



WE BELIEVE INVESTING IN STUDENTS WHO TAKE
ENTREPRENEURIAL
ACTION FOR OTHERS
CREATES A BETTER WORLD FOR
US ALL.



Enactus ecosystem, student profile, direct impacts

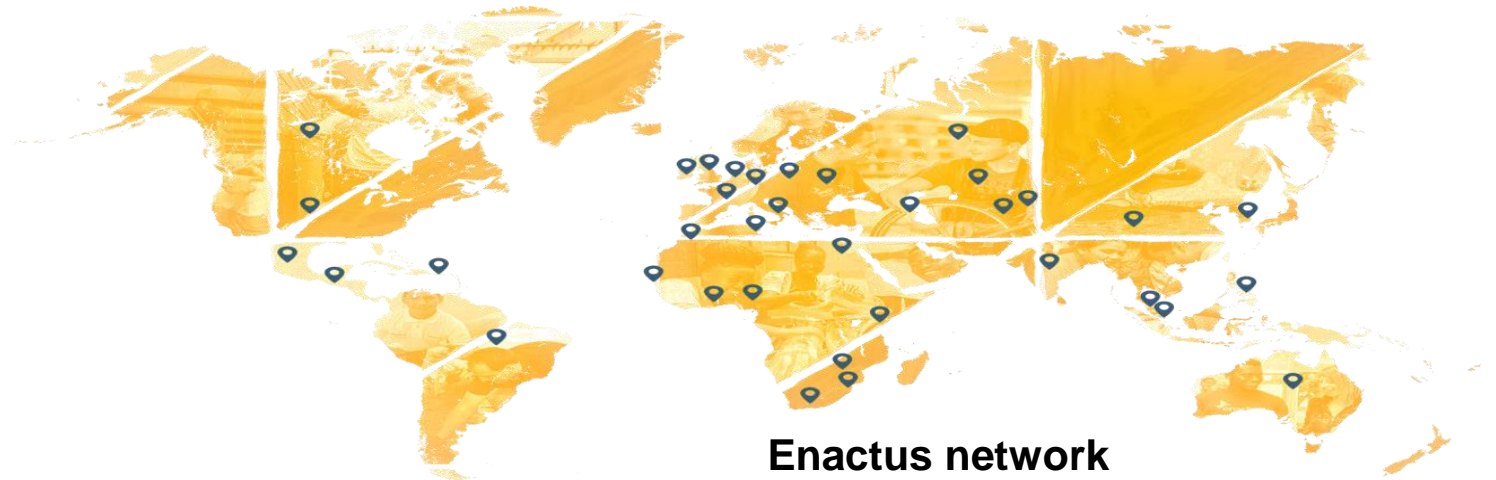
Enactus Impact - enactus (wistia.com)

Enactus & Enactus US: An introduction

Mission: Engaging #NextGen entrepreneurial leaders to use innovation and business principles to create a better, more sustainable world

The ***largest experiential learning platform*** dedicated to creating a better world while developing the next generation of leaders with *A Head for Business, A Heart for the World™*

- ✓ Supported by global network of business and academic leaders, alumni & supporters
- ✓ Governed by global board & national boards of directors
- ✓ Efficient: 78% direct program support; *Gold Star* on Guidestar



Enactus network

- ✓ 35+ countries
- ✓ 72,000 students on 1,730 campuses
- ✓ 3,800 projects
- ✓ 1.3M people impacted

