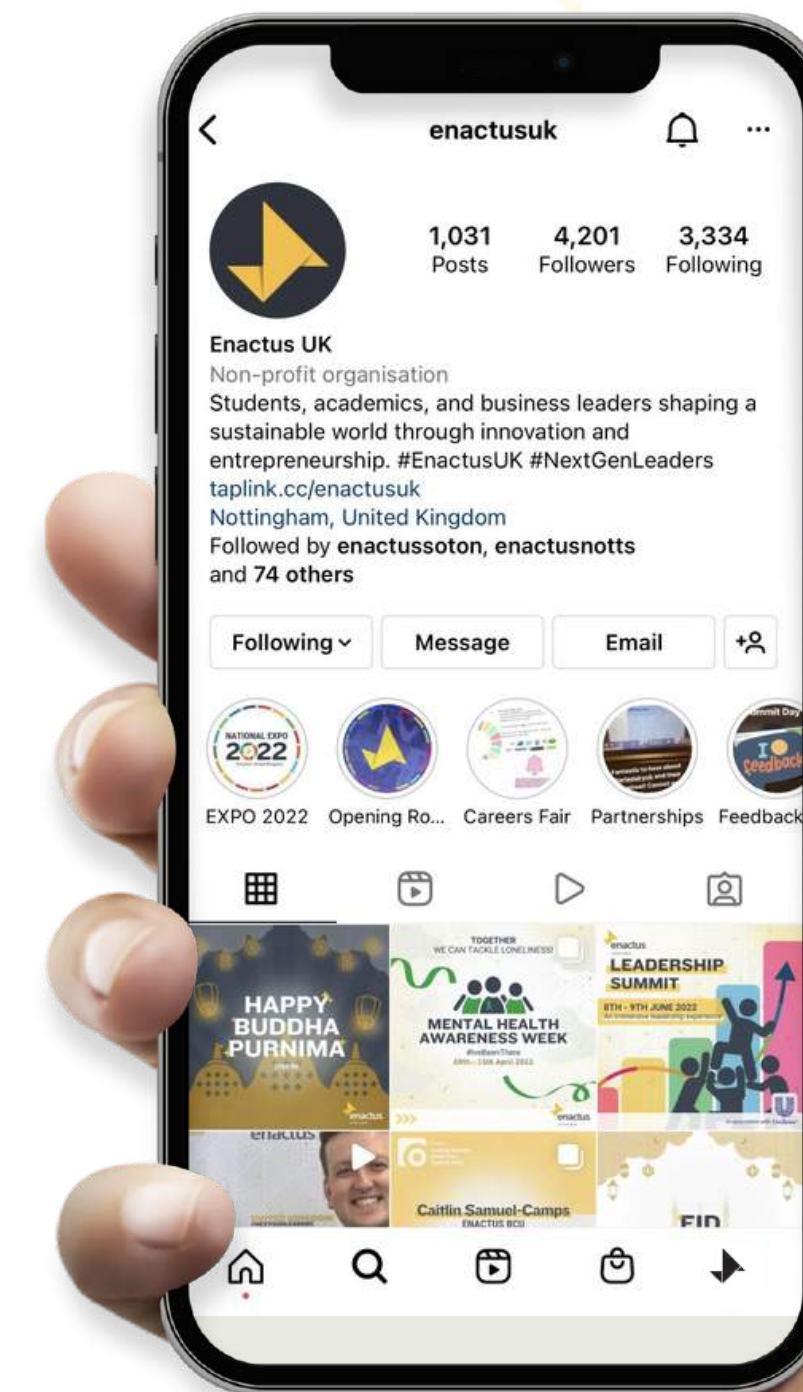
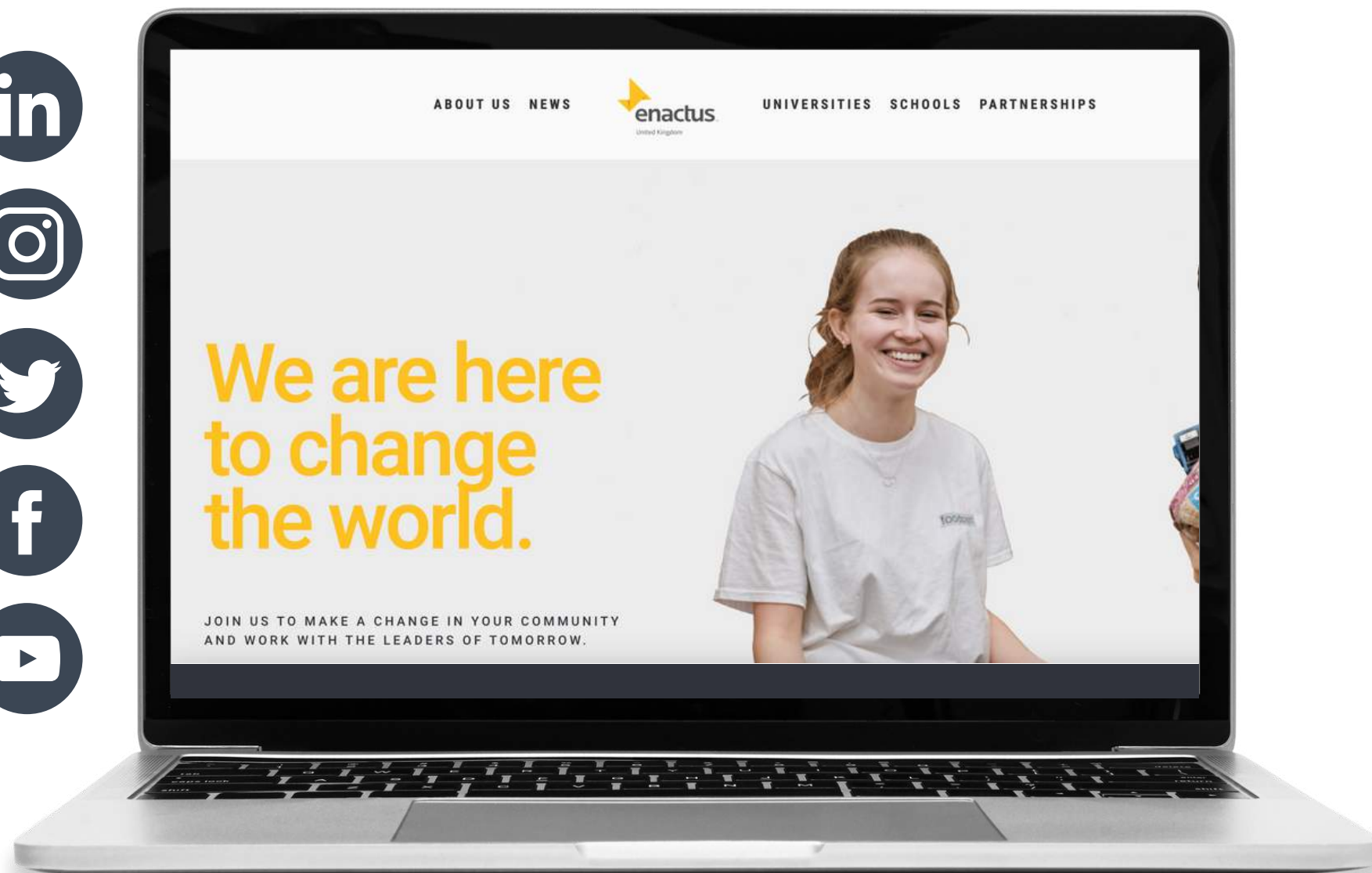


@EnactusUK on social media!

