National Champion of the competition or competed in the final round of the Student Entrepreneur National Competition during the previous school year.

COMPETITION DETAILS:

Nomination and application process:

- Starting September 9th 2019 nominations for the Student Entrepreneur National Competition are accepted through [an online nomination process](http://enactus.ca/student-entrepreneurs/), at <http://enactus.ca/student-entrepreneurs/>
- Nominees receive an application directly from Enactus Canada staff after they have been nominated with an application and more information package.
- Nominees are asked to submit an application outlining their company and their experience as an entrepreneur as well as a short one minute video pitch to supplement their application.
- Judges in each province review applications and select 12 finalists

*NOTE: Nominees **may** self-nominate*

NATIONAL ROUND OF COMPETITION:

- All 12 finalists will compete at the Enactus Canada National Exposition; presenting their business to a panel of judges in an opening round, semi-final round and final round of competition.
- Through the series of presentations, judges will select who advances and determine who will be the Student Entrepreneur National Champion

PRIZES AND MEDIA COVERAGE

- Provincial champions each receive complementary lodging and travel to the National Exposition
- The Student Entrepreneur National Champion receives a \$10,000 cash prize
- Enactus Canada pursues local, provincial, national media coverage for each province and national champion.

TIMELINE AND IMPORTANT DATES:

September 9 th 2019	Launch
November 22 nd 2019	Nomination deadline
December 6 th , 2019	Submission of written and video application deadline

5. ENACTUS CANADA REGIONAL EXPOSITIONS

Annually, Enactus Canada Regional Expositions take place in Atlantic, Western and Central Canada, and bring together student, academic, and industry leaders to celebrate the achievements of Canada’s future leaders. During the event, students showcase how their community outreach projects and business ventures are making a real impact in Canada and beyond by competing in various National Challenges related to financial education, environmental sustainability, youth empowerment and entrepreneurship.

DATES, LOCATIONS & REGISTRATION INFORMATION

WESTERN CANADA	CENTRAL CANADA	ATLANTIC CANADA
EVENT DATES & LOCATIONS		
<p>February 27 – February 28, 2020 Hyatt Regency Calgary 700 Centre Street, South East Calgary, AB</p>	<p>March 12-13, 2020 Hilton Mississauga/ Meadowvale 6750 Mississauga Road Mississauga, ON</p>	<p>March 19-20, 2020 Halifax Convention Centre 1650 Argyle Street, Halifax, NS</p>
HOTEL INFORMATION		
<i>We recommend that you book your hotel rooms early, while there is still room available in the Enactus room block.</i>		
<p>Hyatt Regency Calgary 700 Centre Street, South East, Calgary, AB, T2G 5P6</p> <p>To book your rooms online, click here Or call 1-800-233-1234 Room Rate: \$209/night + tax Check-in: 3:00PM Parking: \$29/day (Self-park) Reservation Deadline: Jan 17, 2020</p>	<p>Hilton Mississauga/ Meadowvale 6750 Mississauga Road, Mississauga, ON, L5N 2L3</p> <p>To book your rooms online, click here Or call 1-855-757-4862 Room Rate: \$133/night + tax Check-in: 3:00PM Parking: Free (must register vehicle) Reservation Deadline: Feb 7, 2020</p>	<p>Prince George Hotel 1725 Market St, Halifax NS</p> <p>To book your rooms online, click here Or call 1-800-031-5657 Room Rate: \$140/night + tax Check-in: 3:00PM Parking: \$24/day (self-park) Reservation Deadline: Feb 7, 2020</p>

All dates and registration deadlines can be found on the [Enactus Programmatic Calendar](#).

SPIRIT VIDEOS

Each year, Enactus teams create a 20 second video demonstrating their team’s personality and Enactus spirit. These videos are displayed in the Opening Ceremony of each Regional Exposition, to introduce your team to all other teams in attendance. This is your time to shine, to let us know what your team is all about, and to show us how much Enactus spirit you have!

