



Competition Readiness

Students Team
Handbook 2022-23



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Competition Overview

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National Competition and the Enactus World Cup

- The Enactus program year ends with an annual competitive experience. This process provides teams with the opportunity to present their projects and impact to a panel of judges who evaluate those efforts and determine which projects most successfully met the Enactus judging criterion.
- Every country that operates an Enactus program, at minimum, organizes a national event, 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 event.
- In every country around the world, and at each level of the overall competition, the format, rules, and judging criterion remain the same.

Competition Format

Traditionally, all competitions – Regionals, Nationals, and the Enactus World Cup – required in-person attendance and participation. However, post-pandemic, different formats have been adopted such as:

- Online only, where the entire event takes place virtually.
- In-person, where all participating teams are expected to meet at a pre-determined physical location.
- Hybrid, where some parts of the event are virtual, and some others are in-person. Alternatively, some teams could participate in-person and others virtually.

In all cases, the overall presentation guidelines and competition format remain the same. Minor changes may be made based on the format without compromising the overall fairness of the competition and judging. Such changes will be communicated by your Country office or Enactus Global before the respective events.

Types of Competition

Enactus's Core Competition involves student teams presenting work on their projects evaluated using the Enactus judging criterion. Such projects should have been implemented and realized impacts on people, planet and/or prosperity. The winner of the Core Competition or World Cup Qualifier (as it is referred to in some countries) i.e., the National Champion advances to compete at the Enactus World Cup.

That said, Enactus Country offices may also hold other types of competitions as part of their Regional and/or National events, such as:

- Early-stage competitions,
- Pitch competition,
- Activities or competitions relating to [Special Competitions](#), or
- Other competitions organized by the Country office.

The Regional or National events may also offer special awards to recognize outstanding teams, faculty advisors, alumni, partners, etc.

All the guidelines provided in this document pertain to the Core Competition or World Cup Qualifier only. Contact your Country office to learn more about the competition guidelines and judging processes for the other competitions.



Participation Guidelines

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Requirements for Participation at the National Event

- Project(s) presented should be implemented by an Enactus team formed based on the guidelines provided in the “Operating as an Enactus team” section.
- Participating team should present work on a project(s) engaged in social innovation that meets the Enactus Judging Criterion. Such project(s) should have realized measurable impact on people, planet, and/or prosperity.
- Participating team should complete the mandatory reporting requirements before their country’s National Event.
- If the country conducts regional events, the team will have to have participated and qualified at the Regional Competition to advance and participate in the National Event.



Additional Requirements for Participation at the Enactus World Cup

- The winning team i.e., National Champion, competed with **at least one other team** at the National Event, which is conducted based on the core competition guidelines provided by Enactus Global.
- The National Champion successfully passes the National Champion Audit Process conducted by the Country office based on guidelines provided by Enactus Global.

