

Before you get started, please read the following.

Direct and indirect impact must be based on real and actual results — no averages, estimates, assumptions or projections.

Please reach out to your Program Manager if you are unsure or have any questions.

Direct Impact

Definition:

Direct Impact refers to the measurable improvements in knowledge, skills, or resources among individuals the Enactus team has directly worked with. This engagement leads to **immediate benefits** in three key areas:

- ✓ **People** – Enhanced well-being through education, training, or services.
- ✓ **Planet** – Encouraging environmental sustainability.
- ✓ **Prosperity** – Contributing to economic advancement.

How to Calculate Direct Impact Metrics:

Direct Impact is measured by tracking the **exact number of individuals who directly participated in the project and experienced a measurable change** in their knowledge, skills, or resources.

Examples of Direct Impact & Metric Calculation:

Example 1 (Service-Based Direct Impact - Financial Literacy Workshop)

An Enactus team delivered a financial literacy workshop focused on budgeting and saving strategies to low-income individuals.

Metric Calculation:

- 32 individuals attended the workshop. This is verified through an online platform, which collected each participant's name, email and phone number.
- Each participant completed pre- and post-workshop assessments. Results showed a measurable improvement in financial literacy scores (average increase of 40%).
- **Direct Impact = 32 individuals with improved financial literacy skills.**

Example 2 (Product-Based Direct Impact - Solar Water Purifier)

An Enactus team develops a **solar-powered water purifier** and distributes it to rural communities. They provide hands-on training to families on how to use and maintain the device.

Metric Calculation:

- A total of **52 families** received purifiers.
 - At point of distribution, each family completed a questionnaire with household size and contact details (used for follow-up and impact evaluation)
 - Household size breakdown:
 - 21 families had 3 members
 - 22 families had 4 members
 - 9 families had 5 members
 - $(21 \times 3) + (22 \times 4) + (9 \times 5) = 196$ individuals
 - All 196 individuals now have access to clean water via the solar purifier and received training.
 - **Direct Impact = 196 individuals with improved access to clean water and training on sustainable use**
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Indirect Impact

Definition:

Indirect Impact includes those who **gain knowledge, resources, or skills without direct engagement** with the Enactus team. This happens when information, products, or services spread through networks, policies, or behaviors, creating **broader, long-term improvements** for people, the planet, and prosperity.

How to Calculate Indirect Impact Metrics:

Indirect Impact is measured by estimating the **number of people influenced by the direct beneficiaries of the project** through education, word-of-mouth, adoption of new behaviors, or policy changes.

Examples of Indirect Impact & Metric Calculation:

Example 1 (Service-Based Indirect Impact - Financial Literacy Workshop)

An Enactus team delivered a financial literacy workshop focused on budgeting and saving strategies to low-income individuals. As part of their sustainability plan, the team also trained two non-Enactus individuals (Trainer 1 and Trainer 2) on how to independently deliver the same workshop using their materials and curriculum.

Metric Calculation:

- Trainer 1 ran 2 workshops
 - Workshop 1 = 22 attendees
 - Workshop 2 = 27 attendees
 - Total: 49 participants
- Trainer 2 ran 3 workshops;
 - Workshop 1 = 11 attendees
 - Workshop 2 = 17 attendees
 - Workshop 3 = 9 attendees
 - Total: 37 participants
- No attendees were repeat attendees
- **Verified by:**
 - A signed attendance form
 - Photos of the sessions
 - All participants were registered through the same online platform used by the Enactus team, allowing for centralized tracking
 - $49 + 37 = 86$
- Indirect Impact = 86 individuals reached through the train-the-trainer model (and verified through submitted documentation and platform tracking)
- If you cannot gather all information of attendees (ex. students are under 18), you should have one person (ex. Classroom Teacher) to verify your numbers

Example 2 (Product-Based Indirect Impact - Solar Water Purifier)

After successfully piloting a solar-powered water purifier, an Enactus team partnered with a local government agency that adopted the design and scaled the initiative to a single

nearby community. The agency used the team's training manual and materials but independently managed the distribution and education.

Metric Calculation:

- The local government agency distributed purifiers to 673 households in a nearby community. At the point of distribution, each household completed an intake form that included household size.
 - **Household Size Breakdown:**
 - 187 households with 3 members
 - 241 households with 4 members
 - 169 households with 5 members
 - 76 households with 6 members
 - **Calculation:**
 - $187 \times 3 = 561$
 - $241 \times 4 = 964$
 - $169 \times 5 = 845$
 - $76 \times 6 = 456$
 - **Total = $561 + 964 + 845 + 456 = 2,826$ individuals**
- **Verification Method:**
 - Household size was recorded on official government intake forms during distribution
 - All data was shared with the Enactus team through a formal partnership agreement
 - The Enactus team received:
 - Copies of signed forms
 - A compiled impact summary from the agency
 - A letter of verification from the agency confirming independent implementation and total reach
- Indirect Impact = 2,638 individuals indirectly benefiting from the solar purifier due to third-party implementation, verified through submitted documentation

Think of it like this:

You wrote a textbook.

- If you teach the class using that textbook → Direct Impact
- If a school buys your textbook and teaches 1,000 students → Indirect Impact

Still awesome. Still yours. Just not direct engagement.

Summary of Metric Calculation:

Impact Type	How to Calculate	Example Formula
Direct Impact	Count the exact number of individuals directly benefiting and showing measurable improvement.	Direct Impact = Total engaged individuals who showed measurable improvement
Indirect Impact	Additional people influenced through networks, policy changes, or behavioral adoption.	Indirect Impact = Total direct beneficiaries × proven spread factor

Both **Direct and Indirect Impact** are essential for understanding the full reach of an Enactus project. By accurately measuring both, we can showcase **real, sustainable change**.