RULES:

1. Video must introduce your team/feature your team name (there will be no introduction to individual videos)
2. Length cannot exceed 20 seconds
3. Must be converted and sent as .mp4 file (HD is highly recommended)
4. Send the file to your Program Manager via DropBox , Google Drive, or WeTransfer

Looking for inspiration? Here are some past spirit videos:

- [Atlantic Canada Spirit Videos](#)
- [Central Canada Spirit Videos](#)
- [Western Canada Spirit Videos](#)

Deadline: February 16th 2020

NATIONAL CHALLENGES

INTRODUCTION

Developed through collaboration with corporate and organizational partner companies, National Challenges empower Enactus teams to implement viable solutions to a specific economic, social or environmental need. For the partnering company, National Challenges provide an opportunity to mobilize emerging leaders to tackle one of their community priorities while fostering relationships locally between enterprising youth and employees.

LIVE PRESENTATION

Each competing team will have an eleven (11) minute time block for its verbal/audio/visual presentation. Once the faculty advisor and team have been formally introduced, the time will be divided as follows:

- Equipment set-up and annual report distribution - three (3) minutes
- Live audio-visual presentation - five (5) minutes
- Question and answer period – three (3) minutes

JUDGING CRITERION

Each National Challenge has its own distinct Judging Criterion. You can find individual documents outlining the judging criterion for each of the National Challenges on the [Resource Library](#). Each document also includes tips and tricks on how to measure the impact of your project in this challenge, and how to best present your results. Be sure to give these documents a thorough read!

JUDGING ELEMENTS

The following ideas serve as a guide to help teams and judges better understand the framework and content of the criterion.

How effective was the team in demonstrating:

- Entrepreneurial Leadership
- Use of business principles
- Use of Innovation
- Sustainable positive impact related to either financial education, youth empowerment, environmental sustainability or entrepreneurship.

WRITTEN REPORT

Each competing team will be required to complete a “Challenge Report”, a standardized annual report limited to one single sheet of 8 ½” X 11” paper with print on only one side of the sheet. **You must use the template provided.** Teams are NOT allowed to delete the ‘required metrics’ section, however, can modify the “other outcomes” section if they so choose. A modifiable version is available for download in the [Resource Library, on the Enactus Canada Website](#).

You will be notified by your Program Manager regarding the number of copies you will need to print approximately one week prior to the event.

Reports are distributed by team members to the judges during the set-up period as outlined below. **One** report must be reviewed and signed by the team’s student leader, faculty advisor and dean or administrator and handed in at the registration desk upon arrival at the Enactus Canada Regional Exposition. A digital copy of the report must be emailed to your Program Manager prior to the event.

Note: The report is the only document you are allowed to distribute to judges during the set-up period.

PROJECT VERIFICATION FORM

- Every team must request that their Faculty Advisor, one student and one administrator (e.g. dean, department chair or institution president) review their Annual Report and sign the Project Verification Form.
- If a team’s Faculty Advisor is also an administrator, the form must be signed by another administrator.
- The Project Verification Form serves as just one part of an internal audit of projects and activities at all levels of competition: regional, national, and at the Enactus World Cup.

PRIZE STRUCTURE

The regional rounds of competition for National Challenges will take place with teams competing in one of the leagues at each of the Enactus Canada Regional Expositions. The first-place teams from each league will move on to compete in the National Challenge Final Round of Competition during the Enactus Canada National Exposition.

This competition is designed to reward the Enactus teams that best fulfil the judging criterion. The award structure for each National Challenge is as follows:

Note: Prize structure is subject to change without notice.