Not following us on Social Media? Go on, have a nosey...



LinkedIn | Instagram | Twitter | Facebook | YouTube
#EnactusUK #WeAllWin #NextGenLeaders, @EnactusUK

What project comes to mind when you think of a World Class Project?





PL 101

Ideation, Implementation, Impact





Amy Brereton
Chief Operating Officer



Charlie Lea
Partnerships & Engagement Manager



Beth Mallett
Programme Coordinator

WHAT IS AN ENACTUS PROJECT?



WHAT IS ENACTUS?

Introduction

Enactus is the UK's leading combined youth social action and youth social enterprise charity developing thousands of young entrepreneurial spirits every year.

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



Global Goals

The 2030 Global Goals for Sustainable Development serve as a framework for the meaningful progress Enactus Students have been creating for years and will continue to do so through sustainable, innovative entrepreneurial solutions.

EN•ACT•US

Entrepreneurial

Igniting business innovation with integrity and passion

Action

The experience of social impact that sparks social enterprise

Us

Student, academic and business leaders collaborating to create a better world.

Programme Impact



60+
Universities



3500+
Students



230
Projects



290+
Coaches



1 million+
Hours



12,000+
Impacted

Our Projects



SUSTAINABLE DEVELOPMENT GOALS



Enactus UK's student-led projects focus on tackling the issues identified in the United Nations Sustainable Development Goals and cover a wide variety of societal, environmental and community-based issues.

WHAT IS AN ENACTUS PROJECT?

Enactus UK Criterion

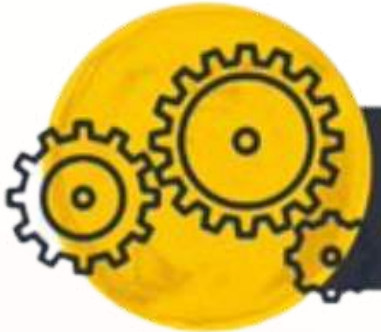


*Which Enactus team most effectively demonstrated **entrepreneurial leadership** to drive **business** and **innovation** for **sustainable positive impact** to benefit people, planet, and prosperity within the last year?*



ENTREPRENEURIAL LEADERSHIP

Identifying a need and capitalising on opportunities by taking personal responsibility, managing risk and managing change within a dynamic environment



INNOVATION

The process of introducing new or improving existing ideas, services, technologies, products or methodologies



USE OF BUSINESS PRINCIPLES

Applying a sound business model and business plan



SUSTAINABLE POSITIVE IMPACT

Demonstrating measurable, lasting improvement for people, planet and prosperity, how are you fulfilling lives socially and economically.



enactus JUDGING CRITERIA

SO WHATS IMPORTANT?

- The strength of your needs assessment
- The quality of your solution
- How you measure your impact / demonstrate outcomes
- The quality and depth of your impact

What project comes to mind when you think of a World Class Project?



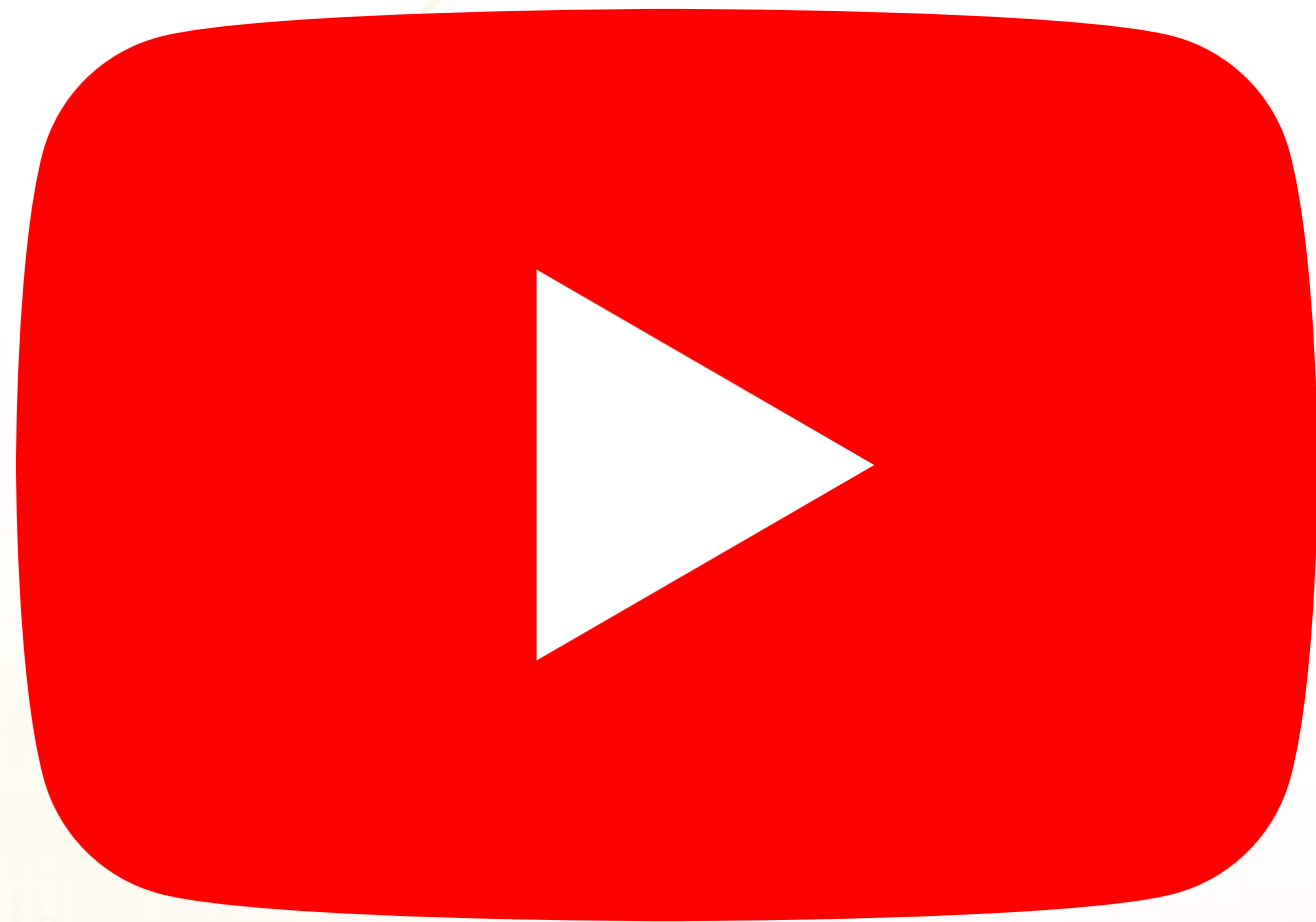
Activity



On your tables pick one project.