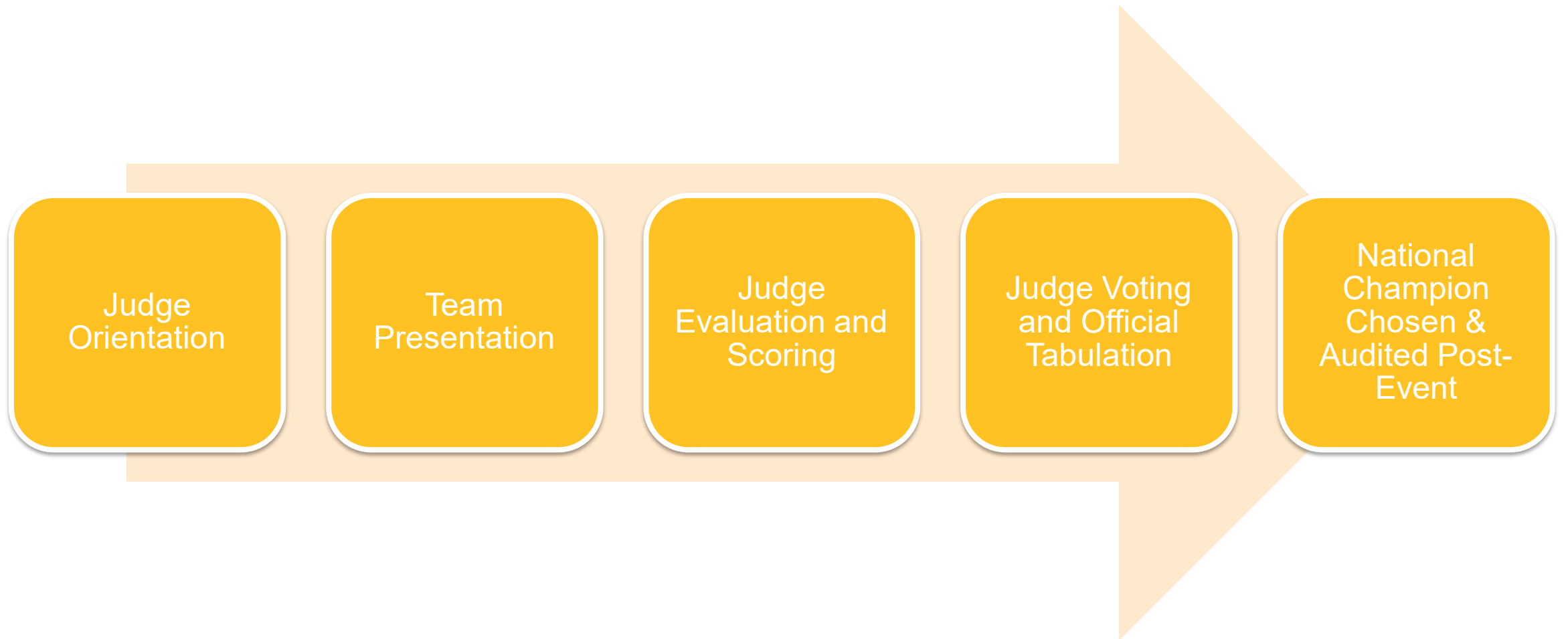




Presentation & Judging

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Competition Process



Judge Orientation

- Before the presentations begin, 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.
- Each judge agrees to the Judges' Oath, committing to providing fair and quality assessments of the teams' overall programs.

On my honor, I agree to serve today as an official judge for this 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 to the institutions, communities, or countries represented by these teams.

Team Presentation

Each competing team will have a 20-minute time block for its presentation divided as follows:

Set-up time: 3 minutes

- Teams competing in-person: The team will use this time to set up their presentation equipment i.e., start computers, powerup projectors, check lighting and sound, etc.
- Teams competing virtually: The team will use this time to ensure that the internet connection is stable and technology works as expected.


Presentation: 12 minutes

- All teams have 12 minutes to make their presentation showcasing their project(s) and impact. Depending on the nature of the event, teams may present live in-person or virtually, or using a pre-recorded video. Decisions around the format will be taken by the Country Office for National events and by Enactus Global for the Enactus World Cup based on local laws and restrictions around the time of the event.

Question & Answer with Judges: 5 minutes

- There will be a mandatory five-minute question and answer session with the judges. Please note that any time remaining from the 12-minute live presentation will not be added to the mandatory question and answer session.
- For hybrid and online-only events, determinations on the nature of the Q&A i.e., whether it would be virtual live or pre-recorded will be made by the Country Office for National events and by Enactus Global for the Enactus World Cup.
- **Interpreter support for Question & Answer round during the Enactus World Cup.** In this case, the team would have 10 minutes for Q&A. In this case, the team cannot answer in the local language as soon as they hear the question in English. The interpreter has to translate each question into the local language, the team answers in the local language only, and then the interpreter translates to English. Please reach out to your Country Office for more information.

Judge Evaluation and Scoring

- During each presentation, judges will assess the quality and sustainability of the team's initiatives and impact in relation to the judging criterion. Their assessment ratings and notes are recorded on the [Individual Team Evaluation Form \(ITEF\)](#).*
 - The ITEF is used as the key assessment tool during presentations. It also serves as the primary form of feedback to teams on their performance.
 - Then, judges use the [Cumulative Evaluation Form \(CEF\)](#) to assess teams and rank them.*
 - Judges must be present for all presentations for their votes to be counted during the scoring process.
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- A *League Coordinator* facilitates the competition process in each competition league. Their role includes ensuring that the team presentations begin on time and that all judges are present for all the presentations.
 - League coordinators could be Enactus staff members, alumni, and/or veteran judges. They are recruited by the Country Office for National Events and by Enactus Global for the Enactus World Cup.

Judges 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, that drives business and innovation to sustainable, positive impact.

EXCELLENT (equivalent to exceptional impact)

- Clear evidence of activity, leading to systematic/habitual change that has significantly driven business and innovation to sustainable, positive impact.

Judges Voting & Official Tabulation

- 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 an external agency.
- No ties are allowed. Enactus utilizes a uniform tiebreaking 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. The 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. The 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, the Enactus staff member and League Coordinator will lead a re-vote between the tied teams. The scoring is complete when no ties remain.