ENACTUS BRASIL



120
Times

22
Estados +
Distrito Federal

200
Professores

200
Projetos

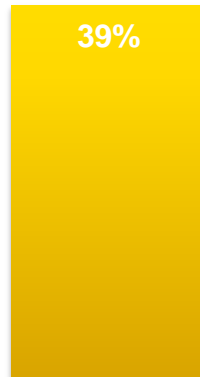
+3.000
Estudantes

+400.000
Horas voluntariadas

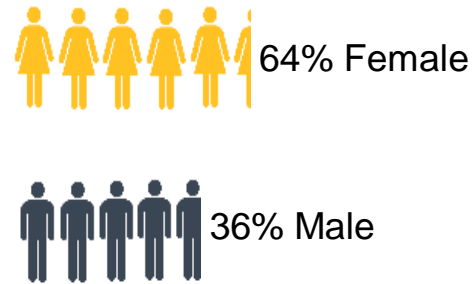
77.632
Vidas impactadas

Diversity, demographics: Enactus network students

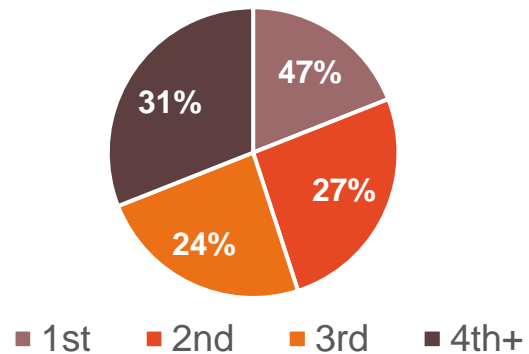
First to attend college



Gender diversity



Year in school



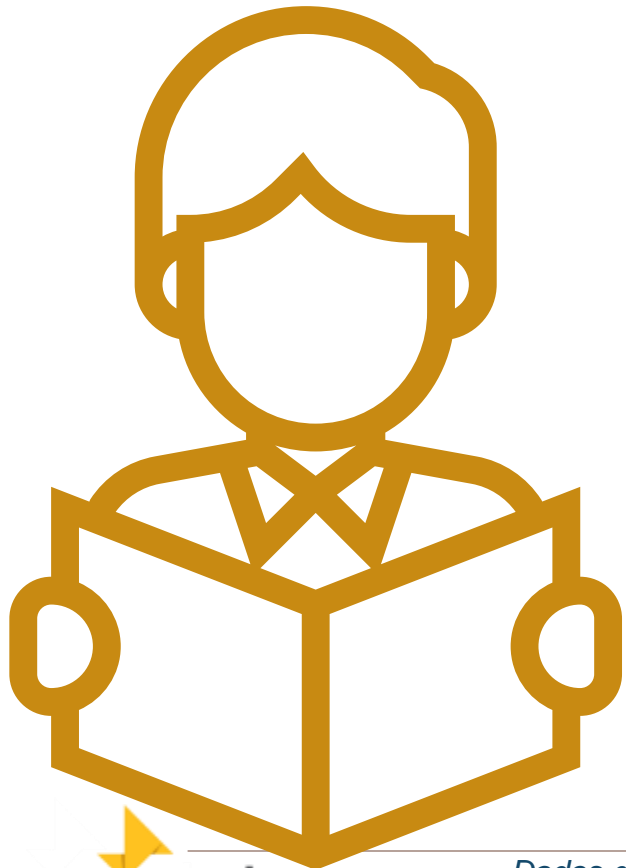
Top Enactus Academic Majors

- Business Admin.
- Economics
- Engineering
- Accounting
- Computer Science
- Finance
- Marketing
- Education

Top Enactus Career Strengths

- Teamwork
- Communication
- Collaboration
- Critical Thinking
- Problem Solving
- Conflict Resolution
- Leadership
- Data Mgmt

