

Enactus Project Guide

Every team is expected to run at least one project during the Enactus year. Teams are encouraged to lead with entrepreneurial spirit by developing ventures that deliver tangible results. The aim is to demonstrate innovative leadership that drives positive change for people, the planet, and prosperity. This guide will help guide your team through the process of ideation through to operations. The last page contains information on operating abroad, project ownership, and project graduation.

1) Identify the Problem

Key Considerations:

- **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:

- **Deep Dive:** Research to understand the root causes of the problem and its broader implications.
- **Needs Assessment:** Conduct a needs assessment to identify and prioritize the specific needs of the community or target population. This ensures that your project is aligned with the most pressing issues. Use this [Needs Assessment Template](#) to guide you through the process.
- **Get inspired:** check out these [project examples](#) on YouTube that showcase the diverse ways Enactus teams have made a difference.

2) Define the Solution

Key Considerations:

- **Innovative Thinking:** What unique or innovative approach 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 a Project Team

Key Considerations:

- **Skill Requirements:** 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:** Build the project team based on the skills and roles needed.
- **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

Key Considerations:

- **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, free tools like [Asana](#) or [Notion](#) to plan out your project and key milestones.
- **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.

Operating Abroad

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

- **Notify Enactus Canada:** Email your Program Manager about your international plans so Enactus Canada can inform Country Leaders
- **Follow Trademark Guidelines:** Ensure compliance with Enactus trademark rules
- **Report Activities:** Include your international outreach in the year-end Final Report

IMPORTANT: Violation of these procedures may result in a ban from presenting 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.