REGIONAL ROUND OF COMPETITION	
<i>Second Runner-Up</i>	<i>\$500</i>
<i>Runner-Up</i>	<i>\$1,000</i>
<i>Regional Champion</i>	<i>\$1,500</i>

FINAL ROUND OF COMPETITION	
<i>Best Project Idea (video submission due at Regionals)</i>	<i>\$1,000</i>
<i>Second Runner-Up</i>	<i>\$1,000</i>
<i>Runner-Up</i>	<i>\$2,000</i>
<i>National Champion</i>	<i>\$3,000</i>

6. ENACTUS CANADA NATIONAL EXPOSITION

Annually, the Enactus Canada National Exposition brings together student, academic and industry leaders from across the country to celebrate the achievements of Canada's future leaders and entrepreneurs. Over the course of the three-day event, students showcase their community outreach projects and business ventures that are enabling progress through entrepreneurial action. Through rounds of live, presentation-based competition, business leaders serve as judges determine which Enactus team and student entrepreneur will be named National Champions and represent Canada on the global stage at the Enactus World Cup.

EVENT DATES & LOCATION

May 19-21, 2020

EVENT ITINERARY	VENUE	PARKING
The full event itinerary can be found here: http://www.enactus.ca/events/national-exposition/	Metro Toronto Convention Centre, South Building 222 Bremner Blvd Toronto, ON	Information regarding the South garage parking at the MTCC – South Building can be found here .

HOTEL INFORMATION

VENUE	RESERVATIONS
The Westin Harbour Castle 1 Harbour Square Toronto, ON	To book your rooms call 1-844-337-3118 (state Enactus Canada National Exposition) or visit http://www.enactus.ca/events/national-exposition/ for online reservation link Room Rate: \$299/night + tax Check-in: 3:00PM Reservation Deadline: April 9, 2020

Note: In order to reserve a room you will be required to pay in full up front for your reservation. There will also be a non-cancellation policy for this hotel.

EVENT REGISTRATION

The following two steps are required to register your team for the Enactus Canada National Exposition:

1. TEAM REGISTRATION

The team leader of each team is responsible for completing the following team registration form:

<http://www.enactus.ca/teamregistrationformnationals/>

Deadline: April 9, 2020

2. INDIVIDUAL REGISTRATION

Each attendee must individual register to attend the competition, using the following forms:

Students: www.enactus.ca/studentnational

Faculty: www.enactus.ca/facultynational

Administrators: www.enactus.ca/administratornational

Deadline: April 30, 2020

MANDATORY REPORTS

It is important for teams to understand the rules and prerequisites for participating at a competitive event. Each competing team is required to submit the following reports in order to compete:

1. ANNUAL REPORT

- This mandatory report must be typed in a legible font-size and should provide an overview of the team's efforts, results and achievements. It may also include information on future plans for growth and expansion. Annual Reports are limited to the dimensions noted below, but can be bound or folded in any manner:
 - Four single sheets of 8 ½" X 11" or A4 size paper with print only on one side of each sheet.
 - Two single sheets of 8 ½" X 11" or A4 size paper with print on both sides of each sheet.
 - One sheet of 11" X 17" or A3 size paper with print on both sides.
- Please note: Using one of the dimensions above but cutting the paper in a manner which causes a change in the size is NOT permitted.
- Important points regarding the annual report:
 - If a team uses a cover or back page, it will count as one of those pages.
 - Teams should not use folders, report covers, etc. in conjunction with their Annual Reports.
 - If a team wishes to include a team bio along with the Annual Report (see 'Team Bio' section for more details), the bio must be a completely independent document (not embedded within Annual Report) and may NOT include any info/photos related to projects.
 - Only numbers in the final report may be presented on.
 - Active team sheet must be updated and match numbers in presentations.
- Although Enactus encourages creativity with the formatting of the annual reports, we ask that teams give careful consideration prior to fully employing new ideas (inclusive of changing the shapes, sizes, etc. of the report). Please contact your Country Leader or Program Manager to ensure that any new ideas are within the guidelines of Enactus.
- Annual Reports are distributed to the judges during the setup period as outlined in the Live Presentation section of this handbook. Teams will be notified in advance of the number of Annual Reports they are required to bring to regional, national and Enactus World Cup competitions. All judges must receive a copy of the Annual Report. For samples of Annual Reports please visit www.enactus.org/worldcup.

