

**SCOTIABANK  
ECOLIVING  
GREEN  
CHALLENGE**



**2015-2016  
HANDBOOK**



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# Scotiabank EcoLiving Green

## Challenge Overview

### **Purpose**

This challenge encourages Enactus teams to develop and implement projects that teach and empower others to implement economically viable solutions to relevant environmental issues in a way that improves livelihoods.

### **Judging Criterion**

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

### **Judging Elements**

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

1. **How should a team conduct a “needs assessment”?**
  - Enactus teams must properly showcase how they have researched and identified that their chosen audience was lacking environmental sustainability skills, knowledge or education which has prevented them from becoming more environmentally sustainable.
  - To score well on this criterion, teams must also demonstrate that they have addressed their defined need and shifted project participants from dependency to self-determination, teaching them to do things for themselves and engage in environmentally sustainable actions.
2. **What is “environmental education”?**
  - Environmental education, from an Enactus perspective, should be educating others on important environmental sustainability concepts that enable individuals to translate those learnings into improved livelihood outcomes. Concepts could include but are not limited to: properly accounting for the costs associated with waste, the sales and marketing skills required to spread green ideas and concepts, the logistics associated with implementing organization wide green initiatives, and launching a social enterprise that uses recycled materials for their product inputs.

### 3. How are people “empowered”?

- Teams directly empower individuals when the project beneficiaries take the skills and/or knowledge they learn during the initial stages of the project and implement the skills and/or knowledge in their lives
- Direct empowerment requires communication, understanding and challenging long-standing assumptions about what outcomes people need
- A collaborative approach is key when working with the target audiences. Project beneficiaries should be an active part of all the stages of project design and execution
- Teams should always consider incorporating solutions for long-term empowerment in their project design

### 4. What are livelihoods?

- A livelihood is the means and activities involved in sustaining an individual’s life. Livelihoods are fueled by what are known as livelihood assets
- Five categories of livelihood assets:
  - Financial assets: Financial resources available to an individual
  - Social assets: Networks, groups and relationships
  - Natural assets: Natural resources available to an individual (e.g. air, water, land, etc.)
  - Physical assets: Basic infrastructure and goods (e.g. shelter, transportation, water supply, sanitation, energy, etc.)
  - Human assets: Skills, knowledge and ability to work and pursue livelihood strategies
- Livelihood strategies are the methods and processes used to transform livelihood assets into outcomes
  - Successful Enactus projects investigate the current livelihood strategies employed. Teams should work with the target audience to take an entrepreneurial approach to current strategies or develop new sustainable strategies instead
- Livelihood outcomes are the benefit or changes for individuals during or after participating in Enactus projects
  - Livelihood outcomes are not always income-based
  - Other positive livelihood outcomes may be better health, less vulnerability, environmentally sustainable use of natural resources or food security

5. What makes an Enactus project “economically, socially and environmentally sustainable”?

- These three areas of focus are in reference to the triple bottom line concept, (i.e. profit, people, planet) and are meant to illustrate the fact that for a project or initiative to be truly effective and sustainable it must make sense economically as well as socially and environmentally
- Due consideration must be given to the three areas, although one or more may have greater relevance in particular circumstances
- To the degree that any of the three areas of sustainability are relevant to the situation, they should be addressed in an integrated manner as a part of the project rather than as separate activities

# National Challenge

## Format and Competition Rules

### Written Report

Each competing team will be required to complete the “Scotiabank EcoLiving Green Challenge Report”, a standardized 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.** A modifiable version is available for download at [www.enactus.ca/resources](http://www.enactus.ca/resources). A static version is included in Appendix II for your reference.

A digital copy of the report must be emailed to your Program Manager prior to the event.

Reports are distributed by team members to the judges during the set-up period as outlined below. 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.

*Note: The report is the only document you are allowed to distribute to judges during the set-up period. A team roster with biographical information on members is no longer permitted.*

### 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

*Note: Each team participating in the Scotiabank EcoLiving Green Challenge is encouraged to mention Scotiabank and their commitment to environmental sustainability education in their Scotiabank EcoLiving Green Challenge presentation as well as their overall Enactus National Competition presentation.*

## Project Verification Form

Every team must have 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. Teams are only required to submit one verification form at the Regional Exposition, which covers any National Challenges they are competing in. 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. The Project Verification Form can be found in Appendix III of this handbook.