PERFIL DOS ESTUDANTES - BRASIL



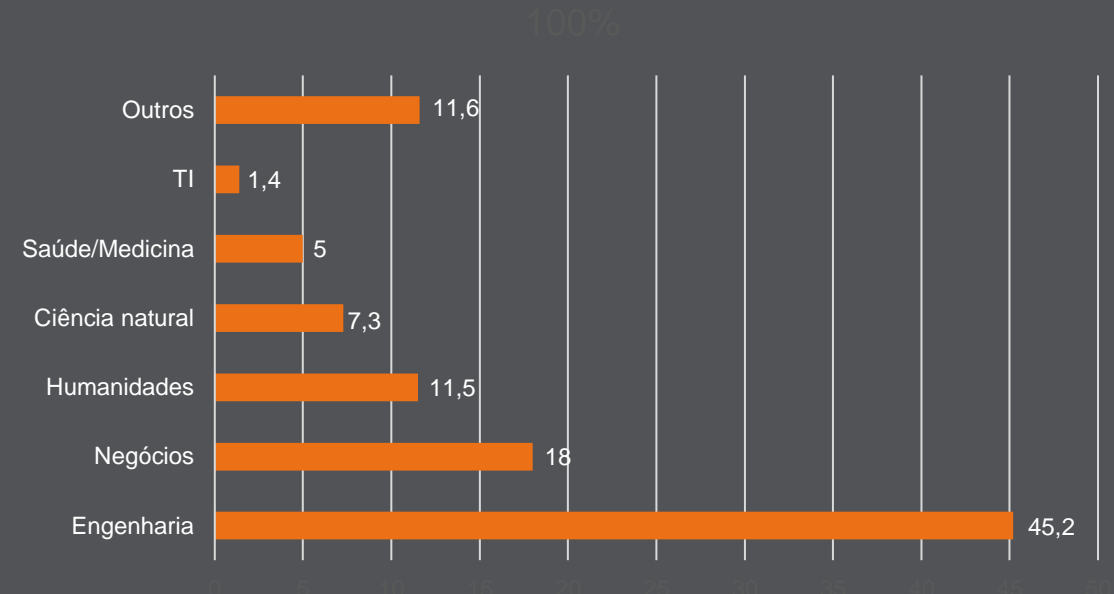
61,1%
Mulheres

41%
São os primeiros da família
a cursar o Ensino Superior

