

# Enactus UvA

**Year Plan 2022-2023**

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# Preface

This policy plan sets out the strategy of Enactus University Amsterdam for the board year 2022-2023.

Enactus UvA is part of a worldwide organization that offers students a platform to develop themselves as leaders and socially responsible entrepreneurs. In collaboration with our partners, student members are able to tackle social and environmental issues in a creative and innovative way. Providing the adequate resources and support to our student members is critical to ensure that their work will make a meaningful contribution to a better and sustainable world. This year, we aim to create a safe environment where student members can feel physically, emotionally and socially comfortable. To this end, the Enactus UvA community will be a place where student members can be inspired, motivated and acknowledged.

This annual plan explains how we will fulfill the Enactus Worldwide mission in the board year of 2022-2023, and what our shared vision for Enactus UvA is for the coming year. These plans take into account the findings and progress made in previous years and the long-term plan of Enactus UvA (2018-2022).

We look forward to the coming year with great anticipation and enthusiasm and hope to take Enactus UvA to a higher level together.

On behalf of the entire board 2022-2023,

Valeria Gamez - Chair

1/09/2022

# ii.

# Target and Scope

The aim of this document is to provide insight into the intended goals of the board of Enactus UvA for the board year of 2022-2023. The document serves as a guideline for the current board members and as a directive for continuity in the progress of the organization and its associated companies. It also provides an overview of the activities of the board for members, alumni, partners and other interested parties. To operationalize the safeguarding of this progress, SMART goals are used.

The structure of this annual plan is as follows: first of all, there is a description of the projects. Subsequently, the overarching annual goal for the board year 2022-2023 is explained. The annual target will then be set out on the basis of the pillars. These pillars are operationalized through a policy matrix with SMART goals. Additionally, there is a description of the different roles in the board and their strategy per individual function. Finally, an explanatory budget overview is delineated.



# Our Projects

- Coffee Bloom
- WashiTsugi
- Crick&Crack
- DeBierbakkers
- Freshbag

# Coffee Bloom

**Project Coordinator:  
Vice-Chair**

**Problem:** The Netherlands is a major player in the global agriculture industry and heavily relies on fertilizers. These substances, which include methane, carbon dioxide, ammonia, and nitrogen, are significant contributors to the increase of greenhouse gases in the atmosphere. This results in a significant impact on global warming and climate change.

**Business Idea:** CoffeeBloom is a sustainable business idea that leverages the by-products of coffee brewing to create organic fertilizers. By utilizing the discarded coffee grounds, Coffee Bloom helps reduce waste and provides a natural, eco-friendly alternative to traditional chemical fertilizers. By promoting the use of organic fertilizers, Coffee Bloom is contributing to a greener, healthier environment and is promoting sustainable agriculture practices. This innovative solution offers a win-win for coffee drinkers and farmers alike, as it helps reduce waste and improves soil quality.

# WashiTsugi

**Project Coordinator:  
Event/Program  
Manager**

**Problem:** The fast fashion industry is a significant contributor to the global water consumption and carbon emission crisis. It is the second largest consumer of water and accounts for roughly 10% of total global carbon emissions. In addition, the rapid consumption of clothing results in an overwhelming amount of waste, as many items end up in landfills due to the lack of recycling efforts.

**Business Idea:** WashiTsugi is a sustainable business that creates paper products from recycled fabrics, primarily jeans. The company's initial focus is on producing place cards for events. By repurposing waste materials and diverting them from landfills, WashiTsugi is not only reducing its environmental impact but also creating unique and eco-friendly products for its customers.

# Crick&Crack

## Project Coordinator: Chair

**Problem:** The high demand for animal protein is a major contributor to the problem of greenhouse gas emissions and climate change. The production of animal protein requires a large amount of resources, including land, water, and feed, and produces significant amounts of greenhouse gases such as methane, nitrous oxide, and carbon dioxide. These emissions are contributing to the growing problem of climate change, and it is essential that we reduce our consumption of animal protein and seek out alternative sources of protein that are more sustainable and environmentally friendly.

**Business Idea:** Crick&Crack is a healthy snack company that leverages the nutritional benefits of crickets to create a sustainable and environmentally-friendly alternative to traditional snack foods. Crickets are a rich source of protein, and their cultivation has a significantly smaller carbon footprint compared to traditional livestock production. By using crickets as the main ingredient in their crackers, Crick&Crack provides consumers with a delicious and healthy snack option that also supports a more sustainable and environmentally conscious way of life. The company is working to raise awareness about the benefits of insects as a source of protein and to promote a shift towards a more sustainable and eco-friendly food system.



