



 enactus™

2024-2025 ENACTUS CANADA TEAM MANUAL

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INTRODUCTION

WELCOME TO ENACTUS CANADA

Enactus Canada is more than just an experiential learning platform; it is a launchpad for social entrepreneurs who are eager to make a difference. Our mission is to cultivate leadership, spark creativity and ignite a sense of purpose in our students. Through social entrepreneurship, Enactus teams tackle pressing social, economic and environmental challenges with innovative and sustainable solutions.

As part of a global network spanning 33 countries, we are a vibrant community of students, academics and business leaders, tackling today's challenges with entrepreneurial action, transforming lives and paving the way for a sustainable world.

Last year alone, over 2,100 Canadian post-secondary students championed 150+ community empowerment projects, directly impacting the lives of over 29,000 individuals. This is the power of Enactus: turning ideas into impactful realities that ripple through communities and beyond.

ABOUT THE TEAM MANUAL

This team manual is a toolkit crafted to empower your team's projects and initiatives to reach new heights of success. It's designed to guide you through your Enactus journey with:

- **Enactus Canada's Vision and Your Role:** Understand our mission and your key responsibilities as a team member.
- **Effective Collaboration:** Discover best practices for working with your team to ensure success and maximize impact.
- **Goal Setting and Execution:** Learn strategies for setting ambitious goals and executing them effectively.
- **Communication Tips:** Gain insights into effective communication with your teammates and Enactus staff for smooth and productive interactions.
- **Events and Initiatives:** Get an overview of key Enactus events and training opportunities to enhance your involvement and impact.
- **Resources and Tools:** Access essential resources, including the Faculty Advisor Handbook, Resource Library and online platforms, to support your role.
- **Support Contacts:** Know how to reach your Program Manager and other key contacts for assistance and support.

Beyond this manual, discover a wealth of resources on our [website](#) designed to amplify your team's development and project impact.

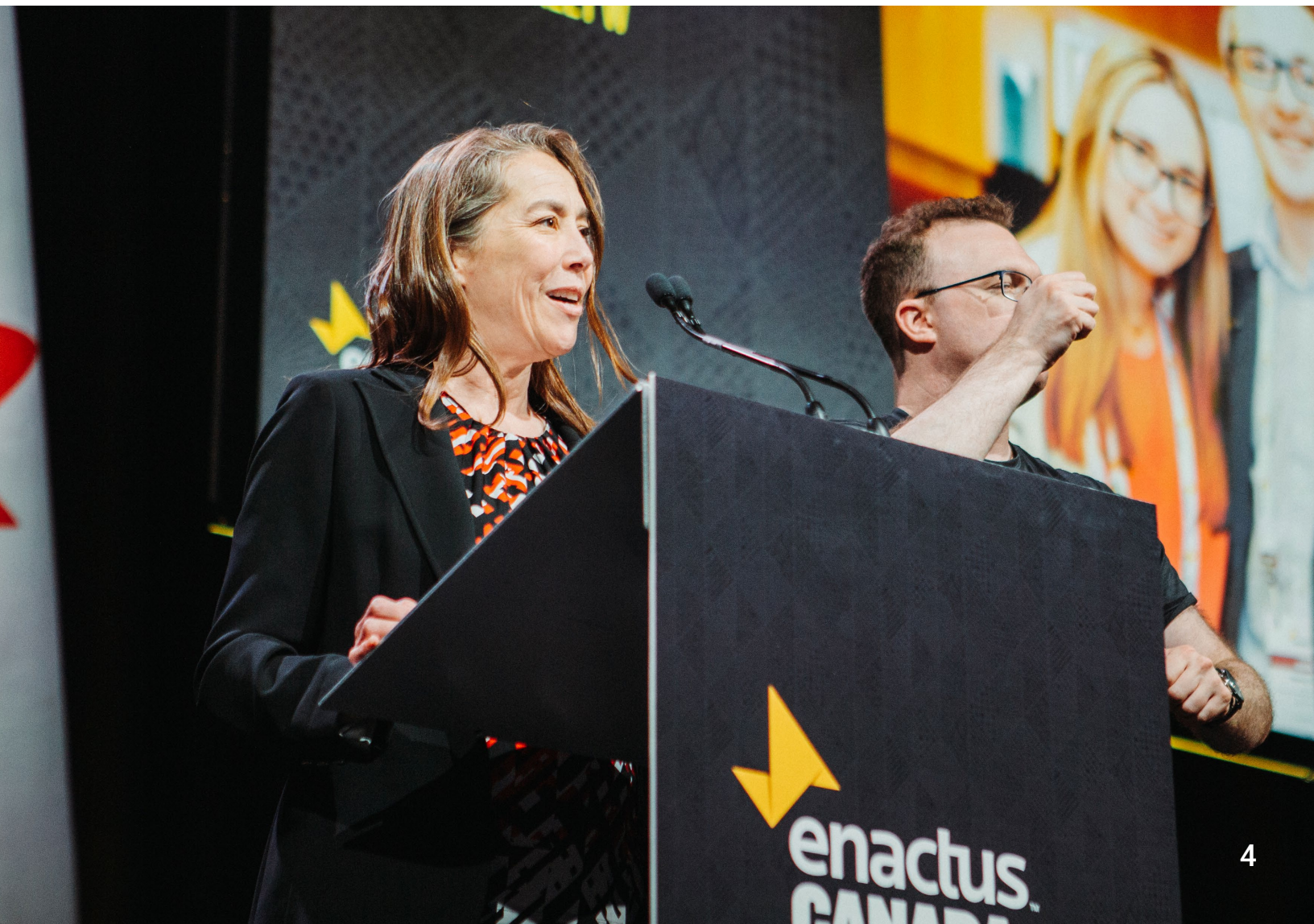
ENACTUS CANADA NATIONAL OFFICE

Our National Office is here to support you. Led by our President & CEO, Catherine Fowler, who oversees the daily operations of Enactus Canada. We are guided by an experienced Board of Directors, which sets the strategic direction for our organization. To learn more about our National Office Staff, [click here](#). To get acquainted with our Board of Directors, [click here](#).

Your main point of contact is your Program Manager. They will reach out regularly to keep you informed about upcoming initiatives and ensure everything is running smoothly. They have valuable insights and experience from working with multiple teams, so do not hesitate to reach out for advice or share updates on your team's progress.

For information on events, funding opportunities, and training, please visit our [Team Resources](#) page.

Thank you for being a part of Enactus Canada, where together, we are not just imaging change – we are making it happen!



OPERATIONAL GUIDELINES

NEW: REGISTRATION & REPORTING (R&R) PLATFORM

This year, we are excited to introduce a new and improved Registration & Reporting (R&R) platform, making things easier and more efficient.

Here's what you need to know:

- **Enactus Canada Program Registration:** All students and faculty who are part of the Enactus Canada network for the 2024-2025 academic year will need to register individually on the R&R.
- **Simplified Processes:** With the R&R, you'll enjoy the convenience of:
 - **Individual Students and Faculty Advisors**
 - **Auto-Filling Information:** No more repetitive data entry! Once you create your profile, your information will autofill when registering for training sessions, submitting award and bursary applications, registering for Regional and National Expositions, and more, saving you time and hassle.
 - **Volunteer Hour Submissions:** Easily track and submit your volunteer hours using this [link](#). You'll automatically be sent a reminder each month to submit your monthly volunteer hours so you don't forget!
 - **Teams**
 - **Project Accelerators:** Project Accelerator applications will be submitted through the R&R. In addition, your Project Accelerator Final Impact Reports will also be submitted through the R&R rather than submitting them manually by email in a Word doc.
 - **Exposition Registration:** Registering a Team to compete in or attend an Exposition will also be done through the R&R.
 - **Final Reporting:** All Final Reporting will be submitted using the R&R more efficiently with streamlined processes.
 - **Team Dashboard:** The Student Leader(s) from each team will be provided with a Team Dashboard for easy access to view and edit their team members' volunteer hours & information, keep track of who is registering for training sessions, events, and more!

This change aims to make your Enactus experience smoother and more efficient, so you can focus on what matters most – making a positive impact!

To get started, please complete your [Enactus Canada Program Registration here](#).

CODE OF CONDUCT

At Enactus Canada, we believe in creating a positive and respectful environment for everyone involved—students, Faculty Advisors, staff, contractors, directors, volunteers, and judges (collectively, “Participants”). This Code of Conduct guides us all in upholding integrity and respect in all Enactus activities. You will be required to sign the Code of Conduct as you complete your Enactus Canada Program Registration.

You can find the full Code of Conduct on our [Team Resources](#) page.

TEAM AFFILIATION AGREEMENT

Each Enactus team must submit a Team Affiliation Agreement annually to confirm their commitment to running the Enactus program at their school for the year. At the start of the academic year, your Program Manager will remind you to complete this agreement and obtain signatures from your school’s key representatives, such as a Dean, Director, or President.

You can find this year’s Team Affiliation Agreement on our [Team Resources](#) page.

