



EWC 2023 | UTRECHT, NETHERLANDS
17-20 OCTOBER

EVENT REPORT



THRIVE

1. EWC2023 by the Numbers



1,103
Attendees



18,300
Ceremony
Streams*



31
Enactus Countries
Represented



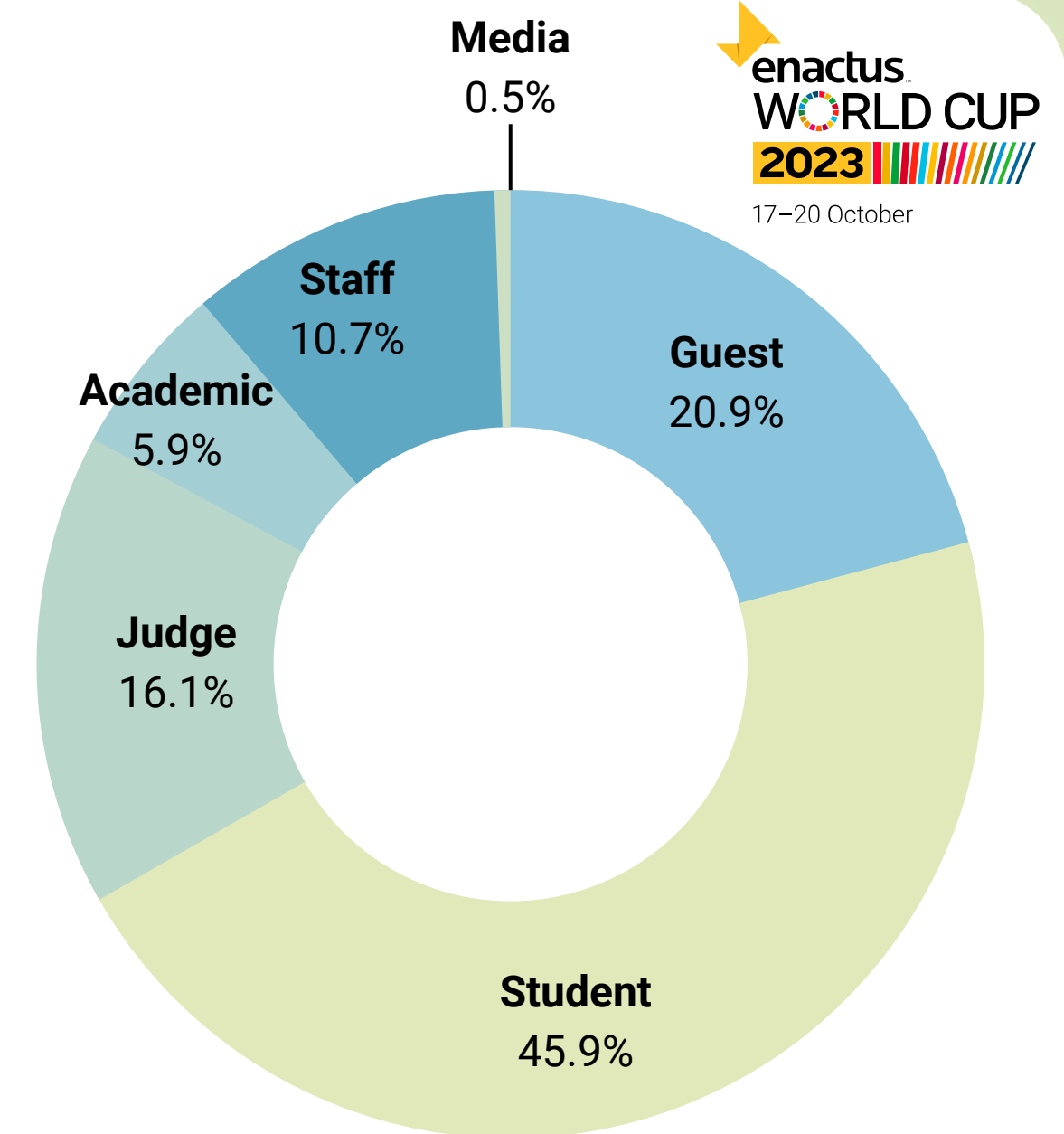
197
Enactus Alumni
in Attendance



1
New Enactus
Country



1
World
Champion



Attendance Breakdown



Watch the Aftermovie

2. A Word from the Hosts



Nancy Moorman

Country Director,
Enactus Netherlands

Enactus World Cup is an opportunity to put Enactus students' passion and integrity on display. These exceptionally bright leaders possess incredible business acumen, and they apply their talents to solve the world's biggest challenges.