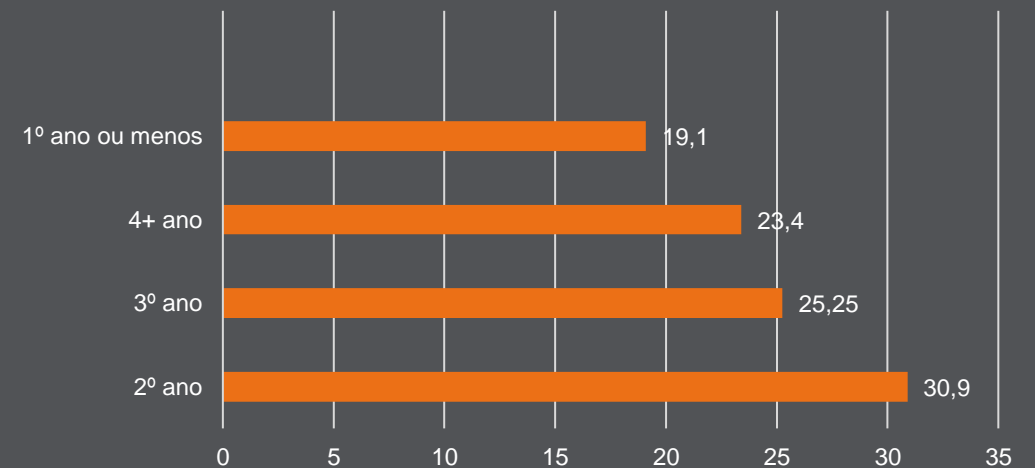


Dados do Ciclo 2019/2020

Área de Estudo

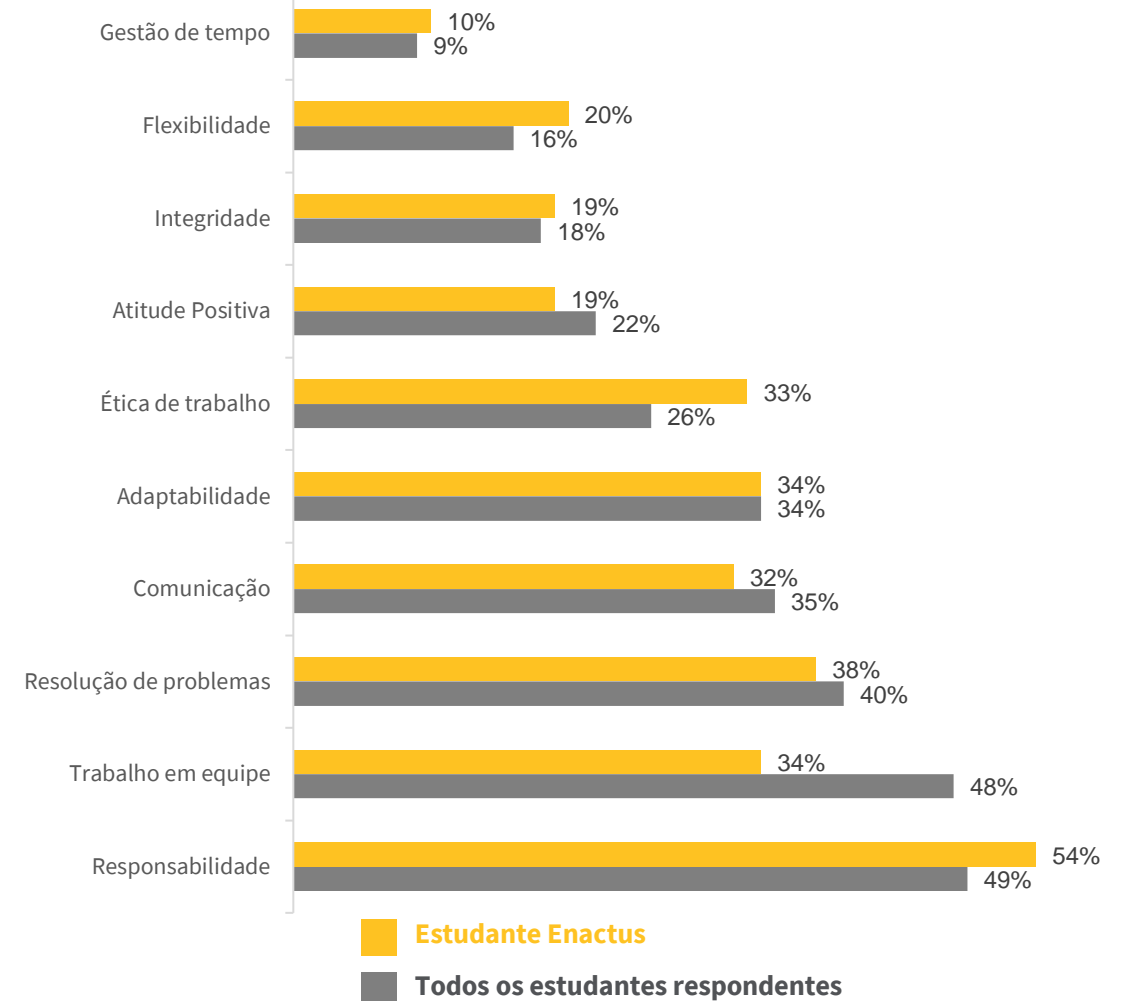
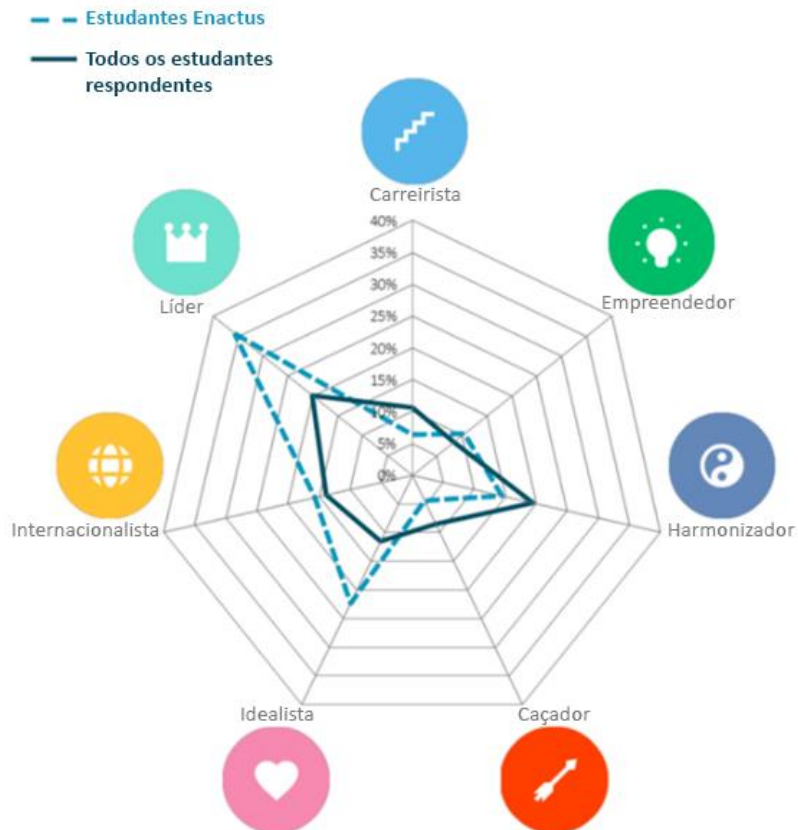


