



Preparing for Competition

“

While adversity causes others to break, we break records.”

–Enactus Student

Competition Overview

The Enactus program year ends with an annual competitive event. This process provides teams with the opportunity to present their outreach efforts to a panel of judges who evaluate those efforts and determine which teams had the most impact improving the quality of life and standard of living for members of their community. This competitive process creates a “best-practice” sharing environment and fosters a healthy spirit of competition, which encourages and rewards excellence.

Every country that operates a Enactus program, at minimum, organizes a national competition, from which one institution is named national champion and advances to compete at the Enactus World Cup. Countries that operate large Enactus programs may host a series of regional competitions to narrow down the number of teams eligible to compete at their national competition.

In every country around the world, and at each level of the overall competition, the format, rules and judging criterion remain the same.

Enactus World Cup

The National Champion Team from each country will be invited to compete at the Enactus World Cup. This competition allows teams to showcase their achievements in the most recent Program Year and enables an opportunity for best practice sharing. Similar to other competitions, the judges will determine which team(s) did the best job in fulfilling the criterion. The winning team will be named the Enactus World Cup Champion.

The event is a spectacular exhibit that highlights the rich diversity of languages, cultures and ethnicities represented within Enactus and gives all in attendance a unique opportunity for cultural exchange and understanding. Only Enactus National Champion teams will be invited to compete, but all teams may observe with prior approval. Registration is required.

Expenses

All expenses, with the exception of any meals provided to the competing teams, are the responsibility of the individual team. Teams should contact their Country Leader or Program Manager for more information.

Registration

Any student who attends an Enactus competition at any level must be a registered student through the online registration process available at www.enactus.org or through the Active Team Sheet (applies to all teams outside of the USA). Please also note that some countries have an application and registration process for their competitive events. It is the team’s responsibility to contact their Country Leader or Program Manager for clarification on this additional process if it is applicable in the country.

To register for the Enactus World Cup, please also contact your Country Leader or Program Manager.

Dates & Location

Please contact your Enactus Country Office for information regarding your local competitive events. Information on the Enactus World Cup is noted below and you may also visit www.enactus.org/worldcup for additional details.

Competition Guidelines

Mandatory Reports

It is important for teams to understand the rules and prerequisites for participating at a competitive event. Each competing team is required to submit the following 4 reports in order to compete:

- Annual Report
- Project Verification Form
- Team Data Sheet
- Active Team Sheet (This report is applicable to ALL teams except Enactus United States teams.)

Only Active Team and Team Data Sheets are mandatory online submissions (exceptions to submit in another format must be pre-approved by the Enactus Country Office). Samples of the Project Verification Form, Team Data Sheet, and Active Team Sheet are made available in this handbook.

Annual Report: This mandatory report must be typed in a legible font-size and should provide an overview of the team's efforts, results and achievements. It may also include information on future plans for growth and expansion. Annual Reports are limited to the dimensions noted below, but can be bound or folded in any manner:

1. Four single sheets of 8 ½" X 11" or A4 size paper with print only on one side of each sheet.
2. Two single sheets of 8 ½" X 11" or A4 size paper with print on both sides of each sheet.
3. One sheet of 11" X 17" or A3 size paper with print on both sides.

Please note: Using one of the dimensions above but cutting the paper in a manner which causes a change in the size is NOT permitted.

Important points regarding the annual report –

- If a team uses a cover or back page, it will count as one of those pages.
- Teams should not use folders, report covers, etc. in conjunction with their Annual Reports.
- If a team wishes to include a team bio along with the annual report (see 'Team Bio' section for more details), the bio must be a completely independent document (not embedded within annual report) and may NOT include any info/photos related to projects.

- Although Enactus encourages creativity with the formatting of the annual reports, we ask that teams give careful consideration prior to fully employing new ideas (inclusive of changing the shapes, sizes, etc. of the report). Please contact your Country Leader or Program Manager to ensure that any new ideas are within the guidelines of Enactus.

Annual Reports are distributed to the judges during the set-up period as outlined in the Live Presentation section of this handbook. Teams will be notified in advance of the number of Annual Reports they are required to bring to regional, national and Enactus World Cup competitions. All judges must receive a copy of the Annual Report. For samples of Annual Reports please visit www.enactus.org/worldcup.

Project Verification Form: Every team must request that their Faculty Advisor, one student and one administrator (e.g. dean, department chair or institution president) review their Annual Report and sign the Project Verification Form. If a team's Faculty Advisor is also an administrator, the form must be signed by another administrator. The Project Verification Form is to be submitted only once per year and serves as just one part of an internal audit of projects and activities at all levels of competition: regional, national, continental and at the Enactus World Cup.

Team Data Sheet: This report provides key information on the team and its activities in the program year. Although the information submitted is used by Enactus and will not be shared with judges as part of the evaluation at any competitive event, it must be completed and submitted online by each active team prior to competing at a regional/national competition.

Active Team Sheet: Every active team (with the exception of Enactus United States teams) must submit this form prior to the regional/national competition. This report must be filled out thoroughly and must contain the names of all Faculty Advisors and active students.

Project Verification Form



Enactus _____, hereby confirms that all projects presented are legitimate and were
[Clearly print full name of Institution]

implemented as stated in the Annual Report and audio/visual presentation.

