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# Competition Handbook and Judging Criteria - 2020/21

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## About the competition

Part of the Welsh Government's Youth Entrepreneurship programme - **Big Ideas Wales** - the **Enterprise Troopers National Primary School Competition** aims to develop entrepreneurial skills in children in a fun and interactive way.

All you have to do is develop and implement a business idea either as an individual or within teams in your school, community or household. This can be a brand new idea or an enterprise activity that you have already developed. As long as it takes place between 1 January 2020 and 10 May 2021 it's eligible. You can showcase your achievements through 3 categories of competition namely, the Lower Primary, Upper Primary or Community / Household.

The Enterprise Troopers are a team of superhero characters who epitomize entrepreneurial behaviour that we know exists in young people in Wales. They are based on our model of Entrepreneurship ACRO: Attitude; Creativity; Relationships and Organisation. This is the basis of the competition criteria.

## Stages of the competition

There are 4 stages to the competition – Each stage is judged independently by a judging team of experts and entrepreneurs.

1. **First stage:** You can send us photos and we will add you to our '**Enterprising Children Gallery**' on the Enterprise Troopers website. We will email your Entry Pack along with a **Digital Badge** and a **Certificate** to print and display in recognition of this. You might even win one of our **monthly spot prizes!**

2. **Second stage: Entry.** If you would like to have the chance to be part of one of the **Virtual Regional Final events** all you need to do is **upload a 2 minute video entry** telling us about your enterprise. The video can be recorded on a smartphone, hand held device or computer. It doesn't have to be of a professional standard. If you are a school you can submit any number of entries for the Lower Primary and / or the Upper Primary categories, and there is no limit to the number of entries from communities or households. All we ask is that children are only involved in one entry.

All entries must be completed by **4pm on Monday 10 May 2021**.

**3. Third stage: Virtual Regional Finals.** The judges will score and select the best entries to progress to one of the Regional Finals. Children not gaining a place at one of the Virtual Regional Finals will be awarded a **Bronze Award certificate**.

The Virtual Regional Finals will take place online between **7 and 18 June 2021**. All children attending the Regional Finals will win a **Silver Award certificate**.

**4. Fourth stage: Virtual Welsh National Final.** The National Final will be a prestigious and fun occasion to celebrate the achievements of all the children in their entrepreneurship activity. The top entries from the Regional Finals will progress to the National Final. This will be held online in early **July 2021**. All children attending the Virtual National Final will win a **Gold Award**. The children who receive Awards at the National Final will win a **Platinum Award certificate**.

We want to recognise children at every stage of the journey in the competition. As outlined above they will gain Enterprising Children, Bronze, Silver, Gold or Platinum Awards in the form of a Digital Badge, certificate and recognition on the Enterprise Troopers 'Gallery of Enterprising Children' as well as certificates for children participating at the Virtual Regional and National Events.

In addition to the Bronze, Silver, Gold and Platinum Awards, at the Virtual Regional and National Finals we will present the following awards. These will recognise specific elements and strengths of teams:

- Team Spirit Award
- Business Engagement Award
- Curriculum Links Award
- ECO / Environmental Award
- Social Enterprise Award
- Star Trooper Award – Outstanding individual (aged 4-7 and aged 8-11)
- Lower Primary Regional Winner and Runners Up (Regional only)
- Upper Primary Regional Finalists (Regional only)
- Community / Household Regional Finalists (Regional only)
- Presentation Award
- Teacher Trooper Award – Head teacher nominated (National only)
- National Winner and Runners Up (National only)



## Competition Entry

To get started all you need to do is enter your details on the Enterprise Troopers website - if you tell us about your enterprise activities and send a photo we will showcase you on our online gallery. The closing date for completing your full entry is **4pm on 10 May 2021**. If you have difficulty entering via the website please send us an email: **hello@EnterpriseTroopers.com**

Once we've received your initial registration you will be emailed an entry pack. This pack will include resource materials to get you started.

Consider how you currently run enterprise activities currently; if you are a school, you might want to think about what age group participate and what you feel would make good entries for Lower Primary and Upper Primary or even both age groups if you have activities running across the whole school. Likewise if you are a community group or household it is important to make sure the activity is suitable for all the children involved to ensure they find it engaging. Remember, you can enter as many entries for each category as you like as long as it is different children involved in each activity.

