2023-2024
ENACTUS CANADA
TEAM MANUAL

TABLE OF CONTENTS

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INTRODUCTION

WELCOME TO ENACTUS CANADA!

The following Team Manual is designed to help you familiarize yourself with all the opportunities available to you and your team throughout the year. Whether you are a new member, a seasoned veteran, or the President of your team, there is something in here for everyone. If you have any additional questions, do not hesitate to reach out directly to your Program Manager. 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.

In addition to this Team Manual, there are a series of documents to further support your team in relation to team and project development! These tools can be found at our [Resources](#) page.

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 32 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 1,600 Canadian post-secondary students drove 150+ community empowerment projects that lead to directly impacting more than 40,000 lives.

To learn more about our National Office Staff - [click here](#)
To learn more about our Board of Directors - [click here](#)

OPERATIONAL GUIDELINES

CODE OF CONDUCT

This Code of Conduct is to be applied in good faith by all individuals involved in Enactus Canada programs and activities including students, Faculty Advisors, Enactus Canada employees, independent contractors performing work for Enactus Canada, directors, members of advisory councils and other volunteers including but not limited to judges (collectively, "Participants").

View the full [Code of Conduct](#).

TEAM AFFILIATON 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.

Download this year's [Team Affiliation Agreement](#).

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.

If you can't find it or are a new team who would like a logo, 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. For the complete branding guidelines and marketing best practices, please refer to our Marketing Handbook and Marketing Hub.

ENACTUS TEAM FUNDAMENTALS

OBTAINING SCHOOL AND EXTERNAL SUPPORT

In order to have an active Enactus team, you will need to have at least one Faculty Advisor and the support of your dean, department head and/or other important academic administrators. Having the support of your institution and administration is crucial to the success of your team. Administrators control university resources and determine how they are specifically allocated. While not mandatory, external stakeholders are encouraged to be engaged with your team for further support in project development. This can include, but not limited to, alumni, team advisors, and business leaders.

This section covers the importance of faculty, administration, and external stakeholders. Most of this section's content is suggestions which require tweaking to suit your specific team and the personalities of partners you're working with.

FACULTY ADVISOR

What is a Faculty Advisor?

The role of a Faculty Advisor is to oversee, coach and guide the team within the academic institution and ensure the team's success. It is entirely up to the Faculty Advisor and Enactus team to decide what kind of relationship they want to establish Some of our Faculty Advisors are very hands-on, whereas others prefer to provide guidance when solicited. We encourage them to work with their team to determine what works best for everyone.

For more information on Faculty Advisor responsibilities, check out the [Faculty Advisor Handbook](#).

What are the benefits of being a Faculty Advisor?

- Enhance their teaching experience by working with the team as they conduct outreach projects in the community.
- Network with other like-minded individuals and executives from Enactus sponsor companies and campuses at events like the Enactus Regional/National Expositions.
- Receive professional recognition and advancement as a result of the activities of the Enactus team.
- Play a key role in shaping the future of Canada's next generation of entrepreneurial leaders.

How should we recruit Faculty Advisors?

- **Research Potential Advisors:** Look for faculty members who have relevant expertise or passion for entrepreneurship, social impact, community development or business.
- **Personal Connections:** Leverage your personal network and reach out to professors or faculty members who may have interest in this initiative or extracurricular activities. Talk to your peers, professors, and administrators to gather recommendations.
- **Engage Professors:** Attend office hours, class discussions, and seminars of potential Faculty Advisors to build a relationship with them. Show interest in their work and express your enthusiasm for Enactus. This can help build a connection and increase the likelihood of them to consider the Faculty Advisor role.
- **Make the Pitch:** Pitch the highlights and benefits of becoming a Faculty Advisor for Enactus. Demonstrate the impact Enactus can have on students, the community, and their professional development. Feel free to use this slide deck and sample faculty letter.

INSTITUTION & ADMINISTRATION

Who are institutional administrators?

Institutional administrators include top officers like department chairs, deans, provost, and vice chancellor/president. Obtaining their support could prove to be an essential step for successful implementation of your entrepreneurial outreach projects. Administrators can be your greatest advocates to other faculty on campus, encouraging them to support your efforts as well as celebrate in your victories.

While the individuals above are considered administration, we still encourage you to involve other members of your institution such as student affair heads, entrepreneurship centre staff, etc.

Remember that funding is not the only support your institution and administration can provide, other resources include:

- Volunteer their personal time
- Printing and material resources
- Access to university and community networks
- Funding for projects, travel and/or team activities
- Collaboration space for the team
- Course releases for faculty to serve as advisors
- Course credit

What are the benefits for your institution of having an Enactus team?

There are five key points to highlight when meeting with administrators and community partners.

1. Having an Enactus team on campus will provide them with the opportunity to receive positive community recognition as a result of the projects the Enactus team conducts.
2. Having an Enactus team on campus will provide them with the opportunity to network with local, national, and corporate business leaders at Enactus events.
3. The Enactus Canada National Office routinely pitches media on Enactus projects
4. Having an Enactus team on campus will provide a valuable learning experience to the students.
5. Enactus helps students secure employment opportunities through career and professional development.

Leverage your Faculty Advisor(s) when building relationships with your institution and administrators.

EXTERNAL STAKEHOLDERS & ENACTUS ALUMNI

Engaging external stakeholders, such as alumni and business leaders, can greatly enhance the success and impact of your Enactus team. These individuals bring valuable expertise, networks, and resources that can serve as assets for your team's projects and overall development. We outline effective strategies for engaging external stakeholders to serve as team advisors and project specialists, ensuring their support becomes a vital component of your Enactus program.

1. **Identifying Potential Stakeholders:**
   a. **Leverage alumni networks:** Reach out to former Enactus, SIFE, and ACE members who have transitioned into successful careers. They have firsthand experience with Enactus and can provide valuable insights and guidance.
   b. **Connect with local business leaders:** Research prominent individuals within your community or industry who share our organization's values and mission. Establish contact through networking events, professional associations, or referrals.
   c. **Identify potential partner organizations:** Having partner organizations involved with your team can increase your projects' credibility, sustainability, and value. Research local non-profits and organization that align with your team's mission and goals.

2. **Crafting a Value Proposition:**
   a. **Clearly communicate your team's goals, projects, and impact:** Develop a concise and compelling value proposition that highlights the potential benefits of engagement. Emphasize how they can contribute to your team's success and make a meaningful difference in their communities.
   b. **Showcase success stories:** Share past Enactus projects and their positive outcomes to demonstrate our program's effectiveness and inspire them to get involved.
3. **Building Relationships:**
   a. **Arrange meetings and networking events:** Invite potential stakeholders to team meetings, events, or social gatherings to foster personal connections and showcase the team's passion and dedication. The goal is for community members to see your Enactus team as 'problem solvers' and 'action-oriented leaders".
   b. **Ask for their engagement in new project development:** Speaking with your partners is a great way to spark new project ideas. Perhaps your team considers holding an annual "think tank" whereby you invite academic and community members to help you brainstorm what needs/ problems they foresee in the next year. See if you can tailor your existing project or co-create a new project around the needs of your partners so that a sustainable long-term relationship can be formed.
4. **Defining Roles:**
   a. **General Team Advisors:** Engage stakeholders as team advisors who can provide strategic guidance, industry insights, guest speaking, and overall mentorship to the team. Clearly define their roles, responsibilities, and expectations, ensuring they understand how their expertise can contribute to the team's success.
   b. **Project Specialists:** Identify stakeholders with specific skills or knowledge that align with individual projects. Assign them as project specialists who can offer focused guidance, technical expertise, and industry connections for a specific project.
   c. **Competition Specialists:** Recruit alumni that can volunteer to assist teams in preparing for competitions. They can provide feedback on presentations, offer coaching and practice sessions, and help teams refine their strategies and delivery.
5. **Recognizing and Celebrating Their Contributions:**
   a. **Publicly acknowledge stakeholders' contributions:** Regularly recognize and thank stakeholders for their involvement and impact. Highlight their achievements through newsletters, social media posts, or at team events.
   b. **Foster a culture of gratitude:** Encourage team members to personally express their appreciation for their support, strengthening relationships and fostering long-term engagement.