Ano acadêmico



PERFIL COMPORTAMENTAL - BRASIL

Perfis de Carreira (Universum)



Enactus students excel at desired workplace skills

“Enactus has taught me how to not only talk about change but how to actually work for change!”



Enactus students outperform their peers

- Align with top skills identified in the World Economic Forum Future of Jobs Report
- Outpace their peers as benchmarked vs Universum and Gallup/Purdue (US) data

94% recommend Enactus to other students



Enactus students join to

- Gain professional development opportunities
- Strengthen skills, apply classroom learning
- Make a positive impact



43% invest 5+ hours/wk to Enactus



Skills most used by Enactus students

- Teamwork, Collaboration, Critical Thinking, Problem Solving, Oral Communication

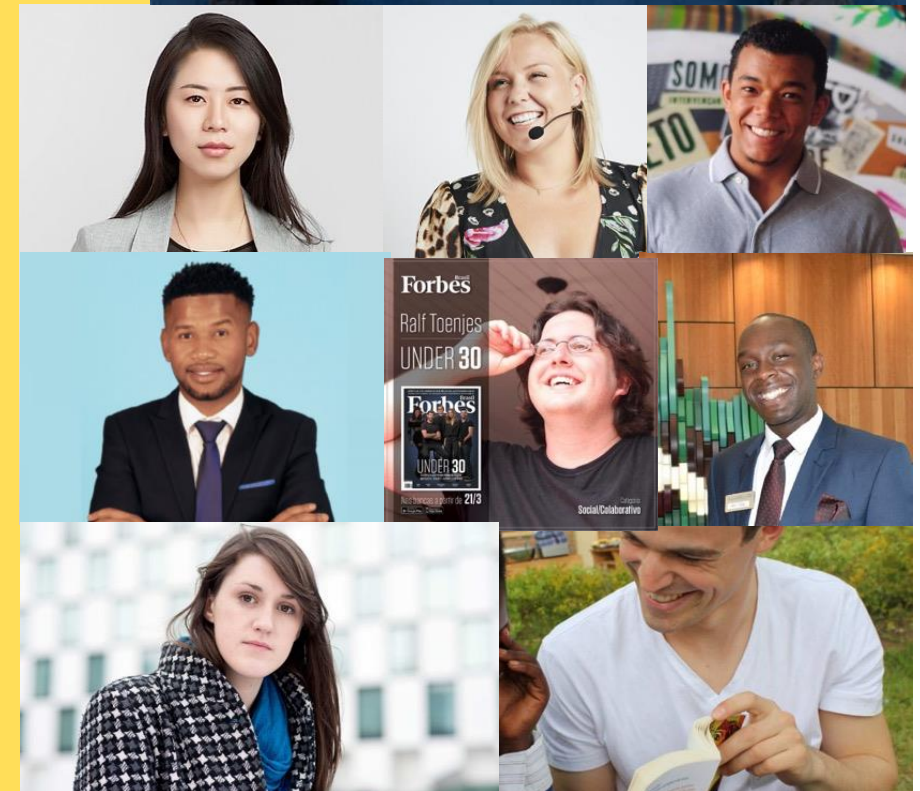
“I believe this opportunity should be experienced by anyone who wishes to make a difference in their life. ENACTUS is the place to be.”

