



**“The case of Enactus GCU  
and the ‘Mission’s Kitchen’ social enterprise”**

**Enterprise for Social Innovation**

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**Thomas Bertlome: Enactus GCU, 2<sup>nd</sup> Year Student**

**Laura Hein: Enactus GCU, 2<sup>nd</sup> Year Student**

**Jenny Styrman: GCU, 2<sup>nd</sup> Year Student**

**University for the Common Good**

# This workshop will give participants...

- A deeper knowledge and understanding of how student-led Enactus societies can enhance employability prospects of young people through experiential learning;
- An evidence-based picture of the employability skills that students can develop when establishing a live social enterprise;
- New ideas of how a shift in educator approach from being “the sage on the stage” to a “guide on the side” can help to transfer responsibility for learning, and development of employability skills, to the student;
- Examples of how active engagement with the Enactus network offers students access to employers, internships and graduate jobs;
- Access to Enactus GCU students, University Advisors, and Enactus UK staff who are happy to share their experiences with other Universities in the UK;
- Ideas of the support that University leaders and faculty need to put in place to enable students to extract maximum benefit from the social enterprise experience.



# Structure of today's IEEC workshop...

- 0 - 10: 2 x 5-minute presentations
- 10-20: 1 x 10-minute presentation – the MK Social Enterprise
- 20-35: 3 x break-out groups
  - Student perspectives; educator perspectives; Enactus perspectives
- 35-44: Report back from each of the three groups
- 44-50: Q & A and conclusions from presenters





# Who is Enactus?

Video 1: <http://bit.ly/1iVihp8>

Video 2: <http://bit.ly/2wi58oZ>

# What does Enactus do?

(Rosie Connolly: Operations Director Enactus UK)

# What and who is En●act●us ?

A global community of student, business and academic leaders, committed to using the power of entrepreneurial action to transform lives and shape a better, more sustainable world.

‘Enactus’ is an acronym, standing for:

**Entrepreneurial** – having the perspective to see an opportunity and the talent to create value from that opportunity;

**Action** – the willingness to do something and the commitment to see it through even when the outcome is not guaranteed;

**Us** – a group of people who see themselves connected in some important way; individuals that are part of a greater whole.

# ENACTUS is active in 36 Countries round the world: “Engaging Students, Academics and Enterprise”



## Establish Programmes on University Campuses

Each team is mentored by university advisers and supported by a local business advisory board.

## Provide Training and Development for Student Teams

Enactus UK provides employability development, project training and subject matter support/mentors to build capacity and project impact.

## Teams Implement Community Outreach Projects

Students take an entrepreneurial approach to develop projects that empower people to improve their lives and achieve their potential.

## Competitions Drive Results and Facilitate Good-Practice Sharing

A series of national and global competitions create accountability and continuous improvement of the teams' projects.

Developing the UK pipeline of young, socially and environmentally, responsible leaders of the future



# GCU and Enactus

Motivations, benefits and challenges

(Dr Alec Wersun: GSBS Lead for the Common Good)

# GCU and Enactus – A match made in heaven?



- Fits with University Mission and Values
- Offers students more ‘real-world’ experiences
- Opens doors (for students) to graduate recruiters

**AND.....**

- Experiential learning promotes deeper learning
- Makes ‘teaching’ much more interesting and more fun !
- Changes paradigm: “**sage on stage**” to “**guide on side**”

# ENACTUS: Enhancing employability

## Skills Employers Need\*:

1. Managing Up
2. Dealing with Conflict
3. Negotiating
4. Influencing
5. Commercial Awareness
6. Self-Awareness
7. Problem Solving

\*AGR Member  
Survey 2017

7 – 9%

APPLICATION TO  
HIRE RATIO OF  
NON-ENACTUS  
STUDENTS

45 – 85%

APPLICATION TO  
HIRE RATIO OF  
ENACTUS UK  
STUDENTS

10 – 17%

OF GRADUATE HIRES  
BY ENACTUS  
PARTNERS ARE  
ENACTUS STUDENTS

## Skills Enactus Students Develop:

1. People Management
2. Leadership
3. Communication
4. Innovation and entrepreneurship
5. Adaptability and flexibility
6. Time Management
7. Problem Solving
8. Decision Making
9. Project Management
10. Ability to sell or influence others