Tips and Tricks for Effectively Engaging External Stakeholders:

- New external stakeholders may wish to hold more frequent meetings at first to enable members to become familiar with Enactus, students and each other. Meetings should be held on a bi-monthly basis at a minimum – or on an as needed basis. Anything less and there may not be enough contact between members to ensure effectiveness.
- In addition to bi-monthly meetings, invite them to participate in other events, such as social events, presentation practices and various project related events. The variation of events ensures members have ample opportunity to participate and contribute.
- Teams should have realistic expectations of external stakeholders. Be clear about expectations.
- Schedule meetings and events as early as possible to increase attendance. It helps if meetings are scheduled on a certain day, such as the first Thursday of the month.
- Ensure open communication with external stakeholders so they still feel involved even if they miss a meeting or event.
- Seek input from them on strategic decisions and project planning, showing that their opinions and expertise are valued.

TEAM RECRUITMENT, RETENTION, & SUCCESSION

BUILDING YOUR TEAM

The driving force behind many of the most successful Enactus teams are the students who work tirelessly and passionately to keep the spirit of Enactus alive on their individual campuses. Creating a plan for sustainable team growth is a key piece to ensure your Enactus team is prepared for team turnover.

Below you will find a combination of strategies and resources that will help you in building a successful team for your upcoming Enactus year.

Note: This is a guide, and it is suggested that you adjust strategies and tools as needed to suit your team's unique circumstances.

CREATING A FOUNDATION

Before going out and recruiting new members on your campus you should start with a plan that determines who you need and what they will be doing. The creation and hiring of a position should serve a purpose and should have clear expectations. A few things to consider when hiring a new member:

- Determine the structure of your team by creating an [organizational chart](#).
- What roles need to be filled? What type/faculty of student do you need?
- Consider the types of projects you are hiring for and the level of engagement required. How many members do you need for the work your team plans to achieve?
- Create a job description and set the expected number of hours in writing: [Sample Job Description](#)
- Consider a team agreement document for new hires/members. Resources to Develop a Team Foundation

Note: Download your own copy of these documents!

- [Enactus Constitution](#)
- [Enactus Bylaws](#)

RECRUITMENT STRATEGIES

We encourage you to involve as many students as possible without compromising quality experience for all. Below are some resources and strategies for recruiting the top talent you are looking for.

In-Person Strategies

We encourage you to involve as many students as possible without compromising quality experience for all. Below are some resources and strategies for recruiting the top talent you are looking for.

1. Ask members of the teaching staff to make an announcement in their classes about Enactus or offer to make a short presentation at the beginning/end of their classes. Don't forget to include a sign-up sheet so you can contact interested students individually.
   - Check out the [Marketing Hub](#) for presentation resources.
   - Get involved in orientation week or club fairs to attract incoming students (especially those entering their first year).
2. Identify other student organizations on campus that would make good partners and collaborate with them on a specific project. This could be anything from having the engineering club join your environmental project to design a product, to running a fundraiser with your student union for a similar cause.
3. Create personal invitations to join Enactus and have current team members distribute them to their friends or other student leaders on campus.
   - Origami brochures are a great way to get people's attention [watch here](#) to learn how.
4. Host an open house/information session at the beginning of each semester in a central spot on campus. Set-up interactive booths across campus that encourage students to learn about your projects and your team at the same time. For example, having a booth where students have to sort through different materials to determine where items should be recycled, those that guess correctly get a small prize (i.e., reusable straw).
   - Have games and/or food to attract students passing by.
   - Advertise in high traffic areas on campus. Look to see if you can promote your team on TV screens, promotional walls or even in orientation packages.
   - Does your school have a local / campus newspaper? Pitch a story about your team or place an ad in it.
   - Set up a booth during the FROSH week or 1st year orientation event.

Online Strategies

1. Create a video to promote your team.
   - Use past project or competition footage or even your team's spirit video
   - Ask team members to film them answering "What does Enactus mean to you and why should more students join?"
   - If you don't have past footage or current members, don't worry, use the 'What is Enactus' video.
2. If your school is hosting an online orientation, ask if your team can be featured in the event.
   - Offer to run a fun interactive activity for students
   - This type of event can run long for students so remember to BE ENGAGING! Use games such as Kahoot and Scattergories to break the ice.
3. Ask to be promoted through your school's online channels such as their website and social media platforms, or digital papers.
4. Reach out to other student clubs to help promote your hiring graphics on their social media channels.
5. Visit the Enactus Canada Marketing Hub for help with creating recruitment graphics
6. Talk to professors about including your teams' video or the 'What is Enactus' video on their communication channels (ex. Blackboard).
   - Use the faculty information letter to help introduce yourself to professors
   - Provide them with an online sign-up form (i.e., Google sheets)
7. Increase your online presence.
   - Set up a website for your team. WordPress and or Wix have great, easy to use templates.
   - Make sure you are visible on appropriate social media platforms
   - Start building an email list and send out information and newsletters to prospective members (Can sometimes be obtained from faculty or registrar's office)
   - Use the social media assets to get started.

Additional Tips

1. **Diversify:** Enactus has something for everyone, and everyone has different skills and talents that can strengthen your team. Drawing from numerous faculties will improve your team's capabilities as a whole. This will enable your team to expand the types of projects you run as well!
2. **Know your audience:** When recruiting, adapting your "What is Enactus" pitch can make it easier for people to envision what being a member of your team would look like. For instance, focusing on product development when pitching to an Engineering student.

HIRING AND ONBOARDING MEMBERS

As you increase the promotion of your Enactus Team, you will begin to receive inquiries on how more students are able to join the team. You should consider how a member successfully joins your Enactus team and finds a meaningful place. Developing a process for this early on is more likely to result in successful recruiting and reducing the number of lost members after your initial orientation.

