





**PREPARING
FOR
COMPETITION**

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 reports in order to compete:

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

Only Active Team Sheets and Project Reports 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, Project Report, 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, and at the Enactus World Cup.

Project Report: This report provides key information on the team's projects 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, 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 PROJECT REPORT

Project Details

Project Start Date: _____ Project End Date: _____

Project Title: _____

Target Audience: _____

Direct Impact:

No. of women:

No. of children (up to age 15):

Other (please specify): _____

No. of men:

No. of youth (ages 15-24):

Indirect Impact:

Project Partners (if applicable): _____

Project Description:

Project Categories (check all that apply):

Agriculture/Irrigation

Existing Business Development

New Business Development

Education

Energy

Environment

Health & Sanitation

Hunger/Poverty

Skilled labor

Technology

Water

(crafts, vocational skills, etc.)

Livelihoods Assets

Note: Your project may not increase access to and/or protect assets in all asset categories. If an asset category is not relevant to your project, please select "No".

1. Did your project increase access to and/or protect the financial assets of your target audience? Yes No

If yes, please note any applicable outputs. If your team measured any asset outputs not included below, please list them under "Other metrics"

Number of new businesses created:

Number of new job opportunities created:

This is the total number of people employed in jobs that were created as a direct result of your project (i.e. entrepreneurs, business expansion, business creation, etc.)

Revenue increase (in USD):

Number of people employed in existing jobs:

Other financial asset metrics:

2. Did your project increase access to and/or protect the social assets of your target audience? Yes No

If yes, please note any applicable outputs. If your team measured any asset outputs not included below, please list them under "Other metrics"

Number of non-Enactus team members involved in volunteering:

Total volunteer hours completed by non-Enactus team members:

Number of people socially integrated into their communities:

Other social asset metrics:

3. Did your project increase access to and/or protect the natural assets of your target audience? Yes No

If yes, please note any applicable outputs. If your team measured any asset outputs not included below, please list them under "Other metrics"

Tons of waste diverted:

Tons of CO₂ emissions reduced:

Other natural asset metrics:

4. Did your project increase access to and/or protect the physical assets of your target audience? Yes No

If yes, please note any applicable outputs. If your team measured any asset outputs not included below, please list them under "Other metrics"

Number of people with new access to a clean, sustainable energy source:

Number of people with new access to products/practices which reduce disease and promote health:

Number of people with new sustainable access to adequate food supply:

Number of people given access to clean, safe drinking water:

Other physical asset metrics:

5. Did your project increase access to and/or protect the human assets of your target audience? Yes No

If yes, please note any applicable outputs. If your team measured any human asset outputs not included below, please list them under "Other metrics"

Number of people with new access to education:

Number of people educated on financial literacy:

Number of people educated on practices for disease reduction:

Number of people educated on a new handicraft or manual labor skill:

Number of people obtaining jobs as a result of education provided by the project:

Other human asset metrics:

PROJECT REPORT DEFINITIONS

Project Target Audience

- **Women** – the target beneficiary group is specifically women (business owners, artisans, etc.)
 - **Men** – the target beneficiary group is specifically men
 - **Children** – those younger than 15 years (younger than high school age)
 - **Youth** – the target beneficiary group is between the ages of 15 and 24 years
 - **Other Individuals** – individuals identified in a target group not listed above, projects not involving individuals specifically (businesses or schools) or projects where the target group is not specifically listed
 - **Direct Impact** – Direct impact is the number of individuals the team directly worked with. Direct impact can be claimed when the project target audience takes the skills and/or knowledge they learn during the initial stages of the project and implement those skills and or/knowledge in their lives
 - **Indirect Impact** – Indirect impact is the number of individuals who interact with the project but the team did not work directly with them
- **Hunger/Poverty** – projects dealing with hunger, nutrition and food supply for those in impoverished areas or situations
 - **Skilled Labor** – projects dealing with artisans or those with a specific skill set (such as weaving or pottery), as well as those projects teaching individuals a new, specific skill set that produces a product to be sold
 - **Technology** – projects dealing with technology as a way to improve the quality of life and standard of living, such as mobile phone apps, access to computers or other technology
 - **Water** – projects specifically dealing with access to clean water for drinking or crops

Project Categories:

(Multiple categories may be selected per project)

