PROJECT CHARTER FORM

ENACTUS TEAM: _____

Will this project be presented at National Expo? □ YES □ NO

Project Charter

PROJECT TITLE		PROJECT START DATE	/ /
PROJECT MANAGER		PROJECT END DATE	/ /
NUMBER OF TEAM MEMBERS ASSIGNED		DATE SUBMITTED	/ /

□ New Project □ Project Partnership □Legacy Project □Fundraising Initiative

SUSTAINABILITY ASSESSMENT:

Performing a high-level analysis of the project ecosystem will help you hone in on specific needs within your target community. Begin by identifying overarching themes of economic, social, and environmental areas for sustainable improvement. This project charter will help you identify current opportunities for empowerment, as well as potential projects for the future.

ECONOMIC FACTORS: Consider economic factors relevant to the ecosystem of your project community.

What sort of economic trends are occurring?
Consider the seasonality of prices, production, major employers and industries, and financial opportunities in the area.

What is the average income of the people you are working with?
How does this compare to others in the area?

What is the unemployment rate of the target audience?
What is the major cause of this unemployment?

1

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SOCIAL INFLUENCES: Consider social dynamics that could affect or be impacted by a project in this setting.

What are the demographics of the community?
(Examples include: gender, age, ethnicity, languages, disabilities, mobility, home ownership, employment status, location, etc.)

What are the population trends affecting the community?
(Examples include: birth rates, family size, immigration, etc.)

Do the people you are working with have access to education opportunities?

□YES □NO

What health-related issues and trends are present in the community?
(Consider access to services, size of healthcare workforce, availability of information, medical products, vaccines, technology, financing, and overall leadership and governance of public health initiatives.)

What role does the government play in the lives of the community?
What other groups or organizations are active in empowering this community?

Is there a history of conflict, crime, or discrimination in the community?
How does this affect the dynamics of project execution?

What are cultural norms, practices, or other social influences present in the community?

ENVIRONMENTAL CONSIDERATIONS: The relationship of your target audience with their environment.

Describe the physical location of the community:
What are the climate and topography like? How have humans altered the environment to serve their needs?

What sort of disease, pollution, or natural disasters affect or might affect the community?

What has been the net impact of human developments?

Positive Impacts	Negative Impacts

INITIAL LIVELIHOODS ANALYSIS:

Next, you'll begin to "zoom in" on specific livelihood categories in the project ecosystem. Livelihoods are fueled by assets, which you will analyze in this section. Assets often interrelate. By increasing, protecting, or improving access to one asset, your action could have multiple areas of impact. This section will determine assets your target audience currently utilizes to achieve desired livelihood outcomes. Not all livelihoods categories are relevant or yield substantive metrics- work with your target audience to fill in what you know.

FINANCIAL ASSETS: Consider the Financial Assets to which your target audience currently has access.

Will your project increase access to and/or protect the FINANCIAL assets of your target audience? ☐YES ☐NO

What financial assets do the people you are working with have currently?
This might include stocks, savings, financial services, pawn shops, payday loan practices, etc. How stable are these assets?

ANTICIPATED FINANCIAL OUTCOMES: List any livelihoods to be protected, increased, or improved from this project:
Number of New Businesses/Job Opportunities to be Created: _____

3

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Revenue Increase Projected: _____

□ Unemployment/Underemployment

□ Lack of Job Opportunities

□ Existing Business Development

□ Seasonal Unemployment

□ Poor Business Growth

□ Poverty

□ New Business

□ Other:

Other Relevant Financial Assets: _____

NATURAL ASSETS: Consider the Natural Assets that your target audience currently has access to.

Will your project increase access to and/or protect the NATURAL assets of your target audience? □YES □NO

What natural resources do the people you are working with have currently?
How stable/sustainable are these resources?

What natural assets are currently being underused, misused, or overused?
How does this community manage waste? How has it changed its environment to fit its needs?

ANTICIPATED NATURAL OUTCOMES: List livelihoods that will be protected, increased, or improved as a result of this project:

Tons of Waste Material Diverted: _____

Tons of Material Recycled/Repurposed: _____

What other environmental factors are applicable to your beneficiary community?

□ Clean Water

□ Weather/Climate Issues

□ Pollution

□ Waste Management

□ Irrigation / Agriculture

□ Other:

4

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SOCIAL ASSETS: Consider the systems or methods people use to interact with one another.