BRANDING GUIDELINES

The Enactus name and logo are trademarks of Enactus and are registered in each country where we operate. All officially enrolled teams can use the Enactus name and logo for their activities and projects as long as they:

- Align with Enactus’s purpose and code of conduct.
- Do not alter the Enactus name or logo and follow the official brand usage guidelines.

Always use the logo provided by your Program Manager. If you need it or are a new team, please reach out to your Program Manager.

Please note, this usage license is non-exclusive and can be revoked if terms are violated. Report any suspected misuse of the Enactus trademark to our Programs team, at programs@enactus.ca. For detailed guidelines and best practices, refer to our Enactus Canada Marketing Handbook in the [Marketing Hub](#).

OBTAINING SCHOOL AND EXTERNAL SUPPORT

To build a strong Enactus team, you need support from your academic institution. Your team must have at least one Faculty Advisor and the backing from key administrators such as a Deans, department heads or other academic leaders. Their support is crucial for access to institutional resources and opportunities.

But why stop there? Engaging external stakeholders can amplify your team's impact. Alumni, industry advisors, and business leaders bring diverse perspectives and resources that enrich project development. Their involvement goes beyond financial support; it can open doors to new opportunities, mentorship and invaluable networks.

By securing robust internal and external support, you will build a strong foundation for your Enactus team, paving the way for impactful and sustainable projects.

FACULTY ADVISOR

A Faculty Advisor plays a pivotal role in guiding and mentoring their Enactus team within the academic institution. They ensure the team's success by providing oversight, coaching and strategic direction. The nature of this relationship can vary widely—some Faculty Advisors are deeply involved in the day-to-day activities, while others offer their expertise and guidance when needed. We encourage Faculty Advisors and their teams to collaborate and find the approach that works best for everyone.

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

How to Maximize the Impact of Your Faculty Advisor(s):

- **Expert Guidance:** Faculty Advisors bring valuable expertise and experience, helping to steer projects in the right direction and providing strategic insights.
- **Resource Access:** They can connect your team with institutional resources, including funding opportunities, research facilities and academic networks.
- **Mentorship:** Faculty Advisors offer mentorship, helping students develop professional skills and navigate challenges, which can be crucial for personal and team growth.
- **Credibility:** Their involvement adds credibility to your team's initiatives, increasing your project's visibility and fostering trust with stakeholders.
- **Networking Opportunities:** Faculty Advisors can introduce your team to industry contacts, potential partners and other influential figures, expanding your network and enhancing opportunities for collaboration.

How to Recruit Faculty Advisors?

- **Research Potential Advisors:** Identify faculty with expertise or passion for entrepreneurship, social impact or community development. Consider diverse perspectives, including those outside the business school.
- **Leverage Personal Connections:** Use your network to find potential candidates and gather recommendations from peers and professors.
- **Engage Professors:** Build relationships by attending their office hours and showing genuine interest in their work. Share your enthusiasm for Enactus.
- **Make the Pitch:** Highlight the benefits of being a Faculty Advisor, including the impact on students and personal development. Use the [slide deck](#) and [sample letter](#) to present Enactus's value.
- **Showcase Success Stories:** Share inspiring projects from other teams and illustrate what your team aims to achieve. For more inspiration, check out the top 4 finalists' success stories on our [YouTube channel](#).
- **Emphasize Flexibility:** Clarify that the role can be tailored to their availability and involvement level.
- **Highlight Networking Opportunities:** Mention opportunities to connect with professionals from other campuses and executives from Enactus sponsors at events.
- **Personalize the Approach:** Tailor your outreach by referencing specific aspects of their work that align with Enactus initiatives and how their expertise can make a difference.
- **Involve Current Faculty Advisors:** Have current or former Advisors share their positive experiences with potential recruits.

INSTITUTION & ADMINISTRATION

Institutional administrators include key figures such as department chairs, deans, provosts and vice chancellors/presidents. Gaining their support is crucial for the successful implementation of your entrepreneurial projects. Administrators can become your strongest advocates, rallying other faculty to support your initiatives and celebrating your team's achievements.

In addition to these top officers, consider involving other key members of your institution, such as heads of student affairs, entrepreneurship center staff and other influential figures. Their support can be instrumental in advancing your projects.

Support Beyond Funding

Remember, support from your institution and administration extends beyond financial resources. They can also provide:

- **Personal Time:** Volunteer their time to mentor and support your team.
- **Printing and Material Resources:** Access to printing services, software applications and necessary materials.
- **Post-Secondary Institutions and Community Networks:** Connections to valuable networks within and beyond the post-secondary institution.
- **Funding for Projects and Activities:** Financial support for your projects, travel and team activities.
- **Collaboration Space:** Space for team meetings and project work.
- **Course Releases for Faculty Advisors:** Release time for faculty to serve as advisors.
- **Course Credit:** Opportunities for students to earn academic credit for their involvement.

What Are the Benefits for Your Institution of Having an Enactus Team?

When engaging with administrators, emphasize the following benefits:

- **Experiential Learning:** Students engage the local community and implement community empowerment projects or social enterprises. They take the skills learned in the classroom and apply them.
- **Positive Community Recognition:** Your institution will gain favorable community recognition due to the impactful projects undertaken by the Enactus team.
- **Networking Opportunities:** Gain access to local, national and corporate business leaders through Enactus events, fostering valuable relationships and connections.
- **Media Exposure:** The Enactus Canada National Office regularly pitches Enactus projects to media, increasing visibility for your institution.
- **Valuable Student Learning Experience:** Enactus provides students with hands-on, practical experience that complements their academic learning and prepares them for future careers.
- **Career and Professional Development:** Enactus helps students develop essential skills and secure employment opportunities, enhancing their career prospects and contributing to their professional growth.

Additional Benefits:

- **Enhance Institutional Prestige:** Showcasing the success and impact of Enactus projects can elevate the institution's reputation and attract prospective students and faculty.
- **Fostering Innovation:** Encouraging entrepreneurial thinking and problem-solving among students supports the institution's commitment to innovation, sustainability and leadership.

Leverage your Faculty Advisor(s) when building relationships with your institution's administrators. Their support and connections can be invaluable in advocating for your Enactus team and advancing your initiatives.

By involving key institutional members can amplify your impact and contribute to the overall success of your projects. Ensure you all work together to make your Enactus team a cornerstone of your institution's success!

EXTERNAL STAKEHOLDERS & ENACTUS ALUMNI

Engaging external stakeholders and Enactus alumni can significantly enhance your team's success and impact. Their expertise, networks and resources are invaluable for your projects and overall development. Here's a guide to making the most of their involvement:

Identifying Potential Stakeholders:

- **Leverage Alumni Networks:** Reach out to former Enactus, SIFE and ACE members who have achieved career success. Use LinkedIn to search for alumni and connect with those who can offer valuable insights and inspiration.
- **Connect with Local Business Leaders:** Identify prominent figures in your community or industry who align with Enactus values. Engage them through networking events, professional associations or referrals.
- **Partner with Organizations:** Collaborate with local non-profits and organizations that share your mission. Their involvement can enhance your project's credibility, sustainability and impact.

Crafting a Value Proposition:

- **Communicate Your Goals:** Present your team's objectives, projects, and their positive outcomes clearly. Show how their support can make a meaningful difference.
- **Showcase Success Stories:** Highlight past Enactus projects to demonstrate the effectiveness of your program and inspire stakeholders to get involved.

Building Relationships:

- **Host Meetings and Events:** Invite stakeholders to team meetings and social events to build connections and showcase your team's commitment.
- **Engage in Project Development:** Involve stakeholders in brainstorming sessions or "think tanks" to co-create new projects and foster long-term partnerships.

Defining Roles:

- **General Advisors:** Engage stakeholders as advisors providing strategic guidance and mentorship. Clearly define their roles and contributions.
- **Project Specialists:** Assign stakeholders with relevant skills to specific projects where their expertise can offer targeted support.
- **Competition Coaches:** Recruit alumni to help with competition preparations, providing feedback and refining strategies.
- **Business Advisory Board:** Consider establishing a business advisory board with experienced professionals to offer ongoing strategic advice and support.

