

ENACTUS

"WE ARE AN INTERNATIONAL COMMUNITY OF CHANGE-MAKERS. WE ARE STUDENTS, BUSINESS LEADERS AND OTHERS, ALL MAKING POSITIVE CHANGE IN THE WORLD."

—Ravi Gollapalli, Enactus student at University College Dublin



**TACKLING THE PROBLEMS OF TODAY,
CREATING THE LEADERS OF TOMORROW.**

**“MANAGEMENT IS MAKING SURE THINGS ARE DONE RIGHT.
LEADERSHIP IS MAKING SURE THE RIGHT THINGS ARE DONE.”**

— Peter Drucker, management educator and author



Enactus is an innovative program for university and college students interested in addressing social problems through social entrepreneurship solutions.

With support from The Ireland Funds, Enactus is enabling Ireland's future leaders to explore new ideas with an eye to social change. Or as Enactus says “CREATING A HEAD FOR BUSINESS AND A HEART FOR THE WORLD.”

The program ensures that students involved don't just come up with great ideas but are equipped with the skills to execute them. Enactus programs run throughout the year across campuses offering training, mentorship, competition and networking. The organization offers third-level students in 10 Irish colleges and universities a chance to truly flex their entrepreneurial muscles, but for social good.

“Enactus has two very clear objectives: student leadership and social change,” says Fiona O'Byrne, Enactus Ireland Country Manager. “The range of experience, and skills, and training all comes together to empower the students to be future leaders with a social conscience. That then complements the social change students bring about through their projects.”

NO FEAR OF FAILURE

Each year culminates with a national competition where ideas are presented, and a national winner is chosen. Teams present months of work in a 12-minute pitch to peers as well as business and community leaders who can offer advice and often mentoring. From there, the winners go on to the Enactus World Cup with teams from 36 countries.

Issues ranging from mental health to food poverty to deforestation have been addressed with innovative approaches.

Not all ideas are viable. “You need lots of ideas to generate workable ideas.” Says Fiona. “At Enactus ‘encouraging ideation’ is a cornerstone of the program and getting

students to develop ideas. Not all of them will come to fruition. Not all of them will be implemented. Yet failure is a part of entrepreneurship: trying things, seeing what works and what doesn't. That is a natural part of business and entrepreneurship, and we've been very encouraging of that.”

REAL LIFE = REAL SOLUTIONS

However, some Enactus initiatives in Ireland have gone on to become full-fledged companies. FoodCloud, a project supported by The Ireland Funds, began as an Enactus project in Ireland and today is a social enterprise that connects businesses with surplus food to charities in their local communities that need it via a software platform. It has helped to ensure the equivalent of 65 million meals have gone to people and not to waste with an estimated value of €81.8 million.



Enactus members Scott Byrne, Charlie Quirke, Daire Hennessy and Erin Kehoe pictured with Enactus Board Director and The Ireland Funds America Vice Chairman Shaun Kelly along with other Enactus students at the 2019 Enactus World Cup in San José, CA.

SUPPORT FROM THE IRELAND FUNDS HAS:



helped create **26** sustainable social entrepreneur projects tackling issues from homelessness to social integration



directly empowered and impacted the lives of **1,289** people across Ireland through Enactus projects



supported the Irish delegation to attend the World Cup in Silicon Valley, CA. The team placed in the **TOP 12** in the world



“WE ARE DOING REAL-LIFE THINGS THAT ARE ACTUALLY HAVING AN IMPACT, IT HAS MADE ME MORE REFLECTIVE ABOUT MY PLACE IN SOCIETY AND ABOUT WHAT CAREER PATH I WOULD LIKE TO TAKE. I’LL BE USING THE SKILLS THAT I’VE LEARNED THROUGH ENACTUS FROM HERE ON OUT.” — Andrea Whelton, Enactus student at University College Dublin

ENACTUS PROJECTS FULFILL 3 CRITERIA



1. Each project generates its own revenue to ensure financial stability and the ability to plan, grow and scale
2. Each of the projects' beneficiaries are empowered to change their own lives in a positive manner
3. Each project aims to improve the environment and negate the negative impact the project will create

ENACTUS PROJECT

GREENBREW

— as told by Enactus student Andrea Whelton

"Grain waste is a massive product output of the brewing industry and in Ireland, we make loads of beer, which means we have loads of grain waste. In Ireland, there are 760,000 tons of this stuff produced every year and it all gets either thrown out or used for animal feed. We asked, 'can we do anything with this?'

We then identified a problem with Direct Provision, which is the Irish governmental policy that provides for asylum seekers in Ireland. People living in Direct Provision are often isolated in centers with limited access to ingredients and cooking facilities. So, we developed vegan and refined sugar-free recipes using the grain waste and held workshops with people in Direct Provision to teach them how to produce baked goods. We provided health and safety food training, so they had all the resources and skills they needed. They were able to bring healthy products home for their families, and additional product was then sold at a profit to put back into the program. It was about six months from idea stage to actual implementation."

GreenBrew is now upcycling a once wasted by-product into highly nutritional baked goods sold across Dublin. The products are vegan and high in protein. The GreenBrew project won the People's Choice Award at the 2019 Enactus World Cup in San José, CA.



Photo: Aengus McMahon