2. Project Verification Form

- Every team must request that their Faculty Advisor, one student and one administrator (e.g. dean, department chair or institution president) review their Annual Report and sign the Project Verification Form.
- If a team's Faculty Advisor is also an administrator, the form must be signed by another administrator.
- The Project Verification Form serves as just one part of an internal audit of projects and activities at all levels of competition: regional, national, and at the Enactus World Cup.

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.).

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.

ADDITIONAL MATERIALS

No documentation, materials, gifts or other handouts may be given to any judges before the champion team is officially announced with the exceptions of the team's Annual Report and a Team Bio, which provides a brief biography of each team member for possible recruiting purposes.

The Team Bio should be five single sheets of 8½" X 11" or A4 size paper with print on both sides of each sheet OR ten single sheets of 8½" X 11" or A4 size paper with print on only one side of each sheet. The Team Bio may not be placed inside the Annual Report, and it must be distributed to judges as a separate document.

Teams are permitted to showcase, from the stage, project-related materials to judges so long as they are not considered offensive or would cause any sort of controversy. Judges may not touch, taste, smell or feel any of the additional materials displayed.

OWNERSHIP OF PROJECTS

Enactus Canada teams are allowed to structure their projects as they see fit. Some may choose to create a separate legal structure for the project, distinct from the team, while others may not. Enactus Canada requires that the legal structure and ownership of all projects mentioned during a competition be disclosed in the team's annual report if the project is not entirely owned and controlled by the team. For example, if the project is legally registered under a student's name, that fact must be disclosed.

Please note that projects or businesses owned or controlled by an external party (someone who is not an Enactus student, or the team itself) cannot be presented as Enactus projects at the Enactus Canada National Exposition. If a team collaborated with a project or business that is owned and/or controlled by an external party (including the academic institution or Faculty Advisor), they may present the impact of that collaboration so long as they make a clear distinction between what their role was and that of the external organization, only taking credit for the team's contribution and what they can fairly claim as their own impact.

If the ownership or control of a project created by an Enactus team shifts to an external party, the team may take credit for having created a successful and sustainable project, but the project can no longer be presented as part of the Enactus team's project portfolio. If the team continues to make a contribution to the project, they can present the portion of the impact they can fairly take credit for, as they would in a collaborative project with any external organization.

LIVE PRESENTATION

Each competing team will have a 25-minute time block for its live presentation. The League Coordinator will keep the official time. After the League Coordinator has formally introduced the team, the time will be precisely divided as outlined below.

- 3 minutes (set-up period)
- 17 minutes (live presentation)
- 5 minutes (question & answer session)

Set-up: 3 Minutes

The team will have a maximum of three minutes to distribute the Annual Reports for judges to review prior to its presentation and to set up presentation equipment (start computers, power-up projectors, check lighting and sound, etc.). Remember: once the team has tested the equipment, projector lenses must be covered, no images or text are allowed to be projected and no music or sound effects are allowed to be generated for the remainder of the set-up period. Anyone, including faculty, may assist with the setup or operation of audio-visual equipment; however, only student members may participate in the presentation and take questions from the judges.

Live Presentation: 17 Minutes

The team will have a maximum of 17 minutes to give its actual presentation.

Judges' Question and Answer Period: 5 Minutes

There will be a mandatory five-minute question and answer session for the judges. During this time, projector lenses should be covered, no images or text should be displayed and no music or sound effects should be generated. Please note that any time remaining from the 17-minute live presentation will not be added to the mandatory question and answer session.

