



**TEACH**  
A MAN TO FISH



**SCHOOL ENTERPRISE  
CHALLENGE**  
AWARDS 2017



# SCHOOL ENTERPRISE CHALLENGE AWARDS PROGRAMME 2017 INFORMATION PACK

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## Welcome

Welcome to the School Enterprise Challenge Awards Programme and to our global community of enterprising schools! This guide will introduce you to the programme, answer some of your questions and hopefully encourage your school to join the School Enterprise Challenge this year!

### 1. About The School Enterprise Challenge Awards Programme

The School Enterprise Challenge is a global business start-up Awards Programme run by the educational charity 'Teach A Man To Fish.' It aims to create globally aware, socially responsible, young **entrepreneurs**.

The Awards Programme is FREE and helps students plan and set up school-based **enterprises** that:

1. Generate real profits to help support their educational activities.
2. Give students the chance to gain hands-on experience of running a real business.
3. Are sustainable, and will grow and develop every year.

**In 2016, more than 5000 schools from over 100 countries registered to take part. Schools generate an average net profit of \$462 in just their first 3 months of operation!\***

## 2. What is a School Enterprise?

A school enterprise is a business that is **owned by a school** but that is **staffed and operated by the students that attend it**. Enterprises should be sustainable, selling products or services on a consistent basis (i.e. not just at a one-off event) and at least part of the profits should be reinvested in the school's educational activities or growing the business further.

## 3. How does the School Enterprise Challenge work?



The School Enterprise Challenge opens in February and runs all year round! It is divided into three Award levels: **Bronze**, **Silver** and **Gold** (Gold coming in 2018). Your entry level on the Awards programme will be based on your experience running a school business.

The table below will give you an idea of which Award level your school should start at. **Please note: In 2017, there will be two Awards Levels available: Bronze and Silver.**

 <b>BRONZE</b> <b>DO IT!</b>	 <b>SILVER</b> <b>DO IT WELL!</b>	 <b>GOLD</b> <b>GROW IT!</b>
<p>We're new to the School Enterprise Challenge Awards Programme.</p> <p>We've never run a school business before.</p> <p>We want to produce a basic business plan and annual report.</p>	<p>We've run a school business before (for <i>at least 3 months</i>)</p> <p>We're interested in developing/strengthening that business OR starting a different business and doing it really well.</p> <p>We feel comfortable completing a detailed business plan and annual report.</p> <p><b>We have met all the <u>Bronze award criteria</u></b></p>	<div style="border: 2px solid yellow; padding: 5px; text-align: center;">COMING IN 2018</div> <p>We've run a <i>profitable</i> school business before (for <i>at least 1 year</i>)</p> <p>We're ready to grow our business, involve more students and bring it across more subjects in our school.</p> <p>We're ready to complete an advanced business plan and annual report.</p> <p>We are keeping track of our learning</p> <p><b>We have met all the <u>Silver award criteria</u></b></p>

Each Award level is divided into three similar steps: Business Idea, Business Plan and Annual Report. Depending on your Award level your school will be doing each of these three steps to different levels of intensity.

- **STEP 1: Students think of a business idea** for a school enterprise and submit it to us. (Do so within 4 weeks and they could win a prize!)
- **STEP 2: Students develop a business plan** for a school enterprise. **Submit it to us by 30<sup>th</sup> June 2017** and they will receive feedback on their plan and be entered into our prize draw!
- **STEP 3: Students launch and run a REAL school enterprise for at least 3 months**, getting practical business experience and generating real income! Students then submit an **Annual Report to us by 16<sup>th</sup> October 2017 updating us on their business**. There are many prizes available at this stage for those that submit on time! Additionally, schools that complete all 3 steps and meet our minimum criteria will also earn an Award Level!

*If for any reason your school is unable to meet the final deadline! Don't worry! You can continue your school business and submit your documents in the next year's Awards programme!*

**School enterprises can be run in many different ways.** Your school can decide which one suits you best, whether as an after-school club, at lunchtime, during lessons or at any other time that works for you. If you would like to incorporate the School Enterprise Challenge into your lessons, our guides and curriculum will help you to do it. We will provide you with an easy to complete template at every stage of the Awards Programme. There will also be exciting opportunities to apply for business mentors and to take part in mini-competitions along the way!

**PLEASE NOTE** – You will start receiving weekly emails to guide you through the Awards Programme from the moment you officially register online. Make sure you register at a time when you are ready to start participating in the Awards Programme.