Looking at the criterion, what makes this project

World Class?



Egypt

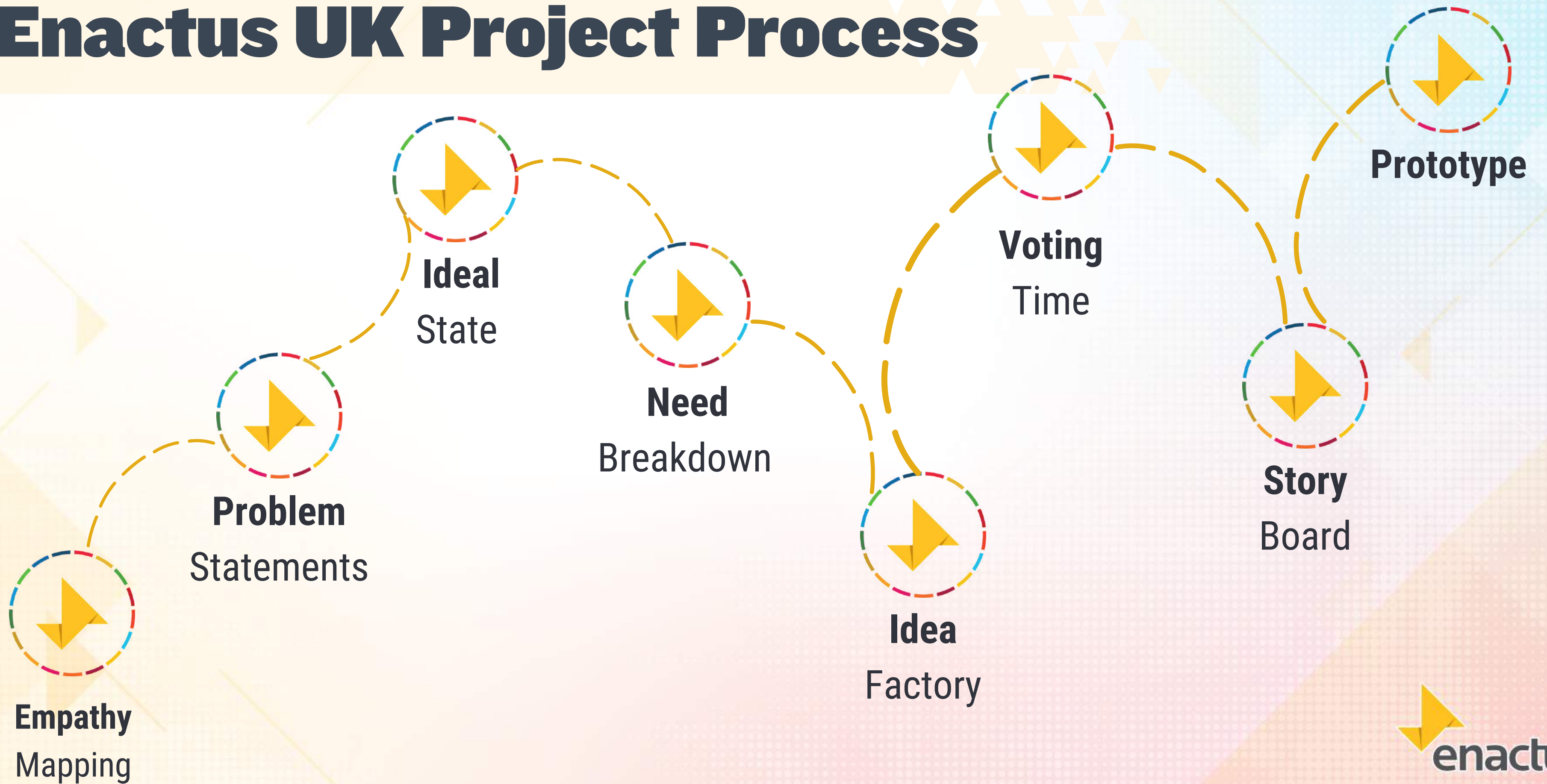
Canada

Tunisia

Southampton

SO HOW DO WE DEVELOP WORLD CLASS PROJECTS?