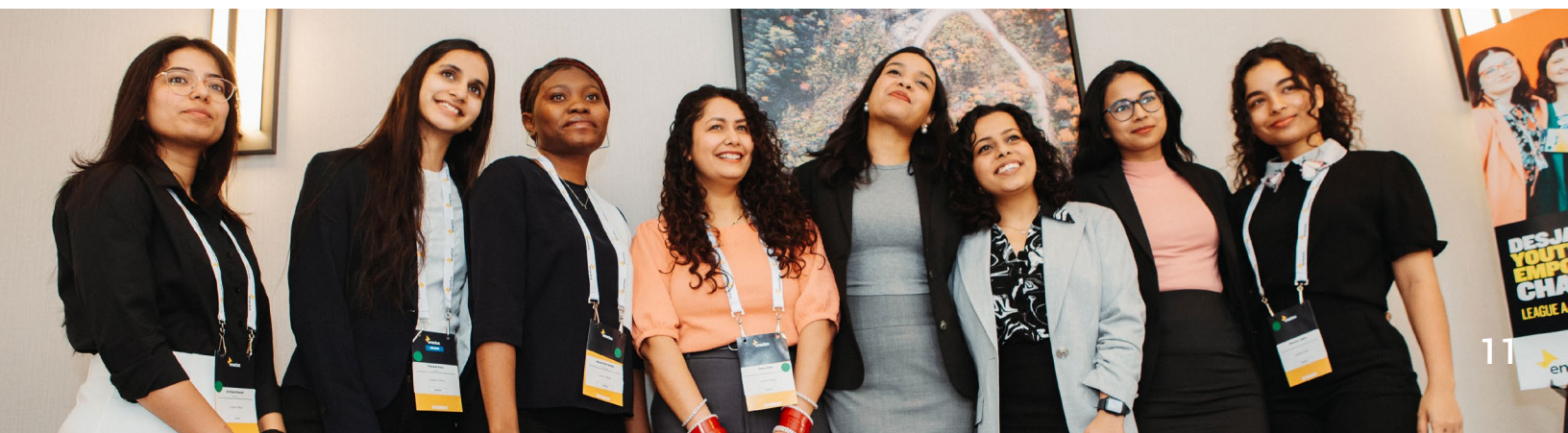
Recognizing and Celebrating Their Contributions:

- **Public Acknowledgment:** Regularly thank and recognize stakeholders for their contributions through newsletters, social media, or team events.
- **Foster Gratitude:** Encourage team members to personally thank stakeholders, reinforcing relationships and ongoing support.

Tips for Effective Engagement:

- **Frequent Meetings:** Schedule bi-monthly meetings or as needed to maintain effective communication initially to familiarize new stakeholders with your team and projects.
- **Varied Opportunities:** Invite stakeholders to a range of events, including social gatherings and project activities for diverse involvement.
- **Set Expectations:** Clearly communicate what you need and set realistic expectations for their involvement.
- **Plan Ahead:** Schedule meetings and events in advance to ensure attendance. Establish a regular schedule to facilitate commitment.
- **Maintain Communication:** Keep stakeholders updated on ongoing developments, even if they miss a meeting or event.
- **Seek Input:** Involve stakeholders in strategic decisions and project planning, showing that their expertise is valued.

Harnessing the expertise and networks of external stakeholders and Enactus alumni can transform your projects and maximize your impact. Embrace their support to drive success and create lasting change!



TEAM RECRUITMENT, RETENTION, & SUCCESSION

BUILDING YOUR TEAM

The heart of every successful Enactus team lies in its members. Sustainable growth, effective management of turnover, and strategic succession planning are vital to long-term success. This section provides clear, actionable strategies to build, recruit, retain and transition team members seamlessly throughout the year.

Prompts:

- **Reflection:** What qualities do you value most in potential team members?
- **Vision:** How do you see your team growing over the next year? What roles will be crucial to achieving this growth?

CREATING A FOUNDATION

Before you start recruiting new members, it is crucial to lay a solid foundation for your team. This ensures that every new member has a clear understanding of their role and the impact they can make. By planning ahead, you can build a team that is not only capable but also aligned with your team's goals and mission.

Prompts:

- **Team Vision:** What is the ultimate goal of your team? How do your team members contribute to this vision?
- **Role Clarity:** What are the key roles your team needs to fill? Why are these roles important?

Key Steps:

- **Organizational Structure:** Create an [organizational chart](#) to identify and visualize essential roles. This clarity helps in targeted recruitment and ensures everyone knows where they fit.
- **Role Requirements:** Define the roles you need to fill, considering the skills, faculties and levels of engagement required. This will guide your search for the right candidates.
- **Team Size:** Determine how many members you will need to execute your activities and projects.
- **Job Descriptions:** Craft clear, detailed job descriptions that outline expectations, responsibilities and time commitments. These will serve as valuable tools during recruitment. Use resources like the [Sample Job Description](#) to guide you.

- **Team Agreements:** Establish agreements and expectations for new members. Use resources such as the [Enactus Constitution](#) and [Enactus Bylaws](#) to help.
- **Value Proposition:** Identify what unique experiences and opportunities your projects or team can offer. Think about what makes joining your team a worthwhile investment for students.
- **Future Needs:** Plan for the future by anticipating your team's needs based on upcoming projects and goals. A forward-thinking approach will help maintain continuity.

RECRUITMENT STRATEGIES

Recruiting passionate, diverse students is crucial for building a strong Enactus team. Use a mix of in-person and online strategies to reach a broad audience and attract the right talent. Remember, recruitment is not just about filling roles, it is about finding people who are eager to make a difference.

Prompts:

- **Target Audience:** Who are the ideal candidates for your team? Where can you find them?
- **Engagement:** How can you make your recruitment process more engaging and inclusive?

Examples of Approaches:

- **In-Person:** Engage with students directly through class presentations, orientation events, and collaborations with other clubs.
- **Online:** Leverage digital platforms, from social media to online sign-ups, to reach a broader audience.

Additional Tips:

- **Diversify:** Recruit from various faculties to strengthen your team's capabilities and project variety.
- **Tailor Your Message:** Adjust your pitch to resonate with different student groups. For example, engineers may be drawn to technical roles, while arts students might be interested in creative aspects of your projects.

Resources:

- [Enactus Canada Marketing Hub](#)
- [How to make origami brochures](#)

HIRING AND ONBOARDING MEMBERS

Attracting new members is just the beginning, ensuring a smooth onboarding process is key to integrating them into your team effectively. A well-organized onboarding process will not only make new members feel welcome but also set the stage for their long-term engagement and success.

Prompts:

- **First Impressions:** What message do you want to convey during onboarding? How can you make new members feel immediately part of the team?
- **Integration:** How will you help new members understand and embrace your team's culture?

Key Strategies:

- **Conduct Interviews:** Match new members with roles that fit their skills and interests.
- **Welcome Package & Orientation:** Provide materials and host an orientation to introduce them to your team's culture, expectations and goals.
- **Training & Inclusion:** Offer comprehensive training to equip new members with the skills and knowledge they need. Include them in all communications and meetings to foster a sense of belonging.
- **Initial Action Items:** Encourage leaders to assign tasks early to help new members get involved and feel engaged from the start.
- **Office Hours:** Set aside designated times for new members to seek support, whether in-person or online.

RETENTION

Keeping your team motivated and engaged is crucial for long-term success. Focus on creating a positive and inclusive environment where members feel valued and connected.

Prompts:

- **Engagement:** How can you help members discover their passion within the team?
- **Team Dynamics:** What activities can you implement to strengthen team relationships?



Key Strategies:

- **Support and Passion:** Encourage members to explore their passions within the team, beyond their assigned roles. This fosters deeper engagement and commitment.
- **Work Hard, Have Fun:** Balance work with fun activities to build strong team relationships and keep morale high.
- **Celebrate Success:** Regularly recognize and celebrate achievements, big and small, to maintain motivation and positive team spirit.
- **Set and Review Actionable Goals:** Work with members to set achievable goals and regularly review progress. This keeps everyone aligned and focused.

PLANNING FOR THE UPCOMING YEAR

True leadership is reflected in the legacy you leave behind. Effective planning ensures your team continues to thrive even after you have moved on. Here is how to set your team up for success in the many years to come.

Prompts:

- **Legacy:** What impact do you want to leave on your team? How can you ensure your team continues to succeed after your tenure?
- **Leadership Development:** How can you identify and nurture emerging leaders within your team?

Key Strategies:

- **Identify Emerging Leaders:** Spot potential leaders early and discuss their future roles within the team. Offer growth opportunities and help them develop the necessary skills for leadership.
- **Early Training:** Select new Executive Team members by the Regional Expositions to give them time to shadow their predecessors. This preparation eases their transition when they take over in May.
- **Ensure Project Involvement:** Make sure your Executive Team is actively involved in projects. Leadership in Enactus is about entrepreneurial action, and effective leaders lead by example.

TEAM SUCCESSION PLAN

To navigate the inevitable turnover as key members graduate, a robust Team Succession Plan is essential to ensure your impact continues & transitions are smooth and effective.

Prompts:

- **Continuity:** What critical roles must be filled to maintain your team's operations and projects?
- **Knowledge Transfer:** How can you ensure that valuable knowledge and experience are passed on?

Key Steps:

- **Fill Key Positions:** Ensure all critical roles are occupied by capable individuals who fit well within their roles.
- **Orient Returning Members:** Help returning students understand your team's goals, methods and responsibilities to maintain continuity.
- **Document Processes:** Thoroughly document essential processes, including how projects are managed and executed. This documentation will be invaluable for future team members.
- **Plan for Smooth Transitions:** Develop a plan that clearly outlines how and when roles will be handed over. Consider a phased transition to allow incoming leaders to adjust gradually.

By setting up this plan, you create a solid foundation for your team's success and ensure the impact of your work continues long into the future!



PROJECTS

PROJECT IDEATION

At Enactus, we are all about turning ideas into impactful action. We challenge you to lead with entrepreneurial spirit and create ventures that make a real difference. Our goal for your team is to showcase innovative leadership that drives positive change, benefiting people, planet and prosperity.

