

Application Deadline: Friday, October 4, 2019 by 5:00 p.m. CT

Please ensure that your Application is well-written, using correct grammar, spelling and punctuation. Your descriptions should be clear and concise. The Application may be reviewed by a panel of Unilever representatives.

Fields marked with an asterisk (*) are required. Please note the text boxes that have character limits. Characters include letters, spacing and punctuation. After the Application is submitted, please review the email confirmation to ensure your answers were properly submitted in full. You may log back in to make changes up until the Application deadline, if necessary. Enactus will retain the last Application submitted.

Enactus Team Contact Information

Students must be registered with Enactus and have permissions assigned by their Enactus Advisor to submit Project Accelerator Applications and Reports. If you have issues logging in, contact your Enactus Advisor to verify your registration and permissions status. If any contact information is incorrect, please update your information at www.EnactusUnitedStates.org. If a name is not available, go online to register as an Enactus student. For additional assistance, contact the Enactus US Programs Department at teams@enactus.org or 1 (800) 235-9585.

*Project Lead: (Drop-down menu)

*Alternate Project Lead (must be a continuing student in 2020–2021): (Drop-down menu)

*Team President: (Drop-down menu)

*Project Advisor: (Drop-down menu)

All grant and award checks will be mailed to the Primary Advisor registered with Enactus.

Unilever Contact Information

Please note: All participating teams who are not already connected will have the option to be connected to a Unilever mentor.

*Do you have a connection with a Unilever employee? Yes No

If Yes:

Unilever Employee First Name:

Unilever Employee Title:

Unilever Employee Last Name:

Unilever Employee Email:

2019–2020 Project Information

The Unilever Bright Future Project Accelerator mobilizes Enactus United States teams to implement innovative projects that apply market-based solutions to reducing plastic waste from manufacturing, consumption, and office waste, as well as reduce and reuse packaging through the development of reusable, recyclable or compostable plastic packaging.

Before designing and describing your project, fully review the Bright Future Project Accelerator website at <http://www.unileverenactuspartnership.org/>. Be sure to closely review the **Project Recipe**, Program Overview and Final Impact Report page. Teams should also reference the Project Management section of the 2019–2020 Enactus Team Handbook and consider the Enactus Judging Criterion:

Which Enactus team most effectively demonstrated entrepreneurial leadership to drive business and innovation for sustainable positive impact to benefit people, planet and prosperity within the last year?

UNILEVER BRIGHT FUTURE

Project Accelerator | Application Sample



*Project Name:

*Project Status: New Continuing

If your project is continuing, provide a brief summary of prior activities/outcomes and plans for 2019–2020 expansion/improvement in the project narrative below.

*Project Start Date:

*Global Goals

(All projects must focus on reducing plastic waste, and a minimum of one global goal)

Life Below Water

Sustainable Cities and Communities

Life on Land

Responsible Consumption and Production

Seeing Opportunity

*Provide a concise description of your target audience and a summary of your needs assessment. Your primary target audience should be those who will benefit from reducing plastic waste, and a minimum of one of the other global goal listed above.

You are required to conduct a thorough needs assessment of the target audience before completing this Application. Your needs assessment must address, at minimum, the following questions:

- What are the unique challenges of your target audience? Consider economic trends, social trends, climate, etc.
- What gaps in skills, knowledge and resources limit the target audience from achieving the project pillars?

(Text box—1,500 character limit)

Taking Action

*Describe your project concept and plans for execution.

Incorporate details on how your project will apply market-based solutions toward the global goal.

(Text box—2,000 character limit)

~~*How will your team collaborate with retailer(s) to strengthen your project?~~

~~Visit the [retailer partnership page](#) to learn more about this component. List and describe the retailer(s). What does the retailer(s) bring to the project?~~

~~(Text box—1,000 character limit)~~

If applicable, describe your plans for collaborating with additional organization(s), business(es), etc. that are not your target audience to implement the project.

What does your Enactus team bring to the project? What does the other organization/group bring to the project?

(Text box—1,000 character limit)

Enabling Progress

*Describe how your team's project will make sustainable advancement towards the global goals in the United States, using your anticipated outputs and outcomes to explain.

See the sample Final Impact Report for a complete list of success metrics.

(Text box—1,000 character limit)



*Describe how your team’s proposed project will create a scalable solution for the global goals. Scalable means that the project has potential to be effectively replicated in new cities to impact additional plastic waste challenges. We’re looking for team projects that have already scaled, can scale before the Final Impact Report Deadline in March 2020, or have the potential to scale. Scaling can be executed by the team replicating their own solutions or by another group, nonprofit, community leaders, etc. who have gained insights from the team to replicate the team’s work.

(Text box—1,000 character limit)

Media & Global Goals Ambassador Challenge

*Describe your team’s media and outreach plan to promote your Bright Future project and raise awareness of the Global Goals.

