

ENACTUS IRELAND SPRING SUMMIT 2017
27th January 2017 – Cork Institute of Technology

Impact & Empowerment Cheat Sheet

IMPACT

- In an Enactus sense, impact relates to the people a project works with directly (project beneficiaries).
- Projects must strive to create a positive impact in line with the Enactus criterion (see handbook).
- Projects must also be aware not to create a negative impact on people or the environment.
- Indirect impact refers to the people involved in knock-on effect of directly impacting a project beneficiary.
 - E.G. If you give someone a job, how does that effect their children's lives?
- Projects must have impacts to be presented at National Competition 2017
- All impacts must be measurable and proven i.e. people downloading an app does not give a true representation of impact; people attending a ten week skills development course is a way to measure impact.

EMPOWERMENT

- To empower someone is to facilitate that person to change their own lives i.e. you are not changing their lives – you are allowing them to do it themselves.
- To provide education is an example of providing empowerment to people. With education, people can go on to transform their own lives.
- All Enactus projects must have the potential to empower people.

EXAMPLE

Generation Accommodation impacted both the elderly people who were socially isolated, and the student looking for affordable accommodation. The project empowered these people as it facilitated them to live together and attend college.