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Part of the **Enactus 101 Guide Series** — global guides designed to help every team learn, lead, and create impact.



# **WELCOME TO ENACTUS** **YOUR IMPACT JOURNEY**

## An Enactus Overview

**SUPPORTED BY**



See Opportunity. Take Action. Enable Progress | [enactus.org](https://enactus.org)

# LOCAL ACTION. GLOBAL IMPACT.



-  **50,000 STUDENTS**
-  **1,050 UNIVERSITIES**
-  **2,690 PROJECTS**
-  **1,000,000+ LIVES IMPACTED**

**FROM 1 SEPTEMBER 2024 TILL 31 AUGUST 2025.**

Every number reflects action. Every project, a purpose.

This is Enactus: a community of students, academics and business leaders using entrepreneurial action to tackle challenges, regenerate communities, and shape a more inclusive, thriving world.

Together, we are Generation Regeneration — changemakers with a head for business and a heart for the world.

## As an Enactus student, you:

- work in teams to design and run real projects
- address social, economic, and environmental challenges
- learn by doing — with guidance from Faculty Advisors, alumni, and partners
- join a worldwide network of young leaders who want to make a meaningful difference

You are not just joining a club. You're joining a global movement of students in more than 30 countries who are building solutions that improve lives today and shape the future of work, business, and society.

## OUR NETWORK OF ENACTUS COUNTRIES. #WEALLWIN



**#GENERATIONRE | #ENACTUS | #WEALLWIN**

### **About the Enactus 101 Series**

*This guide is part of the Enactus 101 Series — a set of simple, practical guides designed to help you learn, lead, build projects, measure your impact, and grow as a changemaker. We encourage you to explore the full series throughout the year.*



## **WHAT THIS GUIDE IS / IS NOT**

### **What This Guide Gives You**

- a simple overview of how Enactus works
- clarity on your role as a student and team member
- an introduction to the Enactus Impact Journey
- insight into competitions and global opportunities
- inspiration for what your Enactus year can look like

### **What This Guide Does Not Include**

- all competition rules and policies
- in-depth project development tools
- specific requirements from your Country Office
- your team's local processes or structure

Those elements will be introduced by your team leadership, Faculty Advisor, or Country Office. You can also check them yourself by scanning through the other “Enactus 101” guides available.

### **Contents of this Guide:**

- Enactus Mission, Vision & Values
- Your Role in Gen:Re — Generation: Regeneration
- What you gain as an Enactus student
- How Enactus works around the world
- National Competitions
- The Enactus World Cup
- Your Student Team: Roles & Pathways
- Your First 30 Days as an Enactus Student
- The Enactus Impact Journey
- Project Snapshot: Turning Food Waste Into Opportunity
- What a typical Enactus year looks like
- The Enactus 101 Guide Series (Overview Page)



**We live our values**  
of integrity,  
passion, innovation  
and collaboration  
in all that we do.

## **OUR VISION**

Young leaders everywhere use innovation and business skills to ensure that all people thrive in a sustainable world.

## **OUR MISSION**

Enactus is a network of leaders committed to using business as a catalyst for positive social and environmental impact. We educate, inspire, and support young people to use innovation and entrepreneurship to solve the world's biggest problems.

## **OUR VALUES**

**INTEGRITY** – acting with honesty, fairness, and respect

**PASSION** – caring deeply about the people and issues you work with

**INNOVATION** – seeking creative, practical solutions

**COLLABORATION** – working across disciplines, cultures, and sectors

## **ENACTUS**

**Entrepreneurial** – igniting business innovation with integrity and passion.

**Action** – the experience of social impact that sparks social enterprise.

**Us** – student, academic and business leaders collaborating to create a better world.

## **Generation ReGeneration**

*The Enactus theme that guides how we think, act, and create impact together.*



## **GEN:RE**

Gen:Re — Generation: Regeneration — is the global theme that brings Enactus teams together around a shared purpose: to reimagine, restore, and regenerate the systems we live in.