Thank you for the opportunity to host Enactus World Cup in Utrecht, Netherlands. The event would not have been possible without the support of our sponsors, supporters, and the Enactus network of countries. To all of the changemakers out there—you have shown the world that you are thriving!



Chris Heutink

Chair,
Enactus Netherlands
COO & Executive Board Member,
Randstad

As Chair of Enactus Netherlands, I have been fortunate enough to experience this unique gathering before, and I am so glad we were able to show the world Enactus World Cup from a Dutch perspective! For me, Enactus World Cup is the Olympics of doing good—a great opportunity to meet the future and be inspired.

On behalf of Enactus Netherlands, its Board of Directors, and the entire Enactus network, tot ziens!



Jeroen van Hoof

CEO,
Royal Jaarbeurs

We were very honored to welcome the global Enactus community during the Enactus World Cup 2023 to Jaarbeurs. The event fit perfectly with the DNA of Royal Jaarbeurs and our future plans—to be the most sustainable, safe, smart, and friendly venue of Europe.

Like Enactus and the whole city of Utrecht, Jaarbeurs uses the Global Goals as our compass as we work to operate sustainability through actions like reduced food waste. I saw this commitment by Enactus teams on display as a Final Four judge during the competition.

3. Event Details

Enactus World Cup in Utrecht was highly anticipated. Originally the event was planned for 2020, but was delayed due to the COVID-19 pandemic when Enactus World Cup was held virtually. Finally, in October 2023, the world converged on the Netherlands to experience Enactus World Cup in Utrecht.

Once a year, the Enactus World Cup brings together an international network of student, academic and business leaders to showcase how our participants around the world are making a difference. National champion Enactus teams meet at the Enactus World Cup where they present the results of their sustainable business and entrepreneurial action projects to a group of business, policy, and other global leaders. This event is the culmination of millions of hours of dedicated and innovative work by our student teams—a celebration of projects, jobs, and opportunity that all maps to the United Nations' 17 Sustainable Development Goals.

