

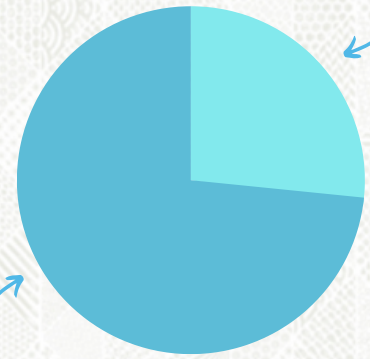


enactusTM
Nottingham



124
Members

£6406
Generated



Generated: £6406

Expenditure: £2265



10
Impact
Businesses

2,030
Lives
Impacted



Annual Report
2022/2023





STAGE: IDEATION



People in the UK are **financially illiterate**.

Identifying Needs and Opportunities



Education system fails to equip young people with **essential life skills**.



Young people from **low socio-economic** and low social mobility backgrounds are **unfamiliar with the financial system**.

Focused on supporting **social mobility** and the **ambitions** of the next generation by **improving financial literacy** of young people from underprivileged backgrounds.

Innovation



Multi-Media Educational Platform

Supports young people in learning about personal finance through:

- **Engaging videos**
- **Informative articles**

all covering recent developments within the financial world.

What Sets Us Apart

- Quarterly **needs assessments**.
- **Focus groups** and collecting **feedback** on our curriculum.
- Delivering **relevant** and **tailored content** to those using our platform.

NEXT GEN LEADERS™



Collaboration

We plan to collaborate with the **Next Generation Leaders programme**, potentially implementing our programme in **15 schools** around Nottingham.

Begun discussions with...



Use of Business Principles

Freemium Service



Purchase of additional material



Free Platform for all

Users can **purchase additional material** at a price of **£5 a month**, which will **offset the cost of our free platform**.

Product Sales



We will **re-sell donated books and resources** from our partners at a **50% reduced price** compared to our competitors.

Sustainable Positive Impact

1700

Positively impacted beneficiaries.

£1100

Income Generated.

9.8 million

Potential to impact **9.8 million students** in state school education.

1.5 million

Potential to impact **1.5 million undergraduate university students**.



STAGE:

IMPLEMENTATION

- 1 NO POVERTY
- 8 DECENT WORK AND ECONOMIC GROWTH
- 10 REDUCED INEQUALITIES

1 Pride

Addressing our beneficiaries' most **basic needs, restoring confidence and pride.**

- Warm clothing
- Non-perishable food items
- Toiletry essentials

Three-Phase Operating Model

2 Connection

Re-connect our beneficiaries back into society and **restore their self-worth.**

- One-to-one wellbeing sessions
- 'Call a friend' programme

3 Purpose

Giving our beneficiaries a **second chance** at life.

- Practical hands-on opportunities tailored to each beneficiary

Innovation



The 'Robin Hood' Business Model



Own line of **sustainably made shampoo bars**, sold in our local zero waste shop.

The price of 1 shampoo bar sold **incorporates** the cost of a **donation** to our care package.

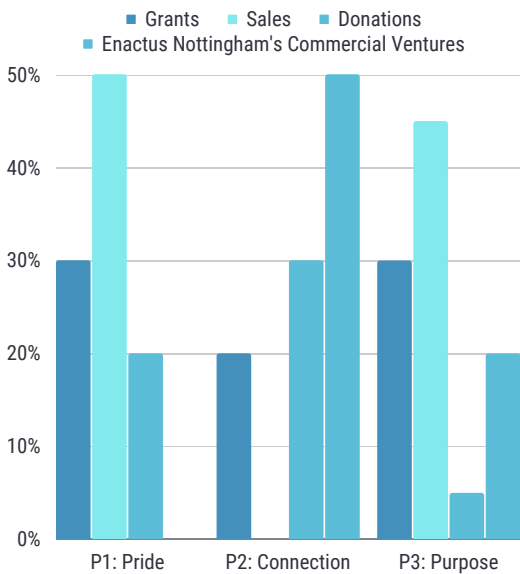
We designed sustainable razor **packaging** after preliminary talks with BiC, based on those most susceptible to homelessness in the UK.