If you run enterprise across the school curriculum and in a number of year groups you may need to run a competition in school to identify and select your winning entry. Why not get local business people involved to help judge the entries!

**This year any number of children can participate in each category and we also welcome individual entries from children.** There will be special Awards for individual entries too. If you are successful in gaining a place at the Virtual Regional and National Finals you will be able to bring along all of the children involved to be part of the online event and can choose which children would like to present their enterprise to the judges.

The **www.EnterpriseTroopers.com** website is full of resources to help you develop your enterprise ideas. These resources link to the new primary curriculum and include a brand new suite of lesson plans which will walk you through an enterprise project. There are also examples of projects that have entered the competition in previous years.

**The deadline for entry is 4pm on 10 May 2021.**

Entries can be uploaded online. You will be able to return to amend / add to your entry as many times as you like. When you have completed your initial registration you will receive an email with the link to do so. If you experience any problems please email to let us know at **hello@EnterpriseTroopers.com**



## Judging process

The table below shows what is required at each stage of the judging process and what % of scores will be awarded for each element.

Scoring matrix	Video Entry	Presentation and interview
First Round: Entry Submission	100%	
Second Round: Regional Final		100%
Third Round: National Final		100%

**Entry submissions** will be judged using the criteria below and you will be notified of whether your entry has progressed to one of the Virtual Regional Finals by **25 May 2021**.

If successful your entry will be taken forward to one of the Virtual Regional Finals to be judged independently. Remember, the marks from the first stage will not be carried forward to the Regional Finals.

At Regional and National Finals all children involved, and their chaperones, will be invited to attend the online events and present their enterprise and have an informal interview with our friendly judges who will ask them some questions.

Their two minute video entry will be shown at the event or they can deliver a live two minute presentation to the judges, invited guests and other teams taking.

The interview will be an opportunity for children to talk about their enterprise.

The focus will be on learning and enjoyment, without unnecessary pressure placed on the children. During the online event children will have the opportunity to watch each other's presentations and interviews and take part in an enterprise related workshop with the Enterprise Troopers.

The childrens' presentation should outline what enterprise activity took place, why they chose this activity, what skills they learnt and developed and what went well and what didn't go so well.

At each stage of the competition marks will be awarded against the criteria given below. Please answer all the areas in your initial entry to maximise your score at this stage. These marks do not carry forward to the Regional and National Finals - each stage is judged independently.

For children gaining a place at the Virtual National Final there is an opportunity for the Headteacher to nominate a teacher for the "Teacher Trooper Award". This is a



written piece of no more than **300 words** to highlight the contribution of an individual teacher to developing the entrepreneurial spirit within the school. Evidence their achievements through examples and outcomes. This will be assessed Nationally and awarded at the National Final.



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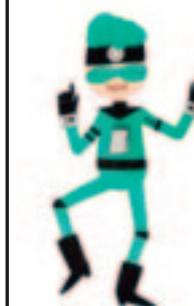
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## Assessment criteria

Key ACRO behaviours	Topic areas / example questions How will this be assessed?	Marks awarded at each stage		
		Video Entry	Regional Final	National Final
<p><b>Attitude</b> Evidence of understanding of self, strengths and motivations. Demonstrating following behaviours:</p> <ul style="list-style-type: none"> <li>• Self knowledge, belief and confidence</li> <li>• Motivation</li> <li>• Aspiration</li> <li>• Determination</li> <li>• Competitiveness</li> </ul>	<ul style="list-style-type: none"> <li>• How did the child(ren) stay motivated?</li> <li>• How did the child(ren) cope with difficult situations?</li> <li>• How did the enterprise develop the confidence and self-awareness of the child(ren) involved?</li> <li>• How did the child(ren) set out what they wanted to achieve?</li> <li>• How did the child(ren) improve their understanding of entrepreneurial activity during the activity?</li> <li>• How did the child(ren)'s values for the environment, community and business shape their decisions?</li> </ul>	/20	/15	/15



