



Enactus University of Alberta has historically been one of the weaker Enactus teams in Canada. This year has been a renaissance phase for Enactus University of Alberta as the team held its first-ever innovation challenge, the Enactus 2014 Strathcona County Case Competition, connected with Edmonton-area entrepreneurs with the Entrepreneur of the Month feature and celebrated the diversity of entrepreneurship through our successful Dessert with Entrepreneurs event.

## TEAM STATISTICS

**3**   
NEW  
PROJECTS

**20**   
TEAM  
MEMBERS

**650**   
VOLUNTEER  
HOURS

**210**   
PEOPLE SOCIALLY  
INTEGRATED

# PROJECTS

We have three new and upcoming projects: Brew Green, Nutripreneur and SMART Budgeting.

## Brew Green

### NEEDS ASSESSMENT

We conducted a needs assessment for environmental waste through 5 coffee shops and found that there was 3.6 tons of coffee ground waste per year.

### OUR SOLUTION

To reuse, reduce, recycle and reproduce the coffee grounds into an environmentally friendly consumer product, fertilizer and cosmetics. When carefully conducting our research we were able to find alternative uses for coffee ground waste. One of the most effective and easy uses for the coffee grounds is to reuse it as fertilizer. By mixing the coffee grounds with different soil elements it creates worm-rich soil that is great for plant growth. Lastly, consumers also use the coffee grounds as a DIY ingredient in their exfoliating face scrubs.

## OUR GOAL

Our goal is to brew new life into old coffee grounds by collaborating with local businesses to produce fertilizers and facial products. This project accomplishes social equity by bringing together local businesses to maintain our mission. It supports environmental sustainability by reusing, reducing and recycling coffee ground waste. Finally, it will build economic vitality by generating job opportunities to the homeless in Edmonton.

## STEPS

1

Collaborate with schools in the Edmonton region.

Hold presentations to help inform students about financial literacy.

2

3

A game for students to stimulate decisions for better spending.

Establishing nutritious alternatives within schools in Alberta to create a healthy lifestyle for future generations.

OUR  
SOLUTION

Statistics show in Alberta that 218,319 children are suffering from obesity. More than 75% of school cafeteria menus contain unhealthy options.

NEEDS  
ASSESSMENT

## STEPS

1

Partnering with schools in the Edmonton region.

Introduce a template to a start-up business to sell healthy food alternatives.

2

3

Employ and teach students how to operate a business.

## OUR GOAL

Our goal is to generate a start-up business for students to operate and sell healthy food alternatives. The social mission of this project is to create a healthy lifestyle for future generations within schools in Alberta. Furthermore, it supports environmental sustainability by using recyclable utensils and economically generates revenue in improving the schools infrastructure.

Currently Nutripreneur is being trialed at Lamont High School, a junior-high school that chose to sell fruit smoothies as their alternative healthy food item. Consequently, the start-up business has managed to employ 10 students.

## SMART BUDGETING

NEEDS  
ASSESSMENT

Nationally, Canadians owe \$1.48 for every \$1.00 spent which accumulates into future financial debt.

OUR  
SOLUTION

Educate students to prevent future debt issues by implementing a financial literacy program in the current Alberta CALM criterion.

## OUR GOAL

Our objective is to help students to become aware of their current personal budgeting so they can better manage their future financial spending. The social mission of this project aims to improve future financial management. Students can become more environmentally conscious by bringing reusable containers thus eliminating non-reusable waste. Lastly, students will gain knowledge on how to better save their money in order make future economic investments.

Currently we are collaborating with 7 high schools with over 20 volunteers conducting the presentations. Overall, 93% of students found the financial literacy project useful and we were able to target over 500 students.

## STEPS

1

Collaborate with schools in the Edmonton region.

Hold presentations to help inform students about financial literacy.

2

3

A game for students to stimulate decisions for better spending.



# OUR SPONSORS



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