1. Conduct interviews to get to know new students, to place them in appropriate roles, and to wean out disengaged students
2. Consider providing each new member with materials to learn about what Enactus is and what your team does (i.e. Welcome package or email)
3. Hold an orientation that welcomes all new members, introduces them to the team and sets the stage for your team culture
4. Ensure new members are trained in their responsibilities and thoroughly understand how they can succeed in their new roles
5. Make sure all new members are included in team communication (i.e. Facebook or slack groups, monthly newsletters, etc.)
6. Set up their initial meetings. This can be their first project meeting or general/ executive team meeting. It's crucial to get something in their schedules right away to not lose their current momentum
7. Ensure the leaders on your teams are developing action items and empowering all of their members to get involved in a task right away. If project work is at a standstill, consider having them work on researching a new project or starting a team initiative.
8. Designate office hours (whether in a physical space or online) where new members can contact current members when they need to speak to someone about Enactus. Communication is extremely important

RETENTION

1. When considering a team member's purpose, it should not stop members hired for a specific position. For any member joining the team, you should ensure they are supported through discovering their passion with the Enactus team
2. Ensure you are on track to creating the right environment for your members
3. Work Hard Play Hard: A piece of Enactus is the hard work on projects, the other piece, is the amazing relationships that are developed through this program. Have some fun with your team, go bowling or out for supper and get to know each other
4. Keep the Energy ALL YEAR ROUND: There is so much energy from the events that happen throughout the year. Keep this energy and motivation going all year round with your team.
5. Invite as many members, faculty, admin, partners, etc. to our Regional and National events
6. Focus on celebrating the small things throughout the year and providing all members with appreciation
7. Timelines: Work with members to develop a timeline throughout the year based on their personal goals
8. Actionable goals: Develop action items with your team members and create a process within your team structure to regularly follow up on the progress

PLANNING FOR THE UPCOMING YEAR

The mark of a true leader is seen in the impact they leave behind. Being an incredible and influential leader alone isn't enough. Without proper planning for the future, everything falls apart after their departure, leaving no improvements.

As the leadership team, it's crucial to identify talented individuals among new team members. Engage in conversations about their future within Enactus, showing appreciation and offering growth opportunities. Help them develop necessary skills so they can take over when the time comes. When recruiting new leaders, consider their remaining time on campus to ensure stability and continuity within the team.

Early identification of new leaders is important for proper training by current leaders. For instance, selecting the new Executive Team in March allows them to shadow their predecessors at Regionals and Nationals, preparing them for takeover in May.

Enactus is about impactful projects through entrepreneurial action. If your Executive Team isn't involved in projects, something is wrong.

TEAM SUCCESSION PLAN

As a student organization, Enactus teams inevitably experience regular annual turnover as key members graduate, which can significantly impact operations if not properly prepared for. To effectively manage this turnover, Enactus teams should create a Team Succession Plan. The purpose of this plan is two-fold:

1. To ensure all key positions on your team are filled with capable individuals who are the right fit for their respective roles.
2. To ensure returning students understand your team's goals, objectives, dynamics, and methodologies, as well as the involvement and responsibilities of key team-specific members.

A well-crafted Team Succession Plan should provide detailed and clear guidelines to sustain the team's momentum not only for the upcoming year but for the years ahead. By laying this strong foundation, you can set a positive trajectory for your team's future. It is crucial to update your team's handbook throughout the year and at the end of each academic year on an ongoing basis. This Team Succession Plan becomes particularly vital in scenarios where the Faculty Advisor does not return or when a significant number of team members graduate.

This document should be easily comprehensible to someone unfamiliar with your team, providing immediate clarity about its purpose and activities. Another option for sharing this information is through an online shared drive, where all team-related documents can be uploaded and seamlessly transferred from year to year.

Suggested Items to Include in Team Succession Plan:

Team/Reference Documents

1. Tentative Calendar of Events – Refer to the [Programmatic Calendar](#) for Enactus Canada deadlines & important dates
2. Team Strategy & Goals
3. Organizational Chart
4. Team Constitution
5. Team Bylaws
6. Sample Agenda
7. Complete summaries of ongoing projects/project outline
8. Copy of past Annual Reports and competition presentations (including most recent)

Contact/Login Information

1. Enactus Program Manager Contact information
2. Team Registration Information
    a. Provide all information about how to update the annual team registration with the institution and who to contact. (This is usually done through the student government association/students representative council or student activities office.)
    b. If you are not yet registered with your institution, register as soon as possible as it will allow you to take advantage of activities for registered groups (i.e. club fairs, funding etc.)
3. Team Financial documents
4. Login and password information for all relevant accounts: Email, Canva, social media etc.
5. Online System Login and Overview- Team.Enactus.ca
6. Contact information for institutional and fundraising contacts.
7. Media and external stakeholder contacts

PROJECTS

STARTING A PROJECT

Enactus is all about action. We simply ask that it fulfills the Enactus criterion which reads, "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?"

Problem vs. Solution

When teams try to think of new project ideas, they often go straight to a solution without taking the time to research and identify the actual problem. A solution is only useful if it is solving an actual issue. To assist teams in identifying problems in their community, we've created a [Needs Assessment Template](#) which has a series of prompts that will allow teams to dig deeper into the issues through interviews with their targeted audience. Once your team has conducted a Needs Assessment, you will be better equipped to come up with a project idea that acts as an appropriate solution to the issue you've identified.

[Project examples](#) are also available in the [Resources](#) page.

Each team is expected to run at least 1 project during the academic year. Students are at the core of Enactus and therefore should be running projects themselves. Faculty Advisors are welcome to provide support during project development.

PROJECT MODELS

See the next page for a breakdown of the different types of projects within the Enactus Canada Network.

PROJECT MODELS

SOCIAL ENTERPRISE	
DEFINITION	**EXAMPLE**
A social enterprise is a business that operates to tackle a social problem. A viable social business model provides an empowering solution that generates its own funds, and thus does not depend on external parties to keep it operational. These types of projects typically fully meet the Enactus criterion, and all teams should aim to run at least one social enterprise.	A great example 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.

COMMUNITY PROJECT	
DEFINITION	**EXAMPLE**
This is similar to a social enterprise but does not operate as a revenue generating business. The project addresses a need through education-based programs such as workshops and seminars.	Examples include: • A financial education program • An entrepreneurial bootcamp • A consulting program for existing • entrepreneurs

STRATEGIC PROJECT	
DEFINITION	**EXAMPLE**
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: • Raise money for the team • Engage new members and build their leadership skills • Generate awareness for your team	Examples include: • Food drives • Fundraisers • Networking events

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 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 outlined the meaning of direct impact to categorize final results and make reporting of outcomes clearer.

Note: Indirect impact is no longer measured by Enactus Canada.

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 social enterprise project that employs individuals to repurpose and resell clothing at an affordable rate. They employ 15 individuals that are provided training, materials and a sales platform. They have DIRECTLY IMPACTED the 15 individuals who have learned skills and gained access to the resources.
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 social enterprise project that employs individuals to repurpose and resell clothing at an affordable rate. They employ 15 individuals that are provided training, materials and a sales platform. They have INDIRECTLY IMPACTED the customers who have purchased clothing from the social enterprise and have gained access to resources as well as knowledge on the environmental impact of textile waste.

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.

OWNERSHIP OF PROJECTS

Enactus Canada teams have flexibility in structuring their projects. Some teams may choose a separate legal structure, while others may not. Projects' legal structure and ownership must be disclosed in the team's annual report if they are not entirely owned and controlled by the team. For example, if a project is registered under a student's name, it must be disclosed. Projects or businesses that are not run by the Enactus team and its students cannot be presented as Enactus Projects. However, collaborations with external parties can be acknowledged, with clear differentiation between the team's role and the external organizations. If project ownership shifts to an external party, the team can still take credit for their contribution in creating the sustainable project, but they can no longer include it in their Enactus project portfolio.

