

INTRODUCTION TO THE ENACTUS JUDGING CRITERION

Judging Elements

The following ideas serve as a guide to help teams and judges better understand the framework and content of the criterion.

1. What is “entrepreneurial action”?

- Enactus defines “entrepreneurial action” as taking the opportunity to use sustainable business and sound economic practices to develop innovative business models based on risk, commitment and a willingness to follow through
- Entrepreneurial action speaks to the manner in which projects are developed and delivered, not necessarily a call to create entrepreneurial ventures
- Entrepreneurial action should result in the demonstration of creativity, innovation and an entrepreneurial culture through the team’s efforts
- Enactus teams should demonstrate the ‘positive power of business’ throughout their projects, applying a business mindset to the project process, content and delivery

2. How are people “empowered”?

- Teams directly empower individuals when the project beneficiaries take the skills and/or knowledge they learn during the initial stages of the project and implement the skills and/or knowledge in their lives
- Direct empowerment requires communication, understanding and challenging long-standing assumptions about what outcomes people need
- A collaborative approach is key when working with the target audiences. Project beneficiaries should be an active part of all the stages of project design and execution
- Teams should always consider incorporating solutions for long-term empowerment in their project design

3. What are livelihoods?

- A livelihood is the means and activities involved in sustaining an individual’s life. Livelihoods are fueled by what are known as livelihood assets
- Five categories of livelihood assets:
 - Financial assets: Financial resources available to an individual
 - Social assets: Networks, groups and relationships

- Natural assets: Natural resources available to an individual (e.g. air, water, land, etc.)
- Physical assets: Basic infrastructure and goods (e.g. shelter, transportation, water supply, sanitation, energy, etc.)
- Human assets: Skills, knowledge and ability to work and pursue livelihood strategies
- Livelihood strategies are the methods and processes used to transform livelihood assets into outcomes
 - Successful Enactus projects investigate the current livelihood strategies employed. Teams should work with the target audience to take an entrepreneurial approach to current strategies or develop new sustainable strategies instead
- Livelihood outcomes are the benefits or changes for individuals during or after participating in Enactus projects.
 - Livelihood outcomes are not always income-based
 - Other positive livelihood outcomes may be better health, less vulnerability, environmentally sustainable use of natural resources or food security.

4. What makes an Enactus project “economically, socially and environmentally sustainable”?

- These three areas of focus are in reference to the triple bottom line concept, (i.e. profit, people, planet) and are meant to illustrate that for a project or initiative to be truly effective and sustainable it must make sense economically as well as socially and environmentally
- Due consideration must be given to the three areas, although one or more may have greater relevance in particular circumstances
- To the degree that any of the three areas of sustainability are relevant to the situation, they should be addressed in an integrated manner as part of the project rather than as separate activities