# Enactus within a University

## How does it work?

- ✓ Students form a team – student-led, with support from Enactus UK
- ✓ Each team is supported by at least one [ideally more] University Advisers
- ✓ Team identifies needs and designs/delivers social projects to meet those needs
- ✓ Students (often assisted by the UA and Enactus UK) recruit members of an Advisory Board (AB)
- ✓ Students attend regular training delivered by Enactus UK
- ✓ Students raise their own funds and no financial commitment is required from the University
- ✓ Students engage in experiential learning – from theory to practice
- ✓ Students develop confidence presenting at regional and national competitions
- ✓ Year-round support provided by Enactus UK

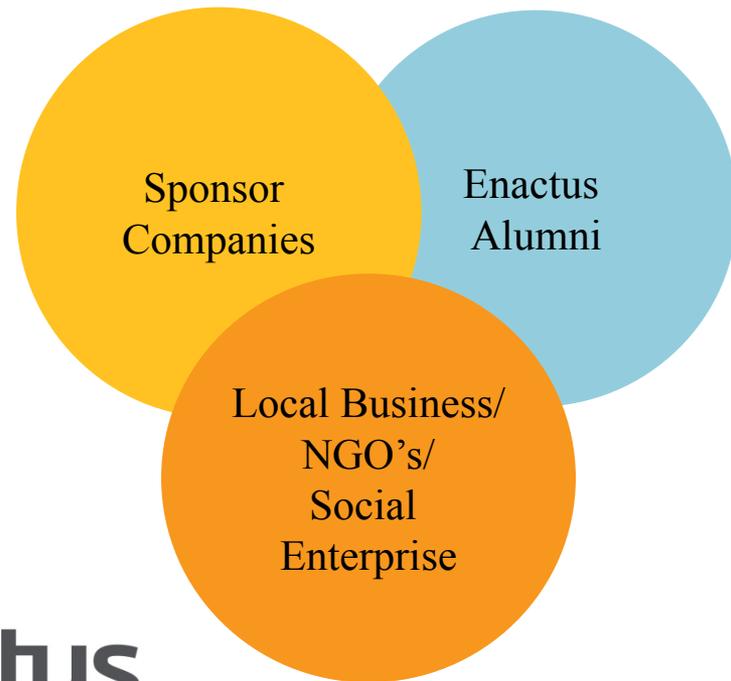


# Enactus Student Support Network

## University Advisers



## Business Advisers



**Enactus UK provides year round support, complemented by guidance and mentoring from University and Business advisers**



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**Roma Shafiq, Enactus GCU, 3<sup>rd</sup> Year Student**

**Kelsey Marshall, GCU 2<sup>nd</sup> Year Student**

**Thomas Bertlome: Enactus GCU, 2<sup>nd</sup> Year Student**

**Jenny Styrman: Enactus GCU 2<sup>nd</sup> Year Student**

**Laura Hein: Enactus GCU 2<sup>nd</sup> Year Student**

# Enterprise for Social Innovation Enactus GCU and Mission's Kitchen

## UNDERLYING PRINCIPLES OF AN ENACTUS TEAM

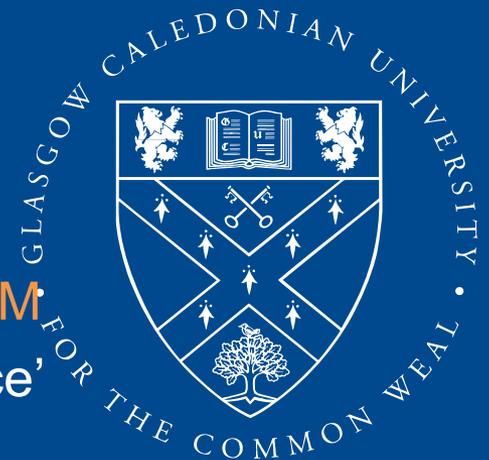
Build a team of students wanting to 'make a difference'

Identify a problem in the local community

Design a solution,

Then implement it !