Will your project increase access to and/or protect the SOCIAL assets of your target audience? ☐YES ☐NO

What social assets do the people you are working with currently have?
How stable are these assets?

What evidences have you identified that illustrate relationships of trust within the community?
What access to additional networks or social systems would benefit your target audience? How would these partnerships contribute to the success, scalability, or sustainability of this project?

Why does your target audience trust your Enactus team?
What is your stake in their success? What would happen if your team did not enable progress?

ANTICIPATED SOCIAL OUTCOMES: List livelihoods that will be protected, increased, or improved as a result of this project:

Number of non-Enactus team members volunteering (new volunteers or members of partner organizations): _____

Total volunteer hours to be completed by non-Enactus team members: _____

Number of people to be socially integrated into their communities: _____

Anticipated decrease in community crime rate: _____

What other social factors are applicable to your beneficiary community?

☐ Population Growth
☐ Population Decline
☐ Volunteering
☐ Discrimination
☐ Social Isolation (language or cultural barriers)
☐ Unskilled Labor
☐ Education
☐ Other:

5

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HUMAN ASSETS: Consider the Human Assets that your target audience currently has access to. These assets vary from the Social Assets, in that one human individual is capable of exchanging for a livelihood on their own.

Will your project increase access to and/or protect the HUMAN assets of your target audience? ☐YES ☐NO

What soft-skills and/or professional abilities will you transfer?
What will be the objective outcomes of these skills that will demonstrate lasting empowerment?

What key indicators will represent your progress in affecting other human livelihoods?
(e.g. By tracking the prevalence of a chronic disease that is associated with environmental triggers in your target community, you can illustrate a measurable outcome of a combination of contributing factors.)

What other human factors are applicable to your beneficiary community?

☐ Poverty Rate
☐ Violent or Property Crime Rate
☐ Diabetes or Asthma
☐ Reading Proficiency/Literacy
☐ Health / Sanitation (please describe):
☐ Hunger or Food Insecurity
☐ HIV/AIDS
☐ Daily Fresh Fruit/Vegetable Intake/Access
☐ High School Graduation Rate
☐ Other:

PHYSICAL ASSETS: Consider the Physical Assets that your target audience currently has access to.

Will your project increase access to and/or protect the PHYSICAL assets of your target audience? ☐YES ☐NO

What major infrastructure exists in your project ecosystem? What resources shelter your target audience?
These include things like roads, bridges, structures, electricity, water, sewage, waste processing facilities, etc.

What is the main mode of transportation, and how reliable is it in transporting people and goods?
What is the overall access to consumer goods for your population?

What about access to appropriate technology?
Consider also their use of this technology to achieve livelihood objectives.

6

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What energy sources are available? How can these be improved, maximized, or secured?

What other physical assets are applicable to your beneficiary community?

□ Energy
□ Construction / Restoration
□ Water
□ Expanding Access to Consumer Goods
□ Roadways / Transportation
□ Other:

PROJECT SCOPE:

Based on preceding observations of assets utilized by the target community to achieve livelihoods objectives, define the scope of your project. Describe the target audience thoroughly. Define your roles and objectives, bearing in mind that empowerment (the implementation of knowledge or skills transferred) will determine success, as will sustainability of impact. Strong results come from setting some objectives aside for now to avoid overextending limited resources.

Target Audience (The more focused, homogenized, and specific, the better!)

What makes your target audience unique and identifiable? What aspect(s) do they share in common?

□Ethnic Minority
□Disabled Veterans
□Unemployed/Underemployed

□ Men (ages 25+)
□ Women (ages 25+)
□ Youth (ages 16-24)
□ Children (Younger than 15)

What secondary audience might be indirectly impacted?

Project Description: (Please describe your project- use a separate sheet if necessary)

What is your fundamental objective? (See Project Logic Model for additional help)

Relevant Resources (Please list any relevant parties you will be working with during this project by name, their title or position in the company they represent, and specify whether or not they are current members of your Business Advisory Board, or BAB.)

Name	Title/Position	BAB?
		□YES □NO
		□YES □NO
		□YES □NO

Project Budget: (Please list the major budgetary considerations, or attach a separate project budget.)

INCOME		EXPENSES	
	$		$
	$		$
	$		$
	$		$
TOTAL	$	TOTAL	$

8

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