## Competition

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

For more information on dates of Enactus Canada Regional and National Expositions, please visit [www.enactus.ca/enactus-events/](http://www.enactus.ca/enactus-events/). The individual team evaluations forms used by the judges in competition are available in Appendix I of this handbook.

## Prize Structure

This competition is designed to reward the Enactus teams that best fulfill the judging criterion. The award structure for this national challenge is as follows:

<b>Scotiabank EcoLiving Green Challenge Regional Round of Competition</b>	
Scotiabank EcoLiving Green Challenge Impact Award (1+ per league, dependent on number of teams)	\$500
Scotiabank EcoLiving Green Challenge Regional Runner-Up (1 per league)	\$1,000
Scotiabank EcoLiving Green Challenge Regional Champion (1-2 per league dependent on the number of leagues, there will be a minimum of 2 Regional Champions per region)	\$1,500

  

<b>Scotiabank EcoLiving Green Challenge Final Round of Competition</b>	
Scotiabank EcoLiving Green Challenge National Second Runner-Up	\$1,000
Scotiabank EcoLiving Green Challenge National Runner-Up	\$2,000
Scotiabank EcoLiving Green Challenge National Champion	\$3,000

*Note: Prize structure is subject to change without notice.*

# Evaluating Project Impact and Outcomes

Many Enactus teams struggle to define their impact as it relates to environmental sustainability projects. The purpose of this section of the handbook is to provide teams with information on the outcomes they should focus on measuring to best demonstrate the impact their project(s) are having.

There are many different areas where an Enactus team can have an impact on the environment, which includes air, water, habitat and wildlife, climate change, and pollution and waste. Within these areas there are two distinct ways an Enactus Team can have a positive impact, they are:

1. Reducing or stopping the damage being done to the environment by reducing, reusing, and recycling; and
2. Repairing damage that has been done in the past.

These actions can be thought of as the “Four Rs”: Reduce, Reuse, Recycle & Repair. We will outline the foundation of these “actions”, then explore the livelihood outcomes your team can measure.

## **THE FOUR R'S**

### ***Reduce***

Individuals and organizations need resources to live and operate; there is no way to avoid it. While eliminating the use of all resources is not a realistic goal, reducing their use is fantastic goal. Reducing the use of resources can manifest in many ways. Sometimes the reduction can be obvious and noticeable and sometimes it is more abstract. If an office successfully implements a strategy to use less paper, the reduction in paper waste will be obvious.

On the other hand, if the same office switches to efficient light bulbs, the reduction in electricity use is only evident to those familiar with the raw sources of energy. It may be a little disconnected, but every little bit of electricity saved leads to a reduction of a greenhouse gas emitting source of energy like coal or oil. Similarly, installing sustainable sources of energy, like solar panels, is a way to reduce pollution by reducing dependence on dirty energy creation.

While the goal is to use fewer resources, sometimes it is necessary to acquire new resources, like efficient light bulbs and solar panels, in order to reduce total resource use. While in the short term these purchases may lead to increased environmental impact, the long term impact of efficient new machines and practices can be very positive.



### ***Reuse***

When reducing is not an option reusing can be a very good alternative. Whenever something can be reused, it avoids becoming trash and a replacement does not need to be made out of potentially scarce resources.

There are several ways that a person or an organization can reuse. In its simplest form, reusing something could just mean using something for as long as possible before replacing it. A popular option is buying second hand items. In the right circumstances organizations and individuals can save money by purchasing previously used or refurbished items.

### ***Recycle***

Recycling is the last option facing people and organizations when trying to reduce their impact on the environment. When it is not possible to avoid using a resource and reusing it is not an option, it is important to recycle it. When something is recycled it is broken down into its smaller components and reassembled as a useful new resource.

Besides recycling all eligible resources when they are finished with there is another important way to promote recycling, buying items made of recycled material. There will not always be recycled options, but when there are they should be purchased. This will drive the market for recyclables and lead to higher prices for recyclable goods and, consequently, more recycling.

