



FOCUSING ON INNOVATION AT THE ENACTUS WORLDCUP



enactus[™]
**WORLD
CUP 2017**

ENACTUS is an international non-profit organization committed to shape a more sustainable world. Each year a selected group of 3,500 students, business and academic leaders from around the globe meet at ENACTUS World Cup to showcase the entrepreneurial action and shared innovation. **Olivier TISSEYRE, member of the jury of the event, shares his thoughts on this year's competition**

YOU WERE A MEMBER OF THE JURY IN THE FRENCH FINAL OF ENACTUS IN 2016. HOW DIVERSE DO YOU EXPECT THE PROJECTS TO BE IN THE FINAL STAGE OF THIS YEAR COMPETITION AND WHAT WOULD YOU WANT TO SEE MORE FROM THE STUDENTS?

[Olivier] I would expect to see more **mature projects and a strong entrepreneurial vision from the students**, as they will need to be ready to face the challenges of launching their own businesses in the real world. I'm convinced it's not the desire to participate in the competition that motivates them, **it's the determination and belief in social entrepreneurship that drives them** and I want it to be the differentiating factor among the teams and projects.



INNOVATION TO FOSTER INDEPENDENCE – HOW MANY OF THE PROJECTS STAND BY AMARIS FOUNDATION’S COMMITMENT AND WHAT CAN BE DONE TO ENCOURAGE THIS PERSPECTIVE IN THE NEXT PROJECTS PROPOSED BY THE STUDENTS?

[Olivier] More than 80% of the competing projects stand by Amaris Foundation’s commitment. What can be done to encourage more of it? Innovation is a state of mind and that’s what will make the project visible and achievable. So, as young students and future entrepreneurs, you have to **make it the central point of your actions** – give up the old methods and guidelines and you will be able create your own world of tomorrow.