By appending our signatures to this form we acknowledge and agree that:

- Falsely, consciously, and deliberately over-stating the reach, impact and/or qualitative and quantitative results of any project is an offence.
- It is an offence to plagiarize, claim or present a project that our team did not implement or did not contribute to.
- With regards to continuing projects, we will indicate in our audio/visual presentation and annual report the specific activities undertaken within the current program year, thereby clearly differentiating actions taken this year from those of previous years. We will also ensure that the presentation of anticipated/future outcomes are clearly identified as 'projections' and not as results already achieved.
- We will provide any additional information and support documentation about our projects upon request by the Enactus office.
- Annual Reports have been reviewed by the Team President, Faculty Advisor and an Institutional Administrator.
- We will make available the stipulated number of copies of our annual report to the Enactus office and comply with the submission of all mandatory reports by the competition date.
- This form applies to Annual Reports presented this year at all levels of Enactus competitions, including regional, national, continental, and the Enactus World Cup.

We recognize that appropriate disciplinary action(s) may be taken by the Enactus office should we not honor any of the above points.

Team Leader

Faculty Advisor

Institutional Administrator

(Print Name Clearly)

(Print Name Clearly)

(Print Name Clearly)

Submitted by: _____ Date: _____
(Print Name Clearly)

Submission of this form is mandatory to compete.

Enactus Team Data Sheet

**Please note that this information is for use by the Enactus organization only.
The information provided will not be distributed to the judges at any Enactus competition.**

Country: _____

Academic Institution: _____

Completed By (Name): _____

Position: Advisor Student

1. Number of projects completed this academic year: _____
2. Please indicate whether or not your institution offers Enactus as a course for credit: Yes No
3. Approximate hours of team involvement this academic year: _____
4. Approximate number of people directly impacted this academic year: _____
5. Approximate number of people indirectly impacted this academic year: _____
6. Number of people on your team's Business Advisory Board (BAB): _____
7. Has your team partnered/collaborated with any of the following organizations or organizations addressing any of the following issues:
 Junior Achievement Rotary International
 AIESEC Microfinance Organizations
 Chamber of Commerce Another Enactus Team
8. List any countries, other than yours, which your team has worked in this academic year: _____

9. Select your team's source(s) of revenue (indicate total amount in US\$):
- | | | | |
|--|----------|--|----------|
| <input type="checkbox"/> Institutional Support | \$ _____ | <input type="checkbox"/> Grants | \$ _____ |
| <input type="checkbox"/> Business Advisory Board (BAB) | \$ _____ | <input type="checkbox"/> In-Kind Donations | \$ _____ |
| <input type="checkbox"/> Non-BAB Donations | \$ _____ | <input type="checkbox"/> Other | \$ _____ |
| <input type="checkbox"/> Team Entrepreneurial Activities | \$ _____ | | |

10. Does your team actively promote its online presence through any of the following sites:
- | | | |
|------------|------------|--------------|
| Facebook | YouTube | Team Website |
| URL: _____ | URL: _____ | URL: _____ |
| Twitter | LinkedIn | Other |
| URL: _____ | URL: _____ | URL: _____ |

I verify the information on this form is correct to the best of my knowledge. Should it be presented in the team's Annual Report or at an Enactus competition, all information will remain consistent.

Signature of Person Completing Form: _____ Date: _____

Submission of this form is mandatory to compete.

Enactus Team Data Sheet – Term Definitions

Question 1: Number of Projects

This number is the total projects your team completed in the program year. For purposes of this data sheet, a project can be considered as a single measurable educational/empowerment initiative targeted at a specific audience even if that initiative forms part of a bigger program.

Question 2: Enactus Course

Some institutions offer Enactus as a course. These courses are formatted in various ways - often times, with a focus in one of the following areas; entrepreneurship, leadership development, project management, community development, etc. Although this is not a mandate for ensuring success of the team, Enactus is interested in gathering this information.

Question 3: Hours of Team Involvement

This number is the total hours your team spent impacting others through your community outreach projects. This number includes time spent directly and indirectly including but not limited to meetings, planning, project-related travel, media activities, report writing, events. Do not include time spent by non-team members.

Question 4: Number of People Directly Impacted

This is the total number of individuals that were direct beneficiaries of your team's community outreach projects. This number should only include those outreach projects that fit judging criterion. It should not include estimates of people impacted indirectly as a result of the wider ripple effect of your activities (i.e. team fundraising, team recruiting, etc.).

Question 5: Number of People Indirectly Impacted

This is the total number of individuals that were indirect beneficiaries of your team's community outreach projects. This must be based on those outreach projects that meet the judging criterion and should reflect the number of people impacted indirectly as a result of the wider ripple effect of your activities. In this section, you may include media outreach.

Question 6: Number of Business Advisory Board (BAB) Members

Most teams organize a committee of select individuals that offer support to the team throughout the year. The support can be defined in various ways; financial support, project expertise and

participation, and advice/guidance in all other areas.

This committee, often known as a Business Advisory Board (BAB), is usually comprised of select supporters of the team from their business community as well as institutional/university administrators. If your team has a BAB, please list here the total number of individuals that are official members of your BAB. Your Faculty Advisor(s) should not be counted as BAB members.

Question 7: Partnerships/Collaborations

If your team has partnered with any of the organizations listed or collaborated with another team or organizations that focus on Microfinance, please place an "X" in the appropriate field. You may mark more than one, if applicable. Enactus would like to track its worldwide involvement with these specific entities/initiatives.