#### **4. What Kind Of Enterprises Do Schools Set Up?**

Schools have set up an amazing variety of businesses from **fly fishing excursions in Belize**, to **an inter-schools newspaper in India** and **a carwash in South Africa**! Have a look at the following business ideas that can serve as an inspiration for you!

1. **Lycee de Zamengoe in Cameroon** set up a business making and selling solar modules for charging mobile phones and lighting units. They were able to generate the start-up capital they needed through making and selling baskets.

2. **Johor Bahru School in Malaysia** has created a business to support students staying in their school hostel. Their business is student led providing laundry services, sweets and confectionary, newspaper subscriptions.

3. **Indeco Community School in Zambia** set up a business to make affordable school uniforms. For many families in the area the cost of school uniforms created a barrier to education. Not only does the business solve this problem, having a fantastic social impact, it has also created employment opportunities in the community.





4. The students at **Filimón Rivera School in Nicaragua** produce and sell organic fertilizers as part of their business. In this way they not only generate a profit, but they support farmers and the environment at the same time.

5. At the **Birches pre-primary school in South Africa**, enterprising students aged 4-6 run a small farm stall. With the support of parents and teachers, students take it in turn to care for the chickens and plants, and run a daily market selling eggs and vegetables. The school have used the profits from their business towards the building of a ‘Sustainable Living Training Centre,’ a learning venue for both students and the local community.

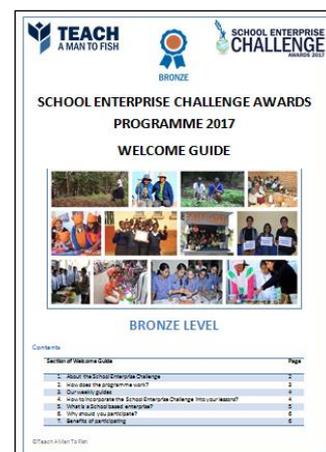
### 5. What support does the School Enterprise Challenge Team provide?

The School Enterprise Challenge Team provides support to schools throughout the whole programme, from coming up with a business idea, to writing a business plan, all the way through to successfully running a school business! Here are some examples of the kind of support schools receive along the way.

- Educational Resources

Our team have created a series of weekly guides to support you through the School Enterprise Challenge. These are emailed to schools each week and can also be found on our website.

Our guides provide **helpful templates, lesson plans** and **top tips** to help students participate in every stage of the programme. The guides also contain **case studies** of previous School Enterprise Challenge participants to motivate and inspire you! The guides have been designed **for students of all ages** and **can be used flexibly** to fit a variety of school timetables and calendars around the world. The table below shows some of the topics you will be learning about with the help of our weekly guides.



Steps	What you will learn
<b>Step 1 - Business Idea</b>	<ul style="list-style-type: none"> <li>• Getting Started</li> <li>• Resource Assessment and Brainstorming Business Ideas</li> <li>• Conducting a Feasibility Study</li> <li>• Thinking about Start-Up Capital</li> </ul>
<b>Step 2 - Business Plan</b>	<ul style="list-style-type: none"> <li>• Market Research</li> <li>• Operational Plan</li> <li>• Marketing and Sales Plan</li> <li>• Financing Strategy Sustainability &amp; Business Development</li> <li>• Writing your Financial Plan</li> <li>• Completing Your Business Plan Template</li> </ul>
<b>Step 3 - Implementation</b>	<ul style="list-style-type: none"> <li>• Operations</li> <li>• Launching your Business</li> <li>• Accounting and Record Keeping</li> <li>• Managing your Team</li> <li>• Risk Assessment and Quality Management</li> </ul>

In addition to our weekly guides, you will also have access to a free suite of other educational materials, including **bitesize videos** on how to plan and run your school business, **helpful glossaries** and **specialist topic guides**.

- [School Partnerships, Mentors and extra opportunities](#)

During the year we provide extra opportunities for schools that participate in the School Enterprise Challenge. These include:

- **A Mentoring programme** for schools that want to receive support from a business mentor.
- **A School Partnership programme** – connecting enterprising schools around the world to support each other, exchange learnings and experiences.
- **Global events and mini competitions** – supporting the development of new skills and an opportunity for schools to be recognized on a global scale.