- **Agriculture & Irrigation** – projects dealing with cultivating land, raising crops, and feeding, breeding, and raising livestock; farming and irrigation techniques
- **Existing Business Development** – projects dealing with improving existing businesses not created by the Enactus team
- **New Business Development** – projects dealing with businesses or business endeavors established by the Enactus team or by entrepreneurs working with the team
- **Education** – projects dealing with schools, educational materials, teachers or any programs held within a school day for students; education on job skills, soft skills or other knowledge or awareness-based projects
- **Energy** – projects dealing with energy sources such as solar, wind, hydro or bio-fuel
- **Environment** – projects dealing with conservation, recycling, “eco-friendly” materials or systems, environmental sustainability, and conservation awareness
- **Health & Sanitation** – projects dealing with disease prevention or awareness and sanitation issues (toilets, hygiene products, etc.)

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 Active Team 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

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.

Room Set-Up and Equipment

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.

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.

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.

COMPETITION GUIDELINES

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.

Competition Grievance Policy

At Regional and National Competitions, students should direct any complaints or concerns about competitions proceedings to their Faculty Advisor. The Faculty advisor should assess the matter, and then decide whether or not to file a formal complaint.

At the Enactus World Cup, teams should direct any complaints or concerns to their Country Leader. The Country Leader should assess the matter, and then decide whether or not to address the matter with their respective Enactus Worldwide Managing Director (or other Worldwide representative when appropriate).

At any level of competition, judges may direct concerns to the League Coordinator(s) and/or Enactus staff members assigned to their league and may only file complaints for the league in which they judged.

Whenever an issue is unable to be resolved at the event, complainants will be required to submit their concern in writing (full name, position, affiliated institution, detailed summary of the issue including specific room/location of the incident being reported, and contact information) to the respective Enactus national organization (at regional or national competitions) or Enactus Worldwide (at World Cup). All formal complaints will be reviewed by the respective Enactus Rules Committee (body of executives empowered by the organization's Board of Directors or National Advisory Board). Written findings will be submitted to the filing individual(s) within 30 days of the receipt of the appeal. Decisions by an Enactus Rules Committee are final.

For all levels of competition:

- Complaints must be submitted within 30 days of the suspected violation.
- Anonymous complaints will be disregarded.
- Teams cannot request a copy of the complaint against them.

Changes to the above practices will be communicated in writing prior to the start of any competitive event. Check with your Country Leader and/or Program Manager for additional details.

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. Faculty Advisors are welcome to attend the judge orientation as observers.
2. Each judge agrees to the Judges' Oath, committing to providing fair and quality assessments of the teams' overall programs.
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. This form serves as the guide and key deciding factor in making their final decisions on rankings.
5. One or more veteran judges serves as the League Coordinator. Their role is to facilitate the competition process in the league, ensuring that the team presentations begin on time and that all judges are present for all the presentations. Judges must be present for all presentations in order for their votes to be counted during the scoring process.
6. At the conclusion of the last presentation, judges cast their votes based on their rankings on the CEF. 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. No ties are allowed. Enactus utilizes a uniform tie-breaking process globally should a tie occur.
 - First, judges vote between the tied teams only. No conversation or debate should take place among the judges. If the tie is broken, no additional actions are needed. Scoring is complete.
 - Second, League Coordinator(s) and/or Enactus staff members review the total number of 1st, 2nd, 3rd, 4th, etc. votes until one of the tied teams has a higher number of votes in the higher ranking slot. If the tie is broken, no additional actions are needed. Scoring is complete.
 - Third, League Coordinator(s) and/or Enactus staff members explain to the judges that they will be permitted to discuss and deliberate for up to 10 minutes on which of the tied teams should be higher ranked. After 10 minutes (or sooner if the discussion has concluded) the Enactus staff member and League Coordinator will lead a re-vote between the tied teams. Scoring is complete when no ties remain.

UNDERSTANDING THE JUDGING PROCESS



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. Please see the tie-breaking process for exceptions to this policy.
- 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 using an official scoring process and score verification grid provided by Enactus.

Assessment Definitions

INSUFFICIENT (equivalent to no impact): No evidence of activity, no connection to sustainable change

FAIR (equivalent to low impact): Some evidence of activity, but little connection to sustainable change

GOOD (equivalent to medium impact): Evidence of activity, with some connection to sustainable change

VERY GOOD (equivalent to high impact): Evidence of activity, empowering the target audience to improve their livelihoods

EXCELLENT (equivalent to exceptional impact): Clear evidence of activity, leading to systematic/habitual change that has significantly empowered the target audience to improve their livelihoods in an economic, social and environmentally sustainable way.