GRADUATION OF PROJECTS

Graduating a project means that the project is no longer running within the team. The project may no longer be operational and it may be taken out of the team but is still running as its own business or it could even be sold to an external stakeholder. Regardless of the situation, if the Enactus team is no longer working on said project, it is considered graduated.

When creating/starting new projects, make sure to speak with all members of the team (including Faculty) to define the ownership of the project. For example, if the project is owned by a student, what happens when the student graduates? Does it stay within the team or does the project graduate? What happens with the funding received? Having discussions regarding project ownership and graduation of said projects is important early on to avoid potential issues.

REPORTING ON TEAM.ENACTUS.CA

ONLINE PLATFORM

All reporting (excluding Final Impact Reports, which are specific to Project Accelerator and Grant Programs) will 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. If you have forgotten the login information you will need to contact your Program Manager to reset it for you.

The online system will help you manage the following:

1. Contact and Project Tracking
2. Volunteer Hours Tracking
3. Final Reporting
4. Year-End Team Info

Team Management

The online platform 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. Please ensure that each contact has all fields populated and is up to date.

Adding New Contacts on team.enactus.ca

Inputting contacts individually: Students, Alumni and Faculty contact details can be recorded by logging on to team.enactus.ca and clicking on 'Contacts' and then 'Create Contact' from the side navigation. When creating a new contact please populate all the fields and click save to have that contact added to your team contacts.

Alternatively, you can add contacts by using the Contact Management Spreadsheet. Please contact your Program Manager if you have any questions
Please note, if you already have an existing contact for someone in the system, please update that contact in the system rather than creating a new contact for them each year.

Updating Existing Contacts on team.enactus.ca

1. Login to team.enactus.ca and click on 'Contacts' and then 'View Contacts' in the left-side navigation. Double click on the contact you wish to edit; this will take you to that contact's information. At the top of the page, click 'Edit'. Then edit the information that needs updating such as status, role on team, academic year, or anything else that has changed.
2. Alternatively, you can edit a single field. To do this, login to team.enactus.ca, click on 'Contacts' and then 'View Contacts' in the side navigation. You will be shown your list of contacts that you have access to. Beside each contact is a pencil icon, clicking this icon will allow you to edit one individual field.
3. We ask that you always keep Active Student Contacts up to date. This serves multiple purposes:
   a. Enables you to have a running list of all students on your team
   b. Ensures that Enactus Canada knows how many students are currently in the network at any given time
   c. Allows Enactus Canada to communicate exclusive opportunities to 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.

Here is a video tutorial.

Logging Volunteer Hours

The online platform 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. Please ensure that each contact has all fields populated and is up to date.

There are 2 ways to upload volunteer hours to the platform:

1. The student leader of your team can manually upload the team's hours directly to the online platform.
   a. You should use the Volunteer Hour Tracker to keep track of all your hours throughout the year.
2. To fill out your own individual hours, you do not require a login to the online platform; simply use this link to enter your monthly hours

A few housekeeping notes regarding inputting volunteer hours individually:

1. The form requires each student to input their email and number of hours spent on Enactus per month
2. The email used to log hours must match with an existing contact's email on team.enactus.ca, so the same email should be used when filling out their contact information (I.e. their student email address). If you do not have access to the platform, ask your student leader to check which email was used when adding you as a contact.
3. Each active member is responsible for tracking their own hours on a monthly basis

Team Projects

Team Projects will need to be created and added to the online platform. You should create a profile for every project your team runs, even if it has not yet created impact. Once projects are created on the online platform you can start adding 'Project Metrics'. You cannot create 'Project Metrics' without first adding your project to the online platform.

Adding New Projects to team.enactus.ca

1. On the left-side navigation click 'Projects' then 'Create Project'. You will be shown the Create Project page which will prompt you to enter project information.
2. When creating a new project, fields marked with a red asterisk (*) are required, so you can begin by entering those fields, save, then come back later to provide more project information.

Updating Existing Projects on team.enactus.ca

1. On the left-side navigation click 'Projects' then 'View Projects'. You will be shown a list of your team's projects. Click on the name of the project you would like to use, and you will be taken to the page showing the project details. Click the 'Edit' button to update any info on this page.
2. Alternatively, you can edit a single field. To do this login to team.enactus.ca click on 'Projects' and then 'View Projects' from the side navigation. You will be shown your list of your team's projects. Beside each project there is a pencil icon, clicking this icon allows you to edit one individual field.

Note: If there is a project that your team is no longer running or the project has graduated from the team, please make sure to list it as 'Graduated' on the platform.
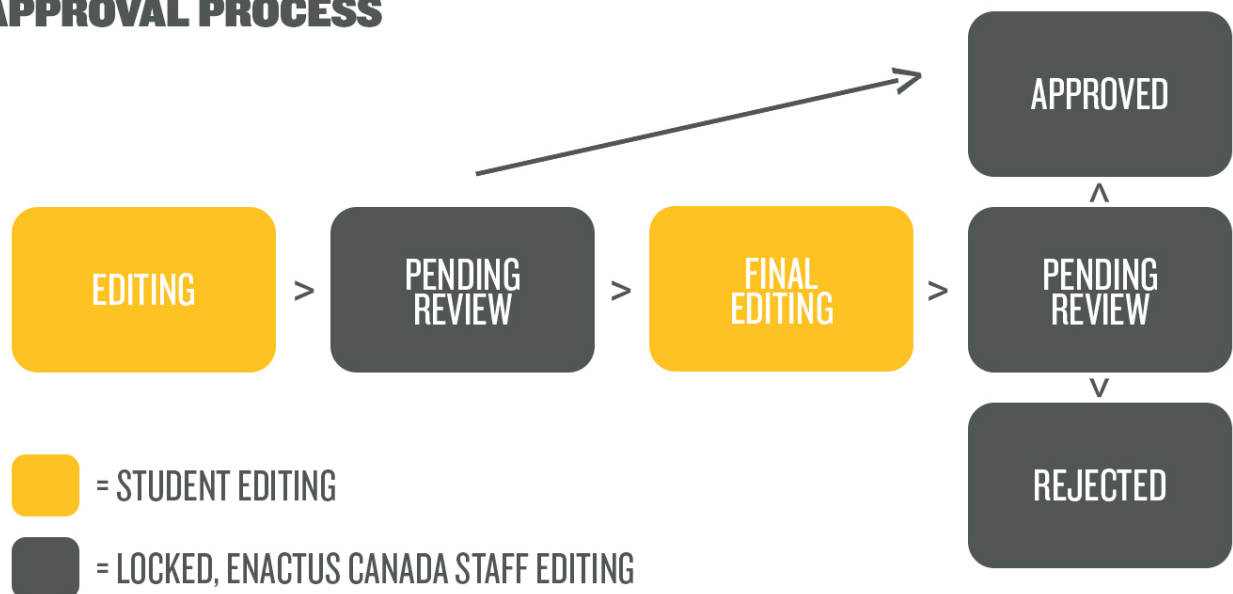
Year-End Reporting

Final Reporting is required for each team and will be submitted through team.enactus.ca. The final report is comprised of the following:

1. All Project information including projects without impact
2. One 'Project Metrics' report per project including projects without impact
3. Year-End Team Info
4. Up to date Contact Information for all active and inactive members (students, faculty, and alumni) on your team
5. Up to date Volunteer Hours (must match your teams project metrics and Annual Report).