Question 8: Working Outside Your Home Country

Please list any and all countries, other than yours, where your team has conducted community outreach projects. Also, please note that all projects abroad must be reported to your Enactus organization before final execution.

Question 9: Revenue Sources

Place an "X" next to the appropriate revenue source(s) of your team. Please also note the amount of funds received (convert into US Dollars) in the fields next to each source.

Question 10: Online Presence

Please indicate here if your team is using any of the social sites listed in its project and/or operational endeavors. If your team has an official website address that is functional and active at the time of completing this form, please share the link with us. You may include all websites related to your team, including specific project-focused sites. Do not include sites of your partner organizations or university (except if link is to a specific page dedicated to your team).

Enactus Active Team Sheet

Name of Institution: _____

Name of Person Submitting Form: _____ Date: _____

Enactus students must meet the following criteria in order to be officially considered ACTIVE: 1) Invested a minimum of 10 hours in team projects and/or operations/activities at any point in the program year [This involves time spent directly and indirectly including but not limited to meetings, project-related travel, media dealings, report writing, competition preparation, and events] and 2) Registered on the Active Team Sheet.

	Faculty Advisor First Name (Please list all FAs)	Faculty Advisor Last Name	Primary FA or Co-Advisor? (Enter P or C)	Title	Gender (M or F)	Phone Number	Email	
1								
2								
3								
4								
5								
6								
7								
8								
	Student First Name	Student Last Name	Academic Year (e.g. 1st Year, etc)	Degree	Field of Study	Gender (M or F)	Graduation Year	Email
1								
2								
3								
4								
5								
6								
7								
8								
9								
10								
11								
12								
13								
14								
15								
16								
17								
18								
19								
20								

**Submission of this form is mandatory to compete.
(It is applicable to all teams except Enactus United States teams.)**

Competition Guidelines

Violations

If a team does not accurately submit any of its mandatory reports, it will be subject to the following process and penalty:

1. The team will have an opportunity to compete so long as it rectifies the problem prior to its scheduled presentation time (i.e., secure appropriate signatures on the Project Verification Form, complete the Team Data Sheet, etc.).
2. If the issue is not rectified, the team will be permitted to participate in the event and deliver its presentation to the judges; however, it will not be scored nor will the team qualify for any awards.
3. If a team presents or displays any inappropriate or offensive material, it will be subject to automatic disqualification.

Additional Materials

No documentation, materials, gifts or other handouts may be given to any judges before the champion team is officially announced with the exceptions of the team's Annual Report and a Team Bio, which provides a brief biography of each team member for possible recruiting purposes.

The Team Bio should be five single sheets of 8½" X 11" or A4 size paper with print on both sides of each sheet OR ten single sheets of 8½" X 11" or A4 size paper with print on only one side of each sheet. The Team Bio may not be placed inside the Annual Report, and it must be distributed to judges as a separate document.

Teams are permitted to showcase, from the stage, project-related materials to judges so long as they are not considered offensive or would cause any sort of controversy.

Pre-Screening Process

Some countries may require teams to pass through a pre-screening process before being cleared for registration. The pre-screening may include a review of their Annual Report, Team Bio and any project-related materials the team wishes to showcase, as well as confirming that all mandatory reports have been submitted accurately.

Live Presentation

Beginning with the 2013 Regional/National Competitions, each competing team will have a 25-minute time block for its live presentation. The League Coordinator will keep the official time. After the League Coordinator has formally introduced the team, the time will be precisely divided as outlined below.

Live Presentation Time-Block

- 3 minutes (set-up period)
- 17 minutes (live presentation)
- 5 minutes (question & answer session)

Set-up: 3 Minutes

The team will have a maximum of three minutes to distribute the Annual Reports for judges to review prior to its presentation and to set up presentation equipment (start computers, power-up projectors, check lighting and sound, etc.). Remember: once the team has tested the equipment, projector lenses must be covered, no images or text are allowed to be projected and no music or sound effects are allowed to be generated for the remainder of the set-up period. Anyone, including faculty, may assist with the set-up or operation of audio-visual equipment; however, only student members may participate in the presentation and take questions from the judges.

Live Presentation: 17 Minutes

The team will have a maximum of 17 minutes to give its actual presentation.

Judges' Question and Answer Period: 5 Minutes

There will be a mandatory five-minute question and answer session for the judges. During this time, projector lenses should be covered, no images or text should be displayed and no music or sound effects should be generated. Please note that any time remaining from the 17-minute live presentation will not be added to the mandatory question and answer session.

Competition Guidelines

Special Note: Presentation time blocks are uniform globally; however, the only exception applies to the Final Round of competition at the Enactus World Cup and at any Enactus National Competition that has a Final Round level. For these segments, there will be no timed set-up period. Final Round competing teams will be given a reasonable amount of time to set-up and test their audio-visual equipment and will receive assistance from Enactus' technical/production crew, especially where some of the equipment being used is provided by Enactus. After these have been successfully tested, the team will be introduced and then given 3-minutes to distribute its Annual Reports to the judges. The remaining segments of the Live Presentation for the Final Round will align with the time block outlined. Teams are strongly encouraged to have their presentation on a jump drive, CD or DVD as back-up in case data transfer becomes necessary.

No team may set up any equipment in the presentation room before being formally introduced. All equipment must be self-powered or use electrical outlets inside the competition room.