### ***Repair***

While reducing reusing and recycling all limit the damage done to the environment, it is important to run initiatives that might repair past damage. Many parts of the Canadian environment could use repairing. Due to human land use, it is impossible to return the forests and rivers to their original state, but there are many opportunities that Enactus Team could find to increase green spaces and clean water supplies.

## **MEASURING OUTCOMES**

### ***Quantitative Outcomes***

The most direct impact your team will have is through empowering others to embrace the philosophy of reducing, reusing, recycling and repairing in a manner that is economically viable. By tracking the changes in behaviour of project beneficiaries, you will be able to demonstrate the impact that was had.

However, the full impact of environmental projects is not measured solely through changes in behaviour, it can also include impact such as:

- The increased success of a business (measured through profit, sales, jobs) that promotes its use of environmentally sustainable practices to attract customers;
- The creation of new jobs through helping green businesses get off the ground and be successful;
- The increased profitability of a business that has implemented green practices to save money and increase efficiencies; or
- The ability of an individual to reach their full productivity and earning potential because of reduced health risks related to environmental issues (ie: reduced absenteeism at an office that improved its air quality).

Some measurements of these outcomes include (but are not limited to):

- Lower operating costs due to new efficient operations
- Tonnes of CO<sub>2</sub> emissions diverted
- Pounds of waste diverted
- Litres of water conserved
- Number of people who gained access to clean drinking water
- Number of businesses/organizations introduced to green methods of business
- "Green" jobs created
- Dollars saved through reduction of waste or reduced consumption

### ***Qualitative Outcomes***

By definition, the environment is all around us. It is impossible to avoid the effect a damaged or healthy environment has on an individual. A healthy environment can have positive effects on both mental and physical health, while a damaged environment can have negative effect.

The fact that this is a qualitative measure means that it cannot be measured. This is a challenge that must be overcome by finding other ways to track the impact of a healthier environment on the people that live within it. Beside the health benefits of breathing clean air and drinking clean water, there is a sense of wellbeing that comes from knowing you are environmentally friendly. Similarly, not having to worry as much about a worsening environment around you, increases your quality of life.

Your team can demonstrate the impact it has had on the quality of life of individuals through testimonials or surveys. Get creative to determine the most effective method of demonstrating how you have improved livelihood outcomes through your environmental sustainability projects.

# Additional Resources

There are a variety of resources available for information on environmental issues and projects in Canada. Examples of some resources to consult for advice and support when it comes to environmental sustainability projects are:

- <http://www.undp.org/content/undp/en/home/mdgoverview/> - Information on the United Nations' Sustainable Development Goals (SDGs).
- [www.davidsuzuki.org](http://www.davidsuzuki.org) - The David Suzuki Foundation has worked to find ways for society to live in balance with the natural world that sustains us.
- <http://www.ecogeek.org/> - Updates and information on green initiatives around the world.
- <http://www.realclimate.org/> - A website covering the scientific side of climate change.
- <http://www.uli.org/> - The Urban Land Institute promotes the sustainable use of land.

## USING THE SCOTIABANK ECOLIVING BRAND

If you require the Scotiabank EcoLiving logo to recognize the bank for their support, please contact the Enactus Canada National Office for logo formats and branding guidelines.

## MEDIA RELATIONS

All Enactus teams should appoint one student leader to be in charge of media relations efforts for the year. This person needs to fully understand the Enactus program and the projects the team has implemented that relate to the Scotiabank EcoLiving Green Challenge. Additional coaching on media relations can be provided by the Enactus Canada National Office. For more information, contact your program manager.