Enactus teams participating in the Unilever Bright Future Project Accelerator are encouraged to become Global Goals ambassadors. In addition to their empowerment projects, Enactus teams are encouraged to implement an awareness campaign to promote the Global Goals and share how Bright Future projects are making tangible advancements toward Global Goal 11: Sustainable Cities and Communities, Global Goal 12: Responsible Consumption and Production, Global Goal 14: Life Below Water, and Global Goal 15: Life on Land. Teams should recognize **Unilever** by name or logo in all media and outreach. For more information on the Global Goals Ambassador Challenge, guidelines and resources, visit

www.unileverenactuspartnership.org/ggac/.

(Text box—1,000 character limit)

Social Media Accounts

Provide a direct link to any social media accounts your team will use to promote the project.

Enactus Team Primary Social Media Accounts	Exact Account Link
Twitter	
Facebook	
Blog/Website	
Other	

Anticipated Outputs and Outcomes

*Record the anticipated measurements in each field for anticipated impact achieved before March 6, 2020. If your proposed project does not address a pre-determined success metrics, leave the answer blank.

As Bright Future projects may result in a wide range of possible impacts, be sure to include your project's additional anticipated direct and indirect outputs and/or outcomes.

Anticipated Individuals Impacted Through Bright Future Project	Number
Anticipated number of individuals directly impacted by project	
Anticipated number of individuals indirectly impacted by project	
Anticipated total number of individuals directly and indirectly impacted	(Auto-sum)

Anticipated Bright Future Project Success Metrics	Number/ Amount
Number of jobs created around reducing plastic waste	
Number of new businesses created	
Number of individuals educated on plastic waste reduction	
Amount of cost-savings	
Amount of increased income	
Amount of plastic waste reduced/diverted from landfills (in pounds)	
Amount of packaging waste reduced/diverted (in pounds)	
Number of collaborative partners (e.g. retailers, local non-profits, etc.)	
Additional outputs and/or outcomes (please specify data with concise definition)	

Individuals Directly Impacted

*Define the age, geography and ethnic background of the anticipated individuals **directly** impacted
Please note: all totals must match.

Anticipated Individuals Directly Impacted by Age, Geography and Ethnic Background	
By Age:	
Age 0–14	
Age 15–24	
Age 25–55	
Age 56+	
TOTAL:	Auto-sum
By Geography:	
Rural	
Urban	
Suburban	
TOTAL:	Auto-sum
By Ethnic Background:	
American Indian or Alaskan Native	
Asian or Pacific American Islander	
Black or African American	
Hispanic or Latino	
Multi-ethnic	
White or Caucasian	
Unwilling to Identify	
Other	
List Any Ethnic Backgrounds Included in "Other"	
TOTAL:	Auto-sum

Project Budget

*Estimate your total expenses for the project.

The total anticipated amount should meet or exceed the \$1,500 grant amount, should your team be selected.

NOTE: Participating teams will receive the \$1,500 grant in two disbursements. The first disbursement of \$1,000 will be made by the end of October 2019. The second disbursement of \$500 will be made in Spring 2020 upon receipt of a complete Final Impact Report.

Anticipated Item/Services, etc. Description	Anticipated Place of Purchase	Anticipated Amount (in USD)
Table expands for additional anticipated items.		
TOTAL:		Auto-sum

