
Community Enterprise Programme



Programme Overview

Community Enterprise is an exciting social enterprise initiative for students at Year levels 7 and 8 (11-13 year olds) that culminates in a national competition with winning teams receiving excellence awards and funds to implement a social enterprise project. The social enterprise project focuses on schools partnering with a charitable or not-for-profit organisation in the community to identify an unmet need or problem. Students form teams (student companies), and through a series of lessons and practical business planning activities, they engage in enterprise and appreciate the importance of social entrepreneurship in their local community. It is anticipated that schools can complete the programme in 15- 20 hours of teaching and learning (i.e. a four week cross-curricular unit study). The programme will be fully supported on the Trust's website: www.yetrust.co.nz, and there will be no need for teachers to attend a professional development workshop.

The programme includes:

- Investigating what it means to be enterprising and entrepreneurial
- The importance of business contributions to social structures in New Zealand
- Investigating the benefits to the community through social awareness and enterprise
- Researching a problem or identified (and unmet) need of a charitable organisation in the local community
- Developing a realistic business plan for the chosen community project
- Identifying an innovative solution to the problem/need
- Developing funding strategies to implement the project e.g. sponsorship and fundraising plans (optional)
- Entering a national awards competition

Community Enterprise delivers for students:

- Active involvement in and connection with local communities
- Opportunities to solve problems using decision making processes both individually and in groups
- Authentic learning experiences that develop values, knowledge, and competencies for lifelong learning
- Opportunities to engage in innovation and enterprise through community activity, using the Education for Enterprise approach
- Practical application of literacy and numeracy skills
- Authentic context to apply skills in English, mathematics, social sciences and technology learning areas
- Development of all five key competencies

Community Enterprise delivers for teachers and schools:

- Opportunity to engage students in social responsibility through authentic learning experiences
- Opportunities to model the vision, principles and values of the New Zealand curriculum for students
- Opportunities to develop the key competencies of the New Zealand curriculum in students

- Opportunities to develop communities of interest (businesses, charities, media and interested stakeholders) to support student learning
- Assess student learning through achievement objectives from English, maths, social sciences and technology
- Personal growth in teaching approaches
- School recognition as a Community Enterprise winner/participant

How does Community Enterprise work?

- Students participate in a series of lessons to explore what it means to be enterprising and entrepreneurial and to appreciate the importance of social enterprise in local communities
- Students form teams and research problems/ needs of charitable organisations in their local community (**maximum of 6 students per team**)
- Students identify a charitable or not-for-profit organisation that they would like to work with
- Contact is made with the organisation and project defined
- Teams identify an innovative solution to the problem/ need of their chosen charity
- Teams develop a realistic business plan for the implementation of their community project **to a maximum of \$500**
- Teams enter their project into the national competition (closes Monday 10th October, 2011)

Key Dates

Schools can complete the Community Enterprise programme at any time during Terms One- Three. Entries to the national competition close on Monday 10th October, 2011 and project entries are judged during the Term Three school holiday break.

Curriculum Links

Community Enterprise embodies a good deal of the **vision, principles and values** of the New Zealand curriculum. **Community Enterprise will encourage students to:**

- Be creative, and enterprising
- Continue to develop the values, knowledge, and competencies that will enable them to live full and satisfying lives
- Develop and demonstrate a range of attributes and skills that will help them become confident, connected, actively involved and lifelong learners:
 - Positive in their own identity
 - Motivated and reliable
 - Resourceful
 - Enterprising and entrepreneurial
 - Resilient
 - Able to relate well to others

- Effective users of communication tools
- Members of communities
- Participants in a range of life contexts
- Contributors to the well-being of New Zealand
- Literate and numerate
- Critical and creative thinkers
- Active seekers, users and creators of knowledge
- Informed decision makers

Through Community Enterprise students will be encouraged to:

- Reflect on their own learning process and to learn how to learn
- Engage the support of their families, whanau, and communities
- Look to the future by exploring such significant future focused issues as citizenship and enterprise

Community Enterprise will encourage students to value:

- **Excellence**, by aiming high and persevering in the face of difficulties
- **Innovation, inquiry and curiosity**, by thinking critically, creatively and reflectively
- **Community and participation** for the common good
- **Integrity**, which involves being honest, responsible, and accountable and acting ethically

