

Desjardins Community Empowerment Challenge

Proudly Presented by The Desjardins Group

Purpose

The Desjardins Community Empowerment Challenge is designed to equip Enactus teams with the resources needed to develop innovative, high-impact projects that address the evolving needs and opportunities within communities. This may include, but is not limited to, youth, newcomers, seniors, etc.

Note: Community empowerment is defined as the effective transfer of knowledge, development of relevant skills, and/or creation of meaningful opportunities or enterprises that lead to sustainable improvements in people's livelihoods and well-being.

Teams are encouraged to think beyond traditional models such as one-time workshops and instead focus on developing diverse, scalable, and creative solutions that drive long-term, measurable impact. This may include, but is not limited to entrepreneurial ventures, mentorship ecosystems, access to capital or technology, job creation initiatives, peer-to-peer programs, or innovations that address systemic barriers in areas such as education, employment, housing, health, or financial resilience.

Judging Criteria

Which Enactus team most effectively used entrepreneurial action to empower communities to improve their livelihoods in an economically, socially, and environmentally sustainable way?

Prizes

This competition is designed to reward the Enactus teams that best fulfil the judging criterion. The prize structure for the Desjardins Community Empowerment Challenge is as follows:

Regional Round of Competition

Regional Champion(s) (\$1,500)
Regional Runner-Up(s) (\$1,000)
Regional Second Runner-Up(s) (\$500)

Final Round of Competition

National Champion (\$3,000)
National Runner-Up (\$2,000)
National Second Runner-Up (\$1,000)

Measured Outcomes

As a guideline, measurable outcomes for the Desjardins Community Empowerment Challenge could include, but are not limited to, the following:

- Number of students engaged in project delivery
- Number of volunteer hours logged by Enactus students
- Number of people directly impacted
- Number of people indirectly impacted
- Number of people reached (e.g. media reach, awareness campaigns, application downloads, etc.)
- Total revenue generated

Example Metric Calculations:

- **Number of people directly impacted** = Count of people who attended sessions + documented gains (skills tests or follow-up)
E.g., 60 people attended job prep sessions and showed skill improvement
- **Number of people indirectly impacted** = 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.
- **Total revenue generated** = The total amount of money your project brings in from all sources, such as product or service sales, grants, sponsorships, or donations. It reflects the financial resources generated to support the project's activities.