Collaborated with local homelessness charities to directly reach our beneficiaries.

Use of Business Principles

Mixed Economy Commercial Model

Graph showing the breakdown of how each phase is funded, as a %.



Our Beneficiaries

- 22% of veterans are homeless.
- 1/38 single mothers are homeless.
- LGBTQ+ are x2.1 more likely to become homeless.

Phase 1: Pride
Care Packages - £8.94



Phase 2: Connection
Support Network / Wellbeing Sessions - £5.51



Phase 3: Purpose
Barbering Programme - £425.08



Total cost per beneficiary = £439.53

Sustainable Positive Impact

People

100 Tailored care packages sent to **100** beneficiaries.

One-to-one wellbeing support.

Planet

3 plastic bottles saved per shampoo bar sold.

Range of **re-usable bamboo razors.**

Prosperity

£1250 income generated after **1 year** of operation.

Projected **£8340** in income by October 2023.



STAGE: IDEATION



Entrepreneurial Leadership

Climate Crisis

Methane is **x28 more potent** as a **greenhouse gas** than carbon dioxide.

Supplement Blend

A **seaweed containing supplement** has the potential to **reduce livestock's methane emissions** by **95%**.

Farmer Affordability

Farmers **cannot afford** a supplement when they are already **struggling to survive** with increased overhead costs.

Innovation


Supplement Development
World leading chemistry department developing an innovative supplement blend.



Collaborating with Arla
We will collaborate with Arla for expert support and geographical scalability.



Low-Methane Product Range
In conversation with both ASDA and Arla regarding a low-methane product range.



Education in Schools
Empowered 100 primary school children to take positive steps everyday for climate action.



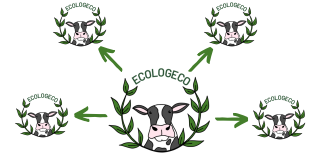
Use of Business Principles

Methane Cow-Culator & 'Sponsor a Cow'






Allows people to measure their **personal emissions**, then **offset** them through our 'Sponsor a Cow' programme which will **subsidise the supplement cost by 30%**.

Franchise Model





Empowers farmers to use our recipe and technological innovation to **develop the supplement themselves**; **increasing scale and affordability fast**.


Sustainable Positive Impact

Planet	95%	Seaweed can reduce livestock emissions by 95%.		Supplement ingredients will be sourced and grown locally .	41m	Potential to prevent 41 million tonnes of methane emissions each year.
People	100	Delivered sustainability education to 100 school children.		Making it affordable for farmers globally to take climate positive action .		Encouraging personal accountability through our methane Cow-Culator .
Prosperity	£3300	£3300 income through seed funding and generated revenue.	30%	Methane Cow-Culator will subsidise the supplement cost by 30% .	ASDA	Collaborating with ASDA to produce a low-methane product range .


Our Social Enterprises


 **Empower** is tackling period poverty by producing sustainable, reusable sanitary pads, and running an education programme and pad-making workshops.


 **Nutrigreens** is aiming to tackle malnutrition by creating an interactive 'Healthy Future Resource Pack' to educate and empower young children. Funds raised are to be used to provide children in Uganda with micronutrient supplements.

 **U-cycle** is the University of Nottingham's official bike rental scheme, and its profits are used to support the finances of our other social enterprises.

 **SENSE Events** raises money to provide a financial grounding for Enactus Nottingham's social enterprises by running weekly events with local establishments.

 **Colouria** is aiming to tackle water wastage in textile dyeing by using pigments produced by live bacteria to dye fabric.

 **Purpose for Plastics** uses injection modelling to reduce plastic waste by repurposing plastic bottle lids into new products.

 **SuitUp** is a programme aimed at providing workwear for students from low-income backgrounds. The programme collects quality workwear through donations from University colleagues and local clothing manufacturers, and holds drop-in sessions where students can select and purchase clothing at a "pay what you can afford" price.


Annabel Mair
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