Enactus UK Project Process





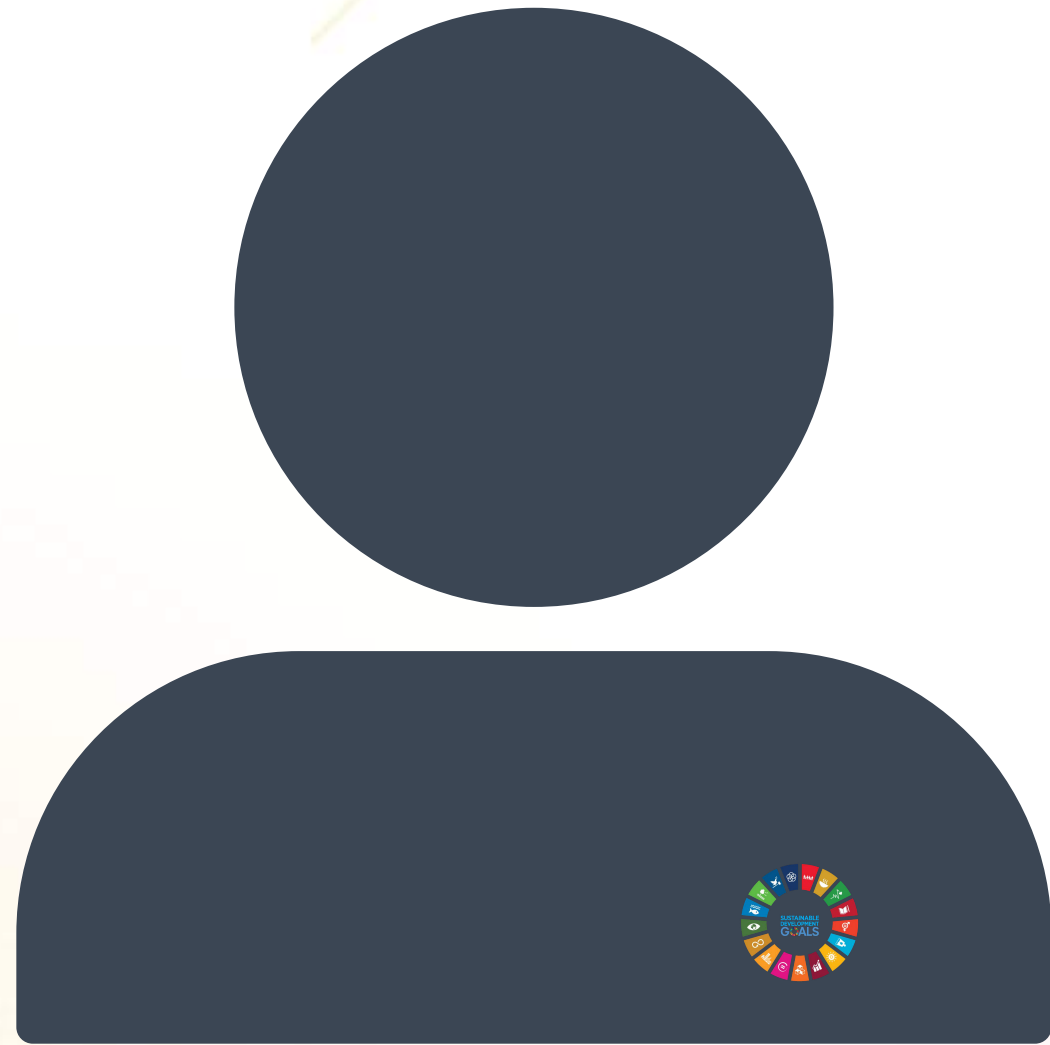
15 minute sprints



GETTING STARTED...



Activity



NAME:

AGE:

GENDER:

DEMOGRAPHIC:

MOTIVATIONS:

How are they affected by your **issue card**?



STEP 1: EMPATHY


Empathy mapping






STEP 2: PROBLEM STATEMENT




 I am...

 I am trying to...

 But...

 Because...

 Which makes me feel...

STEP 3: IDEAL STATE



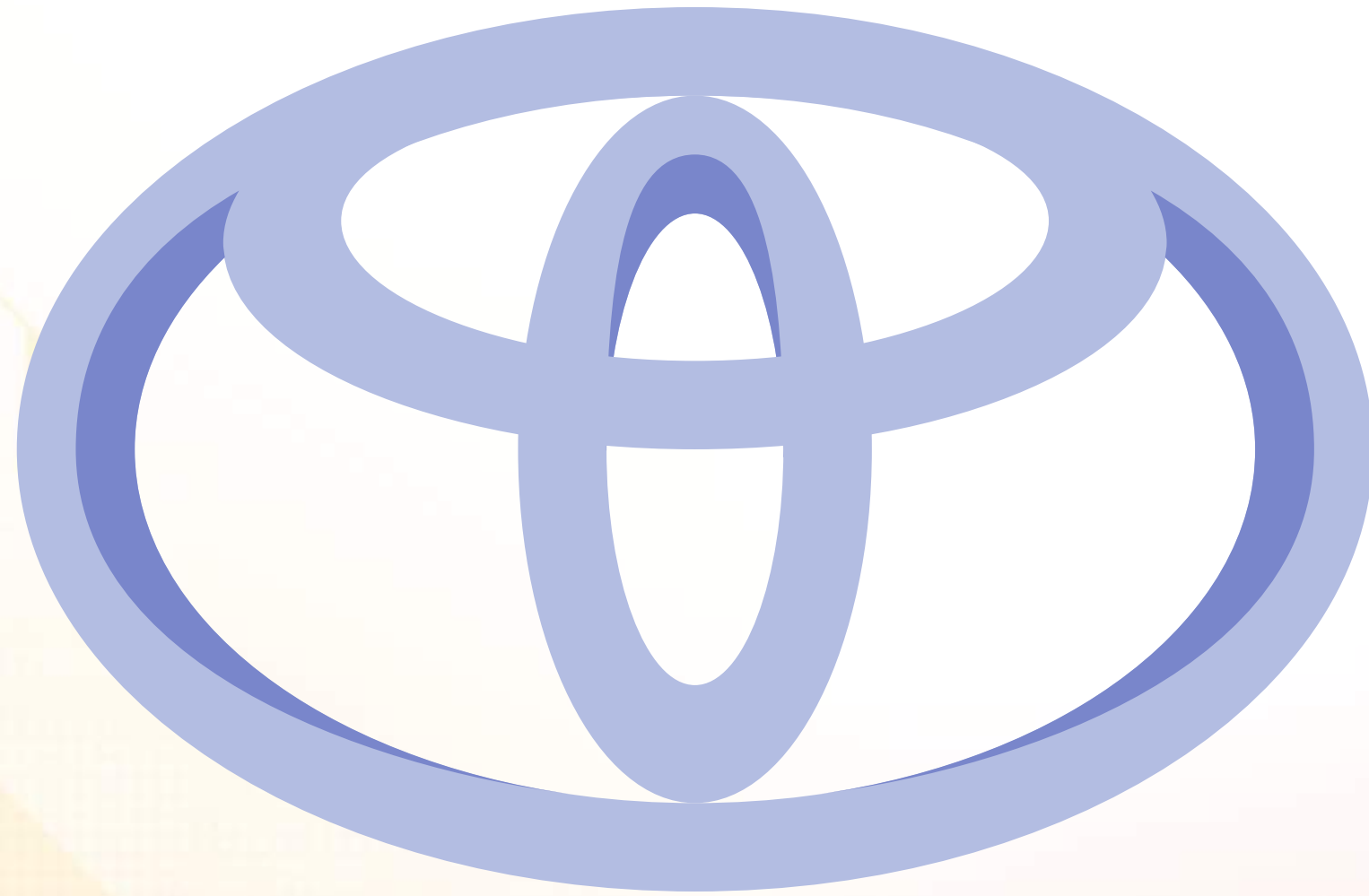
In a perfect world...



The biggest benefit to me is...



Which makes me feel...



In a perfect world **vehicles never break down**



The biggest benefit to me is **I never worry about breaking down**



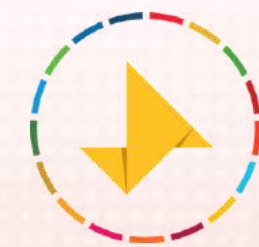
Which makes me feel **safe and confident when I drive**



In a perfect world...