All projects should be created in team.enactus.ca at the beginning of the year. At year-end you will be required to submit 'Project Metrics' for reporting purposes, when you are ready to submit your final 'Project Metrics' simply change the 'Workflow Status' field to "Pending Review". Enactus staff will 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.

APPROVAL PROCESS

EDITING > PENDING REVIEW > FINAL EDITING > PENDING REVIEW → APPROVED / REJECTED

= STUDENT EDITING

= LOCKED, ENACTUS CANADA STAFF EDITING

BUDGETING AND FUNDING

DEVELOPING A BUDGET

The first essential step in managing your team's finances is creating a budget for the year. A yearly budget can help outline why your team needs to raise funds, how much funding your team may need to develop and maintain a quality Enactus program, and exactly where these funds need to be allocated. Here is a [sample budget](#) you can download –this document can also be downloaded from the [Resources](#) page.

CREATING A FUNDRAISING PLAN

Once you have created your annual budget, you will need to create a plan to achieve the funding goals you have set out for the year. A fundraising plan is an outline of the amount of money your team is aiming to raise this year. This could include funds for things like project development, new projects, team travel, competitions, team events & materials etc.

By creating this plan at the beginning of the year, it will give the team a clear understanding of the overall funding goal and a plan to achieve this. Your funding plan is more than just a budget, you should also create a sponsorship package for your team to provide a clear and concise explanation of your team's achievements and goals for your interested sponsors. Your sponsorship package can be used to gain support for team events, travel, projects, etc. Use the sample template below to help get started!

WHAT IS INCLUDED IN THE FUNDRAISING PLAN

When submitting your teams fundraising plan it should include the following information:

- Amount of funds required to raise for this academic year
- A breakdown of where the funds will be allocated
- A plan & explanation of how the team will reach each section of funding

See the next page for an example fundraising plan:

Fundraising Plan Example

Funds Required for:	Funds Required:	Plan to Achieve	Assigned To:	Timeline
New Projects	$10,000	Enter local pitch competitions	John Doe	September: Apply for Pitch Competitions
Project Development	$5,000	Apply for all Project Accelerators Applicable to projects		September: Submit Project Application(s)
Team Travel for Projects	$500	Community funding through sponsorship package		
Competition Funds	$10,000	Connect with institution for support, team fundraising activities, Community Sponsorship		
Total Amount Required	**$25,500**			

IDENTIFYING FUNDING SOURCES

Below are some examples of how to create revenue sources for your team. This list is not inclusive! Brainstorm and engage your team with other fun revenue making sources!

Run Projects That Bring in Revenue

Creating and running projects that are social enterprises/businesses is a sustainable funding solution.

Fundraisers, Socials, Community Engagement Events, Networking Events

Planning events that require a paid ticket can be a great way to earn revenue. This can be done through professional networking events, community engagement events, or even socials. Other examples include a bake sale, grocery bagging sessions, etc. Be creative (and entrepreneurial!).

Community Partnerships and Sponsorships

Often times, local companies are interested in supporting community initiatives, particularly those that positively benefit community members. This is a great opportunity for your team to approach some of these businesses to offset the cost of running some of your projects.

1. **Identify companies in your community** that would be natural partners for each of your outreach projects and ask them to be a project sponsor. Offer to put their company logo on the materials that you create for the project.
2. Think of other ways to offer the sponsor value (i.e. inclusion in press releases, logos on t-shirts, sponsor representatives invited to speak at your events, etc.).
3. Consider your target sponsor and direct your pitch in terms of value for their brand association (i.e., financial institutions with economic factors, healthcare organizations with social topics etc.).
4. **Consider well-funded non-profit organizations** in your community as potential project partners. Often these organizations have funding but lack the manpower to implement their activities. In some cases, the Enactus Team could simply take on an existing project concept of the non-profit organization and develop it through to execution and impact measurement.
5. **This should be a two-way partnership: both parties should get value out of it.**

Institutional & External Grants

1. Most student associations are allocated funds for disbursements to campus groups pursuing meaningful travel, conference opportunities or projects. Pursue this avenue when you register your team as an official organization on campus. Keep in mind that it is better to have these requests filed early in the academic year as funds may be limited.
2. Another avenue is to obtain funds from the school administration itself, but this usually takes a little bit more time. You need to invest time in building a positive relationship with Senior Academic Leaders (Deans, Vice-Presidents, Program Chairs, Principal etc.). Set-up a meeting with them at the beginning of the year, introduce yourself and your team, discuss the great initiatives your team is currently running or the upcoming plans you have for the year, invite them out to your on-campus events, etc.

a) When requesting funds from Senior Academic Leaders, make sure to have a very clear and pointed request:
- How much are you asking for?
- What will the funds be used for? Be specific.
- What is the school getting out of it? (Community goodwill, support of student experiential learning, awareness, and visibility through a national network, etc.).

3. Take some time to research local grants and apply for all of them that are relevant to you! Organizations that provide grant programs include, but are not limited to:
   a) entrepreneurship centers (on- and off- campus)
   b) municipalities
   c) youth programs
   d) community centers

Tailor your pitch in each grant proposal, following the tip outlined below.

DEVELOPING A PROPOSAL

The goal of writing a proposal is to spark the interest of a potential partner. When writing proposals, it is important to focus on properly communicating the focus and expected outcome of the project to the desired partner.

However, prior to writing a proposal, you should first conduct research on the company/ organization you plan to solicit and determine why they would be interested in getting involved with your Enactus team.

Secondly, you should also plan on submitting a project outline with your proposal document to the potential partner. This gives them a clear idea of what your project fully entails and in what phase(s) they could be more involved and benefit the most. Here are key areas to keep in mind when developing an outline:

Introduction (keep this section short)

- State the purpose of the proposal (be persuasive – this is where you start to develop your pitch)
- Include team background (who and what your team is doing – maybe include your team's mission and goals)

Needs Assessment/ Background

- Identify the need or problem your project is addressing
- Discuss the goals and purpose of conducting the outreach project

Sample Budget

- Summarize the benefits of this project for the potential partner.

Authorization Request & Proposal Summary

- Summarize the benefits of this project for the potential partner
- State deadline date
- Ask potential partner to assist in efforts
- State the timeframe the team will contact them about an answer to the sponsorships
- Include the name, title, and details of the contact person

Helpful tips for proposals and other thoughts to consider:

- Remember this is a sales presentation – so sell your ideas!
- Make the cover letter, outline, and proposal professional, clear, short, and easy-to-read
- Create a packet that gives the potential partner information on the overall Enactus organization, your team history, and your team's goals and objectives for the upcoming year
- Develop a consistent, unified pitch throughout the proposal
- Initiate a follow-up after a reasonable amount of time to show professionalism and to maintain a strong working relationship

Sponsorship Package

One specific type of proposal is a sponsorship package. By creating a sponsorship package for your team, you will have a simplified explanation of your team's achievements and goals for interested sponsors. This package is used to create an agreement between you and another party to support your team. This can be used to gain support for team events, fundraising events, team travel, projects etc.