National Champion Audit



- The National Champion chosen at the end of the judging process undergoes an audit process after the National Event.
- The National Champion Audit is a deep assessment and investigation of the team's operations such as infrastructure, capacity, program activities, systems, personnel, data, and outcomes.
- All guidelines governing the audit process are provided by Enactus Global to Country Offices.
- The auditor may be the Country Leader, Head of Program, Program Manager, or someone in a similar position who has established a relationship with the team. Enactus staff may engage third-party auditors subject to certain protocols.
- The process is typically conducted within five weeks after the National event.
- Once the National Champion successfully passes the audit, their team is eligible to represent their country at the Enactus World Cup.
- If the team fails the audit, the first runner-up will be subject to the audit process to determine if they eligibility for the Enactus World Cup. The team that failed the audit has one week from the date of the formal email notification regarding the verdict sent by the Country Leader or Board Chair to appeal the decision



Preparation Tips

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Making an Effective Presentation - I

Understand the Judging Criterion

- Before you start working on your presentation make sure that you fully understand what you will be evaluated on during the competition. Remember that we only have ONE holistic judging criterion, and your goal is to show how your team has best met that overall criterion.
- Consider making it easy for judges to understand your positive impact on people, planet, and prosperity. Be prepared to discuss potential negative impacts and lessons you learned in success and failure.
- Make your presentation clear and memorable. Provide space for judges to process your information. Let your passion be authentic and positive without being “over the top” or feeling the need to shout. You have the opportunity to demonstrate prototypes and to apply creativity and innovation. Invite the judges to believe in you as a team and appreciate the impact the experience has on your life as well as the lives of others.
- Consider integrating some of the language used on the Individual Team Evaluation Form 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.

Focus on Both Methods and Outcomes

- Enactus competitions are about results achieved in the field. Make sure you show how your projects demonstrate sustainable positive impact to benefit people, planet and prosperity within the last year.
- However, you do need to spend time explaining how you arrived at those outcomes. The judging criterion encompasses several essential elements that should be featured in any successful project. 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.

Making an Effective Presentation - II

Keep it Simple!

- 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.

Streamline the Number of Projects Presented

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

Be Clear about 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.

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.

What Enactus is NOT!

- 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 your team's ability to fulfill your 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 their home countries, this mere international activity does not automatically warrant the team's additional focus. The judge's focus is on the need, relevance, depth, and meaningful impact of your project — regardless of whether it is abroad or in your home country.
- Enactus is not necessarily focused on the input or output from teams. Rather, competitions allow you to illustrate your focus on the high-quality and meaningful outcomes of your 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 which team had the best presentation. It is also not a contest for the best audiovisual effects or most creative annual reports.



Policies Governing Participation



Competition Grievance Policy

- At Regional and National Competitions, students should direct any complaints or concerns about competition 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 Global representative.
- 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 country office (at regional or national competitions) or Enactus Global staff (at Enactus 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.

Media-Related Policies

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, impact data, 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:
 - No lights are to interfere with or inhibit the presenting team.
 - The team videotaping should be courteous and cause the least amount of distraction possible to the presenting team.
 - No video footage 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 photographers and videographers and members of the mass media approved by Enactus have full access to the competition room 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.

Special Disclaimer

- By attending Enactus events you agree to be filmed, photographed and recorded. You also agree that materials captured may be used by Enactus, its agents, assignees, employees, affiliated organizations and partners worldwide without notification. You hereby waive any right to inspect or approve the materials now or in the future whether that use is known or unknown and waive any right to royalties or other compensation arising from or related to the use of the materials captured.

Participating in Enactus Events

Official events, including all regional/national competitions and the Enactus World Cup, are not open to the public. An invitation is required, even for members of the network, to attend any official event. Invitations may only be extended by staff members of Enactus or an individual national organization. Any guest registered by a team is subject to approval by the country organization or Enactus.

Behavior that is inconsistent with the **Enactus Code of Conduct** and defames the profile of an Enactus student and as a result, the organization is unacceptable. Unacceptable behavior 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 the competition and/or the overall Enactus program. An official letter may be sent to the team's institutional administrator(s), notifying them of the incident and requesting their assistance in ensuring that it does not reoccur.

Additional Policies for In-Person Participants

Room Set-Up and Equipment

- No team may set up any equipment in the presentation room before the 3-minute setup time. Any material information relating to the competition room set-up, equipment provided 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. Should there be any technical issues/failures, the Enactus Country Office or Global 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.

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. Doors to the competition room must remain unlocked and clear at all times to provide access to Enactus staff.

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.



For more information,
contact your Country
Office or
globalprograms@enactus.org

