

Enactus UK Project Innovation Process and Approach Framework

Enactus UK – 2022/23

Note: Not all of the following may be relevant to every project.

	GOAL Aligning Objectives & Strategy	REALITY Gap Between 'As-Is' & 'To-Be'	OPTIONS Ideas for Change & Improvement	WILL Accountability & Action Plan
POSITIVE IMPACT – PEOPLE, PLANET & PROSPERITY	1 We will work with you to explore and agree deeper and broader opportunities for project impact on people, planet and prosperity . We will explore best practice and use tools and resources to inspire your team's ambition for new social and environmental impact areas based on your passions and areas of interest .	2 We will help you to identify and agree improvements you could make and the challenges you might face in moving your projects forward to meet your new goals and ambition. We will help you identify what you need to do differently to achieve broader and deeper impact .	3 We will help you to facilitate and support discussions as a team to agree the various options and ideas for how your project will adapt, change or be improved . We will guide you to close the gap between the 'as-is' status of impact and the 'to-be' status you are aiming and planning for .	4 We will help you to define the overall, plan individual actions and accompanying timeline for the next 6 months that will add the greatest value to the impact of your projects. This will help you to mobilise the team to proactively volunteer to share the responsibilities to achieve the target outcomes .
SUSTAINABILITY – OPERATIONAL, FINANCIAL & LOGISTICAL	5 We will share and discuss with you good practice examples of what makes a strong financially sustainable project as well as projects that has the capacity to operate without ongoing student intervention and support. This will help you identify how you want to design your project approach with a focus on its sustainability .	6 We will help you to identify existing assumptions and new project activity that will generate an income and build in financial sustainability to move away from grant funding support. We will help you design the project to be increasingly self-sustaining .	7 We will help you to identify the options and opportunities to adapt, change or improve your business case, project intervention and operating model to achieve integrated financial sustainability or adopt other financial models. We will help you to identify commercial opportunities for funding growth .	8 Additionally, we will help you to define and assign actions to team members that will focus on the operational, financial and logistical delivery of the project to meet your new goals .
SCALEABILITY – BUSINESS PLAN, GROWTH & AMBITION	9 We will share and discuss with you good practice examples of what makes a project that is considered capable of rapid growth and scale . We will challenge your ambition for the project and use case study examples. This will help you identify how you want to design your project approach with good use of business principles .	10 We will help you to discuss and agree developments of your projects that add value to your current approach and project design . We will help you to learn from good practice examples and apply this to your project to develop a long term growth plan .	11 We will help you to identify the options to and opportunities for achieving growth in scale of impact and revenue generation . We will help you to enhance your business plan by demonstrating entrepreneurial leadership, the use of business principles and how you manage risks and change .	12 Additionally, we will help you to define and assign actions to team members that will focus on the new business plan and ambition for long term project growth .
INNOVATION – UNIQUENESS, ORIGINALITY & CREATIVITY	13 We will share and discuss with you good practice examples of what makes a project innovative and meet the criteria of the competition. This will help you identify how you want to design your project approach to stand out from others as unique, new and innovative .	14 We will help you to discuss and agree the additions to your projects that add value to your current approach and project design . We will help you to learn from good practice examples and apply this to your project to add new and innovative solutions to your approach .	15 We will help you discuss and agree the additions to your projects that add value and demonstrate innovation in how you deliver social change . We will guide you to options and ideas for adapting, changing or improving your project intervention to be more distinctive .	16 Additionally, we will help you to define and assign actions to team members that will focus on achieving the unique goals of each project .