



## PROJECT CATEGORIES ACTIVITY

Categorize each of the following projects. Use the categories chart on the back to help you decide.

### Project 1:

Your team connects with a local homeless shelter and learns that many people don't have proper clothing for the coming winter. You organize a clothing drive on campus and donate coats, hats, and gloves to the shelter.

Category? \_\_\_\_\_

### Project 2:

There is a high percentage of at-risk youth in your community. These youth are more likely to be unemployed after graduation. Your team decides to host a course that will teach them about interview and communication skills, resume building, and good work habits. You connect with a local school district and teach your course in two different schools, once in the fall and once in the spring.

Category? \_\_\_\_\_

### Project 3:

One of the members on your team is an accomplished baker. The team works with university staff and receives permission to set up a stand in the student union building every Friday morning, where you sell your teammate's baked goods as well as coffee and tea. The money you make goes into your team travel fund.

Category? \_\_\_\_\_

### Project 4:

Through research conducted during your needs assessments, your team learns that there is an abundance of plastic waste on campus *and* that women refugees in your community struggle to find employment. You work with a member of the art and design department at your school to come up with a way to turn some of the plastic waste into fashionable handbags. You train several area refugees to make the handbags, thus providing employment as well as environmental relief.

Category? \_\_\_\_\_

### Project 5:

In your community, 90% of the food is imported. Much of that food is poor quality and unaffordable. In addition, 18% of the youth in your community struggles to find employment. Your team meets with local experts and partners with a non-profit focused on at-risk youth to develop a project that sells mobile hydroponic kits built by at-risk youth. Your community now has the ability to grow their own affordable produce while creating new jobs.

Category? \_\_\_\_\_

### Project 6:

Through your partnership with a youth services organization, you learn that many young students in your community do not have enough school supplies. Your team creates a yearly on-campus competition to see which campus organization can collect the most school supplies for the elementary schools in your area. The organization that wins gets to deliver all of the supplies to the elementary school.

Category? \_\_\_\_\_

## PROJECT CATEGORIES

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?

Category	Definition	Example				
<b>Social Enterprise</b>	<p>The strongest of Enactus projects, a social enterprise is a business that operates to tackle a social problem. The viable social business model provides an empowering solution, creating long-lasting change and life-changing impact, due to its built-in sustainability. The project generates its own funds, and thus does not depend on external parties to keep on running.</p> <p>These types of projects typically fully meet the Enactus criterion and generate the highest level of impact and all teams should aim to run at least one social enterprise.</p>	<p>A great example of a social enterprise is SpringBack. Belmont University Enactus created a mattress recycling service and employed recently incarcerated individuals. This provided a marginalized audience with a meaningful job opportunity, while solving an environmental problem. They generated revenue through the recycling of the mattresses, and the business has now spread to five locations across the USA.</p>				
<b>Community Program</b>	<p>This is similar to a social enterprise, but the key difference is that it does not operate as a business, but rather as a program. The project addresses a need through education-based activities such as workshops and seminars.</p> <p>Want to take your project to the next level?</p> <ul style="list-style-type: none"> <li>• Monetize your services</li> <li>• Train <b>and</b> employ your audience</li> </ul>	<ul style="list-style-type: none"> <li>• A financial education program</li> <li>• An entrepreneurial boot camp</li> <li>• A consulting program for existing entrepreneurs</li> <li>• Job skills workshops</li> <li>• Mentorship</li> </ul>				
<b>Strategic Project</b>	<p>These projects are typically not presented at Enactus competitions, as they do not necessarily meet the Enactus criterion; however, they serve an ulterior relevant purpose.</p> <table border="1" data-bbox="315 1087 980 1278"> <thead> <tr> <th>Fundraising Project</th> <th>Engagement Project</th> </tr> </thead> <tbody> <tr> <td> <ul style="list-style-type: none"> <li>• Raise money for the team</li> </ul> </td> <td> <ul style="list-style-type: none"> <li>• Engage new members</li> <li>• Build leadership skills</li> <li>• Generate awareness for your team</li> </ul> </td> </tr> </tbody> </table>	Fundraising Project	Engagement Project	<ul style="list-style-type: none"> <li>• Raise money for the team</li> </ul>	<ul style="list-style-type: none"> <li>• Engage new members</li> <li>• Build leadership skills</li> <li>• Generate awareness for your team</li> </ul>	<p>Examples include:</p> <ul style="list-style-type: none"> <li>• Fundraisers</li> <li>• Networking events</li> <li>• Guest speakers</li> </ul>
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<b>Charitable Project (Non-Enactus)</b>	<p>While these projects may meet a felt need in the community, they do not meet the Enactus criterion and should not be presented at competition. Enactus projects are proactive and empowering in nature. Any projects that provide immediate relief such as food, clothing, or shelter may fall into this category.</p> <p>Want to elevate your project?</p> <ul style="list-style-type: none"> <li>• Conduct a needs assessment with your audience to identify contributing factors</li> <li>• Is there a way your team can empower your audience to overcome factors contributing to their situation?</li> <li>• How can you use your skills as an entrepreneurial leader to drive business and innovation as part of this project?</li> </ul>	<p>Examples include:</p> <ul style="list-style-type: none"> <li>• Food drive</li> <li>• Clothing drive</li> </ul>				