

# ENACTUS CANADA

## COMMUNITY EMPOWERMENT PROJECT EXAMPLES

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### **COAST CARDS - SIMON FRASER UNIVERSITY**

Coast Cards is a social enterprise that employs individuals who have overcome addiction to upcycle used coasters into beautiful handmade greeting cards.



### **SMARTCOOKIE - MEMORIAL UNIVERSITY OF NEWFOUNDLAND**

SmartCookie is a social enterprise that employs at-risk youth to create a healthy, edible cookie dough for kids. The product is marketed to businesses, community programs and for every product sold, a breakfast is donated to a child in need.



### **THE LIBERTY PROJECT - UNIVERSITY OF WINDSOR**

The Liberty Project offers education and transitional employment opportunities for at-risk women to create sanitary pads out of recycled materials for women in need in Nicaragua. Participants also benefit from workshops on a range of topics including money management, entrepreneurship, and leadership development.



### **THE ABORIGINAL YOUTH IDEA CHALLENGE - UNIVERSITY OF SASKATCHEWAN**

The Aboriginal Youth Idea Challenge (AYIC) provides Saskatchewan Aboriginal Youth ages 16 to 25 with the tools necessary to make their entrepreneurial interest a reality. Participants engage in workshops and gain mentorship to develop a self-sustaining business plan before pitching their business to a panel of judges to compete for \$10,000 in start-up capital.



### **PROJECT PURA - RYERSON UNIVERSITY**

Working with local potters in Gujarat India, Enactus Ryerson developed a reusable water filter made from clay, activated carbon and rice husks that eliminates bacteria, organic compounds and can filter 20 litres of water a day. Project Pura also empowers local potters as 'waterpreneurs' by teaching them how to make the filters and setting them up with a micro-loan.



### **PROJECT MEND - NOVA SCOTIA COMMUNITY COLLEGE, IVANY CAMPUS**

In partnership with the Supportive Housing for Young Mothers program, Project Mend is a social business that empowers young, single mothers with sewing skills to upcycle used clothing to create and sell nursing scarves and bibs. Participants benefit from lessons on business planning, financial management and entrepreneurship and all product profits are reinvested into the business to provide wages and scholarship opportunities.



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