Resources and Examples

1. [Guide for pitching to corporate sponsors](#)
2. [Memorial University Sponsorship Package](#)
3. [Thompson Rivers University Sponsorship Package](#)
4. [Perfect Pitch Sponsorship Package- University of Ottawa](#)
5. [University of Ottawa Sponsorship Package](#)

ENACTUS CANADA FUNDING OPPORTUNITIES

Project Accelerators

The goal of writing a proposal is to spark the interest of a potential partner. When writing proposals, it is important to focus on properly communicating the focus and expected outcome of the project to the desired partner.

Application Process

To apply for one of these opportunities, you will have to complete an application form, describing your project (or your project plans) and how they relate to the Selection Criteria. Click here to see the full list of [Project Accelerators](#). Once the application is completed, it can be submitted to your Program Manager by the specified due date via email.

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 (Memorandum of Understanding) to Enactus Canada. 75% of the grant will be disbursed upon receipt of the signed MOU. The remaining 25% of the grant will be disbursed upon receipt of the Final Impact Report.

NOTE: If your team's payment method is direct to team as opposed to your institution, you are required to provide Enactus Canada with receipts showing that you have used the full 75% of funding that was already given. These funds can only be used for the project that was given the grant. Once receipts and a final impact report are provided, the remaining 25% of the grant will be disbursed.

Reporting & Best Project Award

Enactus teams who received any Project Accelerators are required to submit Final Impact Reports in April. The Final Impact Reports will be submitted to your Program Manager, Enactus staff will then review your report and communicate any required changes. Based on the outcomes of their initiatives and the quality of their reports, one Enactus team will then be selected to receive the Best Project award which will be presented at the Enactus Canada National Exposition. All award info will be detailed on [here](#).

Competition Prize Money

The following refers to the prize money available to teams that compete in the Impact Challenges. Please refer to the [Regional](#) and [National](#) Expositions section for more information.

NOTE: Prize structure is subject to change without notice

Regional Expositions – Impact Challenges
- Regional Champion = $1,500
- Runner-Up = $1,000
- Second Runner-Up = $500

National Exposition – Impact Challenges
- Regional Champion = $3,000
- Runner-Up = $2,000
- Second Runner-Up = $1,000

EVENTS & OPPORTUNITIES

View all 2023 - 2024 Events, Dates and Deadlines

INDIVIDUAL 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 the Give Recognition page.

TRAINING EVENTS

Enactus Canada hosts training events throughout the year to connect teams across the country, provide training and expertise, and encourage best practice sharing. These training events include Training Tuesdays, leadership summit and additional topic-based training opportunities throughout the year.

TRAINING TUESDAYS & WORKSHOP WEDNESDAYS

Once a month, Enactus Canada hosts training sessions, covering a variety of topics, for Enactus students. These sessions are held virtually on a Tuesday or Wednesday of each month and cover topics such as, but not limited to, Enactus 101, branding and marketing, innovation and viable businesses, design thinking, and competition preparation. This is open to all students and faculty within the Enactus Canada network. It gives you the opportunity to connect with other students across the country, learn and gain insights into specific topics from industry professionals, and collaborate with one another!

All Enactus students and faculty are invited and encouraged to attend! Check out the registration page for details of each Training Tuesday/ Workshop Wednesday monthly session.

LEADERSHIP SUMMIT

Held every year after 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 next academic 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.). More information will be provided in due time, directly to Student Leaders.

STUDENT ENTREPRENEUR NATIONAL COMPETITION

To celebrate the entrepreneurial spirit of young Canadians, Enactus Canada runs the Student Entrepreneur National Competition. 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!

You can find more information about the Student Entrepreneur National Competition by clicking here.
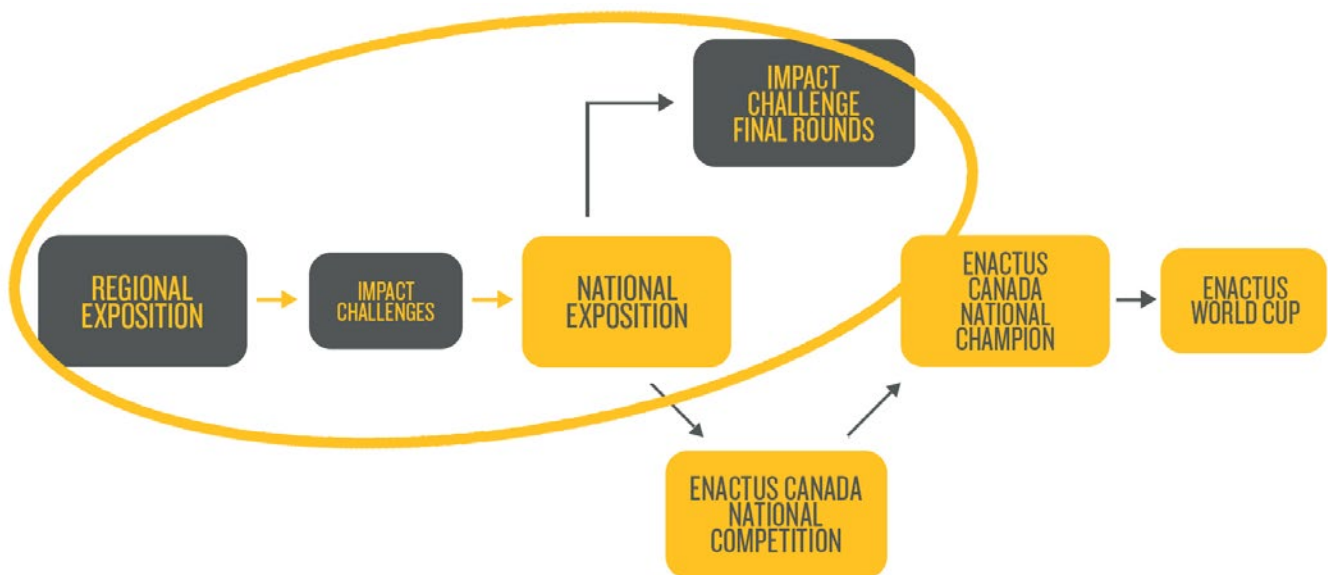
ENACTUS CANADA EXPOSITIONS

Annually, the Enactus Canada Regional & National Expositions bring together student, academic and business leaders from across the country to celebrate the achievements of Canada's entrepreneurs and future leaders. Through written reports and dynamic live presentations, students are evaluated by business leaders serving as judges, based on the economic opportunity they created for themselves and their communities. The competitive process and interactive programming create a "best-practice" sharing environment, foster innovation and encourage enhanced project results.

ENACTUS CANADA REGIONAL EXPOSITIONS

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

The number of Impact Challenges and Criteria for each Impact Challenge will be detailed [here](#).

