

ENACTUS judging criterion for projects

At the end of each academic year, in April, ENACTUS UK holds national competitions to review and celebrate the past year of projects. Each university gives a presentation outlining the projects they undertook in the past year and explaining the impact of the projects.

An important consideration, therefore, when setting up a project is the judging criterion for the project. Below is an outline as to how the judges assess projects:

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**?

All ENACTUS projects will be assessed against the judging criterion, so here are the elements to consider:

- Who would my target audience be? Who are the people in need?
A key evaluation is the team's ability to illustrate the need(s) of the target group(s) they worked with and why they chose to address those needs.
- How can I effectively empower the people in need?
A good project will equip its beneficiaries with knowledge, skills and confidence and focus on long term capacity building.
- Have I applied business and economic concepts and an entrepreneurial approach in my project solutions?
Business and economic concepts should result in the creation of economic opportunities through application of a business mindset to the project process, content and delivery
Entrepreneurial approach relates to the manner in which projects are delivered, demonstrating creativity, innovation and entrepreneurial culture, not necessarily narrowed to creating entrepreneurial ventures.
- How will my project consider the economic, social and environmental factors?
An effective and sustainable project makes sense economically as well as socially and environmentally. From addressing the needs to implementing the project, due consideration should be given to all the 3 factors when relevant.
- Quality of life refers to non-material aspects (i.e. social, cultural and emotional circumstances of the project beneficiaries).
- Standard of living refers to material aspects (i.e. physical, financial and environmental circumstances of the project beneficiaries)