- [Social Media](#)

Follow our [Facebook](#), [Twitter](#) and [Blog](#) to keep up to date with the latest School Enterprise Challenge news, top tips and inspiration. **Check them out now** to find out more of what we do!



School Enterprise Challenge



@SchEnterprise



[schoolenterprisechallenge.wordpress.com](http://schoolenterprisechallenge.wordpress.com)

- [Workshops](#)

If you are part of an organisation working with 50 or more schools in Uganda or Nicaragua, you may be able to receive tailored training from our team on the School Enterprise Challenge methodology. Contact us at [info@schoolenterprisechallenge.org](mailto:info@schoolenterprisechallenge.org) for more information.

## 6. [Why should you participate?](#)

The School Enterprise Challenge Awards Programme is FREE to join and offers a **wide range of learning benefits and award opportunities for both students and teachers**. It is also an opportunity to generate extra income for your school! Check out some of the benefits below!



### LEARNING & EARNING

- Teach 21<sup>st</sup> century skills in a fun and innovative way - take learning out of the classroom and into the real world.
- Experience planning and running a REAL business.
- Raise extra income for your school.
- Become part of a global community of enterprising schools.



### AWARDS & PRIZES

- Receive an internationally recognised Award: Bronze, Silver or Gold.
- Win prizes to one of our regional conferences and up to \$5,000 for your school.
- Inspirational teacher prize of \$2,000.
- Enterprising student prizes of cameras and laptops.

Teachers on our programme describe the School Enterprise Challenge as “a brilliant platform for students to develop core 21<sup>st</sup> century skills.” In a survey of participating teachers from our 2015 programme:-

- **100% of teachers would recommend the School Enterprise Challenge to other schools.**
- **97% of teachers agree or strongly agree that students are more confident when expressing their ideas**
- **95% of teachers agree or strongly agree that students are better able to identify problems and come up with alternative solutions.**

A closer study in Uganda also showed students in the School Enterprise Challenge possessed:

- **Greater ability in team working skills**
- **Greater ability in communication skills**



Hear directly from some of our participating students about what they've learned through the Challenge...

*“The School Enterprise Challenge was great, I learnt so much and had fun at the same time. I now know how to take care of customers, plan projects and manage my time. When I leave school I would like to set up my own business, I will use the School Enterprise Challenge certificate and explain what I have done.” (Student, Zithokozise High School, South Africa)*

*“Through the school business, we learnt how to work as a team and how to problem solve. I have personally learnt that I can do anything just as long as I put my mind to it. I have learnt how to fall but also how to get up again and this is the most important part: conviction.” (Student, La Bastilla Technical Agricultural School, Nicaragua)*

For teachers, the School Enterprise Challenge also provides a great **continuous professional development opportunity**. Teachers can learn about business concepts and the realities of running a business. Teachers can also gain knowledge of experiential learning techniques (learning by doing) and apply them through a real life school enterprise!

## Awards and Prizes

This year, with our new Awards programme, every school will have the opportunity to earn their Award Level certificate. We will also continue to reward the most enterprising schools, students and teachers with a range of cash prizes, conference places, laptops and cameras. **We have a total prize fund of \$50,000 (USD) to give away to schools!** *Exact details of prize categories will be announced later in 2017.*

### 7. How to take part

1

#### **REGISTER**

Teachers should register online at [www.schoolenterprisechallenge.org](http://www.schoolenterprisechallenge.org)

2

#### **DOWNLOAD OUR RESOURCES**

Go to the Resources section of our website and download our FREE suite of educational resources that will help you plan and set up your school business

3

#### **THINK OF YOUR BUSINESS IDEA**

Use our free and easy to use resources to come up with an exciting business idea

4

#### **GET INVOLVED IN EXTRA OPPORTUNITIES**

Apply for a business mentor, connect with other schools and participate in our mini-competitions. We have many exciting opportunities for you along the way!

5

#### **CREATE A BUSINESS PLAN**

Use our free and easy to use resources to write your very own business plan

6

#### **LAUNCH YOUR BUSINESS**

Launch your business and start generating extra income for your school or social cause of your choice. This is the most exciting part as your business idea becomes a reality!

7

#### **PRODUCE AN ANNUAL REPORT**

Submit your annual report and share your achievements with us!

So, what are you waiting for? Join our community of enterprising schools today!

**[www.schoolenterprisechallenge.org](http://www.schoolenterprisechallenge.org)**