IDENTIFY THE PROBLEM BEFORE THE SOLUTION

Often, teams jump straight to solutions without thoroughly understanding the underlying problem. Remember, a solution is only as powerful as the problem it addresses. To help you, we have developed a [Needs Assessment Template](#) to help you dig deeper into community issues through interviews with your target audience. This tool will empower your team to pinpoint concrete problems and create effective solutions.

THINK BIG, LEARN THROUGH ACTION

At Enactus, we encourage you to think beyond traditional community projects. Aim high and envision social enterprises or ventures that develop products or services capable of generating revenue while making a significant impact. Innovation often involves risk, and it is perfectly okay to experience setbacks or pivot your ideas. You will learn the most when you push your boundaries and embrace challenges. Remember, failure is not something to fear—it is a stepping stone to success and an invaluable part of the learning process.

INSPIRATION AND RESOURCES

For inspiration, check out the [project examples](#) on our [Resources](#) page. These examples showcase the diverse ways Enactus teams have made a difference.

STUDENT-DRIVEN IMPACT

Every team is expected to run at least one project during the academic year. Remember, students are at the heart of Enactus. Faculty Advisors are here to support you, but the leadership and execution come from you.

STARTING AN ENACTUS PROJECT GUIDE

This guide is designed to help you kickstart your Enactus projects with a focus on thinking big and addressing impactful issues. We want to encourage you to go beyond your community and tackle challenges that can make a difference on a larger scale.

1) IDENTIFYING THE PROBLEM

Prompts:

- **Big Picture:** Think about global issues or significant challenges that inspire you. How can you address these on a larger scale?
- **Community Insights:** Reflect on your community's most pressing problems. How might these connect to broader societal or environmental issues?
- **Impact Focus:** What are the potential long-term impacts of solving this problem? How could your solution influence other communities or sectors?

Activities:

- **Research Deep Dive:** Conduct research to understand the root causes of the problem and its broader implications.
- **Idea Brainstorming:** Host a brainstorming session to generate innovative solutions that address the problem on a larger scale.
- **Needs Assessment:** Conduct a needs assessment to identify and prioritize the specific needs of the community or target population. This will help ensure that your project is aligned with the most pressing issues. You can use our [Needs Assessment Template](#) to guide you through the process.

2) DEFINING THE SOLUTION

Prompts:

- **Innovative Approaches:** What unique or innovative approaches can you take to address the problem? How can you think outside the box?
- **Scalability:** How can your solution be scaled up to benefit other communities or regions? What aspects need to be adaptable?
- **Sustainability:** How can you ensure that your solution is sustainable in the long term? What resources or strategies will you need?

Activities:

- **Business Plan:** Develop a detailed plan for your solution, including key features and implementation steps.
- **Scalability Plan:** Outline how you will scale your solution, considering potential partners, funding and resources.
- **Sustainability Strategy:** Create a sustainability plan that includes long-term goals, funding sources and maintenance strategies.

3) BUILDING YOUR TEAM

Prompts:

- **Skill Mapping:** What skills and expertise are needed to bring your project to life? Who can contribute these skills?
- **Team Roles:** Define clear roles and responsibilities for each team member. How will their strengths align with the project needs?
- **Collaboration Opportunities:** Identify potential partners or collaborators who can enhance your project's success. How can you engage them?

Activities:

- **Team Formation:** Assemble your team based on the skills and roles needed for your project.
- **Role Definition:** Create a detailed role description for each team member and outline their responsibilities.
- **Partnership Outreach:** Develop a plan to reach out to potential partners and collaborators, including a pitch or proposal.

4) DEVELOPING A PLAN

Prompts:

- **Project Phases:** Break down your project into key phases or milestones. What are the critical steps for each phase? How will you track progress?
- **Resource Allocation:** Identify the resources you will need (funding, materials, expertise, etc.) and plan how to acquire them.

Activities:

- **Milestone Planning:** Create a project timeline with detailed milestones and deadlines.
- **Progress Tracking:** Develop a system for tracking progress and managing tasks.
- **Resource Planning:** Prepare a resource plan that outlines your needs and strategies for acquiring them.

Starting an Enactus project involves identifying a significant problem, defining an innovative solution, building a strong team, and developing a comprehensive plan. Remember to think big and aim for solutions that can have a broad impact. Your efforts can make a difference beyond your community and create lasting change.

PROJECT MODELS

SOCIAL ENTERPRISE	
DEFINITION	EXAMPLE
<p>A social enterprise is a business that operates to tackle a social problem. The viable social business model provides an empowering solution, creating long-lasting change and lifechanging impact, due to its built-in sustainability. The project generates its own funds, and thus does not depend on external parties to keep on running. These types of projects typically fully meet the Enactus criterion and generate the highest level of impact and all teams should aim to run at least one social enterprise.</p>	<p>“GreenGrow,” is a social enterprise started by Enactus students to address urban food insecurity and waste recycling. The team develops hydroponic systems using repurposed plastic containers, providing communities with sustainable food sources. Enactus students collaborate with local unemployed youth, teaching them how to build, maintain and teach others about hydroponics, creating jobs and spreading knowledge. Revenue is generated by selling surplus produce and offering workshops on sustainable urban farming. This project not only solves an environmental problem by recycling waste but also empowers marginalized groups with employment and education, ensuring its sustainability and impact.</p>
COMMUNITY PROJECT	
DEFINITION	EXAMPLE
<p>This is similar to a social enterprise, but the key difference is that it does not operate as a business, but rather as a program. The project addresses a need through education-based activities such as workshops and seminars.</p>	<p>Examples include:</p> <ul style="list-style-type: none"> • A financial education program • An entrepreneurial bootcamp • A consulting program for existing entrepreneurs
STRATEGIC PROJECT	
DEFINITION	EXAMPLE
<p>These projects are typically not presented at Enactus competitions, as they do not necessarily meet the Enactus criterion. However, they serve another relevant purpose: raise money for the team (commercial project); engage new members and build their leadership skills; generate awareness for your team (on campus or in the community) etc.</p>	<p>Examples include:</p> <ul style="list-style-type: none"> • Food drives • Fundraisers • Networking events

OPERATING ABROAD

Enactus teams are authorized to use the Enactus name and logo for community outreach projects abroad, provided they adhere to the following:

- **Follow Trademark Guidelines:** Ensure compliance with Enactus trademark rules
- **Notify Enactus Canada:** Email your Program Manager about your international plans
- **Coordinate with National Organizations:** If traveling to a country with an official Enactus presence, inform the local Enactus staff before arrival
- **Report Activities:** Include your international outreach in the year-end Final Report

IMPORTANT: Teams violating these rules may be banned from presenting their international projects at all levels of competitions. Sometimes, teams may be asked to suspend using the Enactus trademark due to legal or organizational reasons. In such cases, teams can still carry out their projects but cannot represent them as official Enactus activities or use the trademark.

OWNERSHIP OF PROJECTS

Enactus Canada teams have the flexibility to structure their projects in various ways. If a project is not fully owned and controlled by the team, its legal structure and ownership must be disclosed in the team's annual report. For example, if a project is registered under a student's name, this must be disclosed.

Projects or businesses not managed by the Enactus team cannot be presented as Enactus Projects. However, you can acknowledge collaborations with external parties, clearly differentiating your team's role from that of the external organizations.

If project ownership shifts to an external party, your team can still take pride in your contribution to creating a sustainable project. However, the project will no longer be included in your Enactus project portfolio.

By maintaining transparency and clearly defining your team's role, you ensure that your Enactus projects are represented accurately and with integrity.

GRADUATION OF PROJECTS

A project is considered graduated when it is no longer active within the team. This could mean the project has ceased operations, continues independently or has been sold to an external party.

Regardless of the outcome, if the Enactus team is no longer working on the project, it is deemed graduated.

When starting new projects, it is essential to discuss ownership and future plans with all team members and faculty. Consider what happens if the project is owned by a student who graduates—will it remain with the team or graduate? Also, address the handling of any received funding. Early discussions about project ownership and graduation help avoid future issues.



HOW WE DEFINE IMPACT

This section will help you align your project with the Enactus criterion and understand the criterion's components. It will also explain our impact definition, emphasizing the significance of outcomes that offer long-lasting benefits for people, planet and prosperity.

To provide common terminology to all teams, Enactus Canada has outlined the meaning of all definitions from Enactus Global to categorize results and make reporting of outcomes clearer.

FOCUS ON IMPACT

In the Enactus context, we prioritize **direct and indirect impact** to ensure projects create meaningful change. Focusing solely on projections for project success misses the mark.

For full definitions of **direct impact** and **indirect impact**, please refer to the [“Definitions”](#) section below. It's important to note that both types of impact presented and reported **must be within the current academic year**.

WHAT ABOUT PROJECTIONS?

Dreaming big about where your project could go is thrilling and those visions for the future are a vital part of planning.

These projections are your predictions, laying out the exciting possibilities of growth and extended impact. While they showcase your ambition and foresight, it's important to remember they're not yet tangible achievements.

