



Integration of SDGs in

- Institutional governance/strategic level
- SDGs in research
- SDGs in campus operations
- SDGs in curriculum development
- SDGs in student engagement activities
- SDGs into community activities
- SDGs at a whole-institution level

Focus on

- Goal 1 - No poverty
- Goal 2 - Zero hunger
- Goal 3 - Good health and wellbeing
- Goal 4 - Quality education
- Goal 5 - Gender equality
- Goal 6 - Clean water and sanitation
- Goal 7 - Affordable and clean energy
- Goal 8 - Decent work and economic growth
- Goal 9 - Industry, innovation and infrastructure
- Goal 10 - Reduced inequalities
- Goal 11 - Sustainable cities and communities
- Goal 12 - Responsible consumption and production
- Goal 13 - Climate action
- Goal 14 - Life below water
- Goal 15 - Life on land
- Goal 16 - Peace, justice and strong institutions
- Goal 17 - Partnerships for the goals

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Enactus – University of Celaya

The University of Celaya, through the StartUp Center department, has been promoting institutional participation and collaboration with Enactus Global and Enactus Mexico since 2018. Within this program, students from the university have participated in the Enactus calls for proposals, developing and implementing sustainable businesses with a social vision with the purpose of improving the quality of life of vulnerable groups, ensuring their proper empowerment. Enactus is the largest global network of university leaders who generate social business, promoting social entrepreneurship projects that positively impact the fulfillment of the 17 Sustainable Development Goals of the UN Agenda 2030, working for a better world.

In this line of development, university students who join Enactus form interdisciplinary work teams with peers from different careers, faculties and semesters with the aim of identifying problems and/or needs in communities or sectors of the country. Through the application of business concepts and empowering people, the teams develop strategies and execute actions that have a positive and sustainable impact on the communities, improving their quality of life and standard of living.

Projects such as Holistic, One Step Cleaner, Hidratando la vida and Sooma have been directly impacting Sustainable Development Goals 2, 3, 11, 12, 13 and 15. Some of these projects have won first place in national competitions and some of them have participated and been awarded in Enactus Global.

BENEFITS

- As a result of the participation of the University of Celaya with Enactus Mexico, 5 projects developed by students have generated an impact on issues such as clean water and sanitation, zero food waste, sustainable cities and communities, responsible consumption and production, climate action and life on land.
- The link between the University of Celaya and Enactus promotes the creation of sustainable businesses that offer real solutions to social problems.
- The interest and involvement of students in business entrepreneurship with social impact has taken on greater importance and generated a change in the mentality of young entrepreneurs.

CHALLENGES

- One of the biggest challenges has been to motivate students to participate in Enactus programmes and to encourage them to develop their own business ideas, which emerged from academic projects or from their own analytical work.
- Another challenge has been seen from the administrative point of view of this linkage, where year after year the academic content has been improved and simplified for the students, with the aim of better understanding the subject of social entrepreneurship.
- Finally, another challenge perceived in the development of this programme has been the promotion of competitions in the academic community, since many students, despite

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having the interest to participate, show a certain fear of daring to develop their ideas, or else they are afraid of failing in the attempt, this being a learning process.

CONCLUSIONS

As a conclusion, the link with specialized organizations such as Enactus promotes the participation and involvement of students, teachers and the entire academic community in generating businesses with a positive social impact. Year after year more and more students have been participating in the Enactus Mexico and Enactus Global competitions, bringing with them the development of business ideas for the benefit of society. The University of Celaya highly recommends that more higher education institutions promote this type of linkages and accompany their students in the process of entrepreneurship with social impact.



Image description: Enactus Mexico first place recognition for the *One Step Cleaner* project developed by students from the University of Celaya.



Image description: recognition of the first place for the *Sooma* project developed by students of the University of Celaya in the framework of the *IMPACTO MAYOR innovation contest* of Enactus Mexico.