It is not a label or identity.

It is a call to action for every student who wants to make their community — and the world — better.

For 50 years, Enactus students, academics, entrepreneurs and business leaders have taken the lead in creating positive change through innovation, entrepreneurship, and collaboration.

Gen:Re builds on that legacy by encouraging you to:

- **Re:Imagine** what's possible for your community and your future
- **Re:Store** opportunities, dignity, and resources where they're needed
- **Re:Generate** solutions that help people and the planet thrive

You contribute to Gen:Re every time you:

- explore a problem with curiosity
- work with communities to design better solutions
- rebuild systems in ways that are fair and sustainable
- reflect honestly on what you learned
- help others take part in creating change
- choose action, creativity, and collaboration over waiting

Gen:Re is a movement built on the power of “Re” — a reminder that transformation comes from learning, trying, improving, and doing things differently.



**Regenerate — Reimaginar — Réinventer — Regenerieren —  
Re-lhyā — Punaruddhaar — 更新 — रीजन — Rejesha**

“Every Enactus team begins with the same spark — a group of students who believe the world can be better and that they can help make it happen. Enactus is where that belief takes shape. It’s where ideas turn into action, where learning becomes leadership, and where you join a global community of students who are building the future together.”



## WHAT YOU GAIN AS AN ENACTUS STUDENT

Enactus has an impact on and through you. By actively participating in the Enactus program, you will:

### Build real-world skills:

- identifying needs
- designing solutions
- managing projects
- tracking impact
- communicating with partners
- presenting with confidence



### Grow as a leader:

- lead teams and workstreams
- practice delegation
- navigate conflict
- motivate peers
- run & join meetings
- make decisions that matter

### Strengthen your career path:

- create a portfolio of real achievements
- gain experience employers value
- connect with leaders in business, community, and innovation
- join a global alumni network



**LEARNER > DOER > LEADER > CHANGEMAKER**



## SPACE FOR NOTES:

## HOW ENACTUS WORKS AROUND THE WORLD

Now that you understand the spirit of Enactus, let's look at how the movement is organized globally — and where you fit into it.

Enactus doesn't only operate at your university, it is a multi-layer global ecosystem that you can take full advantage of.

### Campus Teams

*Where innovation begins.*

Students lead everything: projects, recruitment, planning, storytelling.

### National Enactus Organization

Provide training, mentorship, resources, and run National Competitions.

### Enactus Global

Facilitates and support national country organizations, provides the competition framework, brand identity, global challenges and the Enactus World Cup.

### Partnership with Resolution Project

Expands your opportunities with: accelerators, seed funding, fellowships, global mentorship

### Alumni Network

A lifelong community of innovators, entrepreneurs, and leaders who support current teams.



## **NATIONAL COMPETITIONS (APRIL - AUGUST)**

Competitions are not the end goal of Enactus — they are a powerful learning engine built into our experience. **They help you refine your ideas, strengthen your impact, and connect to your country and the world.**

National Competitions bring together Enactus teams from across your country to share ideas, learn from peers, and elevate your project.

You present your work to panels of business, community, and innovation leaders who evaluate:

- the depth of your problem understanding
- the strength of your innovation
- the sustainability of your business model
- the outcomes and impact you created
- your clarity in storytelling and reflection

### **WHY NATIONAL COMPETITIONS MATTER**

You gain:

- real-world presentation & pitching experience
- confidence in communicating your project and its impact
- constructive feedback that pushes your thinking forward
- collaboration and inspiration from other university teams
- opportunities to refine your solution before expanding implementation
- motivation to innovate further
- recognition and visibility for your team and institution

*National Champions earn the opportunity to represent their country at the World Cup — but the real victory is the learning and momentum your team builds along the way.*



## THE ENACTUS WORLD CUP

**The Enactus World Cup is a global gathering of collaboration, culture, youth leadership, and shared impact.**

It's where teams from all continents come to learn from each other, co-create ideas, explore new perspectives, and experience the global Enactus community.