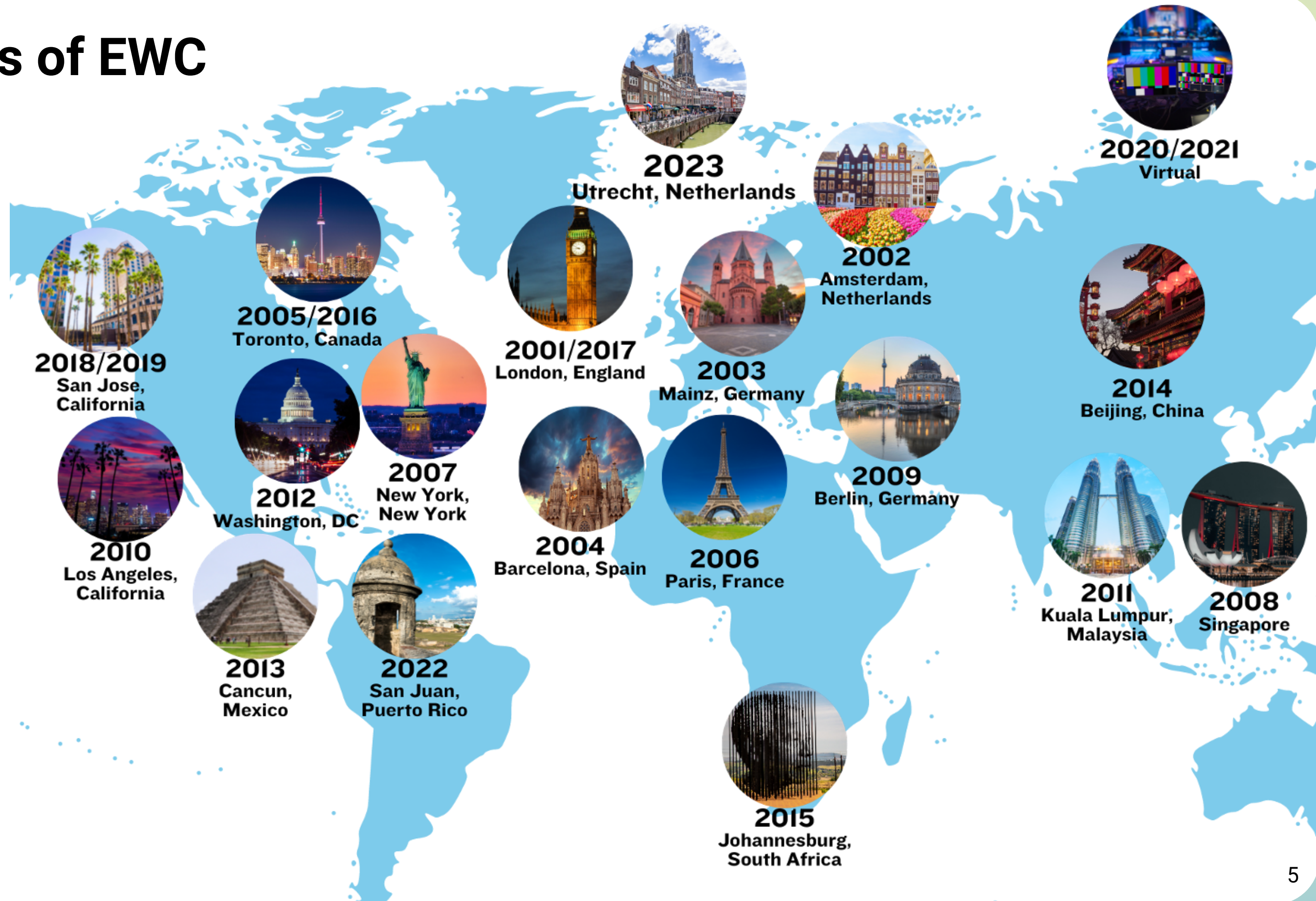


The event was held 17-20 October at Royal Jaarbeurs in Utrecht. A field of 29 challengers comprised of National Champions from Enactus country operations around the world competed in the prestigious Enactus World Cup championship.

The competition was just one of many elements of the four-day event. Other aspects included SDG Excursions highlighting innovations in the Global Goals around the Netherlands, the finals of the Action with Africa Challenge, a screening of the Enactus France documentary “Always Dare,” an executive Dare to Lead dinner, a special session to discuss SDG 12: Responsible Consumption & Production, and the Global Goals Square on the Jaarbeursplein outside the Beatrix Theatre.

3.1 23 Years of EWC

The first Enactus World Cup was held in London, England in 2001. The event celebrated its 20th anniversary in 2021, when programming and competition were completely virtual due to the COVID-19 pandemic.



3.2 EWC2023 Theme

Each year, a theme is selected for Enactus World Cup that supports the Enactus mission and vision. In 2023, the theme was Thrive.



THRIVE (thrīv): to grow vigorously; to progress toward or realize a goal despite or because of circumstances.

A term that reflects the heartbeat of Enactus.

We're not just here to survive. We're here to thrive. As a global community, Enactus is all about making our world thrive. We're a network of next-generation social entrepreneurs facing the world's biggest challenges head on. Improving air quality. Ending hunger. Providing access to education, decent work, and economic growth. We believe in entrepreneurial education as the way forward.

We use business as a force for good. We create opportunities for people and our planet, not just to subsist, but to flourish.

At Enactus World Cup 2023, we support each other as we learn, collaborate, and grow in our endeavors to protect planetary health, create prosperity, and give everyone the ability to THRIVE. Join us. Be part of this change. Let's make the world thrive. Together.

#ThriveWithEnactus

3.3 SDG Excursions

On Wednesday, 18 October, SDG Excursions provided more than 280 students with the opportunity to explore innovations on the Global Goals throughout the Netherlands. The different experiences combined business site visits with cultural immersion, organized in conjunction with Enactus partners.

