

The Basics: Enactus UK 101

Entrepreneurial - Igniting business innovation with integrity and passion

Act - the experience of social impact that sparks social enterprise

Us - student, academic, and business leaders collaborating to create a better more sustainable world for us all.

Our Vision

To engage the next generation of entrepreneurial leaders to use innovation and business principles to improve the world.

Our Mission

Our mission in the UK is to be recognised as a leader in developing a national network of socially-minded young leaders of the future, who transform communities and society through real-life social action and environmentally responsible enterprise.

What We Do

Guided by university advisors and business experts, participating students form teams on their University campuses to create and implement community projects that empower people to create a better world for us all. The experience not only transforms lives in the communities our students work in, but it also helps students develop the kind of talent and perspective that are essential to becoming effective, values-driven leaders.

Our Impact - 2022/2023



60+
Universities



4000
Students



230
Projects



1,000,000
Hours Invested



16,000 Lives Directly Impacted

The Basics: Recruitment

Enactus UK works with Enactus committees to build sustainable teams. One of the biggest challenges that teams face is the fast turnover of students and when teams are formed from a majority of final-year students there is a high risk that the team loses momentum or even completely falls apart as those students leave. For this reason, we strongly encourage teams to recruit from all years and this is an area where the UA can provide advice, support, and contacts to assist with the recruitment process.

Numbers are also important. Enactus teams often start with 3 or 4 committed individuals and that's fine at the outset but we strongly advise that they aim for a minimum of 25 team members. We also encourage teams to have representatives from all faculties as this brings a range of skills and attributes that add real value to the projects that are delivered. We recommend that UAs are closely involved in assisting the team to design and implement an efficient succession plan.

As a team develops, it needs a sound structure with clear responsibilities for projects and other areas of operation. As a result, we advise that all teams have the following committee as a foundation to support the development of the team throughout the academic year:

- 👉 A team leader (and vice president) to direct the team and take responsibility as the lead communication in the Enactus team.
- 👉 A project leader for each project the team has to oversee the progression of the project.
- 👉 A Vice President of Engagement to build the Support Network and maintain relationships with all external members to ensure that the team is well supported
- 👉 A HR and Recruitment representative to support the onboarding, recruitment and retention of new members of the Enactus team.

Each of these roles are key to a successful Enactus team. However, there are additional roles that are usually considered in the team. For example, Head of Finance, Marketing Lead, Social media Rep and Social Rep. We welcome those roles to also be filled if necessary but would advise prioritising the other committee roles first.

At Enactus UK we have a variety of resources that can support and increase the level of engagement with recruiting new members to your Enactus team. All resources for this can be found on our website: <https://enactusuk.org/recruitment-materials>

Raising the Profile of your Team Within the Institution

University Advisers are often very well placed to raise awareness of the Enactus team with colleagues in other departments and faculties and with the University's senior leadership. This can be useful in relation to the recruitment of a broader cross-section of students as well as in garnering broad and high-level support for the team's work.

The Enactus concept can be hard to explain to colleagues so we encourage UAs to highlight the following reasons why it's great for the University to have an Enactus team:

- Young people who are better prepared to become responsible leaders of the future
- Positive impact on graduate destinations through transferrable life skills development
- Unique, direct access to high-quality employers
- A way of delivering enterprise/entrepreneurship education
- Socially responsible community engagement
- Opportunity to build relationships with corporate sponsors as well as local businesses
- National and international recognition of student and university success
- An accessible programme for all supporting a diverse group of students to enhance their graduate outcomes and university satisfaction

We also encourage UAs to highlight the opportunities that Enactus generates for students:

- Make a positive difference in our world
- Participate in meaningful learning experiences
- Develop diverse skills
- Be part of a team
- Gain insights into a variety of organisations
- Enhance career opportunities
- Meet and connect with students with a shared vision
- Compete and travel internationally

The Basics: Project Development

What makes a project an Enactus Project?

Enactus Projects must meet the Enactus Criterion:

"Which Enactus team most effectively demonstrated entrepreneurial leadership to drive business and innovation for sustainable positive impact to benefit people, planet and prosperity within the last year?"

Another way of looking at this is to say that Enactus projects have five basic elements:

- 👉 Identifying a need within the community to tackle.
- 👉 Demonstrating entrepreneurial leadership to create a solution to address that need
- 👉 Partnering with an organisation(s) to implement their solution.
- 👉 Measurable & sustainable impact on beneficiaries' livelihoods
- 👉 Building Sustainable Solutions to have a positive social, environmental, economic and impact

At the national competition, the judges will be looking for and scoring projects according to how well this judging criterion. It is therefore essential that teams can demonstrate that they have met a genuine need and delivered a tangible and sustainable impact. Providing evidence of impact is a key challenge for teams and an area where UAs can often provide really valuable input.

Your team's Enactus UK Programme Coordinator will work with the team to help them to identify projects that have the potential to become high-quality projects. However, it is also really useful if the UA can develop a sound understanding of the criterion and elements so that you can be there to constantly support and challenge the team to improve the quality of their projects.

The Basics: Project Development

Types of Enactus Projects

Community Projects

A community project works in local and international communities to improve the livelihoods of the identified beneficiaries. The key difference between a community project and a social enterprise is that the former does not operate as a business but instead operates as a programme. Nonetheless, a community project produces a quality impact that makes a real difference in the lives of the beneficiaries, moving them from dependence to independence based on their desired outcomes.

Social Enterprises

A social enterprise is a business that operates to tackle a social problem. These enterprises are successful as a result of identifying a commercial opportunity/revenue stream and implementing a viable social business model. Typically, these empowering solutions are most capable of having long-lasting and life-changing impact due to their sustainability. Other qualities of a social enterprise also include scalability, a wider community impact, and creating a holistic solution to the needs of the individual and/or community.

Examples of Previous Enactus Projects

Inkpact (Originally from Enactus Southampton)

Inkpact was never just a business idea but also a way of helping people by providing them with an extra purpose and a passion. Our Scribe Tribe enables a whole range of people from parents, grandparents, students, artists & those recovering from illness to earn money from their kitchen tables. They are a diverse group of creative freelancers who transform the copy you type into beautiful handwritten notes and letters.

Second Shot Coffee (Originally from Enactus UCL)

We're changing perceptions on homelessness by being a destination that serves some of London's best coffee, alongside a unique community atmosphere, amazing food, and just so happens to be changing lives. We employ people who have been affected by homelessness, train them up and transition them on to long-term employment elsewhere, helping them on their individual journey taking them from where they are, to where they deserve to be.

We also operate a pay-it-forward system whereby our customers pre-pay, so that later someone from the street can receive something to eat or drink free of charge.