It is not a competition first. It is a global classroom, a cultural festival, a leadership summit, and a celebration of Gen:Re — Generation Regeneration.



In 2026, students from around the world will come together in **São Paulo**, Brazil, from 16–19 November to learn from one another, co-create ideas, exchange perspectives, and experience the global Enactus community.

### MULTIPLE PATHWAYS TO PARTICIPATE

There are several ways to be part of the World Cup, even if your team is not the National Champion:

#### **1. National Champion Teams**

Represent your country in the Impact Competition — sharing your story with the world and learning from top projects globally.

#### **2. Early Stage Showcase**

Teams with promising new projects can exhibit their ideas, gather global feedback, and collaborate with peers who are building similar solutions.

#### **3. Innovation & SDG Experiences**

Teams can participate in activities focused on design thinking, systems change, and cross-border collaboration.

#### **4. Delegates & Observers**

Any student can join the World Cup to learn, volunteer, explore the host city, and make global connections.

*You do not need a trophy to belong at the World Cup. You simply need the desire to learn, grow, and contribute.*



## WHAT MAKES THE WORLD CUP SPECIAL?

The World Cup is a uniquely Enactus experience:

- **Global collaboration** — meet peers facing similar challenges in different contexts
- **Cross-cultural exchange** — learn how students from 30+ countries use innovation in their communities
- **Storytelling** — hear powerful narratives of regeneration and impact
- **Youth innovation exhibits** — see early-stage ideas from around the world
- **Resolution programming** — access mentorship, funding pathways, and leadership sessions
- **Workshops & panels** — from sustainability to entrepreneurship to systems thinking
- **SDG-focused activities** — co-creating solutions to the world's biggest challenges
- **Alumni gatherings** — join a global network of support
- **Exploration & discovery** — experience the host city's culture, food, and energy

The atmosphere is energetic, hopeful, global, and collaborative.

“*The World Cup is a place where students learn from each other, not a place where they compete against each other. Competition is one part — the collaboration is what endures.*”

### WHY WE COMPETE

Competition in Enactus is designed to:

- push teams to reflect more deeply
- help you communicate your impact clearly
- challenge your assumptions
- drive innovation
- help teams learn from one another
- bring diverse viewpoints together
- raise the overall quality of impact around the world

But most importantly, competition: strengthens your work so communities and you benefit more.

***Impact is the goal.*** Competition is simply a platform that accelerates impact and amplifies collaboration.

## YOUR STUDENT TEAM: ROLES & PATHWAYS

Your team is your learning community. **A strong team blends different roles, strengths, and experiences.**



### **New Members**

*You bring fresh energy, skills, and perspective.*

Your role is to:

- learn about Enactus and your team
- contribute to a project team
- help research, ideate, build, test, or communicate
- ask questions, be curious
- explore roles that fit your interests



### **Team Leaders**

*You guide strategy, communication, team culture, and accountability.*

Your key responsibilities:

- align team mission/vision
- run leadership and team meetings
- coordinate across projects
- manage communication with Faculty Advisor & Country Office
- maintain structure and documentation
- support leadership succession
- They set direction — not do all the work.



### **Functional Support Roles**

*These roles help your team stay organized and sustainable:*

- Finance & Admin
- Impact & Data
- Communications
- Partnerships & Sponsorship
- Membership & Wellbeing



### **Experienced Members**

You carry team knowledge — and help shape culture and continuity.

You often take on roles such as:

- training new members
- managing project workstreams
- competition preparation
- impact measurement
- partnership relationships
- team operations



### **Project Leaders**

*You are responsible for the success and learning of a single project.*

You manage:

- stakeholder engagement
- research, ideation, and prototyping
- project timelines and tasks
- team coordination
- impact tracking & reporting
- partnerships
- competition preparation

## **YOUR FIRST 30 DAYS AS AN ENACTUS STUDENT**

**The first month sets the foundation for your entire Enactus experience.** Here's a simple roadmap to help you start strong, feel confident, and find your place on the team.