# DeBierbakkers

**Project Coordinator:  
HR Manager**

**Problem:** Brewing beer creates a significant amount of grain waste, which is often considered a problem due to the limited use cases for it. However, the grain waste generated in the brewing process is actually rich in fiber, a valuable ingredient in many food and non-food products. The grain waste produced during beer brewing can be repurposed and used in various applications, providing a sustainable solution to the problem of waste generation in the beer-making industry. By harnessing the fiber content of this waste, the industry can reduce waste and minimize its environmental impact, all while creating new opportunities for the use of this valuable resource.

**Business Idea:** De Bierbakkers is a sustainable snack company that leverages the grain waste generated during beer brewing. By processing this waste, De Bierbakkers creates healthy snacks that are not only delicious but also environmentally friendly. This innovative approach to snack-making provides a solution to the problem of waste in the beer-making industry while also offering consumers a healthier and more sustainable snack option. De Bierbakkers is committed to promoting sustainability and reducing waste, making it an ideal choice for consumers who want to make a positive impact on the environment.

# Freshbag

## **Project Coordinator: Chair**

**Problem:** In today's world, people have lost touch with their food and are often unaware of its origin. The lack of transparency in the food supply chain makes it difficult to determine the authenticity and quality of food products. Supermarkets often contribute to food waste and use deceptive tactics to sell products, making it difficult for consumers to make informed choices about their food. Fresh Bag offers a solution to this problem by providing a direct link from the farm to the consumer, ensuring that organic produce is locally sourced and of the highest quality.

**Business Idea:** Fresh Bag is a student-founded initiative aimed at making organic food accessible to everyone. The company connects consumers with local farmers, ensuring fair prices for both parties. Originally started as a university-based service, Fresh Bag has now expanded and offers delivery of organic produce directly to homes in Amsterdam. By promoting sustainable agriculture practices and making organic food accessible, Fresh Bag is contributing to a healthier and more sustainable food system.

**iv.**

# **Role of the Board and Strategy per function**

## **Board of Enactus UvA**

- 1. Chair**
- 2. Vice Chair**
- 3. Events/Program Manager**
- 4. External Relations**
- 5. Human Resources**
- 6. Marketing**

# 1.

# Chair

As chair, I am responsible for representing the organisation to the outside world. While doing so, I will ensure the improvement of internal processes whilst enriching the organisation's culture to support growth. Being part of an organisation that works towards developing the next generation of entrepreneurial leaders and social innovators, it is my responsibility to provide the necessary resources and support to all Enactus UvA members. I will be working on increasing the connectedness between project members and the board. I will be responsible to assure that the track of progression/improvement of project management and processes is being kept and that project coordinators have access to the resources needed to be able to support projects and members reach their maximum potential. My goal is to create an environment where members are welcomed to explore and grow both personally and professionally. I will maintain regular contact with our members to understand their needs and assure that they are being met. Field trips, workshops and trainings will be planned taking into account our member's needs. I will provide the Advisory Board with monthly status reports to monitor progress based on goals set. Additionally, I will be chairing general events and meeting with the board, Enactus NL and partners. To prevent motivational dips, social events and team building activities will be held every other month. This way, we will be able to foster engagement as members will have the opportunity to network and build relationships with others. Lastly, I will be monitoring the progress in achieving our monthly and annual goals.

The responsibilities of the position include:

- Representation of the organization
- Guarantee and improve internal processes
- Critical examination of projects
- Chairing general events and meetings
- Providing status reports and follow up on goals and objectives
- Mentoring board members and project leaders
- Organizing board team building activities
- Monitor progress of annual goals

# 2.

## Vice Chair

As the Vice Chair, I am responsible for supporting the chair and managing financial aspects of Enactus UVA. I will step in for Valeria if ever she is absent, and will also consult with her on matters concerning partners and the projects. My next responsibility is the financial stability of the organisation and project teams. It is my duty to supervise the spendings and savings of Enactus UvA, but also to support the treasurers of every project so the teams can make appropriate investments. The final responsibility as Vice-Chair is documentation. This task is crucial for the continuity of Enactus UvA and to learn from past mistakes.

Specifically for this year I will additionally try to improve interconnection between our projects as I think that this can help them thrive. Related to my financial supervision I can help projects to reduce costs or to increase efficiency and sales by working together

The Responsibilities Of the position include:

- Supporting the chair and taking over when she is absent
- Consulting with the chair and board
- Supervising financial aspects of Enactus UvA
- Documenting important information

# 3.

## Event/Program Manager

As the event manager, I will be responsible for organising events and monitor the overall program of Enactus UvA.