Louwman Museum by Louwman



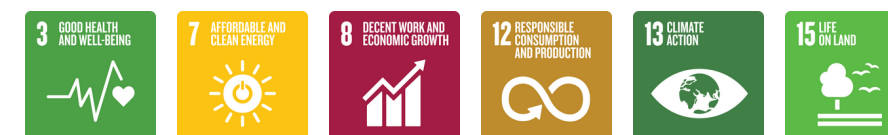
During this excursion to the Louwman Museum in The Hague, participants explored transport innovation and entrepreneurship in relation to mobility, sustainable cities, energy usage, and future developments, all in the light of the vision of Louwman: "Passion to move people!"

Farm of the Future by Rabobank and Cosun



On this excursion to the Farm of the Future in Lelystad, the test and playground of the best agriculture and forestry university in the world, the University of Wageningen, participants discovered how innovations work in practice to optimize crop yields in a sustainable and circular way.

Food Innovation Center by Rabobank and Cosun



At the Cosun Innovation Center in Dinteloord, participants were transported into the world of innovation and sustainability with this leader of a plant-based future.

3.3 SDG Excursions

Innovative Technology and Labor Participation by Confed, Amfors, and the City of Amersfoort



In the City of Amersfoort, Confed CEO, Peter Hobbelen shared with participants how to pursue labor participation within a company, while they got to try their hand at new technologies and social innovations at the Amsfor Inclusive Fieldlab.

Utrecht Walking Experience by Utrecht Marketing



On this two-hour guided tour participants were immersed in the heart of sustainability initiatives in the Utrecht city center as they explored how eco-friendly solutions coexist harmoniously within this sustainable city.

3.4 EWC Final Four

Explore the path these Enactus teams took to the Final Four round in the prestigious Enactus World Cup championship here.



World Champion

Egypt

Kafr El Sheikh University

Hermetia leverages the concepts of the circular economy by utilizing the black soldier fly to address challenges such as food waste and sharp increases in the costs of fish and animal feed.

Watch their 12-minute impact presentation here.



Second Place

Tunisia

Tunis Business School

Wafeer upcycles locally-sourced natural waste into a variety of fertilizers, addressing agriculture, economic, and environmental challenges at the same time.

Watch their 12-minute impact presentation here.



Finalist

Australia

Monash University

Cyrcl gives end-of-life textiles valuable purpose by transforming cotton and cotton-polyester textiles into a biodegradable plastic.

Watch their 12-minute impact presentation here.



Finalist

Canada

Wilfrid Laurier University

Kuponya Innovations tackles the indigenous housing crisis in Northern Canada with future-proof, sustainable "House in a Box" kits.

Watch their 12-minute impact presentation here.

3.5 Awards Conferred



Global Champion

Ian Aitken

Chair,
Council of Country Board Chairs

Chair,
Enactus Network Steering Committee

Chair,
Enactus Canada

President & CEO,
Pembroke Private Wealth Management

Among the highest honors given by Enactus, this award is reserved for an individual whose personal engagement and leadership have significantly contributed to the growth and strength of our global organization.

Ian's remarkable efforts and tireless commitment for years have been nothing short of extraordinary, yet he stepped up even further to ensure that the Enactus network remained united over the past few months.



Global Alumni of the Year

Mirko De Pascalis

Alumnus,
Enactus Italy

Former Project Manager,
Fondazione Caritro



This award is designed to recognize alumni who have seen success in their chosen profession, embody the values of Enactus, and demonstrate a dedication to achieving impact through entrepreneurial action. To emphasize that sustainable mobility is a collective call to action, Mirko biked from his home in Italy to Enactus World Cup in the Netherlands covering more than 1,200 Km. He will soon release a documentary about the trip.

4.1 Participant Testimonials

“This event was a real source of inspiration: I had the chance to meet passionate student teams from all over the world..and I have become increasingly convinced of the power of our network and of the young people who are committed to solving the most urgent challenges of our time.”

**—Sarah Philippe, Director of National Partnerships,
Enactus France**

“I just returned home from an incredible trip to Europe for the Enactus World Cup last week, hosted by Enactus Netherlands. This was an incredible experience to observe so many impactful Enactus teams and see what they have accomplished. These competitions always inspire me.”

—Mara Lysne, Carthage College, Enactus United States

“I am honored to have been among the judges for the Top 16. These teams, with their energy and vision, have reinforced my belief in the power of youth and innovation to drive positive change.”