Como medir impacto?

Forbes 30 Under 30

Enactus Alumni have been represented in the Forbes 30 Under 30 list consistently since 2015, usually for social businesses begun while an Enactus student.

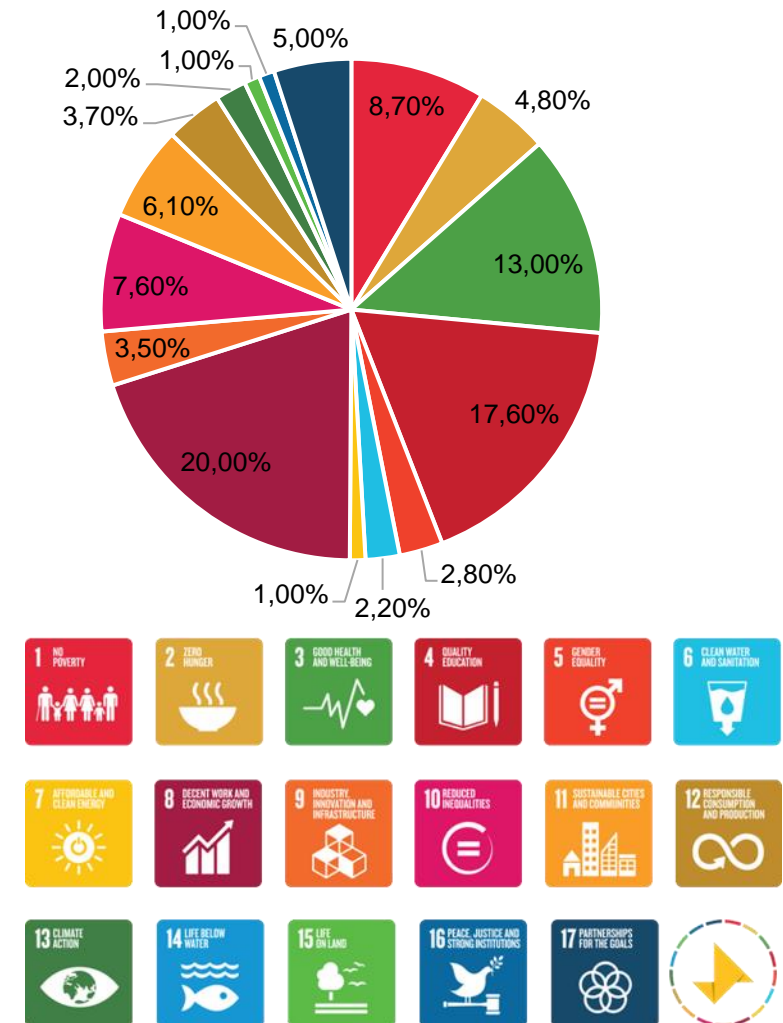
- Brazil: Ralf Toenjes (USP/Insper), Founder and CEO Ver Bem & Renovatio; Matheus Cardoso (Mackenzie), Founder Moradigna, Bruna Vaz Negrão e Fabio Rodas Blanco (Insper), Founders Shopper.
- China: Lu Zhang, Founding and Managing Partner, Fusion Fund & 2018 WEF Young Global Leader
- Germany: Jakob Schillinger, OneDollarGlasses
- Ireland: Iseult Ward, CEO and Co-Founder, FoodCloud
- South Africa: Jack Mthembu, Founder and CEO, First One Adventures and The Entrepreneurs Club
- United Kingdom: Charlotte Pearce, Founder, Inkpact, and winner of the Maserati 100 Award.
- Zimbabwe: Wilford Mwanza, World Economic Forum Global Shaper, Mandela Washington Fellow