### Event

I will plan and organise events that 1) empower general members' personal growth, entrepreneurial thinking, and specific skills needed for their functions and 2) engage members in Enactus UvA as well as external partners within the broader Enactus community. There will be a mix of social events, educational/empowerment workshops, and guest talks on entrepreneurship/sustainability. The emphasis on different events will be adjusted according to members' needs, which will be assessed regularly through surveys and feedback.

To ensure the smooth planning and execution of events, I will work closely with the Vice Chair for budget setting, and the External Relation Manager to reach out to potential partners and speakers. Moreover, I will assist the Marketing Manager on the pre/post event post to increase the exposure of Enactus UvA.

### Program

Projects are encouraged to meet weekly; each project has full autonomy regarding the meeting format and schedule. The project coordinator may only attend if asked to do so. Project coordinators should check in with the project leader bi-weekly on project progress and update the board with achievements and potential challenges.

Once a month, a general members' meeting will be organised. Prior to this meeting, all projects will hand in a status report to their project coordinator. In the meeting, all projects will present their work progress and, most importantly, connect with other members, discuss current challenges, and ask for help if needed.

The responsibilities of the position include:

- Organising events, from board members' meeting, general members' meeting, to educational workshops and social events
- Execution of events
- Track attendance of members
- Assess members' need and adjust the event format accordingly
- Track all projects' status and impact made
- Project coordination of Washi Tsugi

# 4.

## External Relations Manager

As the External Relations manager, I am responsible for expanding Enactus UvA's potential network and brand awareness. Improving the quality of Enactus UvA partnerships is the main aim for this year, meaning that this year is dedicated to closer interactions with current partners and acquiring new, more significant partners. Enactus UvA should explore ways to connect with consultancy companies (e.g., Big 4) and non-profit organizations. Future partnerships have to contribute to increasing the overall Enactus UvA member's management skills and organization awareness and visibility.

Proactive and high-quality partnerships may not be obtained without solid organizational values and culture within Enactus UvA. Together with Broad, we want to establish a strong Enactus purpose and keep our members motivated and committed. Many team-building events will be organized with the HR manager and Event manager. When potential partners see how united, entrepreneurial, and committed to a sustainable goal our members will be, Enactus UvA will have a better chance to get better partnership conditions. My responsibility will be to contribute to creating such a strong culture and convince potential partners of the benefits of partnership with us.

In line with organizational culture, the promotional part is vital. Therefore, in collaboration with the Event and Marketing manager, we will organize campaigns and events to attract the right audience to our organization.

Finally, when a solid organizational culture is established and Enactus have gained sufficient brand awareness and engagement, I plan to reach out to new partners with the ideas of event and collaboration.

To sum up, here are my responsibilities and prospective activities as the external relations manager:

- Approaching new potential partners to extend the partner network to be able to provide workshops that are general for all functions within the projects
- Research partners that can provide extensive funding
- Maintaining relationships with current partners
- Contribute to Enactus UvA promotion
- Contribute to building and maintaining Enactus UvA organizational culture
- Project coordinator of a Think tank "Proteinsect"

# 5.

## Human Resources Manager

As the human resources manager, I am responsible for recruiting new members for Enactus as well as catering to their needs and allowing easy communication with the organization. It is important that I recruit members that are suited for the organization and are motivated in order to maintain the prosperity of the project teams or in a later case, the new board. This should be done by developing a proper recruitment procedure, which can be substantiated by performance evaluations. Registering members in the Enactus system is also important so they can be updated with news about Enactus as well as having an easier way to manage members. Meeting the needs of members is also important as members need to be satisfied with the organization in order to stay and continue to be motivated. In that way, getting feedback as well as listening to their issues is an important part of the role. Evaluation surveys should be done in order to get a general understanding of the feedback from members as having a meeting with each member would take too much time. Working closely with other members such as marketing and the vice chair are also important in order to help with recruitment and contractual obligations respectively.

The responsibilities of the position include:

- Spreading awareness of the organization
- Recruiting members
- Registration of members
- Retention of members
- Evaluation of members
- Acting as a bridge between the board and the project team members
- Developing recruitment procedures



V.

# Problem Definition

Lack of organizational culture  
and therefore motivation

Lack of  
awareness/visibility/exposure

vi.

**Vision and  
Mission  
Statements  
Enactus UvA**

**Vision:**

A social and sustainable world for everyone.

**Mission:**

Create an Enactus UvA Community.

vii.