Room Set-Up and Equipment

Enactus will provide the following equipment in each presentation room:

1. One eight-foot/2.5m or larger screen
2. One extension cord

Enactus is not required to provide other equipment of any kind, such as computers, slide projectors, monitors, TVs, DVD players, carts, tables, etc. It is the sole responsibility of each team to secure the use of any other equipment. In the event that the Enactus organization provides equipment (e.g. projector, laptop, sound amplifier, etc.) for teams to use during their presentations, the use of such equipment is strictly optional. Should there be any technical issues/failures, the Enactus organization will not be responsible for its effect on the presentation, competition outcome, or any costs that may be incurred as a result of damaged equipment. The team bears full responsibility and is therefore encouraged to provide and use its own equipment.

Details about the specific room set-up, plus any event-specific guidelines or restrictions related to your country's regional/national competition as well as the Enactus World Cup will be provided in advance of the event.

Equipment Failure

If a team's presentation equipment ceases to operate because of a power failure in the competition facility, the competition will be halted until the problem is corrected. If the electronic equipment the team brings into the competition room fails, the time will continue to count down from the presentation time block.

Competition Room Access

Competition rooms are open to all registered attendees. Teams and visitors are invited to watch other teams present, but they are asked to enter and leave rooms only during the set-up period and breaks. No one (except members of media and Enactus staff) may exit the room during the presentations or Question and Answer period. The area behind the judges is considered public domain. Doors to the competition room must remain unlocked and clear at all times to provide access to Enactus staff.

Video/Copying Policy

By participating in any Enactus-sponsored event, each team grants Enactus the right and permission to document and publicize or otherwise utilize its Annual Report, audio-visual presentation and outreach projects for illustration, advertising, training or any other lawful purpose. Teams may record the presentations of other teams at competitions under the following conditions:

1. No lights are to interfere with or inhibit the presenting team.
2. The team videotaping should be courteous and cause the least amount of distraction possible to the presenting team.
3. Set-up must be behind judge and audience seating.
4. No video footages and photos taken at Enactus events should be used inappropriately. Teams may treat these as resources so long as they are used with respect for the people being videotaped and photographed.

Competition Guidelines

Media Policy

The official Enactus photographer and videographer and members of the mass media approved by Enactus have full access to all presentation rooms at any time. This includes the use of lights and necessary equipment. All teams should be prepared for the possibility of members of the media taping or taking pictures of their presentations.

Misbehavior

Behavior that is inconsistent with the Enactus Code of Conduct and defames the profile of a Enactus student and as a result, the organization, is unacceptable. Each national Enactus organization reserves the right to determine what unacceptable behavior is, but it should be noted that this includes, but is not limited to: use of foul language, physical battery, intoxication, harassment, defaming other network members (teams/judges/attendees/hotel staff), tampering with and/or destruction of venue or Enactus property, etc. The student and/or team involved in such negative activities may be disqualified/suspended/expelled from participation at that particular event and/or the overall program. The Enactus Country Office will determine the specific penalty for each action on a case-by-case basis, and an official letter may be sent to the institutional administrator(s), notifying them of the incident and requesting their assistance in ensuring that it does not reoccur.

Observers

Upon approval from the organization, non-competing teams are invited to attend any Regional Competition, National Competition and the Enactus World Cup as observers. Registration is required. Please contact your Country Leader or Program Manager for information on how to register.

Special Disclaimer:

By attending Enactus events, attendees consent and grant Enactus the right to film, video, record, or photograph him/her during the course of the event. Attendees grant permission to Enactus and its agents, employees and affiliated organizations, to use the media for use in Enactus publications such as recruiting brochures, newsletters, and magazines, and to use such media in electronic versions on web sites or other electronic form or media, and to offer them for use or distribution in other non-Enactus publications, electronic or otherwise, without notifying attendees. Attendees hereby waive any right to inspect or approve the finished photographs or printed or electronic matter that may be used in conjunction with them now or in the future, whether that use is known to attendees or unknown, and attendees waive any right to royalties or other compensation arising from or related to the use of the media. Membership in Enactus means that you are giving permission for your information to be used and communicated (registered on www.enactus.org or through the online Active Team Sheet & Team Data Sheet).

Understanding the Judging Process

Enactus believes that the more knowledge teams have of their assessment process, the better-prepared and successful they can be. In an effort to provide insight on this, the following illustrates an outline of the judging process at all competitions:

1. Judges are taken through an in-depth orientation process, during which they are introduced to the overall program and trained on how to best evaluate the competing teams in-line with the judging criterion. The judge orientation video used as part of this process can be viewed at www.enactus.org/worldcup. Faculty Advisors are welcome to attend the judge orientation session as observers.
2. Each judge agrees to the Judges' Oath, committing to providing fair and quality assessments of the teams' overall programs (see appendix for a copy of the Judges' Oath).
3. During each presentation, judges will assess the quality and sustainability of the team's initiatives and its impact in relation to the judging criterion, using the Individual Team Evaluation Form (ITEF) to take notes and select assessment ratings. The ITEF is used as the key assessment tool during presentations and also serves as the primary form of feedback to teams on their performance.
4. Judges use the Cumulative Evaluation Form (CEF) to actually assess teams which then serve as the guide and key deciding factor in making their final decisions on rankings.
5. One or more veteran judges serve as the League Coordinator and facilitate the competition process in the room, ensuring that the team presentations begin on time and that all judges are on-track and present for all the presentations (in order for their votes to count during the scoring process).
6. At the conclusion of the last presentation, judges then cast their votes based on their rankings on the CEF for competing teams. Individual votes per team and per placement are then counted and mathematically tabulated to arrive at the winning teams. This tabulation process is annually audited and monitored by KPMG.