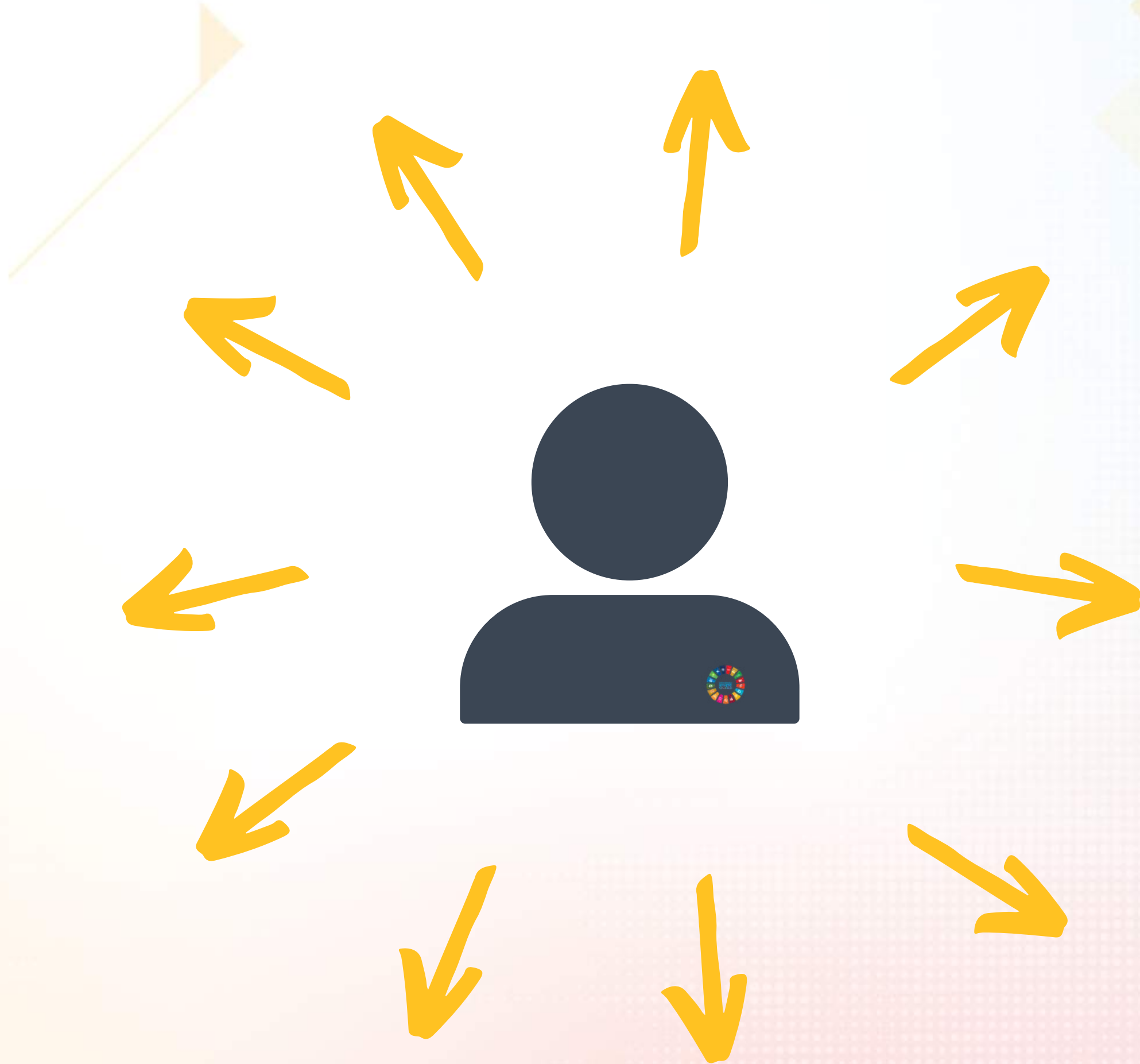


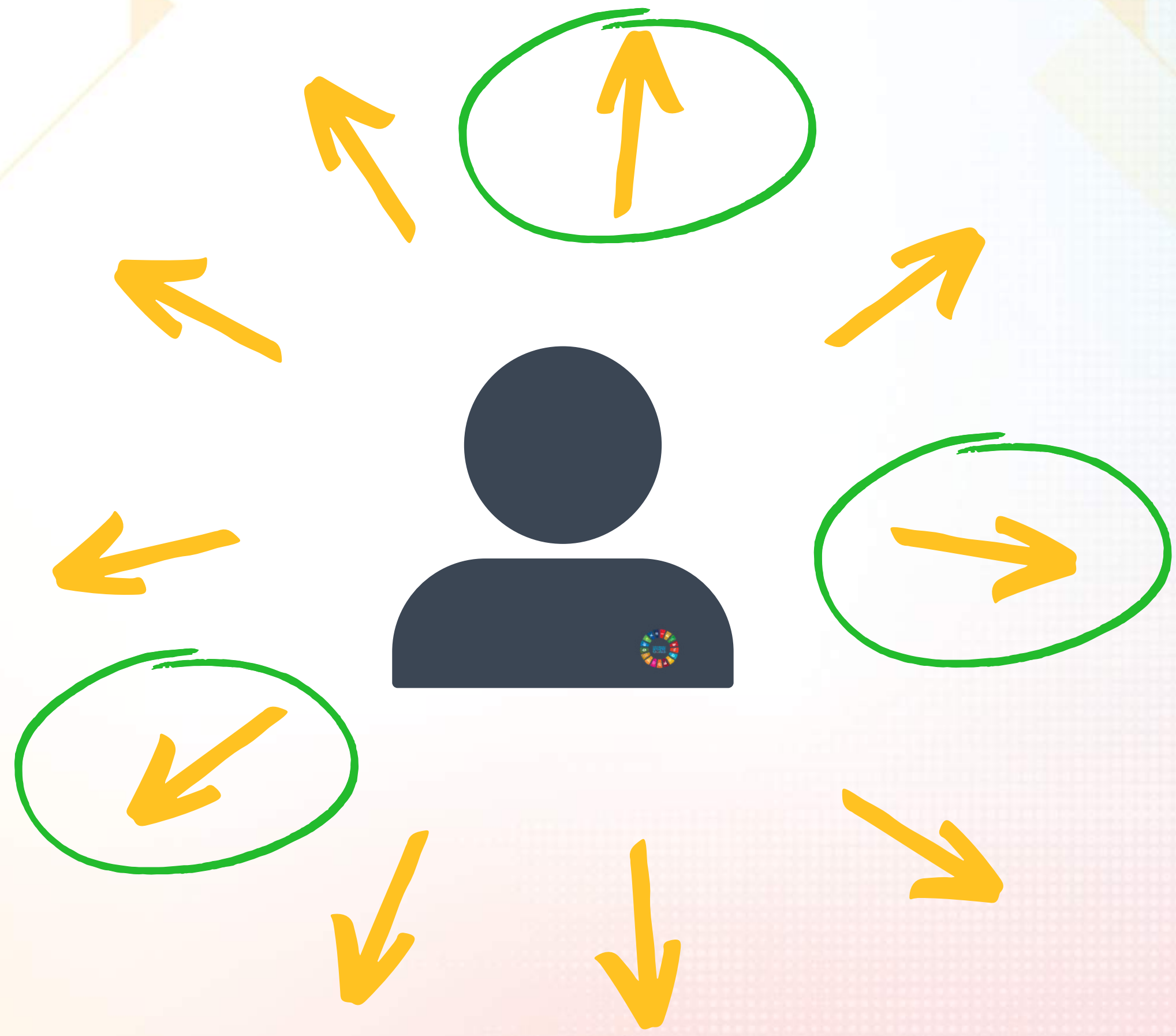
The biggest benefit to me is...