**—Cameron Kelly, Climate Lead, Thrust Carbon
Alumnus, Enactus United Kingdom**

“During the event I had the opportunity to create professional relationships and exchange ideas and knowledge with businessmen and academics from various countries around the world.”

**—Diego A. Muñoz-Silva, Inter American University of
Puerto Rico, Enactus Puerto Rico**

“From the outstanding projects at the competition to the countless number of people with whom I had a conversation and got to know more about them professionally and personally, I’m carrying the best of Enactus World Cup 2023 with me.”

**—Daniel Alain Calvo Moncada, St. Thomas University,
Enactus Canada**

“Meeting individuals from diverse backgrounds and cultures was a truly amazing experience. Everyone present shared a common goal—to make the world a better place through their relentless efforts and innovative projects.”

**—Muhammad (Matt) Ibrahim, Senior Executive,
Procurement Operations, Digital Nasional Berhad
Alumnus, Enactus Malaysia**

4.2 Speaker Insights



Jorge Vazquez

CFO,
Randstad

The world is made of commonalities. We are one world.



Noel Orlet

Founding Partner,
Amana Katu

Alumnus, Enactus Brazil

Don't let the obstacles keep you down. Get back up and power through.



Mark Corbett

Founder,
Thrust Carbon

Alumnus, Enactus United Kingdom

10x your ambition, your network, and your self belief.



Soufiane Touzani

Football Artist

I started to use the ball as an instrument for social impact.



Ibadat Ishtu

College Manager, Bhumi,
NGO Infia

Alumna, Enactus India

I don't think there is anything better than this....This is your opportunity to thrive for the rest of your life.



Sandra Pellegrom

National SDG Coordinator,
Ministry of Foreign Affairs
Netherlands

Business as usual is just not going to cut it....we need young people who can lead us toward really innovating.

4.3 Image Gallery

[View the full image gallery on the Enactus Flickr Channel.](#)



5. Content Hub



Revisit EWC Ceremonies

[Ceremonies YouTube Playlist](#)



Watch Team Presentations

[Opening Round YouTube Playlist](#)

[Top 16 YouTube Playlist](#)

[Final Four Ceremony](#)



Other EWC 2023 Content

[Agenda](#)

[Aftermovie](#)

[Flickr Albums](#)

[Popping Bubbles Podcast -
EWC Episodes Playlist](#)

[Recap Media Press Release - English](#)

[Winner's Media Release - Dutch](#)



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6. Thank You

The Enactus World Cup 2023 in Utrecht not only highlighted the tremendous impact of the Enactus program, but it also stands as a testament to the strength of the Enactus Country Network who rallied together on short notice to ensure that the event would take place.

Enactus Netherlands and Enactus Canada formed a joint venture to host the Enactus World Cup and many generous donors stepped up to provide the required funding. Because of their support, student leaders from around the world gathered as planned to compete and be inspired as they use innovation and business skills to build a better, more sustainable world.

The importance of the Enactus World Cup to the Enactus Country Network and the social enterprise ecosystem cannot be understated, and by saving the event these partners have also played a significant role in saving the organization.

On behalf of the global Enactus community, we extend our deepest appreciation to all those who helped rescue the 2023 Enactus World Cup for your invaluable contribution to Enactus.



Thank You for the Generous Support of These Event Sponsors

Ian Aitken &
Mary Leslie

Guillaume
Bastiaens



The Conner
Foundation



Kelly
Hurley



Mike
Moore



The
OPERA
Otago Peninsula Eco
Restoration Alliance



Alex
Shalaby



Thank You for the Generous Support of These Event Supporters



Thank You to the Enactus Network of Countries



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Belgium



Brazil



Canada



China



Colombia



Egypt



Eswatini



France



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India



Ireland



Italy



Kazakhstan



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Mexico



Morocco



Netherlands



Nigeria



Poland



Puerto Rico



Senegal



South Africa



Tajikistan



Tunisia



Ukraine



United Kingdom



United States



Zimbabwe

See You Next Year!



The Enactus World Cup 2024 will be held in Astana, Kazakhstan.
This is the first time the event will be held in Central Asia.

Connect with Us

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