Level of Impact

Judges use the Level of Impact descriptions (listed below) as a tool in making better assessment of the teams' programs through the ITEF. Please note that the Level of Impact selection is not mandated by Enactus nor is it part of the criterion. It is simply a resource and guide. Though we expect judges to evaluate teams based on the options selected from the assessment of the ITEF, do note that their final ranking is ultimately their decision to make.

- Insufficient (equivalent to low impact): Project(s) activities satisfactorily completed, but had little effect on changing or improving lives.
- Good (equivalent to medium impact): Project(s) gave criterion/issue public attention, gained support and participation of key stakeholders; endorsements/testimonials set forth.
- Very Good (equivalent to high impact): Project(s) advocated the passage of significant, sustainable change in target audience, attention/support around project clearly advanced, key stakeholders strongly influenced.
- Excellent (equivalent to exceptional impact): Project(s) clearly provided evidence of systematic/habitual, long-term change that has significantly improved lives of target audience members, has proven sustainable for multiple years, and has further solidified commitments from key stakeholders.

Note: Each level is contingent upon meeting requirements described in prior level.

Important Notes

- The voting and scoring process is a closed session – open only to judges and led by the trained League Coordinator(s) and/or Enactus staff members.
- Judges are not permitted to consult with one another or influence the votes of others. Neither are they permitted to hold discussions or consult with Enactus staff.
- Although teams will be assessed and evaluated on their programs and not presentations, Enactus does permit judges to offer feedback on Annual Reports and audio-visual presentations. However, the feedback does not influence the competition results.
- All voting results are reviewed and verified by Enactus staff who use an official scoring process and Score Verification Grid provided by Enactus.

Judges' Oath

On my honor, I agree to serve today
as an official judge of an Enactus competition
in a completely fair and impartial manner.
I personally commit to this responsibility
with no previous conflicts of interest or
predetermined expectations for the
outcome of the competition.

I will make my evaluations based entirely
on the teams' presentations and written
reports using only the judging criterion
provided to me. And I will make my judging
decisions independently, with integrity
and without regard as to the institutions,
communities or countries represented
by these teams.

Individual Team Evaluation Form



Institution Name: _____

Date: _____

Please offer insights below on how effectively and efficiently the team met specific elements of the Enactus Judging Criterion. They will receive and use this feedback to help improve their programs. **For each judging sub-element below, place an "X" or check mark in the box that best matches your sentiments regarding the team's performance on that sub-element of the criterion. Be sure to also assign an Overall Assessment in the box to the right of each judging element.**

We also strongly encourage you to provide written feedback in the Comments sections. Note that this is the ONLY formal feedback the teams receive from judges, so please take the time to complete the entire form as thoroughly as possible.

Enactus Judging Criterion:

Considering the relevant economic, social and environmental factors, which team most effectively empowered people in need by applying business and economic concepts and an entrepreneurial approach to improve their quality of life and standard of living?

JUDGING ELEMENTS

In carrying out its project(s), did the team:

1. Consider the relevant economic, social and environmental factors?	Disagree	Neutral	Agree	Strongly Agree
Considered and accounted for relevant economic factors				
Considered and accounted for relevant social factors				
Considered and accounted for relevant environmental factors				

Comments:

OVERALL ASSESSMENT: Place an "X" or check mark in only ONE of the following categories and then transfer the assessment onto the Cumulative Evaluation Form.

- Insufficient Good
 Very Good Excellent

2. Effectively empower its target audience(s)?	Disagree	Neutral	Agree	Strongly Agree
Applied an engaging and collaborative approach with audience(s)?				
Transferred valuable knowledge and/or skills				
Successfully built capacity for individual(s) to take responsible actions for long-term success				
Incorporated solutions that focus on long-term empowerment				

Comments:

OVERALL ASSESSMENT: Place an "X" or check mark in only ONE of the following categories and then transfer the assessment onto the Cumulative Evaluation Form.

- Insufficient Good
 Very Good Excellent

3. Target people in need?	Disagree	Neutral	Agree	Strongly Agree
Performed needs-assessment				
Project(s) responded to a need				

Comments:

OVERALL ASSESSMENT: Place an "X" or check mark in only ONE of the following categories and then transfer the assessment onto the Cumulative Evaluation Form.

- Insufficient Good
 Very Good Excellent

Individual Team Evaluation Form



4. Apply business and economic concepts and an entrepreneurial approach?	Disagree	Neutral	Agree	Strongly Agree
Applied sound business and economic concepts				
Applied entrepreneurial approaches				

Comments:

OVERALL ASSESSMENT: Place an "X" or check mark in only ONE of the following categories and then transfer the assessment onto the Cumulative Evaluation Form.

Insufficient Good
 Very Good Excellent

5. Improve the quality of life and standard of living for its project beneficiaries?	Disagree	Neutral	Agree	Strongly Agree
Utilized appropriate and effective evaluation methods				
Achieved quantitative results				
Achieved qualitative results				
Positively impacted lives/Outcome of lives changed				
Built foundation for continuation and/or expansion of success				

Comments:

OVERALL ASSESSMENT: Place an "X" or check mark in only ONE of the following categories and then transfer the assessment onto the Cumulative Evaluation Form.