Enactus Team data against the Global Goals - 2019

Outcomes reported for 50 percent of Enactus projects globally

Project Indicator Related to Global Goals	Impact
Sum of Tons CO2 Emissions Reduced	5 934 155
Sum of Tons of Waste Prevented	4 600 000
Number of People Improved Services for Health	3 569 692
Number of People with new / improved access to information, communication & technology	3 062 641
Number of People with Access to Water / Sanitation	1 700 000
Number of People with Adequate Housing / Services	1 185 422
Number of People Educated on Disability Reduction	1 110 768
Number of People with Access to Healthy Food	926 500
Number of Women / Girls with new / improved skills and knowledge that advance their equality	819 699
Number of People with Access to Clean Energy	700 000
Number of People with Access to Improved Education	516 254
Number of People Lifted Above the Poverty Line	491 882
Number of People with obtained Sustainable Agriculture Skill	75 998
Number of People with Skills or Workforce Training	71 376
Number of new job opportunities created	18 861
Number of People Directly Obtained Employment	15 001
Number of People Educated on Financial Literacy	4 715
Number of New Businesses Created	3 051



Global Impact: Enactus as a force for good



People

- 4.1M access to clean water / sanitation
- 2.7M access to healthier food
- 3.5M improved services for health



Planet

- 5.1 tons of CO2 emissions reduced
- 3.5 tons of plastic, paper, glass and waste reduction
- 3.4M people accessing clean energy



Prosperity

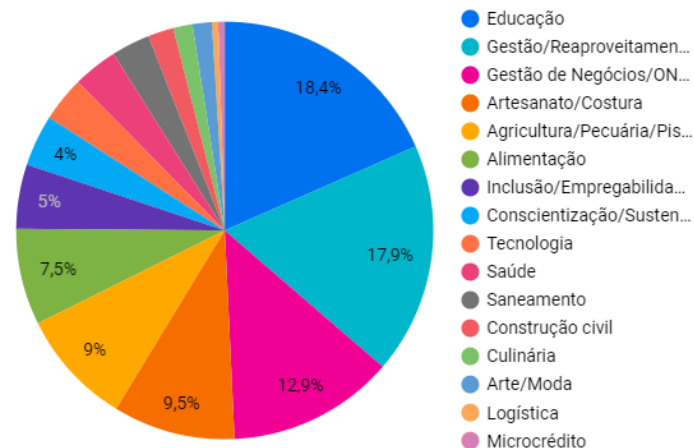
- 818,560 new skills for women to advance equality
- 19,161 new job opportunities created
- 3,199 new businesses created

Every skill I use in my current work I learned at Enactus. ... This opportunity you get in Enactus... to build, to grow, to learn, it can change you.