Through Community Enterprise students will develop capabilities for living and lifelong learning:

- Thinking
- Using language, symbols and texts
- Managing self
- Relating to others
- Participating and contributing

Lessons and Assessment

Community Enterprise will be supported with lesson plans and suggested assessment activities for teachers and students to use when investigating:

- what it means to be enterprising and entrepreneurial
- the importance of business contributions to social structures in New Zealand
- the benefits to the community through social awareness and enterprise
- problems/ needs of charitable organisations in the local community

Teachers will also be provided with teaching and learning materials and templates to assist student teams in developing realistic business plans for their chosen community project.

Assessment materials will include self and team assessment templates.

All teaching and learning materials supporting Community Enterprise will be available free to download from the Young Enterprise Trust website from the start of Term One, 2011.

National Competition

Community Enterprise culminates in a national competition to acknowledge excellence in student achievement, and enable winning teams to implement their community projects.

The competition format will include:

- Entries close on Monday 10th October, 2011
- Entries will be judged by Young Enterprise Trust staff during the Term Three, 2011 school holiday break
- Winners will be announced in the first week of Term Four, 2011
- School recognition as an Community Enterprise winner/participant
- Ten prizes will be awarded by Young Enterprise Trust to a maximum of \$500 each, for each winning team to implement their community project in Term Four, 2011
- A Supreme Award for the Community Enterprise Team of the Year. The award package includes:
 - \$150 for each student in the winning team (maximum 6 students per team)
 - \$500 for the winning team's teacher
 - A prize to the value of \$1000 for the winning school
 - A Supreme Award trophy for the school

Criteria for the Business Plan

Schools that register for Community Enterprise will be provided with detailed criteria of what must be included in the business plan. Descriptors for each of the criteria, along with score weightings will also be provided.

Award Ceremonies

Awards will be presented to winning teams at school assemblies. Local media will be invited to photograph and report on the Community Enterprise projects and winning teams.

By accepting the prize, the prize winners agree to participate in any publicity arrangements that Young Enterprise Trust may reasonably require in relation to this competition.

Communities of Interest

A community of interest (charities, businesses, media, and interested stakeholders) will be an important aspect of the programme, and schools will be encouraged to establish a community of support.

Through their engagement in Community Enterprise, students will experience an authentic social enterprise model. A few examples of how the community of interest will engage with participating schools are outlined as follows:

Who	What	When
Enterprising people Social entrepreneurs	Guest speakers to participating groups. Answer questions, suggest sources of information via phone, email, video links etc.	During introductory lessons when students are finding out what it means to be enterprising and what identifies someone as a social entrepreneur.
Local businesses	Point of contact for students as they investigate the role of business in supporting and growing social enterprise (by phone, email etc).	During introductory lessons when students are finding out about the benefits of social enterprise to communities.
Charitable Organisations	Provide information for students on their purpose, mission, work in local communities etc.	When students are investigating and selecting appropriate charitable organisations to support.
Chosen Charitable Organisations	Engage with groups involved in the Community Enterprise projects.	Throughout the project.
Local Businesses	Assist students with quotes for materials for their projects. Businesses may be able to supply materials free or at a discounted price. Students acknowledge sponsors in their business plan, at award ceremonies etc. Support fundraising efforts (products or services in kind). Promote the projects through their own channels.	When students are investigating costs of materials, possible avenues for sponsorship and fundraising for their projects.
Local businesses Chosen Charities Media	Invited to attend award ceremonies at winning schools and address students. Students present their winning project at ceremonies and acknowledge the support received.	Award ceremonies at winning schools.

Registration

A registration form is provided below. School's wishing to register for Community Enterprise need to fill out the details and fax back the form to: **(04) 570 0453**

Community Enterprise - School Registration - 2011

Please complete and fax to 04 570 0453

School:
Principal:
Principal's email address:
Contact Teacher:
Contact Teacher's email address:

Approx. number of students involved in Community Enterprise (maximum 6 students per team)	
Year levels of students involved in the programme	
Which term/s will the programme run (please circle)	Term 1 Term 2 Term 3

We wish to be registered in the Community Enterprise Programme and Competition.

Principal's Signature: _____