General Terms and Conditions

1. The Unilever Bright Future Project Accelerator mobilizes Enactus United States teams to implement innovative projects that apply market-based solutions to reducing plastic waste from manufacturing, consumption, and office waste, as well as reduce and reuse packaging through the development of reusable, recyclable or compostable plastic packaging.
2. The project submitted may be new or continuing but must have outcomes completed between April 1, 2019 and March 6, 2020.
3. All grant Applications must be received by October 4, 2019 at 5:00 p.m. Central Time through the designated website, www.unileverenactuspartnership.org/. Up to 10 participating Enactus US teams will be awarded a \$1,500 grant from Enactus US to be used for Bright Future project activities and supplies. The first grant disbursement of \$1,000 will be made by the end of October 2019. The second grant disbursement of \$500 will be made in Spring 2020 after the team submits a complete Final Impact Report by the deadline.
4. Participating teams must engage in required checkpoints with designated Enactus staff via conference call, campus visit, email, etc.
5. Grant funds may only be expended or committed for the purposes and time period as stated in your Application. The university administration cannot deduct any fees from the grant disbursements. Any amendments to the budget or scope of the project must be agreed upon in advance in writing with designated Enactus staff.
6. The project's target audience may not include members of the Enactus team, including students and/or advisors, or their immediate family.
7. Participating teams can choose to be connected with Unilever representatives for project mentoring. Participating teams should connect with their Unilever mentor via phone/teleconference (or email if a call is not possible) by January 15, 2020. Teams will then participate in monthly check-ins with their Unilever mentor, which could include email or phone/teleconference calls when possible.
8. Participating Enactus teams agree to seek media recognition, including acknowledgement of sponsorship of the Unilever Bright Future Project Accelerator by **Unilever** using the online media toolkit located on the designated website. Teams must abide by all branding guidelines when using the Unilever logo. Teams are required to recognize **Unilever** in all Bright Future project activities, including media articles, as the sponsor of the Unilever Bright Future Project Accelerator. Teams not approved to participate are not permitted to use the Project Accelerator/sponsor company name and/or logo for project activities.
9. Enactus teams participating in the Unilever Bright Future Project Accelerator will be encouraged to become Global Goals ambassadors and participate in a Global Goals Ambassador Challenge. In addition to their empowerment projects, Enactus teams will be encouraged to implement an awareness campaign to promote the Global Goals and share how Bright Future projects are making tangible advancements toward Global Goal 11: Sustainable Cities and Communities, Global Goal 12: Responsible Consumption and Production, Global Goal 14: Life Below Water, and Global Goal 15: Life on Land. Participating teams will have access to resources, such as press releases and social media tools, to implement their awareness campaigns. The top three most successful Global Goal Ambassador teams will be recognized at brightfuture.unilever.us.
10. ~~Five Finalist teams will be awarded \$1,000 and a plaque.~~ Three ~~additional~~ teams will be selected as National Grand Prize winners of the Unilever Bright Future Project Accelerator and will be announced at the 2020 Enactus US National Exposition. Cash prizes and trophies will be awarded as: National First Place—\$7,500; National Second Place—\$5,000; National Third Place—\$3,000.
11. Participating Enactus teams agree to allow Enactus to contact designated team members and advisors via phone and email. Participating Enactus teams agree to allow team contact information to be shared with Unilever.
12. Participating Enactus teams permit Enactus and Unilever to publicize any information provided by the team in connection to the Unilever Bright Future Project Accelerator. Participating Enactus teams grant Unilever and Enactus the necessary rights, clearances and permissions to use and/or authorize the use of any team members' names, likenesses, voices, quotes and images in connection with the Bright Future Project Accelerator. Participating Enactus teams agree that their Application or participation in the Bright Future Project Accelerator will not violate, misappropriate or infringe upon any intellectual property or other proprietary rights of any other person or entity.
13. All entries become the property of Enactus and Unilever and will not be returned. By entering, each entrant team forfeits to Enactus and Unilever all rights to content of its Entry and concepts embodied therein. Entrant unconditionally assigns and transfers to Enactus and Unilever all rights, title, interest and claims, which it now has or may in the future have to the entries or any element(s) thereafter including without limitation, the copyright therein. By entering, entrant teams agree that they have no right to bring (and covenant not to bring) any claim, action, or proceeding of any kind or nature whatsoever against Enactus or Unilever, or any of their respective

affiliated companies, subsidiaries, officers, directors, employees, agents, assigns or shareholders in connection with the Unilever Bright Future Project Accelerator. Please note that in awarding this grant, neither Enactus nor Unilever make any commitment, implied or otherwise, to renew this grant at the end of the grant period.

14. Participating Enactus teams may not act in violation of any Anti-Terrorism Law, as defined by any Law relating to terrorism or money-laundering, including Executive Order No. 13224 and the USA Patriot Act. Participating Enactus teams may not include a Prohibited Person—one who commits, threatens or conspires to commit terrorism as defined in Executive Order No. 13224—and/or conduct any business for the benefit of any Prohibited Person.
 15. Participating Enactus teams agree to comply with all relevant anti-corruption laws and regulations and certify that no payments of money or anything of value will be offered, promised, given, or paid, directly or indirectly to any political party, party official, government employee or candidate for public or political office in order to induce such officials to use their influence with a government or instrumentality to obtain an improper business advantage for any Unilever or Enactus entity. Enactus and Unilever reserve the right to inspect team records to verify compliance with the requirements of any anti-corruption or anti-bribery law.
 16. Enactus must have a complete and current W-9 on file for your Enactus team before any funds are disbursed.
- *I certify that as a representative of the submitting Enactus team, we have reviewed **all general terms and conditions** and if selected to participate agree to abide by all general terms, conditions and deadlines.
- *Our Enactus team has fully reviewed the Unilever Bright Future Project Accelerator website at <http://www.unileverenactuspartnership.org/>.
- *Our Enactus team has viewed the sample [Final Impact Report](#) and will submit the required outputs and outcomes in our **Final Impact Report** by **March 6, 2020 at 5:00 p.m. CDT**.

SUBMIT

Thank you for your interest in the Unilever Bright Future Project Accelerator!
Please do not hesitate to contact [Enactus staff](#) if you have any questions or want to discuss your project.