Spirit Video

Each year, Enactus teams are asked to create a 20 second video demonstrating their team's personality and Enactus spirit. These videos are used throughout our Enactus Canada Expositions to introduce your team to the network. 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) and logo
2. Please film your video horizontally (landscape)
3. Length cannot exceed 20 seconds
4. Ensure the music used in your submission does not include music with copyrights
5. Must be converted and sent as .mp4 or .mov file (HD is highly recommended)
6. Send the file to your Program Manager via Email or Google Drive

Looking for inspiration? Here are the [2023 Spirit Videos](#)!

Impact Challenge Competition Requirements

Introduction

Developed in collaboration with corporate and organizational partner companies, Impact Challenges empower Enactus teams to implement viable solutions to a specific economic, social or environmental need.

Live Presentation

Each competing team will have a 11-minute time block for their 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
- 5 minutes - Live Presentation
    - If your presentation is less than 5 minutes, the remaining time will be carried over to your Question-and-Answer period.
- 3 minutes - Judges' Question & Answer Period

Set-up Period: 3 Minutes

The team will have a maximum of three minutes to distribute the Challenge Reports for judges to review prior to its presentation and to set up presentation equipment (start computers, power-up projectors, check sound, etc.). Remember: once the team has tested the equipment, no images or text are allowed to be projected other than an Enactus logo 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: 5 Minutes

The team will have a maximum of 5 minutes to deliver their presentation. Please refer to the Tech Presentation Strategies document to learn more about how to create your presentation.

Judges' Question and Answer Period

There will be a mandatory three-minute question and answer session for the judges. No images or text are allowed to be projected other than an Enactus logo and no music or sound effects are allowed to be generated for the remainder of the Q&A period.

Note: Any unused presentation time can be added to the Q&A period.

Judging Criterion

Each Impact Challenge has its own distinct Judging Criterion. You can find documents outlining the judging criterion for each Impact Challenge on the Resources page.

Challenge Report

- The Challenge Report is a written document that judges will be reviewing during your 3-minute setup period.
- You must use the templates provided to complete the reports.
- You cannot change the size of the provided boxes, margins, or orientation of the template. Your report must remain 1-page single sided.
- You can use any font and add anything you would like inside the boxes provided (images, logos, etc).
- 1 copy for each Challenge your team is competing in must be submitted at the Registration Desk prior to the Opening Ceremony during the Regional Exposition.
- You will be notified by your Program Manager regarding the number of copies you will need to print 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 and approved prior to the event.

Note: The report is the only document you are allowed to distribute to judges during the set-up period. No additional materials can be distributed (i.e. products, samples, etc.).
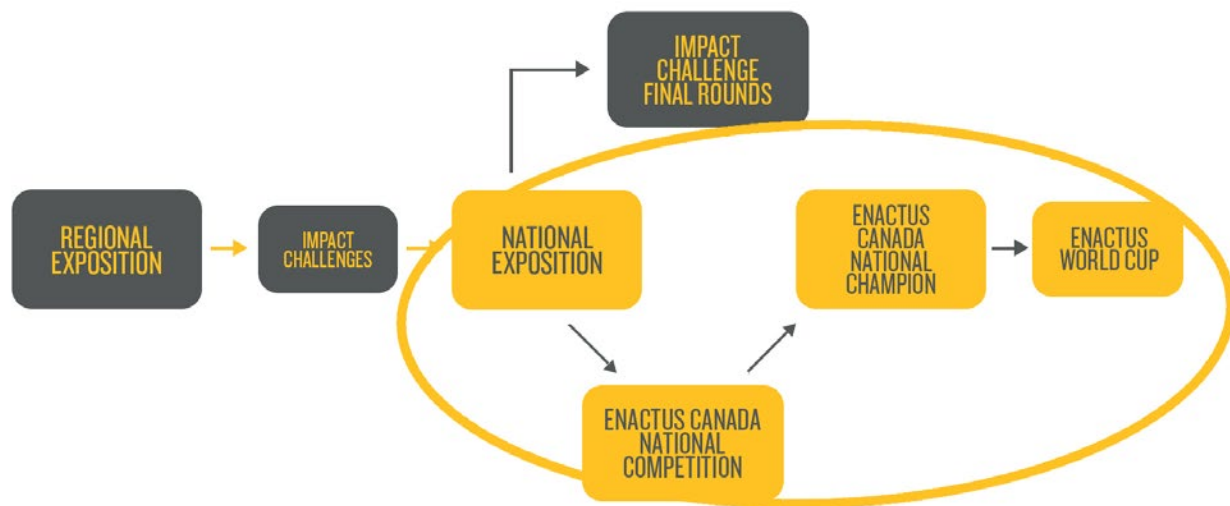
Project Verification Form

- Every team must request that their Faculty Advisor, one student and one administrator (e.g. dean, department chair or institution president) review their Challenge 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.
- You can find the most up-to-date project verification form here

ENACTUS CANADA NATIONAL EXPOSITION

Regardless of your participation at the Regional Exposition, all teams are required to compete in the National Competition at the Enactus Canada National Exposition. The team titled as the Enactus Canada National Champion will represent Team Canada at the Enactus World Cup.

All details, deadlines and registration information can be found here.

Judging Criteria

You can find the National Competition Judging Criterion here and the Resources page.

Mandatory Reports

Each competing team is required to schedule a pre-screening session with their Program Manager and submit the following reports in order to compete.

1. Project Verification Form
    a) 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.
    b) If a team's Faculty Advisor is also an administrator, the form must be signed by another administrator.
    c) The Project Verification Form serves as just one part of an internal audit of projects and activities at all levels of competition.

2. Annual Report

    a) This 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.

    b) Important points regarding the annual report:

- **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.
- Enactus Canada requires the legal structure and ownership of all projects mentioned during a competition be disclosed on 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.
- If a team uses a cover or back page, it will count as one of the above pages.
- Teams should not use folders, report covers, etc. in conjunction with their Annual Reports.
- Only numbers in the final report may be presented on.
- All information included in your report must match the records on team.enactus.ca. If your numbers change from Final Reporting after videos are due, please contact your Program Manager to update your metrics.
- Annual Reports are distributed to every judge during the setup period. 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. For samples of Annual Reports please visit the [Resources](#) page.

    c) Team Bio (Optional)

- If a team wishes to include a team bio along with the Annual Report, the bio must be a completely independent document (not embedded within Annual Report) and may NOT include any info/photos related to projects. The Team Bio should be a maximum of 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.

Violations

If a team does not submit any of its mandatory reports, it will be subject to the following processes 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.

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.

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.

Live Presentation

Each competing team will have a 20-minute time block for their 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
- 12 minutes - Live Presentation
  - If your presentation is less than 12 minutes, the remaining time will **NOT** be carried over to your Question-and-Answer period.
- 5 minutes - Judges' Question & Answer Period

Set-up Period: 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 sound, etc.). Remember: once the team has tested the equipment, no images or text are allowed to be projected other than an Enactus logo 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: 12 Minutes

The team will have a maximum of 12 minutes to deliver their presentation. Please refer to the Tech Presentation Strategies document to learn more about how to create your presentation.

Judges' Question and Answer Period: 5 Minutes

There will be a mandatory five-minute question and answer session for the judges. No images or text are allowed to be projected other than an Enactus logo and no music or sound effects are allowed to be generated for the remainder of the Q&A period.