Insufficient Good
 Very Good Excellent

SAMPLE

SUGGESTIONS FOR IMPROVEMENT/OVERALL COMMENTS:

In this area, please provide valuable general insights and suggestions related to the team's projects and activities.

*In this section, please offer any constructive feedback regarding the team's annual report and audio-visual presentation.

*These comments have **no direct impact** on the scoring process of the team. They are strictly being provided as recommendations the team can consider for future improvement.

Cumulative Evaluation Form



Judge Name: _____ Organization: _____ Date: _____

Please use the **Overall Assessments** from your Individual Team Evaluation (ITE) Forms as the primary reference in recording your rankings below.

Overall Assessment Legend:
(Do not make any marks in this box – this is for your reference only)

I - INSUFFICIENT G - GOOD VG - VERY GOOD E - EXCELLENT

For each team, please transfer your Overall Assessments from the Individual Team Evaluation Form. We ask that you use the codes **I**, **G**, **VG** and **E** to note level of performance.

TEAM NAMES:		Please list team names (in order of presentation)		
1. Consider the relevant economic, social and environmental factors?				
2. Effectively empower its target audience(s)?				
3. Target people in need?				
4. Apply business and economic concepts and an entrepreneurial approach?				
5. Improve the quality of life and standard of living for its project beneficiaries?				
RANKING: Please rank the teams, 1 being your first choice; NO TIES ALLOWED				

JUDGING ELEMENTS

Preparation Tips

Enactus takes great pride in the fact that much of our programmatic improvements throughout the years have been inspired by our very own teams. We have a developed significant database of innovative and effective ways that teams have successfully told ‘their stories’ at competitive events. This segment of the handbook is extremely important because it may assist you in discovering how to better showcase your achievements at competitions and how to maximize your experience at the events.

Observing Vs. Competing

It is very natural for new teams to experience some hesitation regarding competition in their first year with Enactus. There may be a feeling of uncertainty and anxiety that their inaugural year as a competitor may not live up to their own expectations – and in some cases, to the expectations of their university administrators, peers, or friends. The good news is that it is very natural to feel this way. The bad news is that if your team does not participate in the competitive experience right away, it will be one year behind all the others. Being behind is not limited to missing out on just the thrill of competing, but it may also affect the ability for your team to reap the additional benefits of competing. The additional benefits may include: the opportunity to be showcased in front of business executives, participate in special activities during the competition; a chance to tell ‘your story’ of how you’ve impacted lives; obtain meaningful feedback from judges who represent an array of experiences and industries; and finally, further develop the cohesiveness and bond of your team. Throughout our history, competition has been a key element of development, learning, and inspiration to all constituents (regardless of how long they’ve been engaged). As a competing team, you are accepting the challenge to engage in the full Enactus experience. Remember that, in Enactus terms, the word ‘competition’ is not exclusive to the actual comparison between you and other teams, it is also a celebration of what you have achieved (big or small) as a member of a global body that changes lives every single day.

Before Getting Started

It is imperative to remember that the word ‘presentation’ refers to several different elements at competitions. Key components of presentations include the Annual Report, audio/visual presentation, verbal presentation, and the degree of professionalism with which you represent your team and Enactus. There should be a natural synergy, flow, and alignment between your Annual Report, audio/visual presentation, and verbal presentation. It’s important to ensure that your team members who are managing the creation of your presentation work together to ensure this synergy and flow exist. Your team may also consider starting on competition preparation at least 3 months before the big event. This will help alleviate last-minute tensions and a heavy workload. Enactus offers numerous valuable resources focused on helping you to prepare for competition. You may reach out to your local Enactus Country Office for additional details. In the meantime, you will find below a simple template for creating your team’s annual report and presentation. It is generic in nature and you are encouraged to modify it as necessary to meet your needs.

Generic Presentation Template

Please use this template as a guide for creating your annual report and presentation, but make them specific and unique to your team. Remember, the following template is simply a suggestion.

I. Institution and Community Demographics

- A. Describe the demographics of your community and any unique facts. You want the judges to understand where you are from and the setting of your community.
- B. Describe your college or university and mention any unique facts. You want the judges to understand your environment and situation.

II. Team History

Briefly describe the history and/or inception of your team. A timeline is a helpful tool in this step.

III. Team Mission and Goals

- A. State your team’s mission and reason for existence.
- B. Describe the goals you set for your team to accomplish this year.

Preparation Tips

IV. Description of Projects

Please refer to the section titled, 'Characteristics of Successful Enactus Projects' of this handbook. For each of your team's projects, describe the following details:

- A. **Project Need:** State why the project participants need to be engaged in this project in order to be successful. Good projects address a definable need. Describe the need fulfilled by the project.
- B. **Consideration of Relevant Economic, Social, and Environmental Factors:** Explain to the judges that your team did indeed consider all three factors, but then decided to address one, two, or three out of the three, since it was most applicable to the project at its current phase. Be sure to emphasize and prove that you indeed did consider all three. This is essential.
- C. **Project Description:** Simply describe the various phases of the project. Remember to also describe the area of focus for the project and the approaches used during the project implementation phase – business, economic, and entrepreneurial approaches.
- D. **Measurement of Outcomes:** Answer the question, "Was this project successful?" and prove it. It is critical that you prove how you have empowered people in need and improved their quality of life and standard of living. Enactus is not necessarily focused on the input or output from teams. Rather, competitions allow them to illustrate their focus on the high-quality and meaningful outcomes of their projects.