# Mission/Pillars

**Mission:** Create an Enactus UvA Community

The mission of Enactus UvA is to create a community of students who are passionate about using entrepreneurship to create positive social and environmental impact. Our community is built on the principles of collaboration, innovation, and sustainability. We aim to foster a culture of learning and growth, where members can share their ideas and expertise, and work together to develop innovative solutions to pressing social and environmental challenges. Our goal is to equip our members with the skills and knowledge they need to become the next generation of leaders who are committed to making a positive impact on the world. Ultimately, our mission is to create a community of change-makers who are dedicated to creating a more just, equitable, and sustainable future.

In order to achieve this we focus on three different pillars:

1. Communication
2. Organizing Year Round Events
3. Fun/Serious Kids on the playground

## **Mission:** Create an Enactus UvA Community

<b>Communication</b>	<b>Organizing Year Round Events</b>	<b>Fun/Serious Kids on the playground</b>
Internal Communication	Social ( <i>Networking, team-building, after-work drinks</i> )	Hire Star-Players
Project Leaders and Project Coordinators Monthly Meetings	Inspiring ( <i>Learning and Development</i> )	Member - Check-in ( <i>Board Member Check-In and Project Leader Check In</i> )
External Communication	Hands-On ( <i>Experience in running a business</i> )	

viii.

# SMART GOALS

**Mission:** Create an Enactus UVA Community

**Pillars:**

1. Communication
2. Organizing Year Round Events
3. Fun/Serious Kids on the playground

**Mission:** Create an Enactus UvA Community

<b>Pillar: Communication</b>	
<b>Sub-Pillar: Internal Communication</b>	
<b>Responsible:</b>	Valeria Gamez - Chair
<b>Specific:</b>	The goal is to inform, influence and engage Enactus UvA members
<b>Measurable:</b>	Through surveys and questionnaires the board will evaluate individual members' understanding of Enactus UvA mission, responsibilities and expectations
<b>Attainable:</b>	Board Weekly Meetings, Bi-weekly Update Meetings with Lisalou (Program Manager of EnactusNL), General Members Meetings, Monthly Meeting with Advisory Board and Monthly Meetings with Project Leaders
<b>Relevant:</b>	Improving internal communication can help to establish and maintain strong relationships and committed teams, who shares transparent values, missions, and goals.
<b>Time - Based:</b>	September 2022 - June 2023

**Mission:** Create an Enactus UvA Community

<b>Pillar: Communication</b>	
<b>Sub-Pillar: Project Leader and Project Coordinator Monthly Meetings</b>	
<b>Responsible:</b>	Valeria Gamez - Chair
<b>Specific:</b>	The goal is to keep track of each project progress and measure impact
<b>Measurable:</b>	Stop, Start, Continue Structure will be followed, each team will create 2-3 SSC goals Project Leaders are responsible for completing the Project Progress Report one week before the next monthly meeting From the Project Progress Report results and discussed SSC goals the board will be able to keep track of progress and measure impact
<b>Attainable:</b>	Monthly Meetings with Project Leaders and Project Coordinators (2hrs)
<b>Relevant:</b>	Establishing monthly meeting with project leaders will facilitate the flow of information and knowledge exchange necessary to successfully prepare for National Exposition. Monthly meeting will provide the opportunity for project coordinators to better understand project member's needs. Project members will feel a greater sense of belongingness. Maintaining frequent contact with project leaders will help Enactus UvA to achieve its mission of creating an Enactus UvA Community
<b>Time - Based:</b>	January 2023 - June 2023

**Mission:** Create an Enactus UvA Community

<b>Pillar: Communication</b>	
<b>Sub-Pillar: External Communication</b>	
<b>Responsible:</b>	Valeria Gamez - Chair
<b>Specific:</b>	The goal is to increase brand awareness
<b>Measurable:</b>	The aim is to reach 1,500 Instagram followers
<b>Attainable:</b>	Current number of followers: 1,108 Goal: 1,500
<b>Relevant:</b>	By increasing visibility and awareness of Enactus UvA, members will be better able to identify themselves as part of the community. Showcasing members, and sharing informational posts about Enactus UvA mission, timeline, projects, and events will allow Enactus UvA to increase engagement from all stakeholders as there is transparency in our communication platforms.
<b>Time - Based:</b>	September 2022 - June 2023



**Mission:** Create an Enactus UvA Community

<b>Pillar: Organizing Year Round Events</b>	
<b>Sub-Pillar: Social Events</b>	
<b>Responsible:</b>	Luxin Chen - Event/Program Manager
<b>Specific:</b>	The goal is to enhance Enactus UvA member retention by hosting 1 social event per month
<b>Measurable:</b>	Attendance Rate
<b>Attainable:</b>	After every monthly hosted event, we invite members to join after-work drinks
<b>Relevant:</b>	Enactus UvA members are given the opportunity to connect and build relationships with other members in a informal setting
<b>Time - Based:</b>	September 2022 - June 2023

