



## DEVELOPING A SIFE PROJECT

## SIFE Projects

In the projects the students should create economic opportunity for others by helping them with one of the following:

- Market Economics
- Personal Success Skills
- Entrepreneurship
- Financial Management Skills
- Business Ethics



## SIFE Projects

Projects should do one of two things:

- **Directly Educate**
  - Use team member or volunteers to deliver curriculum or program.
- **Create a Learning Experience**
  - For example, conducting a business plan or ethics essay competition, board or virtual educational games.



## Start with the Need



- Projects should do more than inform an audience – they should help the people impacted become more successful.
- Focus on projects which create economic opportunity!




## Address the Cause

SIFE projects address the CAUSE of the problem, not the problem itself.

**Problem :** unemployed people are hungry  
**Social solution :** give them food  
**SIFE solution :** give them skills

## Characteristics of quality SIFE projects

- Address a definable need
- Achieve measurable impact
- Fulfill one of the Overall Competition criteria
- Create economic opportunity
- Innovative
- Collaborative – involve a Business Advisory Board and partners
- Potential for continuation and expansion
- Empower the people impacted



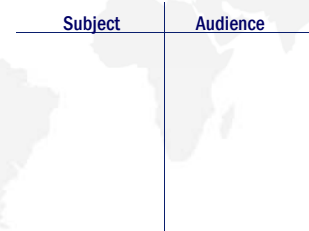
## Identifying SIFE Project Ideas

- What are the specific needs in your community?
- What organizations already exist in the community to address these needs (potential partners)?
- What SIFE-like projects are you already engaged in?
- What are the talents & resources of your own team members?
- What are other SIFE teams doing ([www.sife.org](http://www.sife.org))?
- Ask BAB, SIFE ...
- Brainstorming Exercises.



## Educational Outreach Projects

### Brainstorming



## Identifying the Audience

- |  |  |
|--|--|
| <ul style="list-style-type: none"> <li>• Children</li> <li>• High School</li> <li>• University</li> <li>• Elderly/Retired</li> <li>• Disadvantaged</li> <li>• Unemployed</li> <li>• Minorities</li> <li>• ...</li> </ul> | <ul style="list-style-type: none"> <li>• Individuals</li> <li>• Organizations</li> <li>• Entrepreneurs</li> <li>• Businesses</li> <li>• In-country - local, regional, national</li> <li>• Abroad</li> <li>• ...</li> </ul> |
|--|--|

**"One individual, one community at a time"**



## Identifying the Subject

- Organisations
- Foundations
- Institutions
- Politics
- Newspaper
- Local news
- Friends, classmates
- ...



**"One individual, one community at a time"**



## Documenting Project Activity

- Pictures/Video
- Total time/people resources invested
- Project partners/contributors
- Information regarding the project target audience impacted
- Copies of materials/curricula used
- Press clippings and media reach numbers



## Evaluating success and impact of projects

- **Qualitative measurements**  
includes interviews and testimonials from individuals involved with the project
- **Quantitative measurements**  
translates experiences into units that can be counted, compared & measured.  
- Examples: pre/post-tests, success of participant(s) as a result of knowledge/experience gained



## Key Ideas

- Develop projects that fulfill the SIFE Judging Criteria
- Concentrate on making every project a *quality* SIFE project
- Develop detailed project outlines
- Document and measure project results



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.. Are you ready to develop your project?

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## Exercise - Developing a Project Outline

1. Specify the need that the project will address
2. Target audience
3. Specific learning objectives for target audience
4. Project description/overview
5. Potential project partners
6. Physical materials and educational resources needed
7. People resources needed
8. How the success of the project will be evaluated
9. How the project activity will be documented
10. Specific tasks and corresponding deadlines required to complete the project

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