V. Program Sustainability

- A. **Recruiting and Team Organization**
 1. Describe how your team is organized.
 2. Describe the recruiting plan your team uses.
 3. Describe any unique programs you use to recruit and maintain students.
- B. **Team Succession Plan**
 1. Describe the succession plan your team has created to ensure your team's success during years of transition.
 2. Describe how your team uses a transition notebook to help train new team leaders.
- C. **Institutional/Administrative Support**
 1. Describe the level of support you receive from your institution and administration.
 2. Describe the ways in which you involve your institution and administration in your projects and yearly activities.

3. Describe any outstanding opportunities you have received as a result of the administrative and institutional support you receive.
- D. **Business Advisory Board (BAB)**
 1. Describe your BAB in terms of size and expertise.
 2. Describe the role of your BAB and explain how BAB members have contributed to your projects.
 3. Describe your plans to increase the involvement of the BAB with your team.
 - E. **Funding**
 1. Describe your team's funding efforts.
 2. Describe the plan you have to build a budget that will support your team's activities for several years.
 3. Develop an income statement for your team and be prepared to share details with the judges.
 - F. **Alumni**
 1. Describe how you involve Enactus alumni in your projects.
 2. Describe how you work with the alumni from your team and how you involve them.
 - G. **Media**
 1. Describe how you involve the media to help publicize your team's projects and activities.
 2. Describe any outstanding opportunities your team has received as a result of the media attention.

VI. Closing

- A. **Goals for Next Year** - Describe your team's major goals to accomplish next year. Include your plans to expand current projects or add new projects. This is the time to show the sustainability of your program.
- B. **Final Remarks** - Describe your team's long term goals for sustaining and/building upon meaningful impact related to the judging criterion. Remember to clearly identify that the next phases are all anticipated and results not yet achieved. The judges will see several annual reports and presentations during an Enactus competition - make sure they remember yours.

Preparation Tips

Words of Advice:

- Keep the Annual Report and presentation simple and concise. Four pages and 17 minutes do not provide adequate space and time to explain every detail of your program. Provide a broad overview of your accomplishments and highlight the projects you feel had the most relevant impact.
- The Annual Report and presentation should be visual. Use of pictures, graphs and charts is recommended.
- Be creative in your approach.
- The Annual Report and presentation are, in essence, your team's attempt to convince the judges that your team did the best job of considering the relevant economic, social and environmental factors; using an entrepreneurial approach; and improving constituents' quality of life and standard of living. If great products sold themselves, we would not have sales people. Sell your team!
- There are a variety of tools available to you on the Enactus website. These include past Annual Reports, the Judge Orientation Video, press release templates, past Special Competition reports and more. Be sure to take advantage of these resources

Key Reminders

1. Understand the Judging Criterion

This sounds so simple, but before you start working on your presentation make sure that you fully understand what you will be evaluated on during the competition! Review the relevant resources we have provided you in the past (Beginner's Guide and Info Sheets on each element of the criterion). Remember that we only have ONE holistic judging criterion and your goal is to show how your team has best met that overall criterion.

2. Know the Expectations of the Judges

Study the Judge Reference Materials (including the Judge Orientation Video) available at www.enactus.org/worldcup/ competition resources or your Enactus national website. Numerous tools and resources are available on this site and can help you understand competition from the perspective of a judge.

3. Use the Language & Structure of the Individual Team Evaluation Form (ITEF)

Consider integrating some of the language used on the ITEF into your presentation script. Also consider using a presentation structure which is linked to the judging elements on the ITEF. This may create a better and more fluid presentation, making it easier for the judges to follow your story in a logical and organized manner.

4. Focus on Outcomes!

Enactus competitions are about results achieved in the field. Make sure you show how your projects have really impacted the quality of life and standard of living of the people you have worked with.

5. But...Explain Your Method

However, you do need to spend time explaining how you arrived at those outcomes. The Judging criterion encompasses several essential elements which should be featured in any successful project (Did you target people in need? Did you apply economic and business concepts and an entrepreneurial approach? Etc.) Judges want to hear what strategy (and/or tactics) you employed and which evaluation tools you used to successfully conduct your projects and track its impact, all while using the criterion as your guiding principle.

6. Simplify Things

Keep the structure of your presentation as simple as possible. Imagine you had only one minute to explain your project to someone; what would you tell them? Starting from this basic premise will help to ensure that you explain the core of what your project is about.

7. Streamline the Number of Projects Presented

Although your team may have a large portfolio of projects, you are not obliged to talk about all of those projects in your presentation. In most cases, it is probably better to cover fewer projects so you can allocate sufficient time explain them fully and in detail than to try to explain too many but to fail to get your point across.

Preparation Tips

8. Tell the Story of One Individual

Personalize your project stories. Judges would like to know what the individuals in your projects experienced. How has your project changed the lives of your participants? What was their situation before and after your project? Try to show in your presentation how the people you impacted are now enjoying an improved quality of life and standard of living because of your project. Include testimonials.

9. Be Clear about Your Partnerships

If your team has worked in partnership with other organizations or other Enactus teams, it is important that you clearly indicate exactly what your role has been during the different stages of this project. Judges need to understand what your added value has been, versus what your project partners have contributed.