This year, we are guiding judges to focus and concentrate on the solid results of direct impact and **not on projections**. Projections are a look into potential futures, but it is the groundwork laid today that counts towards meeting the Enactus criterion.

This approach aligns with our mission to generate sustainable positive changes, focusing on real-world outcomes over projections or indirect influences. It's about making a tangible difference in the lives of the people and communities we serve.

DEFINITIONS

In your Enactus projects, understanding the distinction between direct and indirect impact is crucial for crafting initiatives that genuinely make a difference. This guide simplifies these concepts, aligning them with the Enactus criterion to help you focus on creating meaningful change.

IMPACT DEFINITIONS

TYPE	DEFINITION	EXAMPLE
<p>DIRECT IMPACT</p>	<p>Direct Impact reflects the measurable improvements in knowledge, skills, or resources among individuals with whom the team directly worked. This engagement fosters immediate benefits, contributing to the well-being of individuals (people), environmental sustainability (planet) and economic advancement (prosperity) as direct impact of the project’s initiatives.</p>	<p>Enactus XYZ runs a project where they have created an app to reduce the waste of food. The app allows people to download it for free, track the food in their house, make grocery lists and track the amount of food waste they have reduced by using it. They have trained an entrepreneur on how to develop the app and run it as their own business. This app has been launched and had 300 people use it, diverting 465 pounds of food from being wasted. They have DIRECTLY IMPACTED the one individual who has learned new skills and gained new knowledge</p>
<p>INDIRECT IMPACT</p>	<p>Indirect Impact includes those who indirectly gain knowledge, resources, or skills – but with whom the team did not work with directly – contributing to broader improvements for people, planet, and prosperity.</p>	<p>Enactus XYZ runs a project where they have created an app to reduce the waste of food. The app allows people to download it for free, track the food in their house, make grocery lists and track the amount of food waste they have reduced by using it. They have trained an entrepreneur on how to develop the app and run it as their own business. This app has been launched and had 300 people use it, diverting 465 pounds of food from being wasted. They have INDIRECTLY IMPACTED the 300 users who are now using the app, becoming educated on food waste and reducing their carbon footprint.</p>

BUDGETING & FUNDING

Budgeting and funding are the lifeline of any successful Enactus team. A solid financial foundation ensures that your ideas do not remain ideas—they become impactful realities. Let's explore how to craft a budget that works, secure the funding you need, and manage your finances with transparency and confidence.

CREATING A BUDGET

Your journey starts with a clear and realistic budget. This is not only about numbers, it is about understanding the financial needs of your team and setting a course for sustainable growth.

- **Understand Your Needs:** Begin by identifying the key expenses your team will incur throughout the year. Think about project development, team travel, competitions and events.
- **Use a Template:** Start with our [sample budget template](#), available on the [Resources page](#), to ensure you cover all bases.
- **Involve Your Team:** Budgeting is a team effort. Engage everyone in the process to ensure all perspectives are considered and that everyone is on the same page.

DEVELOPING A FUNDRAISING PLAN

With your budget in place, it is time to plan how you will fund your vision. A well-crafted fundraising plan not only outlines your financial goals but also energizes your team to reach them.

- **Set Clear Goals:** Define how much you need to raise and why. Break this down by category; projects, travel, events, etc.
- **Strategy First:** Develop a clear strategy for each fundraising goal. This might include events, partnerships or grants.
- **Engage Stakeholders:** Create a sponsorship package to showcase your team's achievements and future goals, attracting support from local businesses and institutions.

Pro Tip: Think creatively! Your fundraising efforts should reflect the innovation your team brings to your projects. Explore new ways to generate income, like social enterprises or unique community events.

For an example fundraising plan, please [click here](#).

IDENTIFYING FUNDING SOURCES

Now, let's get innovative. Funding is out there; you just need to know where to look. Here are some ideas to get you started:

- **Run Revenue-Generating Projects:** Develop social enterprises that generate income while making an impact.
- **Host Events:** From bake sales to networking galas, events can be a fun and effective way to raise funds.
- **Forge Partnerships:** Local businesses are often looking for ways to give back. Offer them branding opportunities or other benefits in exchange for their support.
- **Apply for Grants:** Explore institutional, government, foundations, trusts and community grants. Tailor your applications to align with their goals for a higher chance of success.
- **Engage with Entrepreneurship Centres:** Connect with on and off campus entrepreneurship centres that support student-led ventures. Many of these centers offer grants, resources and mentorship specifically for projects with a business or social impact focus.
- **Launch Crowdfunding Campaigns:** Use platforms like Kickstarter or GoFundMe to share your story to connect with a broader audience and secure online support.
- **Tap into Corporate Social Responsibility (CSR) Programs:** Approach companies with CSR initiatives that align with your mission. Many businesses are eager to support community-driven efforts and can provide financial backing.
- **Enter Pitch Competitions:** Compete in external pitch contests to showcase your projects and attract investment. Look for local, regional, national or international competitions where you can gain funding and visibility.
- **Join Accelerator Programs:** Apply to accelerators for funding, mentorship and resources to help scale your ventures and amplify your impact.

DEVELOPING A PROPOSAL

Writing a proposal is your opportunity to ignite passion in potential partners. It is not just about asking for money, it is about sharing your project's purpose, expected outcomes and vision.

Crafting Your Proposal:

- **Research Your Audience:** Understand what potential sponsors care about and align your proposal with their values.
- **Be Clear and Concise:** Outline your project, the problem it addresses and how their support will make a difference.
- **Highlight Benefits:** Make sure your proposal clearly states what is in it for them. How will partnering with your team benefit their business or brand?
- **Follow Up:** After sending your proposal, follow up to keep the conversation going. Show your professionalism and commitment.

Helpful Tips:

- Think of this as a sales pitch, sell your ideas with enthusiasm!
- Ensure it is professional, clear, and concise.
- Provide a packet with information on Enactus, your team's history and your goals.
- Follow up after a reasonable time to show your professionalism and keep the relationship strong.

Examples:

- [Guide for Pitching to Corporate Sponsors](#)
- [Perfect Pitch Sponsorship Package - University of Ottawa](#)
- Sample Sponsorship Packages:
 - [Memorial University](#)
 - [Thompson Rivers University](#)
 - [University of Ottawa](#)

MANAGING YOUR FINANCES

Securing funds is just the beginning. Managing those funds effectively is crucial to maintaining trust and ensuring your projects succeed.

Best Practices for Financial Management:

- **Regular Reporting:** Keep your team and stakeholders informed with regular financial updates. Transparency builds trust.
- **Budget Reconciliation:** Periodically compare your budgeted amounts with actual expenditures to stay on track.
- **Audit Processes:** Implement simple auditing processes to ensure accountability and prevent any misuse of funds.
- **Keep It Simple:** Use straightforward tools like spreadsheets or budgeting software to track your finances. Simplicity and clarity are your best friends here.

By following these steps and integrating these strategies, your Enactus team will be well-equipped to manage your finances effectively, secure the necessary funding, and maintain transparency throughout the year. Remember, a strong financial foundation does not just support your projects—it amplifies your impact.

EVENTS & OPPORTUNITIES

View all [2024-2025 Events, Dates and Deadlines](#)

PROJECT ACCELERATORS

Developed through collaboration with our corporate and organizational partners, Project Accelerators offer Enactus teams a unique chance to receive funding to advance projects that address specific needs or support particular community groups.

Click here to see the full list of [Project Accelerators](#).

APPLICATION PROCESS

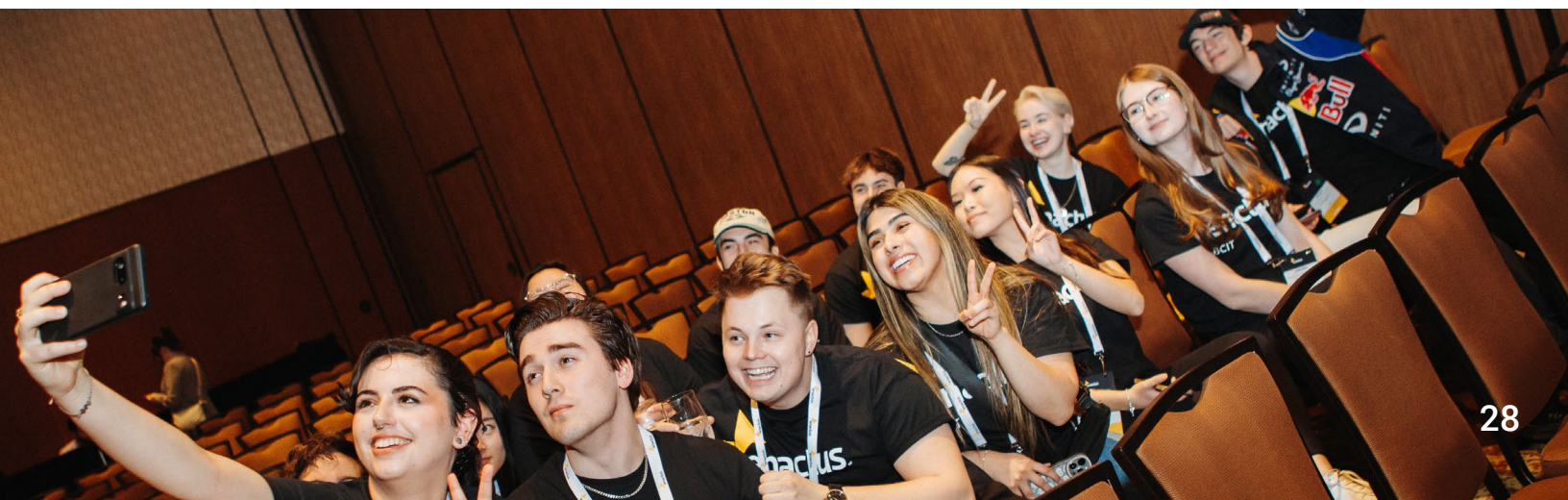
Applying for a Project Accelerator is simple! Complete our online application form through our new Registration and Reporting Platform - where you will outline your project and project plans, demonstrating how they align with the selection criteria.