Which makes me feel...

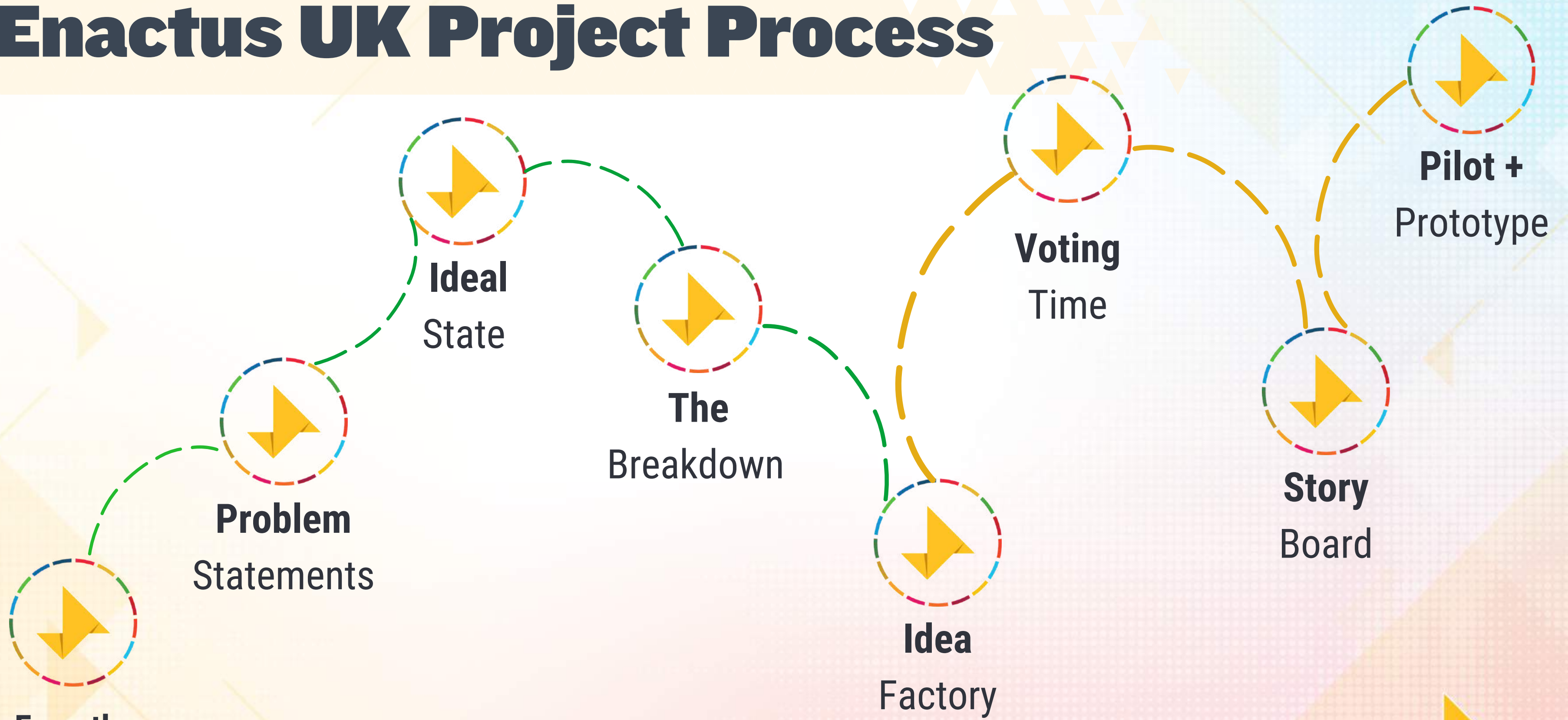
STEP 4: THE BREAKDOWN





BREAK

Enactus UK Project Process



STEP 5: IDEA FACTORY

INSERT AIR BNB VIDEO 10* SERVICE





What if you had £1 million?



What would a 5 year old do?



What is a crazy idea that would never work?



What if you had to create a physical product?

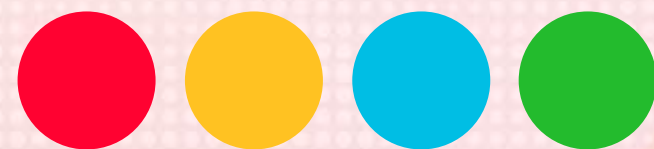


Could animals help you?