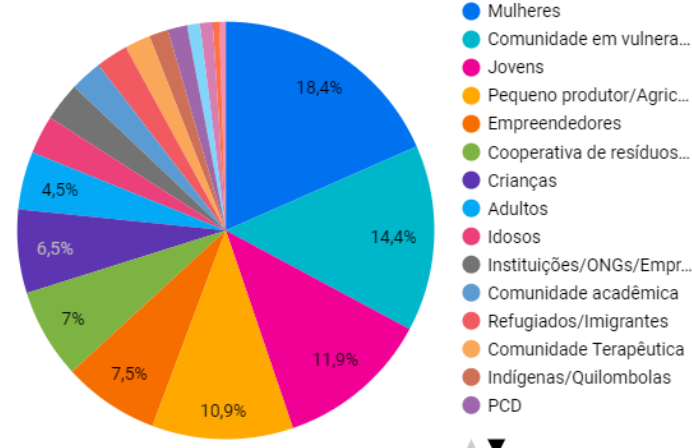
-- Alumnae Ashira Rasha, United Kingdom

Local Impact: Enactus Brazil as a force for good

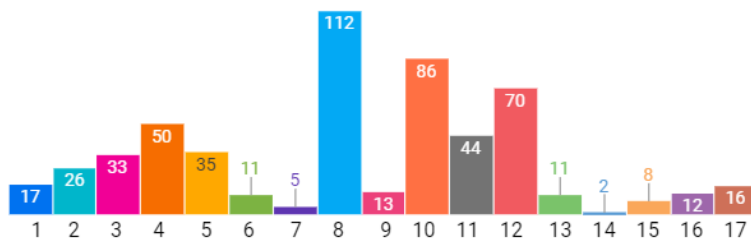
Temática



Público-Alvo



Projetos por ODS (considerando as 3 ODS de cada projeto)



Projetos por ODS (considerando ODS principal)

Time Enactus	Nome do Proj...	Maturity	Objetivo
1. CCT UDESC	+Vida ILPIs	Impacto	Esse projeto visa a orient...
2. CCT UDESC	Aqueça	Impacto	Promover o acesso à ág...
3. CEFET / RJ	Aurora	Implementação	O Projeto Aurora visa inc...
4. CEFET / RJ	IARA	Impacto	Reduzir os impactos neg...
5. CEFET / RJ	Mandala	Impacto	Impactar a realidade soc...
6. CEFET / RJ	Gera	Implementação	Promover a inclusão soc...
7. CEFET/RJ Angra do...	AQUA	Implementação	Complementar a renda d...
8. CEFET/RJ Angra do...	Santa Rita	Insights	Proporcionar uma educa...
9. Campus São Carlos	Pontapé	Implementação	Disponibilizar conhecim...
1... Campus São Carlos	Domus	Impacto	O projeto tem como obje...

CASES DE SUCESSO



O QUE FEZ SEU NEGÓCIO DAR CERTO:

- Liderança / empreendedor / “Herói”
- Modelo de negócio inovador
- Bom storytelling (marketing social)
- Dilema Tostines “mais engajados, por isso mais maduros ou mais maduros porque mais engajados”
- Exercício prévio



QUAIS SEUS PRINCIPAIS DESAFIOS:

- Processo contínuo de aperfeiçoamento/ amadurecimento (incubadoras, aceleradoras, Labs)
- Decisão de vida: querer e poder empreender
- Decisão de modelo de negócio: ONG x negócio social
- Sustentabilidade financeira

Viver da Terra & Sonhos de Maria

Time Enactus Leão Sampaio

Comunidade Sítio Salobra, em Missão Velha, a 25 km de Juazeiro do Norte - CE

Objetivos:
Conscientizar os agricultores do uso e armazenamento correto dos agrodefensivos e aumentar a capacidade produtiva da => projeto Viver da Terra

Geração de renda para as mulheres da comunidade => Sonhos de Maria

Prêmio de R\$5.000 da Nufarm:
Com 3500 ajudaram a construir uma cozinha industrial, colocando cerâmica e bancadas.
1500 reais eles investiram em tanques de peixes e em permacultura.

Fonte: Gustavo Barbosa, ex- Presidente do Time Enactus Leão Sampaio.



13 hectares em 2015

30 hectares em 2017

70 hectares em 2020


400 kg de Tilápia/mês

+ irrigação da plantação de mamão

R\$20.000,00/mês

bolos, doces e salgados





enactus[™]
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