DISBURSEMENT OF GRANTS

If your team is selected for a Project Accelerator, you will need to submit a Memorandum of Understanding (MOU) to Enactus Canada. Here is how the funding is disbursed:

- 75% of the grant amount: disbursed upon receipt of the signed MOU
- The remaining 25% of the grant amount: disbursed upon submission of the Final Impact Report

NOTE: Your project must have made impact in order to receive the final 25% of the funding. If your team receives the grant directly rather than through your institution, you no longer need to provide receipts when submitting with your final report. If requested by our partner company, you will need to provide receipts showing that the full 75% has been utilized for the project that received the grant.



REPORTING & BEST PROJECT AWARD

All teams receiving Project Accelerators must submit a Final Impact Report by April. Enactus staff will review your report and request any necessary changes. Based on the outcomes and the quality of the reports, one team will be honored with the Best Project Award at the Enactus Canada National Exposition. Details about the award will be provided [here](#).

TIPS FOR WRITING A QUALITY PROJECT ACCELERATOR APPLICATION

- **Understand the Criteria:** Carefully review the selection criteria for the Project Accelerator. Ensure your application aligns with these criteria and highlights how your project meets each requirement.
- **Clearly Define Your Project:** Begin with a straightforward and engaging description of your project. Explain the problem you are tackling, your innovative solution and the positive impact you aim to achieve.
- **Showcase Innovation:** Emphasize what makes your project unique. Highlight any innovative approaches, methods or technologies you are using.
- **Quantify Your Impact:** Numbers speak volumes. Quantify your goals and expected outcomes. For example, instead of saying “we will help many people,” specify “we aim to support 200 individuals.” Clear metrics help demonstrate the scale and effectiveness of your project.
- **Provide a Detailed Plan:** A solid plan is key. Outline your project’s timeline, milestones, and resource needs. Be realistic about what you can achieve by April. This shows you have a clear roadmap and are prepared for the journey ahead.
- **Include a Budget Breakdown:** Present a well-organized budget detailing how you will use the funding. Justify each expense and show that your budget aligns with your project goals.
- **Show Collaboration:** Mention any partnerships or collaborations with other organizations or stakeholders. This demonstrates additional support and resources, enhancing your project’s viability.
- **Write a Compelling Narrative:** Craft a story that is engaging and persuasive. Use clear, accessible language and avoid jargon. Your narrative should capture the essence of your project and inspire excitement.
- **Seek Feedback:** Before submitting, get feedback from mentors, peers, or colleagues. Their insights can help you refine your application and make it even stronger

INDIVIDUAL AWARDS & RECOGNITION

Every thriving Enactus team is powered by a remarkable group of individuals who pour their time, energy and creativity into making a difference. To celebrate them, we have created a range of individual and team awards. These awards offer teams a special opportunity to honor their standout supporters and dedicated members who go above and beyond.

To view the full list of awards, application information and deadlines, visit the [Give Recognition](#) page.

TIPS FOR WRITING A QUALITY AWARD OR BURSARY NOMINATION

- **Be Genuine and Personal:** Write with authenticity. Share personal anecdotes or experiences that illustrate the nominee's qualities and achievements. A genuine and heartfelt nomination resonates more with reviewers. Before you start, get familiar with the award or bursary criteria. This helps ensure your nomination aligns with what the selection committee is looking for.
- **Answer the Question:** Carefully read and understand the questions or prompts provided in the nomination form. Tailor your responses to directly address how the nominee meets the specific criteria being evaluated. While it's great to highlight impressive achievements, make sure they are relevant to what the question is asking.
- **Be Specific:** Provide clear and detailed examples of the nominee's accomplishments. Instead of saying "Jane is a dedicated leader," you might say, "Jane led a team of 15 students in organizing a community cleanup event that resulted in 500 pounds of waste being collected and recycled."
- **Highlight Unique Qualities:** Focus on what makes the nominee stand out. Whether it's their dedication, innovative approach, or personal growth, emphasize qualities that are particularly noteworthy and align with the award's values.



TRAINING EVENTS

Enactus Canada hosts a range of exciting training events throughout the year to connect teams nationwide, share expertise, and promote best practices. These include Training Workshops, Collaboration Summits and the Leadership Summit.

Enactus Canada brings you engaging virtual sessions throughout the academic year. Topics range from Enactus 101 and branding to innovation, design thinking, and competition preparation. These workshops are a fantastic chance to connect with fellow students and faculty, gain insights from industry experts, and collaborate on new ideas.

All Enactus students and faculty advisors are encouraged to join and make the most of these valuable learning opportunities. Check out our [training page](#) for details on upcoming sessions!

FALL COLLABORATION SUMMIT

After multiple requests for more opportunities to collaborate, the Enactus Canada Fall Collaboration Summits are back! This is an exclusive opportunity for 2 Student Leaders from each Enactus team to come together regionally, to connect, collaborate, and develop their leadership skills.

LEADERSHIP SUMMIT

Held every year immediately following 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 directly to Student Leaders.



STUDENT ENTREPRENEUR NATIONAL COMPETITION

To celebrate the entrepreneurial spirit of post-secondary student entrepreneurs, Enactus Canada runs the Student Entrepreneur National Competition. This competition highlights the success of full-time students operating businesses.

Are you, or do you know someone on your campus or on your team who runs a business while studying full-time? Or perhaps you're leading an impactful Enactus project that has the potential to become a thriving business? 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](#).



Shrey Anand
Owner of WaiveTheWait
2024 Student Entrepreneur
National Champion

ENACTUS CANADA EXPOSITIONS

The Enactus Canada Expositions are where innovation meets impact! These annual events bring together Enactus teams from across Canada to showcase their groundbreaking innovations and celebrate their successes.

Whether you're competing, mentoring or attending, it's a chance to connect, learn and be inspired by the incredible talent and creativity within the Enactus community. From regional rounds to the national stage, these expositions are all about driving positive change and celebrating the remarkable impact of Enactus teams across the country.

Join us at the Enactus Canada Expositions and be part of something truly special!

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:

- Video must introduce your team/feature your team name (there will be no introduction to individual videos) and logo
- Please film your video horizontally (landscape)
- Length cannot exceed 20 seconds
- Must be converted and sent as .mp4 or .mov file (HD is highly recommended)
- Send the file to your Program Manager via Email or Google Drive
- Looking for inspiration? Here are the [2023 Spirit Videos!](#)

ENACTUS CANADA REGIONAL EXPOSITIONS

The Enactus Canada Regional Expositions are more than just competitions – they are celebrations of innovation, collaboration and impact! Held annually across Atlantic, Central and Western Canada, these events bring together Enactus teams to showcase their groundbreaking innovations and solutions.

At each Regional Exposition, teams compete in Impact Challenges, presenting their projects to a panel of judges. These events offer an invaluable opportunity to connect with peers, gain insights and be inspired by the impactful work happening across Canada. The top teams from each region earn a spot in the Final Round of Competition at the National Exposition, where they compete on a national stage, continuing their journey of growth and making a difference in communities and beyond.

For more information, visit our [Regional Expositions webpage](#).

IMPACT CHALLENGES

Impact Challenges are where innovation meets real-world needs. Developed in collaboration with our dedicated corporate and organizational partners, these challenges are designed to empower Enactus teams to tackle specific economic, social and environmental issues.

To view the current Impact Challenges and Criteria for each Impact Challenge, please [click here](#).

WHY PARTICIPATE?

Participating in Impact Challenges is about more than just competing; it is about making a difference. Presenting your projects at our Regional Exposition offers your team a chance to showcase your hard work, creativity and dedication to creating meaningful change, while receiving feedback from business leaders who serve as judges.