**Mission:** Create an Enactus UvA Community

<b>Pillar: Organizing Year Round Events</b>	
<b>Sub-Pillar: Inspiring Events</b>	
<b>Responsible:</b>	Luxin Chen - Event/Program Manager
<b>Specific:</b>	The goal is to provide members with events that increase curiosity, motivation and commitment.
<b>Measurable:</b>	Attendance rate
<b>Attainable:</b>	By leveraging the board member's personal network, the board will be able to attract and invite guest speakers
<b>Relevant:</b>	
<b>Time - Based:</b>	September 2022 - June 2023

**Mission:** Create an Enactus UvA Community

<b>Pillar: Organizing Year Round Events</b>	
<b>Sub-Pillar: Hands-On</b>	
<b>Responsible:</b>	Luxin Chen - Event/Program Manager
<b>Specific:</b>	The goal is to provide members with workshops where they can learn how to apply theory into practice
<b>Measurable:</b>	Attendance rate
<b>Attainable:</b>	Enactus UvA will host one event per month throughout the academic year.
<b>Relevant:</b>	We aim to create a community of people who are curious enough to overcome the fear of failure
<b>Time - Based:</b>	September 2022 - June 2023

**Mission:** Create an Enactus UvA Community

<b>Pillar: Fun/Serious Kids on the Playground</b>	
<b>Sub-Pillar: Hire Star Players</b>	
<b>Responsible:</b>	Sebastian Narmada - HR Manager
<b>Specific:</b>	The goal is to hire 30 star players by January 2023
<b>Measurable:</b>	The HR Manager creates an interview schedule for the academic year and updates the member administration weekly.
<b>Attainable:</b>	The HR Manager schedules interviews with applicants at a convenient time for his/her schedule
<b>Relevant:</b>	The goal is to hire proactive, curious, self-disciplined, and passionate students from the Universtiy of Amsterdam to create the Enactus UvA Community
<b>Time - Based:</b>	September 2022 - June 2023

**Mission:** Create an Enactus UvA Community

<b>Pillar: Fun/Serious Kids on the Playground</b>	
<b>Sub-Pillar: Board Member Check-in</b>	
<b>Responsible:</b>	Sebastian Narmada - HR Manager
<b>Specific:</b>	The HR Manager will conduct board member check-ins every four months to evaluate the board member's progress and determine their satisfaction with their role in the organization.
<b>Measurable:</b>	The HR Manager will create a feedback form for board members to complete after each check-in. The HR Manager will review the feedback and use it to improve the check-in process.
<b>Attainable:</b>	The HR Manager will schedule the check-in at a convenient time for the board members and ensure that the feedback form is easy to complete and understand.
<b>Relevant:</b>	The goal of the board member check-in is to ensure that each member is satisfied with their role in the organization, has a clear understanding of their responsibilities, and has the necessary support to fulfill their duties.
<b>Time - Based:</b>	September 2022 - June 2023

**Mission:** Create an Enactus UvA Community

<b>Pillar: Fun/Serious Kids on the Playground</b>	
<b>Sub-Pillar: Project Leader Check-in</b>	
<b>Responsible:</b>	Sebastian Narmada - HR Manager
<b>Specific:</b>	The HR Manager will conduct monthly check-ins to evaluate the project leaders' progress and determine their satisfaction with their role in the organization.
<b>Measurable:</b>	The HR Manager will create a question bank for project leaders to use when conducting the check-in meeting. Notes will be taken and HR Manager will review feedback within one week.
<b>Attainable:</b>	The HR Manager will schedule the check-in meetings during the monthly Project Leader - Project Coordinator Meetings
<b>Relevant:</b>	The goal of the project leader check-in is to reinforce engagement
<b>Time - Based:</b>	February 2023 - June 2023

ix.

**Agenda**

- General Members Meeting
- Board Photoshoot

Sept.

- General Members Meeting
- Product Market Fit Workshop

Nov.

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Oct.

- General Members Meeting
- Scoping Canvas Workshop

Dec.

- Design Thinking Workshop for Enactus UvA Board



- General Members Meeting

Jan.

- Project Leaders + Board Meeting

March.

- Team-building activity TBD
- Project Leaders + Board Meeting

May.

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Feb.

- LinkedIn Workshop + Photoshoot
- Contact Partners
- Contact Project Coaches and Set up Meeting
- Project Leaders + Board Meeting

April.

- Alumni Networking Event
- Enactus UvA Shark Tank
- Project Leaders + Board Meeting

June.

- National Exposition