### **Week 1: Explore & Connect**

- ☐ Attend your first team meeting
- ☐ Meet the Team Leader and Faculty Advisor
- ☐ Learn your team's mission, values, and active projects
- ☐ Join your team's communication channels
- ☐ Read this guide (yes, really!)



### **Week 2: Discover & Learn**

- ☐ Join a project meeting
- ☐ Ask about current challenges your team is working on
- ☐ Review your team's past projects (presentations, photos, reports)
- ☐ Complete any basic Enactus onboarding or learning modules
- ☐ Talk to another student about why they joined Enactus



### **Week 3: Contribute & Participate**

- ☐ Volunteer for a task (research, outreach, design, logistics)
- ☐ Take part in a brainstorming or problem-mapping session
- ☐ Ask your Project Leader what support they need this month
- ☐ Attend a workshop or training hosted by your country office (if available)



### **Week 4: Reflect & Choose Your Path**

- ☐ Reflect on which topics excite you most
- ☐ Identify 1–2 skills you want to improve (communication, leadership, research, etc.)
- ☐ Decide whether you want a project role or a functional role
- ☐ Set a personal goal for your first semester
- ☐ Share feedback with your team leaders about your onboarding experience



## SPACE FOR NOTES:

## THE ENACTUS IMPACT JOURNEY

The Enactus Impact Journey outlines **five interconnected phases** that shape how teams learn, innovate, and create change throughout the year. Each phase builds essential skills and leadership capacity while guiding you from inspiration to real-world impact.



## THE ENACTUS IMPACT JOURNEY EXPLAINED

A year in Enactus follows a flow of Learn → Do → Reflect → Grow. The five phases:

### JOIN > IDEA > ACTION > REFLECT > IMPACT > (ELEVATE)

#### JOIN — Welcome, Purpose, Community

This is your welcome phase. You:

- attend recruitment/inspiration events
- meet the team
- learn Enactus values and mission
- explore current projects
- join training events
- find your place

**Outcome:** You feel inspired, informed, and connected.

#### IDEA — Discovery, Research, Creativity

You explore community needs and opportunities. You:

- conduct research
- engage community stakeholders
- map root causes
- brainstorm solutions
- evaluate feasibility & ethics

**Outcome:** A validated problem and a promising solution concept.

#### ACTION — Experiment, Prototype, Iterate

You make ideas tangible. You:

- create prototypes
- test with users
- gather insights
- iterate and improve
- craft early business models

**Outcome:** A stronger, tested project ready for the next stage & tapping into your talents.

#### REFLECT — Learning, Evaluation & Insight

You measure your progress, impact, and learning. You:

- track indicators
- document results
- evaluate what worked and what didn't
- celebrate milestones
- prepare for competition storytelling

**Outcome:** Clarity and confidence in your project and leadership.

#### IMPACT — Implementation, Change, Transformation

Your project deepens and your leadership grows. You:

- expand or strengthen implementation
- build stronger partnerships
- ensure sustainability
- prepare for competitions
- support community ownership

**Outcome:** Meaningful, measurable change for people, planet, and prosperity.

**ELEVATE — Your Path Forward.** After each cycle you choose to: take on leadership roles, join a new or advanced project/enter Resolution opportunities, become a mentor, join the alumni community. *Your journey continues — upward, outward, onward.*

## THE ENACTUS SOCIAL BUSINESS CANVAS

### INTRODUCING THE ENACTUS SOCIAL BUSINESS CANVAS

A clear way to design, test, and strengthen your Enactus project.

Every Enactus project begins with an idea — but strong, sustainable impact requires more than inspiration. It requires understanding the problem deeply, designing the right solution, building a workable model, and measuring the change you create for people, planet, and prosperity.

The Enactus Social Business Canvas is the tool that guides you through this journey. It helps you shape your project step by step as you move through **The Enactus Impact Journey** — **JOIN → IDEA → ACTION → REFLECT → IMPACT**.