STEP 6: VOTING

YOUR VOTE MATTERS



TOP 3

1. _____
2. _____
3. _____

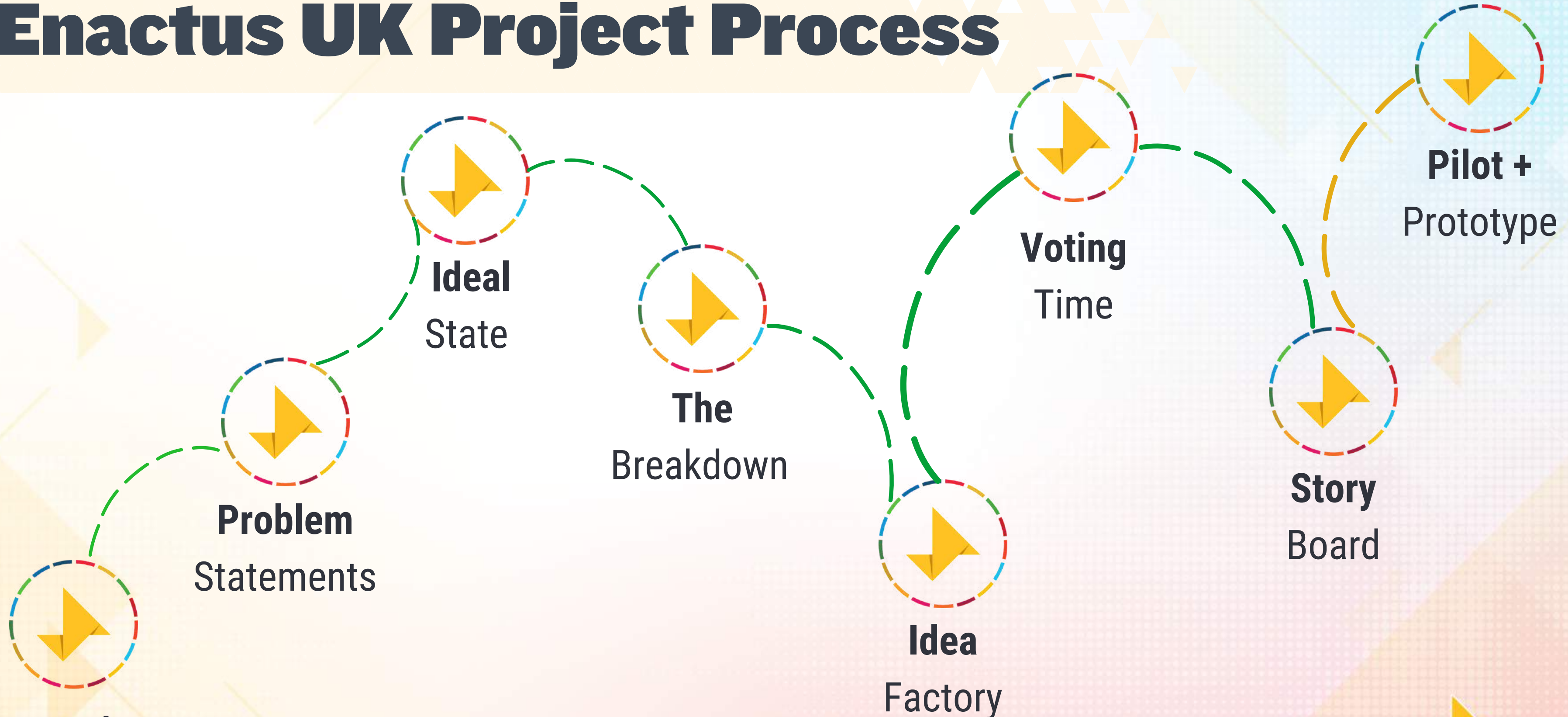




LUNCH



Enactus UK Project Process



Empathy Mapping

Problem Statements

Ideal State

The Breakdown

Idea Factory

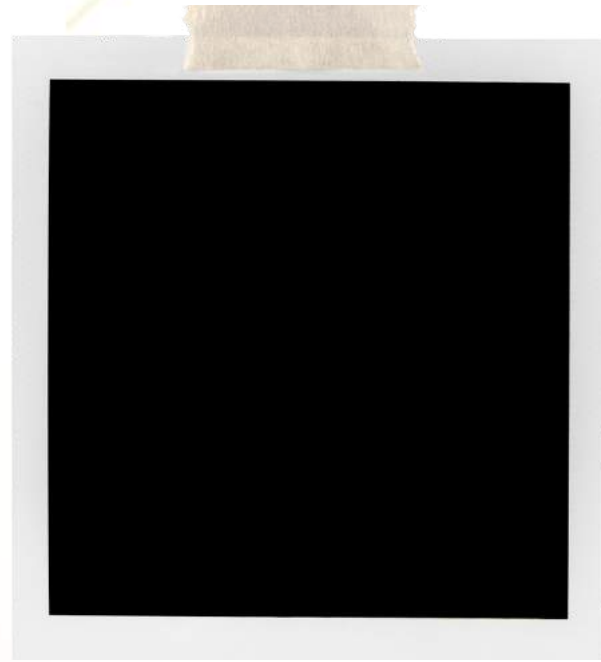
Voting Time

Story Board

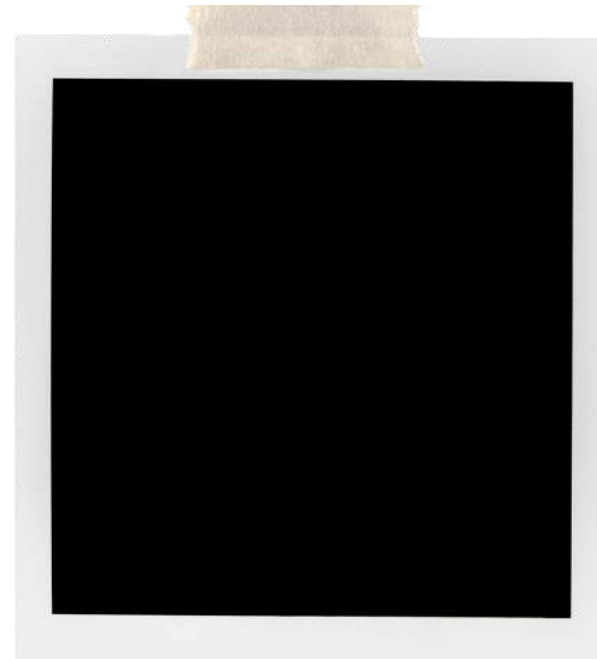
Pilot + Prototype

STEP 7: STORYBOARDING

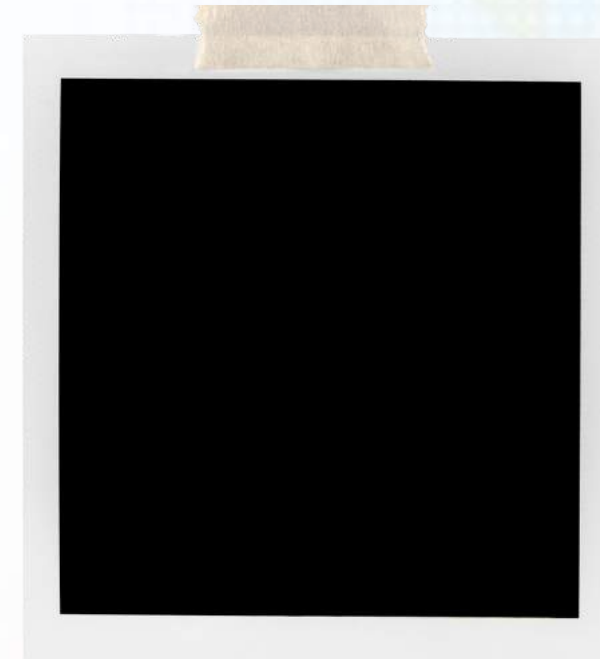
Storyboarding Process



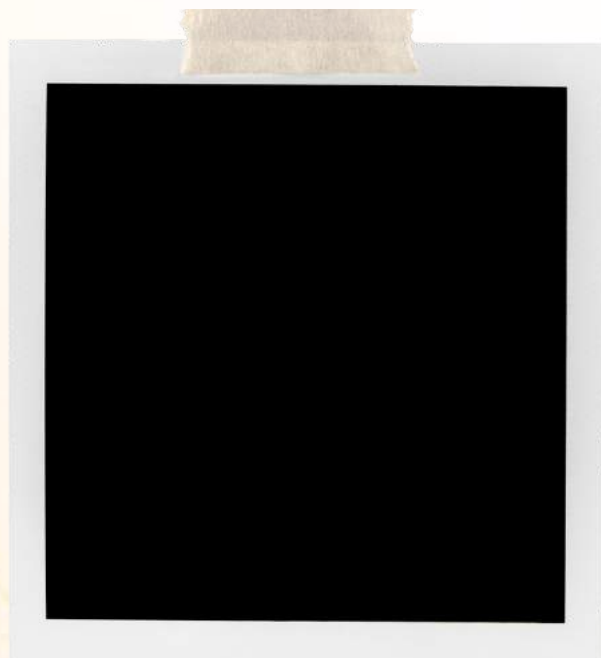
The customer experiencing the problem



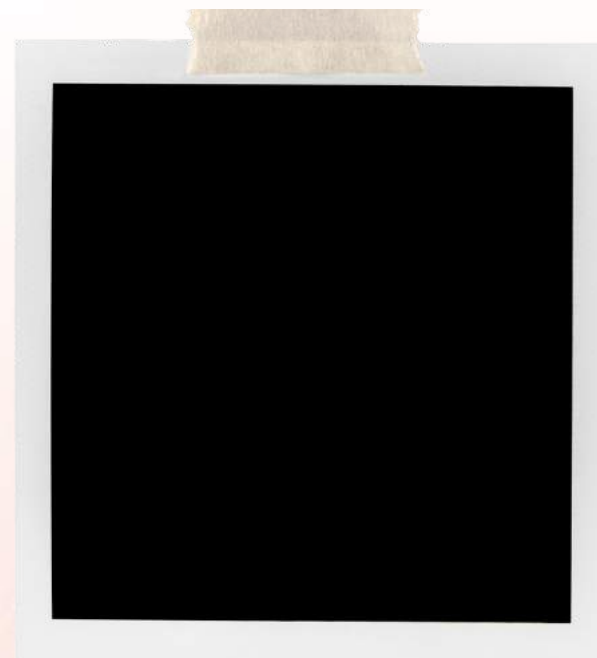
How did they discover the solution?



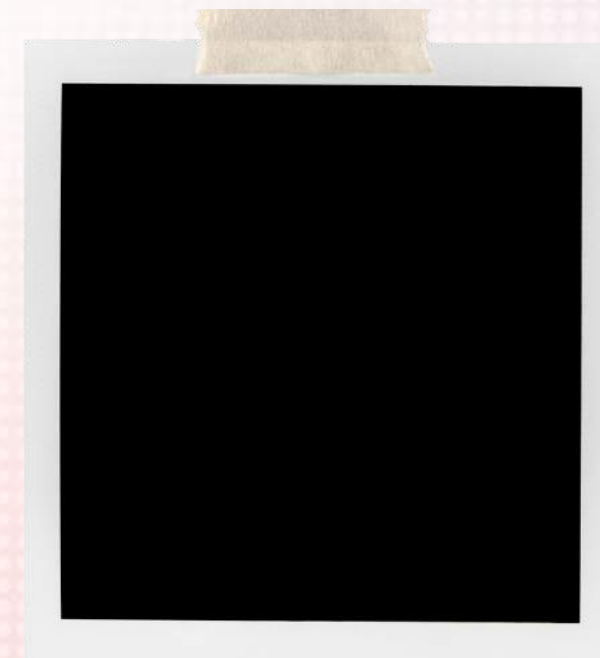
How does the solution work?



How does the solution work?



