

PROJECT MODEL

Enactus Criterion:

Which Enactus team most effectively used entrepreneurial action to empower people to improve their livelihoods in an economically, socially and environmentally sustainable way?

TYPE OF PROJECT	DEFINITION	EXAMPLE
<p>SOCIAL ENTERPRISE</p>	<p>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.</p> <p>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>A great example of a social enterprise is CigBins, created by Enactus uOttawa. They created a cigarette butt recycling service and employed individuals with a mental illness to take care of the servicing of the bins. This provided a marginalized audience with a meaningful job opportunity, while solving an environmental problem. They generated revenue through the recycling of the butts, and charged property management companies for the installation of the bins, as well as a recurring servicing fee, allowing them to keep on paying their employees over time.</p>
<p>COMMUNITY PROJECT</p>	<p>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>	<p>Examples include:</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</p>	<p>These projects are typically not presented at Enactus competitions, as they do not necessarily meet the Enactus criterion. However, they serve an ulterior relevant purpose:</p> <ul style="list-style-type: none"> - 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) 	<p>Examples include:</p> <ul style="list-style-type: none"> • Food drives • Fundraisers • Networking events • Etc.

NOTE: Seeing as your projects may deal with sensitive audiences, it is important to think about the long-term plan for your project. Is it something that your team will keep on running for years to come? Do you plan on transitioning out of it eventually? Thinking about an **exit strategy** is an important part of the project development process.

IMPACT DEFINITION TABLE

LEVEL	DEFINITION	EXAMPLE
LIVES IMPROVED	Number of people who have benefitted from the project, but no transfer of skills or knowledge was involved.	The most common occurrence of this type of impact is when an individual gains access to a new resource that improves their livelihood . For example, a team runs a water filtration project that now provides clean drinking water to a community. Those individuals who now have access to clean water represent the number of lives improved.
INDIRECT IMPACT	Number of people who have gained new knowledge and/or skills as a result of the project, but with whom the team did <u>not</u> work directly .	For example, a team runs a project that trains a beneficiary to start and run his own business. He then uses his newly acquired knowledge to support his brother in the same way. His brother has been indirectly impacted.
DIRECT IMPACT	Number of people who have gained new knowledge and/or skills by working directly with the team , as a direct result of the project.	The team runs a sales workshop with beneficiaries. The beneficiaries now have new knowledge and skills they did not have prior to participating in the project.
EMPOWERMENT	Empowerment is the deepest level of impact a team can have. We say an individual has been empowered when the individual takes the skills and/or knowledge that he gained through the project, and applies them independently . This has a measurable improvement on their livelihood.	As a result of the project, the beneficiary gains employment, launches their own successful business, reduces their debt, increases their savings, obtains a certification, returns to education, and/or gains stable accommodation.