The Canvas keeps your thinking focused, your ideas structured, and your work aligned with the **Enactus Judging Criterion**. It ensures your project is:

- rooted in real community needs
- designed with systems awareness and ethical engagement
- tested and developed through entrepreneurial thinking
- financially and operationally sound
- accountable for the impact it creates

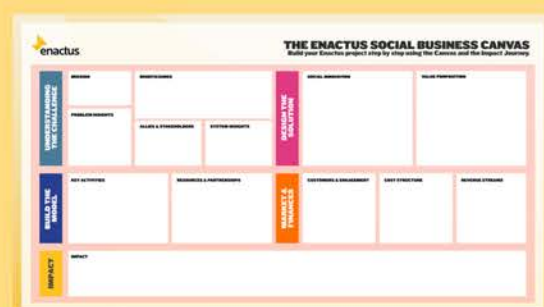
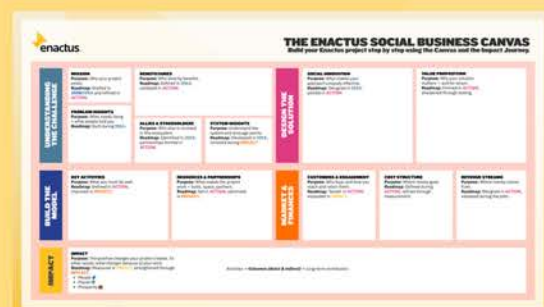
This Canvas is not meant to be completed in one sitting. You will build it layer by layer as your understanding and your project grow.

### WHAT THE CANVAS IS

The Enactus Social Business Canvas is a visual map of your project. It helps you organize everything you are learning, deciding, and creating into one clear structure.

*It brings together three essential domains of social entrepreneurship:*

- 1. Understanding the Challenge:** Who is affected, what the real needs are, how the system works, and where your project can create meaningful change.
- 2. Designing and Building the Solution:** What makes your approach innovative, what value you create, and how your project functions operationally.
- 3. Market, Finance, and Impact:** Who buys or supports your work, how your project sustains itself, and what impact it creates over time.



Every Enactus project and every Enactus student follows the same path of learning and doing — reflected in the Enactus Impact Journey. Below is a simple project example of what that Journey may look like in practice.

## PROJECT SNAPSHOT: TURNING FOOD WASTE INTO OPPORTUNITY

### JOIN | GETTING INSPIRED

*New members explore local challenges with returning students.*

In early discussions with vendors and youth groups, the team notices two connected issues: unsold produce and limited youth income opportunities.

#### Your Learning:

You begin discovering what matters to you, meeting new people, and seeing how real problems exist in your community.

### IDEA — UNDERSTANDING THE CHALLENGE

Students visit the market, listen to vendors, and map the root causes of food waste. Working with community partners, they brainstorm solutions and identify one promising idea: transforming surplus fruit into dried snack products.

#### Your Learning:

You practice research, empathy, systems thinking, and co-creation — skills you may never learn in a classroom alone.

### ACTION — PROTOTYPING & TESTING

*The team builds simple dehydration prototypes and runs small tests.*

They experiment with drying time, packaging, pricing, and quality. Youth take part in preparing batches, vendors share surplus produce, feedback improves every version.

#### Your Learning:

You learn how to test ideas, handle failure, iterate quickly, collaborate in a team, and communicate with real stakeholders.

### REFLECT — LEARNING & IMPROVING

*The team reviews early outcomes:* Are youth earning income? How much waste is reduced? Does the process work consistently? What should be improved next? They refine the model and prepare to present their learning.

#### Your Learning:

You step back, evaluate what you contributed and learned, and build confidence in analyzing results and telling the story of your impact.

### IMPACT — STRENGTHENING & EXPANDING

*With clearer processes, the project grows.* Youth generate income, vendors reduce waste, and the community benefits from a circular, sustainable solution. Impact is measured through sales, learning, interviews, and waste reduction estimates.

#### Your Learning:

You realize how your actions create real change — and you see yourself becoming a more capable, creative, and responsible leader.