10. Practice Makes Permanent

Practice your presentation as much as possible. Use your BAB members, fellow team members, Faculty Advisor(s) and/or your institutional administrators as 'judges' in mock presentations. This will help your presentation team build confidence and their feedback will help to inform changes you will need to make to the presentation. Practicing instills more 'permanent' (not necessarily 'perfect') behaviors and approaches.

Important – What Enactus is not about:

- Enactus is not a competition about which team recruited the most students, raised the most money, received the most media coverage, etc. These activities are only relevant to the degree that they enhance the team's ability to fulfill their primary mission of creating economic opportunity for others.
- Enactus does not require teams to conduct projects abroad. Although it may be impressive to see that teams are able to impact those outside of their home countries, this mere international activity should not automatically warrant the team additional points. Your focus should always be on the need, relevance, depth, and meaningful impact of the project – regardless of it being abroad or in their homecountries.
- Enactus is not necessarily focused on the input or output from teams. Rather, competitions allow them to illustrate their focus on the high-quality and meaningful outcomes of their projects.
- Enactus is not focused on inflated results or numbers – quality and depth of impact, outcomes and reach are more valuable.
- Enactus is not a speech or presentation contest. Our competitions are not focused on who gave the best speech or which team had the best group of presenters. It is also not a contest on the best audiovisual effects or most creative annual report.

Capitalizing On Your Success

This segment, while not prescriptive, attempts to provide a range of ideas and suggestions of what steps can be taken to celebrate the success of your team by placing in the semi-final round or final round of competition at the your regional/national competition or at the Enactus World Cup. We hope this guide proves to be a useful tool in your efforts to capitalize on your achievements and in the marketing of your program.

This content should assist you in building upon the momentum of your success at your institution, in your community and beyond. Its mission is to empower you to adopt the viewpoint that you should now oversell your achievement or you may miss out on the opportunity for your program to grow into an even more successful team. Your achievements can influence several positive changes for the organization including:

- Rebranding or improving the profile of the organization at your institution and in your city.
- Increasing the number of institutions participating in the program in your city.
- Taking the organization from where it is now to where it wants to be.
- Helping identify a patron for the organization.
- Increasing the number of team partners and sponsors.
- Providing an opportunity for your institution to focus on developing a long-term strategic plan. This will enable the institution and your Enactus Country Staff to identify key strategic areas that will ensure growth and success of the organization at your institution.

Communicate your success to your various stakeholders

It is important to recognize all who contributed to your Enactus team's success. This should be done within the first week of your return to your institution. It is important to capitalize on the excitement while it's still high! Consider the following:

Share on Social Media

Publicize your success via social media posts. Post videos and photos of your team's experience on social media sites to share with stakeholders, members of the media and other interested parties.

Send out an email notification

Send out an email notification of your win to all stakeholders (Board Members, Sponsors and Partners, University Officials). There is a sample press release at www.enactus.org. Indicate the name of your institution; the teams that competed along with you, the date of the competition, and a brief summary on the overall number of teams who participated at the event. You could also acknowledge the sponsors and partners who supported the team, business leaders who traveled to the competition, and the main sponsors of the regional/national competition or the Enactus World Cup. Be sure to share links to event photos and videos with your stakeholders.

Convene a Board meeting with your team's Business Advisory Board members

It is at this meeting where a presentation is made to all board members, giving highlights of the competition you attended and to present the various awards received. Use this meeting to brainstorm with your board about what opportunities exist for your team.

Questions to consider:

- What is the impact of your success at the competition?
- How can you catapult your organization to the next level?
- How will this achievement enable us to become more visible and recognized in the community?
- How can we capitalize on this success?
- How can we use this success as an opportunity to grow our student members?

Schedule a meeting with University officials

- Invite your team's Business Advisory Board members to the University meeting
- Present the awards and national championship trophy to the officials, provide highlights of the competition and thank the Institution's administration for their support
- Discuss with the administration ways in which you can capitalize upon the success (i.e. could the Institution possibly organize an event and invite their stakeholders?)

Capitalizing On Your Success

Organize a Media Blitz

Determine the medium you will use to communicate your message and win (press releases). Your media blitz should begin immediately after the competition and be staggered over the months following the event. This will ensure that the message of your success will remain at the forefront of the community's antennae.

Host an event post-competition in your local community

Aim to host the event within 3 to 4 months upon your return from the competition. Incorporate a goal into the event agenda, taking into consideration what the objective of the event is or what you are trying to achieve as a result of the event.

- The event can seek to thank all participating sponsors and partners.
- It can seek to increase funding for the organization, where a call for pledges is made during the event.
- Showcase the presentation of your team
- Introduce the organization to prospective sponsors and partners and showcase opportunities in which their participation could benefit both parties.

- It can introduce the program potential new academic institutions/officials with an aim to increase student numbers and to motivate institutions in your area to become involved in Enactus.
- The event may also seek to increase income by 30%, 40%, 50%, etc.
- Identify who will champion the cause.
- Could one of the current partners or sponsors assist the Country Leader in organizing the event?
- Identify a current or new organization to partner with which could help or be the co-sponsor of the event, preferably one that has a far reaching membership/network of businesses.
- Determine how your partners can become involved in your success-examples include: companies may agree to host the reception or ceremony; companies may agree to market the achievement of your team through use of their in-house marketing wing.

The suggestions highlighted above are to be used as guidelines to enable you to capitalize on your success and to ensure that the actions you take will elevate your team to the next level, as you move from being GREAT to becoming EXCEPTIONAL.

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