

# ENACTUS JUDGING RUBRIC

To guide project impact evaluation, we've developed a comprehensive judging framework (below) designed to support you in assessing how well the team has demonstrated the Enactus Criterion within the defined impact period.

	Insufficient (1 point)	Fair (2 points)	Good (3 points)	Very Good (4 points)	Excellent (5 points)
<p><b>Entrepreneurial leadership</b></p> <p>Identifying a need and capitalising on opportunities by taking personal responsibility, managing risk and managing change within a dynamic environment.</p>	The team shows little to no recognition of needs or potential opportunities for sustainable impact. They demonstrate a passive approach, avoiding risk and failing to adapt to community changes.	The team identifies some needs and opportunities, but their approach is inconsistent and lacks depth. They may attempt to manage risk or adapt, but with limited success. There are gaps in their understanding and execution.	The team identifies clear needs, seizes opportunities, and takes action. They take personal responsibility, managing risk, and adapting to change. They effectively utilise available resources.	The team demonstrates a strong understanding of needs, developing interventions with clear impact potential. They proactively manage risk and change, adapt frequently to drive sustainable impact.	The team demonstrates exceptional depth and clarity in identifying needs, capitalising on opportunities, managing risk, and adapting to change. Their leadership is transformative with a clear focus on driving long-lasting meaningful change.
<p><b>Innovation</b></p> <p>The process of introducing new or improving existing ideas, services, technologies, products or methodologies.</p>	The team relies on outdated or standard approaches, showing no attempt to introduce new ideas or improve existing methods. They fail to adapt to challenges or explore alternative solutions.	The team introduces minor modifications to existing methods or explores basic new ideas. However, the innovations are limited in scope and impact, with inconsistent application.	The team demonstrates a clear effort to introduce new ideas or improve existing methods, leading to noticeable improvements in impact created.	The team demonstrates a commitment to innovation, developing and implementing creative solutions that significantly enhance impact. They proactively seek and improve their approach, and adapt effectively.	The team demonstrates exceptional creativity and foresight, developing transformative scalable and replicable solutions to inspire others and become examples for global impact.
<p><b>Use of business principles</b></p> <p>Applying a sound business model and business plan.</p>	The team operates without a clear business model or plan, lacking financial viability and operational structure. They demonstrate little to no understanding of basic business principles.	The team develops a rudimentary business model or plan, but it lacks depth and consistency. Financial viability and operational capacity are addressed superficially.	The team applies a sound business model and business plan, demonstrating a clear understanding of financial viability and operational capacity.	The team demonstrates a solid understanding of business principles, developing and implementing robust business models that ensure long-term sustainability and scalability.	The team demonstrates exceptional financial acumen and operational expertise, developing scalable, replicable models that inspire others and drive lasting impact.
<p><b>Sustainable positive impact</b></p> <p>Demonstrating a measurable, lasting improvement for people, planet and prosperity*.</p>	The team demonstrates little to no measurable impact, with no clear indication of potential positive outcomes for people, planet, or prosperity. Their projects lack focus and fail to address significant social or environmental challenges, often neglecting all three dimensions.	The team demonstrates limited and inconsistent impact, with minimal measurable results and unclear sustainability. Their projects address minor issues, without addressing underlying causes. Their projects may focus on one dimension (people, planet, or prosperity) while neglecting the others, limiting their overall sustainability.	The team demonstrates a clear and measurable positive impact on people, planet, and/or prosperity. They have considered the potential for growth and have basic plans to maintain or expand their positive effect.	The team demonstrates a significant and sustainable positive impact, with robust metrics and clear evidence of lasting change. They have a clear vision for scaling their impact and creating long-term, widespread change.	The team demonstrates a transformative and scalable positive impact, creating a widespread ripple effect of lasting change. They develop innovative and replicable models that inspire others to create sustainable impact. They actively work to spread their model and create a larger movement.

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