How does the solution work?

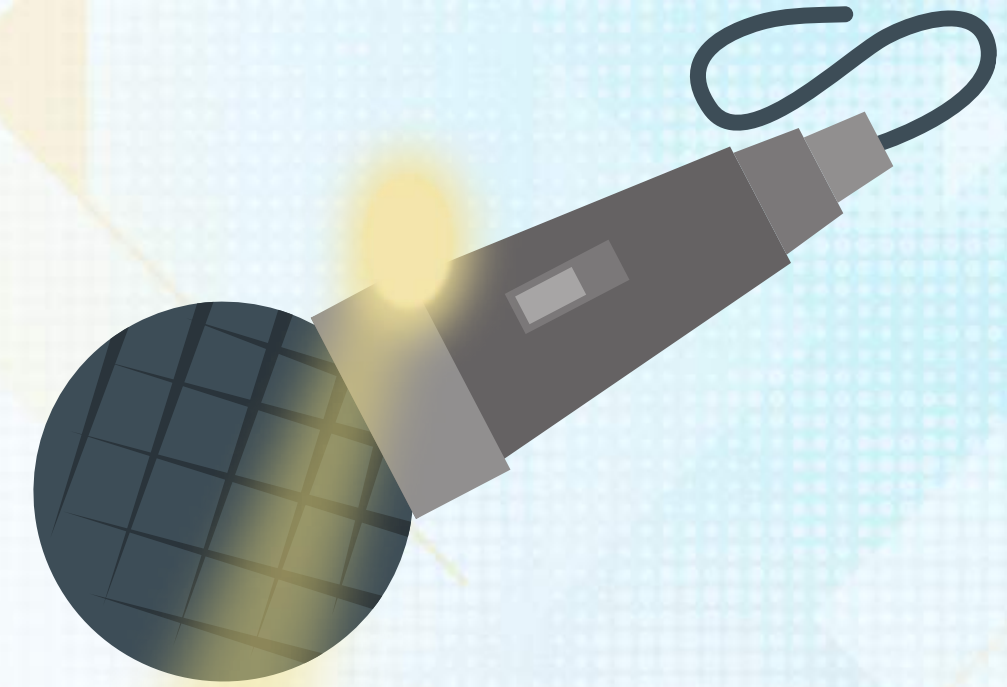


Benefit to the beneficiary

BREAK



TEAM PRESENTATION



BENEFICIARY

NEED

INTERVENTION(S)

OUTCOME(S)

WHO is the intervention for?

WHY is the intervention needed?

HOW will the intervention work?

WHAT does this mean for the beneficiaries?



WELL DONE!

BREAK

ASK AWAY...





REFLECTION TIME

Reflection Point



What do you know now you didn't know before?



What have you gained to support you in your project development from this session?



What action will you now take as a result of the session?



How will you now change your behaviour after this session?



NEXT STEPS



TAKE ACTION

SAY CHEESE