Key ACRO behaviours	Topic areas / example questions How will this be assessed?	Marks awarded at each stage		
		Video Entry	Regional Final	National Final
<p><b>Creativity</b> Evidence of the ability to generate fresh ideas, solve problems and spot new opportunities. Demonstrating following behaviours:</p> <ul style="list-style-type: none"> <li>• Problem solving</li> <li>• Lateral thinking / ideas generation</li> <li>• Spotting and creating opportunities</li> <li>• Innovation</li> </ul>	<ul style="list-style-type: none"> <li>• How did the child(ren) choose their product or service?</li> <li>• Is the product or service innovative, and if so how?</li> <li>• How was the product or service promoted to attract customers?</li> <li>• How did the child(ren) sell the products or services? Any innovative sales techniques?</li> <li>• How did the child(ren) solve the biggest problem they faced during the activity?</li> <li>• Did the child(ren) communicate the quality of their product or service effectively, and how?</li> </ul>	/20	/15	/15



Key ACRO behaviours	Topic areas / example questions How will this be assessed?	Marks awarded at each stage		
		Video Entry	Regional Final	National Final
<p><b>Relationships</b> It's all about people, the ability to communicate effectively, expressing your own views and ideas, appreciating others' viewpoint and working co-operatively. Demonstrating following behaviours:</p> <ul style="list-style-type: none"> <li>• Working with others</li> <li>• Managing difficult situations</li> <li>• Negotiation, persuasion and influence</li> <li>• Presentation</li> <li>• Communication</li> </ul>	<ul style="list-style-type: none"> <li>• How did the child(ren) seek partnerships with local business, parents and others to support their business?</li> <li>• How well did the children work together?</li> <li>• How did all children involved understand their roles in the business?</li> <li>• How did the business communicate with customers and partners and was it effective?</li> <li>• Did the child(ren) listen to views of others members and those outside the team?</li> </ul>	/20	/15	/15



Key ACRO behaviours	Topic areas / example questions How will this be assessed?	Marks awarded at each stage		
		Video Entry	Regional Final	National Final
<p><b>Organisation</b> Making informed decisions and fulfilling your objectives by planning and managing situations, resources and risk. Demonstrating following behaviours:</p> <ul style="list-style-type: none"> <li>• Planning</li> <li>• Managing resources</li> <li>• Decision making</li> <li>• Research and understanding the environment</li> <li>• Managing risk</li> <li>• Vision and goal setting</li> </ul>	<ul style="list-style-type: none"> <li>• How did the child(ren) plan their enterprise? Were there clear aims for the business?</li> <li>• Did the child(ren) carry out market research and use it to develop their business?</li> <li>• How did the child(ren) allocate roles and responsibilities?</li> <li>• How did the child(ren) raise funds to start and manage their money?</li> <li>• Did the child(ren) make a profit? What did the child(ren) learn about managing money?</li> <li>• Quality of submission. Is it engaging and well presented?</li> </ul>	/20	/15	/15



Key ACRO behaviours	Topic areas / example questions How will this be assessed?	Marks awarded at each stage		
		Video Entry	Regional Final	National Final
<b>Overall</b>	<ul style="list-style-type: none"> <li>Tell us why you think you deserves to win the Enterprise Troopers competition</li> </ul>	/20		
<b>Business</b>	<ul style="list-style-type: none"> <li>How did the child(ren) identify and actively engage with business partners</li> <li>How well was business involved in the overall approach to enterprise</li> </ul>		/8	/8
<b>ECO / Environmental</b>	<ul style="list-style-type: none"> <li>Does the enterprise make a positive environmental change to the school and wider community?</li> <li>What impact has the ECO enterprise had? e.g. in terms of recycling rates/ energy savings/ waste diverted from land fill etc</li> <li>How did the child(ren) source materials?</li> </ul>		/8	/8
<b>Curriculum Links</b>	<ul style="list-style-type: none"> <li>How did the competition help the child(ren) with other school work and curriculum links?</li> </ul>		/8	/8



Key ACRO behaviours	Topic areas / example questions How will this be assessed?	Marks awarded at each stage		
		Video Entry	Regional Final	National Final
<b>Social Enterprise</b>	<ul style="list-style-type: none"> <li>Does the entry address a social purpose?</li> <li>What impact has the entry had on the local community?</li> </ul>		/8	/8
<b>Presentation</b>	<ul style="list-style-type: none"> <li>Is the presentation well planned and structured?</li> <li>Is the presentation engaging and fun?</li> <li>Does the presentation demonstrate the child(ren)'s learning and enthusiasm for their enterprise</li> </ul>		/8	/8
<b>TOTAL</b>		<b>100</b>	<b>100</b>	<b>100</b>



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