COMPETITION POLICIES AT ENACTUS CANADA EXPOSITIONS

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 table set your computer and projector on
- Enactus Canada is not required to provide other equipment of any kind, such as computers, slide projectors, speakers, monitors, TVs, clickers 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 footage 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, 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.

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.

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 Program Manager for additional details.

National Champion Audit

Enactus Global requires all Enactus country operations to conduct audits of their National Champion to ensure accountability, transparency, and compliance with Enactus standards. The audit help maintain the integrity of the Enactus competition and ensure fair representation at the global level.

The audit is comprised of three core phases:

Phase 1: Team Engagement
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
Phase 2: Team Operational Review
Enactus Canada staff will review the infrastructure, resources, and capacity of the team.
Phase 3: Project Audits/Site Visits
Enactus Canada staff will conduct a reasonable number of project site visits/meetings to assess the correlation between the visual and reported impact/outcome through testimonials and conversations
with beneficiaries, etc.

Audit Preparation Tips

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

• Team's financial records
• All Current contacts updated in the team reporting platform for current year
• Annual Report used at the National Exposition
• Audio-visual Presentation used at the National Exposition
• National Exposition Script
• Project/Action Plan documents, including all agreements with beneficiaries
• Other team organizational tools

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

The National Champion will represent Team Canada at the Enactus World Cup… but what IS the World Cup?

The Enactus World Cup is a prestigious international event that brings together top Enactus teams from around the world. It serves as a platform for teams to showcase their social entrepreneurship projects and compete for the title of World Champion. The event includes presentations, exhibitions, and networking opportunities, fostering collaboration and inspiring positive social change. The World Cup celebrates innovation, impact, and the power of entrepreneurial action to create sustainable solutions for global challenges.

GENERAL FAQ

Q: How do I explain what Enactus is?

Given the short time frame one usually has in Enactus meetings with new potential supporters, one of the most effective ways to introduce the organization and program is by the following '9 points to understand Enactus':

1. Enactus Canada is a national charity that brings together student leaders, academics, and business professionals.
2. Enactus cultivates a global network of students, academics, and business leaders who share a commitment to making a difference in the world.
3. Enactus is financially supported by corporations, entrepreneurs, individuals, foundations, and governments.
4. We form teams of students on college and university campuses which are led by a Faculty Advisor and the teams have full discretion/flexibility on how to structure themselves.
5. Membership is open to all students and no dues are charged by the Enactus organization to the college or university, faculty, or students.
6. Enactus teams identify social and environmental challenges in their communities and develop innovative solutions to address them using business principles.
7. Each team decides how many projects they do, what types of projects they do and who they target.
8. Enactus teams participate in regional and national competitions, where they showcase their projects and compete for recognition and support.
9. Through Enactus, students develop leadership skills, business acumen, and a sense of social responsibility, preparing them for successful careers and a lifelong commitment to social impact.

Q: What is an Enactus Canada Program Manager and what support do they provide?

Program Managers act as a primary contact between Enactus Canada and the Enactus teams.

Program Managers support Enactus Teams through:

- Team Guidance and Mentorship
- Training and Development
- Competition Management
- Impact Measurement and Reporting

If you have any further questions, reach out to your Program Manager.

Q: What is the role of a Faculty Advisor, and do we need one to be a recognized team?

Yes, all teams are required to have a Faculty Advisor in order to be a recognized Enactus team. The responsibilities of a Faculty Advisor include, but are not limited to:

- Provide mentorship to Enactus members
- Regularly attend meetings, fundraising activities and outreach programs
- Provide guidance to the team and evaluate competition presentations
- Prepare Enactus students for competitions
- Serve as an advocate for Enactus on and off campus
- Ascertain that the team has met all requirements
- Serve as the primary representative of the team with the Enactus office

Q: How many Faculty Advisors is our team allowed to have?

As many as you'd like! Faculty play a key role in supporting an Enactus team, and as a team grows it definitely helps to have multiple Faculty Advisors. Having said that, each team will be required to have one designated Primary Faculty Advisor who serves as the main contact point at the Enactus Canada National Office.

Q: Is Enactus only for business students?

No, Enactus is not limited to business students. In fact, teams that include members from diverse disciplines, such as engineering, arts, sciences, and medicine, have proven to be highly effective in developing innovative projects that address community needs. Enactus encourages teams to recruit from various faculties to bring a range of skillsets to their projects. Additionally, Enactus welcomes non-business Faculty Advisors as well.

Q: Is this program only for undergraduate students?

No. Any student at the institution is welcomed to join their Enactus team.

Q: What is the recommended size of a productive Enactus team?

This is a tough question to answer as it will vary on the size and scope of the initiatives that the team decides to take on. Normally, we recommend a healthy number of around 25 to start, growing to at least 50 one the team is well established. As the team becomes established, this number will continue to grow.

Q: What is the time commitment expected of students and faculty in the program?

Another difficult question, as really it depends. There are some students on some teams that invest significant portions of their time into Enactus (say, 40 hours a week) while on other teams this number can be much lower (5 hours or less). As most things in life, the more you put into something the more you will get out of it. As for the Faculty Advisor, we generally recommend meeting with the team at least once a week (1 hour), though the involvement can also be much more.

Q: Can Enactus be recognized as a course credit or must it be extra-curricular?

This is completely up to your team and your institution. While the vast majority of teams operate Enactus as completely extra-curricular, there are some teams that have embedded project work within the curriculum of their existing programs. If your team is interested in this approach, contact your Program Manager to obtain sample course outlines.

Q: Who is responsible for financing an Enactus team's projects and operations?

Ultimately, that is the responsibility of the team itself to fundraise for their projects, operations and travel to competitions. Teams typically draw from a number of funding sources, such as corporate donations, school support and team fundraisers. In addition, Enactus Canada provides over $200,000 in funding through various programmaticinitiatives. Teams can apply for funding when these opportunities become available.

Q: Are teams required to compete?

Yes. Teams must compete at both the Regional and National Exposition. These events allow teams to showcase their initiatives to the rest of the country allowing for a platform of best-practice sharing and learning. In addition, these are the opportunities for companies and organizations that support Enactus to learn about the great work that is being done on the ground by each Enactus team.

Q: If our team doesn't win any awards at Regionals, does that mean that we do not present at Nationals?

No. The Regional Competitions are based on specific topic areas. Even if your team doesn't place in any of these areas, ALL Enactus teams attend and present at the National Competition in the overall category.

Q: What is Enactus Careers and how can my team avail of its services?

Enactus students are leaders. Today they lead teams, projects and communities. Tomorrow, they will lead companies – and Canada!

Enactus Careers helps enactus students and alumni to reach their professional goals and access meaningful opportunities with our partners. Whether you're interested in pursuing a career in the corporate world, thinking of launching your own business, or interested in working in the social sector, we want to help!

Be the first to know about new job opportunities, and gain access to exclusive career readiness content and skill-building opportunities such as mentoring sessions, career coaching, resume reviews, LinkedIn profile analysis, mock interviews & more – sign up for #enactuscareers workplace readiness program updates today!

For more information, check out the Start Careers page!