COMPETITION PRIZE MONEY

Prize money is awarded at both the Regional and National Expositions to recognize and reward exceptional efforts. Here's what's at stake:

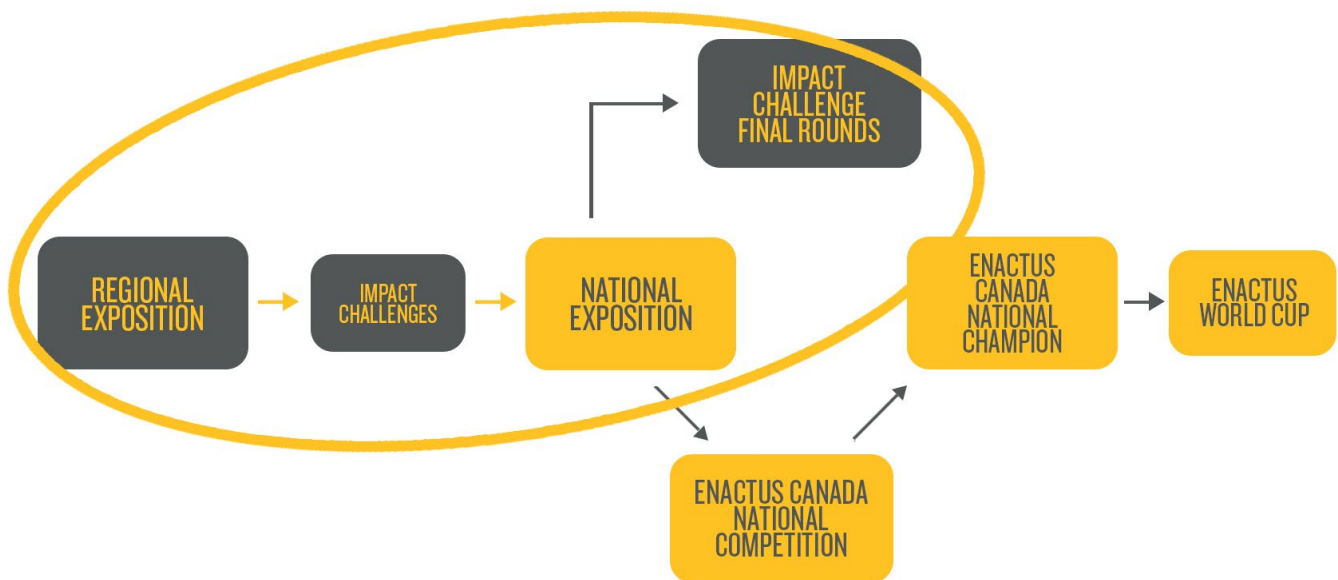
Regional Expositions:

- **Regional Champion:** \$1,500
- **Runner-Up:** \$1,000
- **Second Runner-Up:** \$500

National Exposition:

- **National Champion:** \$3,000
- **Runner-Up:** \$2,000
- **Second Runner-Up:** \$1,000

NOTE: Prize structure is subject to change without notice.



COMPETITION REQUIREMENTS & FORMAT

MANDATORY FORMS TO SUBMIT

Challenge Report(s):

- Enactus teams are required to submit their Challenge Report for each Impact Challenge your team is presenting in two forms:
 - As a digital copy to your Program Manager prior to the competition
 - As a hard copy to the Registration Desk **prior to the Opening Ceremony** during the Regional Exposition

Project Verification Form (PVF):

- Every team must have their Faculty Advisor, one student and one administrator (e.g. Dean, Department Chair, etc.) review your Challenge Report(s) and sign the Project Verification Form, confirming all information presented is true and accurate.
- Failure to submit a signed PVF will result in the Enactus team's disqualification.
- The PVF submission link is included in the Team Registration confirmation email
 - **NOTE:** If a team's Faculty Advisor is also an administrator, the form must be signed by another administrator.

COMPETITION & PRESENTATION FORMAT

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 Format:

Every competing team must produce a challenge report summarizing their projects, highlighting the impact made from **February 28, 2024 – February 27, 2025**. This mandatory document will be shared with judges during your 3-minute set-up period. Your challenge report should detail project descriptions, target beneficiaries and **actual** impacts achieved.

Here's the breakdown of the Challenge Report:

- **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 underneath the "Project Overview" section (images, logos, etc.).
- You will be notified by your Program Manager regarding the number of copies you will need to print prior to the event.

Presentation Structure:

Each competing team will have a 12-minute time block for their live presentation. The League Coordinator will keep the official time. After the League Coordinator formally introduced the team, the time will be divided as outlined below. Here's the breakdown of the presentation time:

Set-Up Period: 3 Minutes

- **Preparation Time:** The team will have a maximum of three (3) minutes to distribute the Challenge Reports to the judges and set up presentation equipment (e.g., start computers, power up projectors, check sound).
- **Document Distribution:** Only the Challenge Report may be distributed to the judges during this period. No additional materials (e.g., products, samples) are allowed.
- **Display Restrictions:** Once the team has tested the equipment, only a **black screen can be shown**. That means no images, text, project **OR** Enactus logos are allowed to be displayed. No music or sound effects are allowed for the rest of the set-up period.

NOTE: Anyone, including faculty, may assist with the setup or operation of audio-visual equipment; however, only student members may participate in the presentation and answer questions from the judges.

Live Presentation: 5 Minutes

- The team will have a maximum of five (5) minutes to deliver their presentation.
 - Please refer to the [Tech Presentation Strategies](#) document to learn more about how to create your presentation.
- **NOTE:** Exceeding this limit will result in being cut off.

Judges' Question and Answer Period: 4 Minutes

- **Mandatory Q&A Session:** After the team's presentation, there will be a mandatory four (4) minute question and answer period for the judges.
- **Presentation Restrictions:** Once the team has finished their presentation, **only a black screen can be shown**. That means no images, text, project **OR** Enactus logos are allowed to be displayed. No music or sound effects are allowed during the Judges' Question and Answer period.
- **Extended Time for French Interpretation:** The Question and Answer period will be doubled to eight (8) minutes if the team requires a French interpreter.
- **NEW THIS YEAR:** Aligning with the Enactus Global Early Stage Competition, the Question and Answer period remains strictly enforced at four (4) minutes, any unused presentation time **WILL NOT** be added.

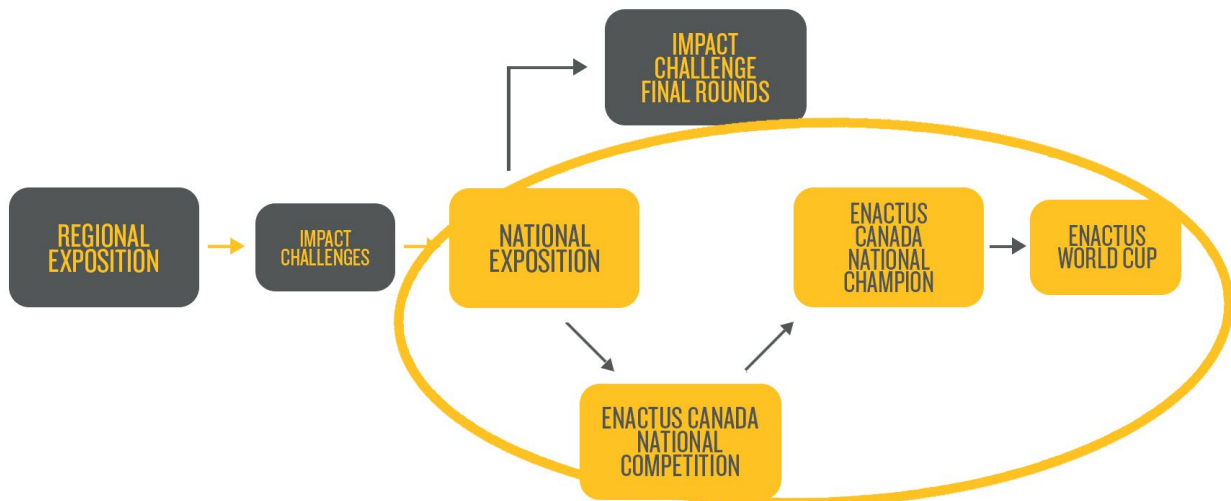


ENACTUS CANADA NATIONAL EXPOSITIONS

The Enactus Canada National Exposition is the pinnacle of our annual events—a grand celebration of innovation, impact, and leadership! This national gathering is where all Enactus teams from across Canada come together to showcase their groundbreaking innovations and compete for national honors.

The National Exposition is more than just a competition; it is a celebration of growth, learning and the powerful impact of Enactus teams across Canada. It is an inspiring event where you will connect with fellow changemakers, gain invaluable experiences and be inspired by the incredible work being done across the country.

For more information, visit our [National Exposition webpage](#).



COMPETITIONS AT NATIONAL EXPOSITIONS

- **Student Entrepreneur National Competition:** The top three finalists will compete in the final round. For more information, please visit our [Celebrating Student Entrepreneurs](#) webpage.
- **Impact Challenge Final Rounds:** Regional Champions from each league will compete in the Final Round for the respective Impact Challenge National Champion. The competition follows the same rules and guidelines as the Regional Expositions, with the option to choose between the regional reporting deadline (February 28, 2024 – February 27, 2025) or the national reporting deadline (April 14, 2024 – April 13, 2025).
- **Enactus National Competition:** All teams will compete in the National Competition, which includes several rounds: Opening, Semi-Finals, and Final Round. Each round is an opportunity to showcase your venture, with the aim of advancing to the next stage. The team crowned National Champion will represent Team Canada at the Enactus World Cup.
 - For a full breakdown and details regarding this competition, please review below.