Special Note:

Presentation time blocks are uniform globally; however, the only exception applies to the Final Round of competition at the Enactus World Cup and at any Enactus National Competition that has a Final Round level. For these segments, there will be no timed set-up period. Final Round competing teams will be given a reasonable amount of time to set-up and test their audiovisual equipment and will receive assistance from Enactus' technical/ production crew, especially where some of the equipment being used is provided by Enactus. After these have been successfully tested, the team will be introduced and then given 3 minutes to distribute its Annual Reports to the judges. The remaining segments of the Live Presentation for the Final Round will align with the time block outlined. Teams are strongly encouraged to have their presentation on a USB stick as back-up in case data transfer becomes necessary.

Room Set-Up and Equipment

No team may set up any equipment in the presentation room before being formally introduced. All equipment must be self powered or use electrical outlets inside the competition room.

Enactus Canada will provide the following equipment in each presentation room: •

- One eight-foot/2.5m or larger screen
- One extension cord
- One A/V Table/Cart to set your computer and projector on
- HDMI Cable

Enactus Canada is not required to provide other equipment of any kind, such as computers, slide projectors, speakers, monitors, TVs, etc. It is the sole responsibility of each team to secure the use of any other equipment.

Equipment Failure

Should there be any technical issues/failures, the Enactus organization 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.

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.

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. The area behind the judges is considered public domain. Doors to the competition room must remain unlocked and clear at all times to provide access to Enactus staff.

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, 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.
- Set-up must be behind judge and audience seating.
- No video footages 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 photographer and videographer and members of the mass media approved by Enactus have full access to all presentation rooms 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.

Competition Grievance Policy

At Regional and National Competitions, students should direct any complaints or concerns about competitions 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 Worldwide 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 Enactus Canada (at regional or national competitions) or Enactus Worldwide (at World Cup).

Formal complaints related to Enactus Canada competitions should be submitted in writing to programs@enactus.ca. All formal complaints will be reviewed by the Enactus Canada Programs Committee. Written findings will be submitted to the filing individual(s) within 30 days of the receipt of the appeal. Decisions by the Enactus Canada Programs 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.

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:

- Entrepreneurial leadership
- Use of business principles
- Use of innovation
- Sustainable positive impact to benefit people, planet and prosperity

6. LEADERSHIP SUMMIT

Held every year directly after the closing of the Enactus Canada National Exposition, the Leadership Summit enables incoming Enactus student leaders from all over the country to get to know one another, share best practices, and forge collaborative relationships to kick off the year positively.

Two (2) students per team are invited to attend the Leadership Summit. We recommend that the 2 students be on the incoming leadership team (President, Vice-President, etc.).

DATES	May 22-24, 2020
VENUE	TBD
AGENDA	A detailed agenda will be available closer to the date
REGISTRATION DEADLINE	April 30, 2020

More information will be provided in due time, directly to Student Leaders, but in the meantime – save the date!

I. ENACTUS CANADA CALENDAR

All upcoming dates and deadlines can be found [here](#).

2. BUDGETING & FINANCIAL TRACKING

PURPOSE

It is extremely important that from year to year your team establishes and maintains a budget of all costs your team incur throughout the year. This will empower you to accomplish your goals, run your projects, and attend competitions.

To make the process of doing so easy and simple for your team, we have created a Sample Budget Excel Sheet for you to use. It includes the basic elements of what your team should take into consideration when planning your finances for the year. A copy of the budget has been added along with this guide into your Shared Google Drive folder. If you do not see a copy of it please contact your Program Manager to have it added to your drive.

[You can also download it here.](#)

ACCESS QUICKBOOKS – FOR FREE!

Once you've determined your projected expenses and revenues, it's important that you keep track of the money coming in and out of your account throughout the year, to ensure that every dollar you do earn gets spent appropriately. To help you in doing so, our partners at Intuit Canada have graciously offered to let all Enactus team use their proprietary accounting software, QuickBooks, FREE OF CHARGE! Here's how to get your hands on the software:

If you have not yet set up a QuickBooks Online account before, you can register by following the below steps:

1. [Click here to go to the registration form.](#)
2. Select the "Students" button, and then fill out and submit the registration form. For the "Software Required" question, please select "QuickBooks Online".
3. Once you've submitted the form, please notify Enactus Canada to let them know you've signed up.