**SPACE FOR NOTES:**

## WHAT A TYPICAL ENACTUS YEAR LOOKS LIKE

A timeline for your annual Enactus cycle, depending on your country's and university's academic cycle, may look like this:

### **Aug–Sep | JOIN & ORGANIZE**

Recruitment • onboarding • setting goals • defining values

### **Oct–Dec | IDEA**

Research • needs assessment • ideation • early pilot planning

### **Jan–Mar | ACTION**

Prototyping • experiments • partner building • refinement

### **Apr–Aug | REFLECT & (PREPARE TO) COMPETE**

Impact review • storytelling • competition season

### **Jun–Jul | IMPACT & ELEVATE**

Scaling • community & handovers • documentation • leader transition



*These global expectations help ensure quality, safety, and shared standards across all Enactus teams worldwide. **Every team is different — but all Enactus teams commit to the same core practices that protect communities, strengthen learning, and ensure meaningful impact:***

## WHAT WE EXPECT FROM EVERY TEAM

### 1. Work ethically and safely.

Respect team & community members, protect their data, prioritize safety during field visits, and uphold responsible, ethical engagement at all times.

### 2. Follow the Enactus Project Criterion.

Design solutions that use entrepreneurial action, address a real need, and create measurable social, economic, or environmental outcomes.

### 3. Track, measure and report your impact.

Conduct needs assessments, collect data, capture stories, and reflect honestly on what changed — for people, for the environment, and for your team.

### 4. Engage partners respectfully.

Build relationships with transparency, follow through on commitments, communicate clearly, and always represent your university and Enactus professionally.

### 5. Honour competition guidelines.

Present accurate impact numbers, submit materials on time, share accurate information, and follow your Country Office's guidance.

### 6. Live the Enactus values.

Show integrity, passion, innovation, and collaboration in the way you work with your teammates and the community.



Check <https://enactus.org/enactus-code-of-conduct/> and our Social Media Guidelines for more information.



### About the Enactus 101 Series

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## THE ENACTUS 101 GUIDE SERIES (OVERVIEW PAGE)

### Guide 1 — Welcome to Enactus & Your Impact Journey

*The essential starting guide for all students.* Introduces the Enactus mission, the Enactus Impact Journey Roadmap, core values, culture, and what it means to be an Enactus social innovator.

### Guide 2 — Building an Enactus Team (Team Structure, Culture & Leadership)

*How to build and lead a strong Enactus team.* Includes team roles, leadership development, recruitment, culture-building, communication, conflict resolution, and running an effective student organization.

### Guide 3 — Project Development & the Enactus Criterion

*Your complete guide to designing strong Enactus projects.* Covers research, systems thinking, human-centered design, community engagement, ideation, prototyping, the Enactus Criterion, and the Enactus Social Business Canvas.

### Guide 4 — Measuring Impact (Data, Storytelling & Reporting)

*How to measure, understand, and communicate your project impact.* Includes impact definitions, theory of change, surveys, dashboards, storytelling basics, and how to prepare for annual data reporting.

### Guide 5 — Preparing for Competitions (Nationals & World Cup)

*Everything students need to succeed in competition.* Covers storytelling strategy, presentation logic, project evidence, Impact & Financial Review expectations, evaluation forms and the judging role.

### Guide 6 — Working with Partners & Advisors

*How to build and manage strong partnerships.* Includes engaging Faculty Advisors, activating Business Advisory Clusters, securing institutional support, collaborating with external partners, and ethical partnership practices.

### Guide 7 — Faculty Advisor Guide

*A practical support guide for educators.* Provides tools for mentorship, academic integration, student development, project coaching, and navigating Enactus competitions and programs.

### Guide 8 — Tools & Exercises for Enactus Teams

*A practical resource for students and teams.* Includes worksheets, exercises, and facilitation tools such as needs assessment activities, systems maps, ideation prompts, prototyping tools, impact measurement checklists, and team culture exercises.



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