

University of Nottingham Enterprise and Entrepreneurship Enactus Nottingham

About the project

Summary

We are a team of approximately 100 students that set up profitable and sustainable Social Enterprises both locally and internationally.

Project partners

The University of Nottingham Business School
The University of Nottingham Estates and Sustainability teams
The Badur Foundation
GSK
The Cascade Fund
15+ Partners for our Local Businesses
5+ for our International Businesses

The results

The problem

As a group of Entrepreneurial Students we use the power of Social Enterprise to tackle serious issues across the globe. Our current portfolio currently spans from furniture recycling in Nottingham all the way to water filtration in Cameroon.

Through our tailored business we solve issues, empower individuals and ensure that social and environmental issues are being reduced at their grassroots.

The approach

By fostering of innovation a strong team culture our members are always willing to go above and beyond expectations. Alongside a very strong focus on team sustainability Enactus Nottingham always has new students coming in with bigger and better ideas even when experienced members graduate. This allows for a team that can carry on growing and create positive impact for many years to come.

The strong links to our partners allow us to identify real issues and then our students think creatively to find the right market opportunities where we can maximize our impact.

Our goals

Our main goal is always to find the next viable big idea that we can translate directly into social impact. This year we plan for two new sustainable businesses to be implemented alongside our current local portfolio and four more to be implemented internationally.



Profile

- Student run organization
- 114 Members
- 5 Local Businesses
- 7 International Businesses
- Network of partners locally and globally

Category supported by



Finalist's case study

We are also focusing on funding sustainably. Our total team revenue per year for project funding (including grants) is on average just over £100,000. We have now focused on our purely commercial businesses division and hope by the end of 2016 to be generating over £50,000 year on year from our commercial businesses which we can reinvest in our social enterprises, reducing the need for grants when we start up new social enterprises.

Obstacles and solutions

Recruiting a Team of students willing to dedicate their time and effort to create social enterprise alongside their degree.	We actively focus on creating an environment where students enjoy working with team socials, training events, constant encouragement and support and a strong Enactus culture.
Ensuring that even though we are students we are treated professionally in business environments (for example, negotiating sales contracts).	We ensure that we are always suitably dressed for any occasion, as well as fully training for their roles. We use our past record of success to help create partnerships and prove that even as students, we can create profitable Social Enterprises.
Finding needs for our Social Enterprises to address.	We carry out full needs assessments and market research before implementing our business. To find target sectors we also meet with local council, MP's and business leaders. As well as internationally with large organizations, NGO's and charities.
Learning to work in the professional environment.	We are trained by our corporate sponsors, partners and business contacts.

Performance and results

Recovered (Upcycling furniture and (2015-16):

- Will have recycled over 4000 items of furniture and save 416 tonnes of CO2.
- Will have created 3 more jobs (1 currently) and 25 more volunteer positions for students and the homeless.
- Will have sold furniture to 2000 housing association tenants.

Empower Malawi (solar fishing lights and sustainable food):

- 280 fishermen's profits increased 64% alongside 70 female egg entrepreneurs and 5 employment positions.

Think for the Future (Ex-offenders delivering sessions on PSHCE to schoolchildren)

- Created 7 jobs for individuals with a criminal record.
- Delivered education to 1423 young people across Nottingham.

The future

Lessons learned

That even as students there is still enterprise skills that can be harnessed for positive change and being involved in this sector early ensures that they have a social conscience for all business decisions in the future.

Sharing your project

The concept of students running Social Enterprises is possible at any University as long as there are students with a passion for enterprise and a strong University support network.

What has it meant to your institution to be a Green Gown Award finalist?

It is great to be recognized as a finalist as all of our students volunteer their time working so hard alongside their already difficult degrees to create social enterprises that help transform lives. We hope to use this as motivation to drive our businesses to the next level!

Further information

www.enactusnottingham.org

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