ENACTUS NATIONAL COMPETITION

MANDATORY FORMS TO SUBMIT

Pre-Screening Meeting:

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

Annual Report:

- Enactus teams are required to submit their Annual Report in two forms:
 - As a digital copy to your Program Manager prior to the competition
 - As a hard copy to the Registration Desk **prior to the Opening Ceremony** during the National Exposition

Project Verification Form (PVF):

- Every team must have their Faculty Advisor, one student and one administrator (e.g. Dean, Department Chair, etc.) review your Annual Report and sign the Project Verification Form, confirming all information presented is true and accurate.
- Failure to submit a signed PVF will result in the Enactus team's disqualification.
- The PVF submission link is included in the Team Registration confirmation email.
 - **NOTE:** If a team's Faculty Advisor is also an administrator, the form must be signed by another administrator.

COMPETITION & PRESENTATION FORMAT

Judging Criterion

Enactus Projects all over the world follow a framework that guides the creation of new projects called the **Enactus Criterion**. It is used to **evaluate your realized outcomes & direct impact** at Regional, National and Global Enactus competitions. You can find the National Competition Judging Criterion [here](#) or on our [Resources](#) page

Annual Report Format

Every competing team must produce an annual report summarizing their projects, highlighting the impact made from **April 14, 2024 – April 13, 2025**. This mandatory document will be shared with judges during your 3-minute set-up period. Your annual report should detail project descriptions, target beneficiaries and **actual** impacts achieved.

Here's the breakdown regarding the Annual Report:

- 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.
 - **NOTE:** Using one of the dimensions above but cutting the paper in a manner which causes a change in the size is NOT permitted.
- No QR codes to bypass the page limits.
- 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 cannot use folders, report covers, etc. 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 the Registration & Reporting Platform.

- Failure to comply to guidelines above will result in the Enactus team's disqualification.
- Annual Reports are distributed to every judge during the setup period.
- You will be notified by your Program Manager regarding the number of copies you will need to print prior to the event.
- For samples of Annual Reports please visit the [Resources](#) page.

Presentation Structure

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 formally introduced the team, the time will be divided as outlined below. Here's the breakdown of the presentation time:

Set-Up Period: 3-minutes:

- **Preparation Time:** The team will have a maximum of three (3) minutes to distribute the Annual Reports to the judges and set up presentation equipment (e.g., start computers, power up projectors, check sound).
- **Document Distribution:** Only the Annual Report may be distributed to the judges during this period. No additional materials (e.g., products, samples) are allowed.
- **Display Restrictions:** Once the team has tested the equipment, **only a black screen can be shown**. That means no images, text, project **OR** Enactus logos are allowed to be displayed. No music or sound effects are allowed for the rest of the set-up period.
- **NOTE:** Anyone, including faculty, may assist with the setup or operation of audio-visual equipment; however, only student members may participate in the presentation and answer questions from the judges.

Live Presentation: 12-minutes

- The team will have a maximum of twelve (12) minutes to deliver their presentation.
 - Please refer to the [Tech Presentation Strategies](#) document to learn more about how to create your presentation.
- **NOTE:** Exceeding this limit will result in being cut off

Judges' Question and Answer Period: 5-minutes

- **Mandatory Q&A Session:** After the team's presentation, there will be a mandatory five (5) minute Question and Answer period for the judges. Aligning with the Enactus World Cup, the Question and Answer period remains strictly enforced at five (5) minutes, any unused presentation time **WILL NOT** be added.
- **Presentation Restrictions:** Once the team has finished their presentation, **only a black screen can be shown**. That means no images, text, project **OR** Enactus logos are allowed to be displayed. No music or sound effects are allowed during the Judges' Question and Answer period.
- **Extended Time for French Interpretation:** The Question and Answer period will be doubled to ten (10) minutes if the team requires a French interpreter.

VIOLATIONS

If a team fails to submit any mandatory reports, they can still compete if they fix the issue before their presentation (e.g., annual or challenge reports, secure signatures on the Project Verification Form).

If unresolved, the team can present but won't be scored or qualify for awards. Any inappropriate or offensive material presented or displayed leads to automatic disqualification.

Teams can't give judges any materials or gifts before the champion team is announced, except for the Annual Report.

Teams are permitted to showcase, from the stage, project-related materials to judges so long as they are not considered offensive or cause any sort of controversy. Judges are not allowed to touch, taste, smell or feel any of the additional materials displayed.



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.

TECH CHECKS

Before your presentation, you will be able to perform a tech check, which could be scheduled for the evening, morning or afternoon prior to your presentation rounds. Details will be provided by the Enactus Canada National office.

EQUIPMENT FAILURES

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

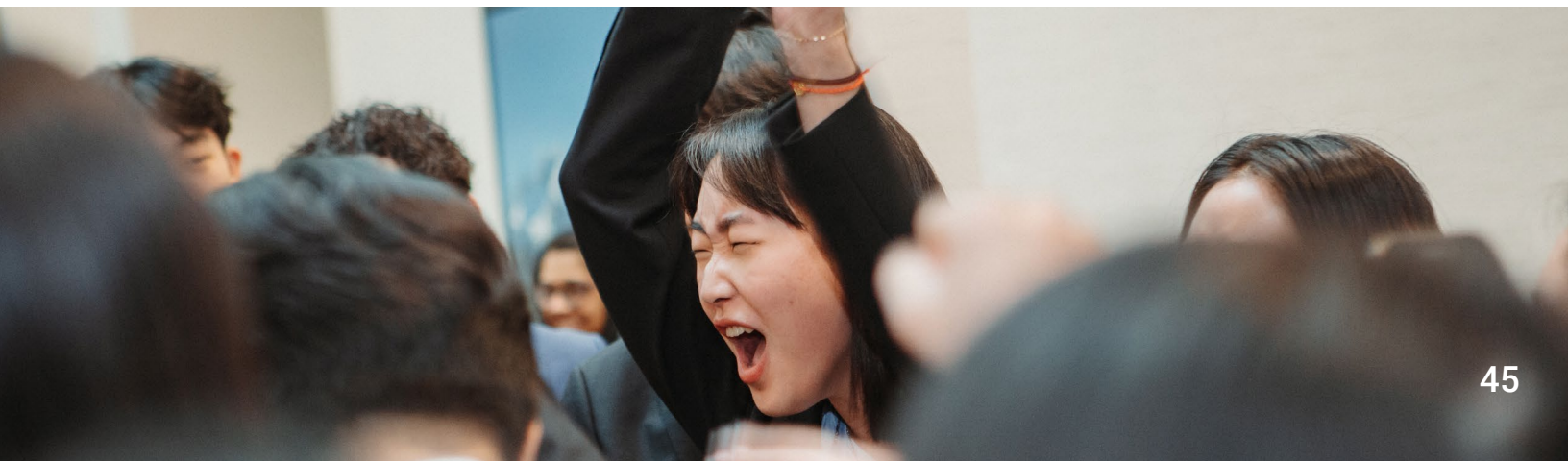
By participating in any Enactus-sponsored event, each team grants Enactus the right and permission to document and publicize or otherwise utilize its Annual Report, audio-visual presentation and outreach projects for illustration, advertising, training or any other lawful purpose.

Teams may record the presentations of other teams at competitions under the following conditions:

- No lights interfere with or inhibit the presenting team.
- The team videotaping should be courteous and cause minimal distraction possible to the presenting team.
- Set-up must be behind judges 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(s), videographer(s), 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 before any competitive event starts. Check with your Program Manager for additional details.

NATIONAL CHAMPION AUDIT POLICY

Enactus Global requires all Enactus country operations to conduct audits of their National Champion to ensure accountability, transparency and compliance with Enactus standards. This audit upholds the competition's integrity and ensures fair global representation.

Passing the audit, required for Enactus World Cup participation, involves three phases:

- **Phase 1: Team Engagement Activities**
 - 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 assess the team's capacity, resources and infrastructure of the team, including financials.
- **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 Registration and Reporting Platform for current year
- Annual Report, Audio-visual Presentation and Script used at the National Exposition
- Project/Action Plan documents, including all agreements with beneficiaries
- Other team organizational tools
- Inform project beneficiaries about the audit process

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.

ENACTUS 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.

BEYOND THE COMPETITION

While winning is a wonderful achievement, the true value of Enactus lies in the connections we make and the experiences we share. It is about celebrating our journey, embracing our mission and leaving with newfound inspiration and ideas that will fuel your future endeavors.

Let's make this year a remarkable experience filled with learning, growth and unforgettable memories. Remember, the journey of creating impact does not end with competition. It is a continuous path of learning, growing and inspiring others.

Together, let's take what we have learned, push boundaries, innovate and make a meaningful difference in the world.