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: _____

Enactus Judging Criterion

Which Enactus team most effectively used entrepreneurial action to empower people to improve their livelihoods in an economically, socially and environmentally sustainable way?

Assess the team's effectiveness in:

	Insufficient	Fair	Good	Very Good	Excellent
<i>Seeing Opportunity</i>					
Conducting a thorough needs assessment with the target audience	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<i>Taking Action</i>					
Using entrepreneurial action	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<i>Enabling Progress</i>					
Measuring and reporting direct and indirect outcomes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Empowering people	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Improving livelihoods in an economically, socially and environmentally sustainable way	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Valuable insights or suggestions related to the team's projects and activities:

Constructive feedback on the team's ability to communicate results:

Additional comments may be provided on the back of this form.

Cumulative Evaluation Form



Judge Name: _____ Organization: _____ Date: _____

Assessment Legend

I – Insufficient F – Fair G – Good VG – Very Good E – Excellent

Transfer your assessments from the Individual Team Evaluation Forms. Please use the codes I, F, G, VG, and E to note level of performance. Using your assessments as a reference, rank the teams (with 1 being your top choice). No ties allowed.

Please list team names in order of presentation.				
Team Names:				
Seeing Opportunity				
Conducting a thorough needs assessment with the target audience				
Taking Action				
Using entrepreneurial action				
Enabling Progress				
Measuring and reporting direct and indirect outcomes				
Empowering people				
Improving livelihoods in an economically, socially and environmentally sustainable way				
Ranking: Please rank the teams (with 1 being your top choice). No ties allowed.				

PREPARATION TIPS



Throughout our history, competition has been a key element of development, learning and inspiration to all constituents. As a competing team, you are accepting the challenge to engage in the full

Enactus experience. Competition is a celebration of what you have achieved (big or small) as a member of a global body that changes lives every single day. When we compete to improve lives, we all win.

PREPARATION TIPS

Benefits of Competing

- Networking with business executives
- Sharing best practices and making connections with other Enactus teams
- Participating in special professional development activities during the competition
- Celebrating ‘your story’ of how you’ve impacted lives
- Obtaining meaningful feedback from judges who represent an array of experiences and industries
- Developing the cohesiveness and spirit of your team

Before Getting Started

It is imperative to remember that the word ‘presentation’ refers to several different elements at Enactus 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 each of these key components.

Enactus offers valuable resources focused on helping you to prepare for competition. Reach out to your Program Manager 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.

Additional annual reports and audio/visual presentations from previous Enactus World Cups are available online for review.

Visit www.enactus.org/worldcup for more information.

Generic Presentation Template

The following template covers information in detail for training purposes; remember to keep your annual report and presentation simple and concise. Provide a broad overview of your accomplishments and highlight the projects you feel had the most relevant impact. Use visuals and be creative in your approach. This is your opportunity to convince the judges you did the best job of fulfilling the judging criterion.

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 Mission and Goals

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

III. Team Organization & Program Sustainability

- a. Describe how your team is organized and any unique programs you use to recruit and maintain students
- b. Describe any outstanding opportunities you have received as a result of the administrative and institutional support you receive.
- c. Describe the role of your Business Advisory Board and explain how the members have contributed to your projects
- d. Describe your team’s funding efforts
- e. Describe how you involved the media to help publicize your team’s projects, and any outstanding opportunities your team has received as a result of media attention

IV. Description of Projects

For each of your teams 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. Project Description: Simply describe the various phases of the project and the approaches used during the project implementation phase. Include any necessary details on the economic, social and environmental sustainability of the project.
- c. Measurement of Outcomes: Answer the question, “Was this project successful?” and prove it. It is critical that you prove how you have empowered people to improve their livelihoods. 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.

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

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 provided by your country office. 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). Numerous tools and resources are available to 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 empowered people to improve their livelihoods.

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 empower people to improve their livelihoods? Did you utilize entrepreneurial action? Is your project economically, socially and environmentally sustainable? 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 impact.

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 improved livelihoods 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 home countries.
- 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.