



Cardiff Enactus

Enterprise

Realising your Business Potential

About the project

Summary

Realising your Business Potential is an educational project, encouraging groups (in this case refugees) to consider areas of business and self-employment.

Project partners

1. Cardiff Business School
2. (Welsh Refugee Council)
3. Cardiff University Careers and Employability

The results

The problem

Refugees arrive to their new countries and cities with little access to community and integration, something essential in easing the transition of moving to and trying to start a life in a foreign place. Besides this many refugees struggle to find effective routes into employment, with some even having non-transferable qualifications, despite studying and gaining skills in a variety of areas in their homeland.

The approach

Together with Cardiff Business school Cardiff Enactus devised and delivered the 'Realising your Business Potential' module, a course that ran for 10 weeks, covering topics such as Social Enterprise, Due Diligence, Market Strategy and Stress-testing your enterprise, At the end of the course, students who graduated received a qualification, accredited by Cardiff University. As well as this, working with Cardiff Enactus, students from the module ran a pop-up stall selling food, keeping the proceeds. This pop-up stall was to act as a pilot, encouraging further engagement with enterprise after completing the module.

Our goals

Since the beginning we have focused on 3 overarching targets: empowerment, engagement and integration. Refugees coming to new surroundings often lack sufficient opportunities for engagement with the community

Obstacles and solutions

Relatively small class size	For Enactus members to work alongside the participants of the module – working as teams, enabling further integration
Poor English skills/lack of confidence	A constant and consistent group of Enactus students working with the participants so that the groups can become comfortable and familiar with each other – also meeting every week to discuss how to have a better effect on each session
Lack of funding/resources	Partnering with Cardiff Business School, Cardiff University and their Student Union to deliver the project with no cost



Profile

Realising your Business Potential

- Educational
- 10 students (refugees)
- 8 student volunteers
- 1 University Professor
- Limitless potential



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Finalist's case study



Performance and results

We carried our programme out for 10 weeks – 9 weeks of teaching with the 10th week used to plan and then run a pop-up stall in our University. Out of the 10 refugees who joined at the start of the programme, 6 graduated and received University accredited qualifications. 2 students from our module have now gone on to study an MSc at Cardiff University, and all students who were a part of the course now have access to University resources such as the online learning platform, library access and even Enactus membership opportunities.

The future

Lessons learned

Ironically, when it comes to this project, I feel that Enactus students may in all likelihood have learned more from the programme as a whole than the refugees we taught. We learnt through research, and later first-hand experience about the lives that refugees live in Cardiff and as a result their struggles in becoming a part of their new communities. We also learnt about the effects our project could have on boosting self-confidence

Top 3 learnings from implementing your project

- 1 You're dealing with the future of others, so do your best or don't at all
- 2 Work hard, but remember: enjoy yourself - it reflects well on others and your work
- 3 If your project is academic in nature, ensure you consult academics first (more generally: don't be afraid to ask for help)

Sharing your project

In the future of our project we see immediate opportunities for expansion and development, in a hope to continually further the number who we can impact or empower through our work. In the coming year we have already laid foundations to deliver the Realising your Business Potential module to two more groups, teaching Muslim women and women ex-convicts, alongside a course with a new group of refugees. Besides this we have spoken to organisations about renting spaces that we could use for a second stage to our original module, where graduates would be able to create their own enterprises alongside Enactus in the spaces we provide them with. The Enactus network allows us to spread our project across the UK and even the world, with the community feeling Enactus has as an organisation catalysing and driving our projects spread.

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

Cardiff Enactus, Business School and University are all very proud and honoured to be a part of the Green Gown awards this year, particularly be a finalist. For Cardiff Enactus, the milestone of reaching the Green Gown Award finals, is a positive response to a project we hope can become our main Enactus project, for many more years to come.

“Winning the award for this programme, run in partnership with Cardiff Business School and the Welsh Refugee Council, would be an honour for all involved and would recognize an important project in our wider ambition to bring” – Vice Chancellor Professor Colin Riordan

Further information

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www.green gownawards.org.uk

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