

UNDERSTANDING THE CRITERIA

How does SIFE work ?

- University students, aided by a faculty advisor, form SIFE teams to undertake community service projects.
- The projects are based on the principles of economics, enterprise and entrepreneurship.
- The teams design and implement their own projects, and they select the communities in which they conduct their projects
 - local, regional, national, or global.




How does SIFE work ?

- Each year, teams present their projects in a National Competition, which is judged by business leaders. The judges select the team which has had the most impact.
- The National Champions represent their country at the SIFE World Cup, presenting to a panel of CEO's from global corporations.






Why Projects ?

Aim:

"To mobilize university students to create economic opportunity for others in their communities, and to develop their own leadership, teamwork and communication skills through learning, practicing and teaching the principles of economics, enterprise, entrepreneurship & ethics."







Philosophies

Teaching:
"Tell me and I will forget; show me and I might remember; involve me and I will learn."
*Learning by doing for **students!***

Community Service:
"Give me a fish and I'll eat for a day; teach me to fish, and I'll eat for a lifetime."
*Learning by doing for the **community!***



What is a SIFE project?

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.

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



Why Criteria?

- To define our program – economic opportunity.
- Transfer of information.
- To shape team projects.
- To encourage team sustainability.
- To allow comparison.



Building a sustainable SIFE Team

Criterion #1
Markets economics

Criterion #2
Education and personal skills

Criterion #3
Entrepreneurship

Criterion #4
Financial management skills

Criterion #5
Business ethics

Criterion #6
Long-term sustainability

COMPETITION

Team Mission


Recruiting

Team Organisation

BAB

Funding

Media



SIFE Criteria

Educational Outreach Projects:

1. Market economics
2. Personal success skills
3. Entrepreneurship
4. Financial management skills
5. Business Ethics



Strategy:

6. Long-term sustainability of team and educational programs.



Free Market Economics

Understand how a market based economic system operates

Macro-economic principles



Free Market Economics

Understand how a market based economic system operates

Belarusian National Technical University, Belarus – designed “World Around Us” for the general public to inform them about economics in the context of actual situations and conditions in Belarus. This radio program was broadcast bimonthly, reaching an average audience of 337,400.






Personal Success Skills

Acquire the education and skills training needed to succeed in a dynamic, competitive global economy.

- Life skills
- Business skills
- Technical skills



Personal Success Skills

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Bielefeld University, Germany – SIFE BU developed a strategic concept for the city orchestra. In workshops the 70 musicians learned to deal with areas like CI, product management and marketing. With a mission statement and efficient business strategies the orchestra was enabled to manage the turnaround in customer development.



SIFE

Personal Success Skills

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University of Ljubljana, Slovenia – SIFE team members tackled the problem of illiteracy and unemployment within the Roma community by teaching participants how to embark on a job search, fill out employment applications, and conduct themselves in an interview situation.



SIFE

Entrepreneurship

Learn how to succeed as an entrepreneur and/or improve an existing business

Encourage the career choice
Develop the roadmap
Aid the process

SIFE

Entrepreneurship

Learn how to succeed as an entrepreneur and/or improve an existing business

CHN Louuwarden, The Netherlands
To aid the entrepreneurs in the deprived area NeMaTo (Nelson Mandela Township) SIFE CHN initiated an Entrepreneur Support Center (ESC). From the ESC four companies were consulted enabling them to become more successful and sustainable.

Mayibuye Sewing Production produces hand-made traditional clothing and labor clothes. But it relied on two orders a year, not knowing how to expand their product line. CHN SIFE helped them to get new customers by teaching them to master sales talks and the use of low cost marketing tools. Teaching also financial management lead to an increase in turnover and profit increase of 580%.



SIFE

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Gdansk University, Poland – the students developed "STRATEGIST" – the first simulated economics game, which they also made available on the Internet. Players have to run their own virtual company; they can learn how to make key decisions, which have an impact on the success of a company.



SIFE

Financial Management Skills
Develop the personal financial management skills necessary to achieve financial independence.

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Ecole des Hautes Etudes Commerciales, France -

SIFE HEC students represent, aims at providing both a financial and an educational aid to the inhabitants of Natitingou, Benin. They have granted, for the past years, short-run loans to 10 Beninese groups of women, in close co-operation with banking establishments and local NGOs, to help them achieve some sustainable business projects and increase their purchasing power as well. They make huge efforts to provide volunteers, all under 25, with the necessary skills and experiences so that they can deal with any situation.



Financial Management Skills

Develop the personal financial management skills necessary to achieve financial independence.

London City University, U.K. -

taught entrepreneurship and financial literacy to young women at Charles Edward Brooke School in Lambeth; all of them were at risk of exclusion. They covered topics from market research to financial planning, using participatory games and activities. They held a business plan competition in which the young women applied their knowledge and presented business plans created for the new ventures that they had launched, and which had begun trading before the presentations took place.



Business Ethics

Understand that the long-term success and prosperity of a market economy, businesses and individuals are dependent on ethical business practices.

Business Ethics & CSR
Internal & External



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University of Tirana, Albania -

In cooperation with the Chamber of Commerce and Industry SIFE UT organised a symposium on business ethics joining about 70% of businesses in the cost area. Results were a significant reduction Of the pollution, the application of a Recommendation Card to fight the informal labour market and the formulation of an ethics code for businesses operating in the coast area of Durres.



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Warwick University, U.K. - the "Awareness for fairness" project educated pupils about the global economy through the application of the concept of fair trade. The team developed a presentation detailing a basic system of the international economy and designed interactive games that led to further understanding of the global economy as a whole.



SIFE Criteria

Educational Outreach Projects:

- | | |
|--------------------------------|----|
| 1. Market economics | 20 |
| 2. Personal success skills | 20 |
| 3. Entrepreneurship | 20 |
| 4. Financial management skills | 20 |
| 5. Business Ethics | 20 |

Strategy:

- | | |
|---|----|
| 6. Long-term sustainability of team and educational programs. | 20 |
|---|----|

Total Points 120