Proper wording to refer to when speaking about this national challenge:

<b>Entire Competition</b>	Scotiabank EcoLiving Green Challenge
<b>Regional Competition</b>	Scotiabank EcoLiving Green Challenge Regional Round of Competition
<b>Regional Champion</b>	Scotiabank EcoLiving Green Challenge Regional Champion
<b>National Competition</b>	Scotiabank EcoLiving Green Challenge Final Round of Competition
<b>National Champion</b>	Scotiabank EcoLiving Green Challenge National Champion

# Handbook

# Appendices

**Appendix I:** Individual Team Evaluation Sheet

**Appendix II:** Scotiabank EcoLiving Green Challenge Report

**Appendix III:** Project Verification Form

# Individual Team Evaluation Form

Institution Name: \_\_\_\_\_

Date: \_\_\_\_\_

## Judging Criterion

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

### Assess the team's effectiveness in:

	Insufficient	Fair	Good	Very Good	Excellent
<b>Seeing Opportunity</b>					
Conducting a thorough needs assessment with target audience	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Taking Action</b>					
Using environmental programming	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Enabling Progress</b>					
Measuring and reporting direct and indirect outcomes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Empowering people	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Improving livelihoods in an economically, socially and environmentally sustainable way	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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

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### Constructive feedback on the team's ability to communicate results:

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# 2016 Enactus Canada Regional Exposition Scotiabank EcoLiving Green Challenge Report



**ACADEMIC INSTITUTION**

**PROJECT NAME**

**SEEING OPPORTUNITY** – Please describe the need your project aims to address, and the steps taken by your team to perform a thorough needs assessment.

**TAKING ACTION** – Please describe your project and its components, as well as the role of your Enactus team in developing and running this project.

**ENABLING PROGRESS** – Please describe the results and impact you had on your project’s target audience. Distinguish projected impact vs. actual impact.

<b>METRICS</b> (Note: Only metrics pertaining to this SPECIFIC challenge can be reported on) – Dollar figures in \$CAD	
Number of people directly impacted	Metric tonnes of CO2 emissions reduced
Number of people indirectly impacted	Dollars saved through reduction of waste
Litres of water conserved	Number of students volunteer hours
Pounds of waste diverted	Number of business exposed to green practices
Number of green jobs created	

## Enactus Canada Regional Exposition 2016 Project Verification Form

Enactus \_\_\_\_\_ [Clearly print full name of Academic Institution], hereby confirms all projects presented are legitimate and were implemented as stated in the annual report and audio/visual presentation.

By appending our signatures to this form we acknowledge and agree that:

- Falsely, consciously & deliberately over-stating the reach, impact and/or qualitative/quantitative results of any project is an offence.
- It is an offence to plagiarize, claim or present a project that our team did not implement or did not contribute to.
- We will clearly define our role in projects done in cooperation with our school and other groups including specific duties we performed versus the contributions of our partner(s).
- With regards to continuing projects, we will indicate in our audio visual presentation and challenge report the specific activities undertaken within the current program year, thereby clearly differentiating actions taken this year from those of previous years. We will also ensure that the presentation of anticipated/future outcomes are clearly identified as 'projections' and not as results already achieved.
- We will provide any additional information and support documentation about our projects upon request by the Enactus office.
- Challenge Reports have been reviewed by the Team President, Faculty Advisor and an Institutional Administrator.
- We will make available the stipulated number of copies of our annual report to the Enactus office and comply with the submission of all mandatory reports by the competition date.
- We will clearly explain and breakdown data impact metrics not defined by Enactus in our Annual Report and Audio/Visual Presentation
- This form applies to Challenge Reports and presentations made in all competitions at the 2016 Enactus Canada Regional Expositions.

**We confirm having reviewed the following Challenge Reports (please check off all that apply):**

- Capital One Financial Education Challenge Report
- Scotiabank EcoLiving Green Challenge Report
- Scotiabank Youth Empowerment Challenge Report
- TD Entrepreneurship Challenge Report

**We recognize that appropriate disciplinary action(s) may be taken by the Enactus Canada National Office should we not honor any of the above points.**

\_\_\_\_\_  
**Team Leader Signature**

\_\_\_\_\_  
**Faculty Advisor Signature**

\_\_\_\_\_  
**Institutional Administrator Signature**

\_\_\_\_\_  
(Print Name Clearly)

\_\_\_\_\_  
(Print Name Clearly)

\_\_\_\_\_  
(Print Name Clearly)

**Submitted by:** \_\_\_\_\_ **Date:** \_\_\_\_\_  
(Print Name Clearly)

**Submission of this form is mandatory to compete.**



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