QUICKBOOKS RENEWAL

If your one-year QuickBooks Online trial is ending, you can register for another free trial through the process above. If you'd like to transfer your data from your previous account, please follow the below steps:

1. Click the gear icon on the top right side of the screen when logged into your account



2. Select **IMPORT DATA** – this takes you to a page that shows the various lists you can import to your new trial: Customers, Suppliers, Accounts, and Product and Services.



3. Once you have selected your desired lists, the next window will show that you can download a template. Click **DOWNLOAD A SAMPLE FILE**.
4. Once you have downloaded the file, you can upload the data from your previous account into your new QuickBooks Online account.

*NOTE: If you have any questions about this process, please contact Enactus Canada. Additionally, you can benefit from 24-hour support from a QuickBooks Online support agent. Just email: IEPCanada@intuit.com

3. RESOURCE LIBRARY

In order to assist teams with areas specifically related to team operations, we have created a series of training modules for the most asked about areas of an Enactus team.

Each module comes with a PDF and is available online for download. You may choose to have your Program Manager deliver training to your entire team during a campus visit, or virtually through skype, or materials can be sent to you to review on your own.

Topics include Team Recruitment, Sustainability, Fundraising, Building Community and Academic Support, Marketing and Branding Basics and more! These modules, along with a plethora of other resources, can be found at <http://enactus.ca/resources/team-resources/>

4. PROJECT ACCELERATORS

Developed in collaboration with corporate and organizational partners, project partnerships provide Enactus teams with the opportunity to apply to receive funding and/or mentorship to support the development of projects focused on a specific need or community group.

APPLICATION PROCESS

To apply for one of these opportunities, you will have to complete an application form on team.enactus.ca, describing your project (or your project plans) and how they relate to the Selection Criteria. To apply login to team.enactus.ca and on the sidebar menu choose projects` then `Create Project Accelerator`. A form will allow you to enter a name for your application and choose which accelerator to apply for. When you are satisfied with the information provided change the status field from 'Editing' to 'Pending Review'. Enactus staff will then review the application and notify you of next steps. For additional information on the online system please refer to the [Enactus Team Reporting Handbook](#). [Click here to see the full list of Project Accelerators](#).

DISBURSEMENT OF GRANTS

Upon confirmation that your team has been selected to receive a Project Accelerator, your team will be required to submit an MOU to Enactus Canada. 75% of the grant will be disbursed upon reception of the signed MOU. The remainder of the grant will be disbursed upon reception of the Final Impact Report in April 2020.

REPORTING & BEST PROJECT AWARD

Enactus teams are required to submit Final Impact Reports by April 9th, 2020. The Final Impact Reports will be submitted through team.enactus.ca. Enactus staff will then review your report and communicate any required changes. It may be returned to you for "Final Edits" to allow for further refinement or last-minute changes. Based on the outcomes of their initiatives and the quality of their reports, one Enactus team will be selected to receive the Best Project award which will be presented at the 2020 Enactus Canada National Exposition.

5. AWARDS & RECOGNITION

Each successful Enactus team can count a long list of individuals who have contributed time, energy, and creativity to their cause. To recognize this, Enactus Canada has established individual and team awards to provide teams the opportunity to recognize their strongest supporters and active members.

To view the full list of awards, application information and deadlines, visit <http://enactus.ca/what-we-do/give-recognition/>

6. ENACTUS CAREERS

#EnactusCareers is here to help you land your dream job. We've curated partner company profiles, job opportunities, exclusive events and much more to help prepare you for the future. Join the Enactus Careers Shortlist to access all of this career support and be the first to know about new opportunities in our network!

Visit <http://enactus.ca/start-careers> to get started and check out all our Career Resources at enactus.ca/resources/resource-library/career-resources.