Measure the impact on clients, and how they are empowered



# Enactus GCU and the Case of Mission's Kitchen (1)



**Problem:** Homelessness in Glasgow (5000 /year)

**Needs Analysis:** Took place in Glasgow City Mission

(Uncovered through interviews and making jam in the kitchen!)

- Companionship and sense of belonging
- Need for security, greater purpose, and structure to life
- Wider social network to open up new life opportunities

**Solution:** A jam-making social enterprise!

## Enactus GCU and the Case of Mission's Kitchen (2)



### Our Entrepreneurial Action and Learning

- Learn how to make jam! (sourcing and making)
- Experiment with flavours (e.g raspberry and chilli)
- Doing market research on flavours, prices, sourcing
- Calculate margins on small and large jars
- Decide on a Brand Name (Hence MK)
- Design a label with brand story on packaging
- Invite local cafes and public to a tasting session (Yum!)
- Go and sell jam directly to public on stalls (higher margins)
- Evaluate success and plan for growth!

## Enactus GCU and the Case of Mission's Kitchen (3)



**Business benefits:** generated > £600; established a brand!

**Social Benefits:** Impacted 5 lives and empowered 3 individuals

**Educational Benefits:** Learned by trial and error!

Experienced complexity of running a business; doing the sums!  
Had to develop listening and empathy skills; Work with diversity;  
Learned how to write simple applications for funding (Enactus);  
Developed 'pitching skills' for regional and national competition;

# ENACTUS: ENTERPRISE FOR SOCIAL INNOVATION



It's just as  
much about  
the **JOURNEY**....

as it is the  
**DESTINATION.**

# IIEC Workshop

## Interactive Discussion Groups (15 mins)

**Group 1:** How can enterprise educators use Enactus to integrate social innovation practice and enterprise in to the curriculum?

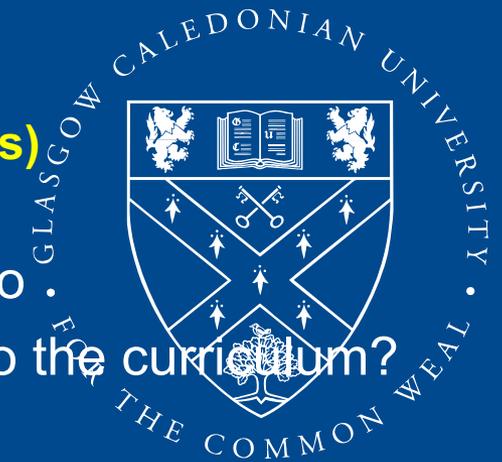
Moderator: Rosie Connolly

**Group 2:** Enactus Projects: What support mechanisms do educators need to install to support students to benefit from engaging with social enterprise?

Moderator: Alec Wersun

**Group 3:** What do Enactus students learn from 'practising' social enterprise? What do they expect from university advisors (educators?). How does Enactus learning differ from the classroom?

Moderators: Enactus GCU Students



# ENACTUS: ENTERPRISE FOR SOCIAL INNOVATION



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# IEEC Enactus GCU Presentation

## Useful Links and Contacts

Alec Wersun: [a.wersun@gcu.ac.uk](mailto:a.wersun@gcu.ac.uk)

Rosie Connolly: [rconnolly@enactus.org](mailto:rconnolly@enactus.org)

Enactus GCU: [president@enactusgcu.com](mailto:president@enactusgcu.com)

Enactus UK Website: <http://enactusuk.org>

Enactus Global Website: <http://enactus.org>

For examples of Enactus (Social Enterprise) Projects:

<http://enactus.org/what-we-do/project-stories/>

