

Form B

Competition Brief

Competition title and level

Enterprise Skills Challenge Competition. Up to Level 3

Entry requirements

This competition is intended for teams who are working towards a Level 2 or Level 3 qualification within a programme of study at a 6th form college in Wales

- Maximum of 1 team of up to 5 learners per college (teams must be registered on the Skills Competitions Wales portal <https://www.skillscompetitionwales.ac.uk/> by October 20th 2018)
- All learners must be enrolled within the organisation

Please note that this is a Welsh competition and it does not currently lead to the UK competition, or an international competition

Competition outline

Centres will run internal heats (passives) to choose a team to represent them at the final.

Teams submit a business plan, marketing plan and cash flow forecast for their innovative idea via email to enterprise@Cambria.ac.uk by 19th January 2019. Submissions will be held in Google Drive folders under the Business name (not College/School names). Team members should be named at this point on the accompanying email (plus gender and ages given).

Team submissions will be shared with judges on 26th of January via Google folders (identifiable by Business name only)

On the day of the competition (1st of February 2019) teams will be given 1 hour to address a 'wobble'. The 'wobble' is likely to be something that is in the external environment, which is beyond their control but could have a potential positive or negative impact on their business idea.

They will be required to complete a form on how they intend to address the 'wobble' which will be submitted to judges to be judged.

Team will have 5 minutes to pitch their idea to a panel of judges followed by 5 minutes of question and answers.



The detail

Challenge Brief

Wales is working towards becoming a Circular Economy – a model which encourages keeping resources in circulation instead of them being burned or ending their life in Landfill.

Wales already leads the way in the UK on recycling rates but it has a long way to go to reach its milestones of 70% recycling by 2025 and 100% recycling by 2050, as set out in the Welsh Government's waste strategy [Towards Zero Waste](#).

In a world where resource prices are rising fast, the circular economy model has the potential to provide significant cost benefits for Welsh businesses as well as saving the economy money and creating jobs. However these targets are a long way in the future, what can you do to make a difference now?

Your challenge is to: identify a plastic product that you use regularly and develop a business idea to re-use the plastic. Your idea could be for a product which re-uses the plastic and extends the life of the material or creates a new life for the plastic. You could alternatively develop a service to reduce the use/increase the re-use plastic products.

Judges will be looking for influence on the business idea from your subject area/of study as well as ideas on how you would market/advertising your product or service.

Whilst it is important that your business idea can make money, the winning idea will not be the one which could make the most money. Judges will be looking for the idea which has the biggest impact on the environment, its creativity as well as the economic benefits for Wales.

***Wobble**

To be set by WG on the day of the final – in agreement with Rachel Arnold, Sector Champion, Inspiring Skills Excellence in Wales once business ideas are known. i.e. new policy, new grant, new tax

Core competencies

The scope of the competition enables learners to develop and put into practice a variety of skills that are required to be a successful entrepreneur. Competitors taking part in this competition should be able to:

- Generate ideas / Spot Opportunities
- Demonstrate creativity & innovation
- Develop appropriate strategies to problem solve and deal with difficult situations whilst working together



- Work under pressure/to a timescale
- Communicate effectively
- Work within a team respectfully
- Demonstrate leadership skills
- Demonstrate empathy and personal effectiveness
- Demonstrate digital competence
- Demonstrate numeracy skills and understanding of business finance
- Demonstrate presentation skills

Marking and assessment

Heading	Performance indicators	Marks
Product/idea	<ul style="list-style-type: none"> • Originality • Creativity • Unique Selling Point • Realistic / achievable? • Realistic / achievable finances? 	20
Appeal	<ul style="list-style-type: none"> • Appeal, selling / promotion techniques • Appeal of advertisement / promotion 	20
Communication of product idea	<ul style="list-style-type: none"> • How effectively has the product / idea been presented? • Was their message communicated clearly and succinctly? • Were you persuaded to buy/use their product/idea regardless of need? 	20
Response to questions	<ul style="list-style-type: none"> • Realistic responses • Confidence and understanding 	20
Wobble	<ul style="list-style-type: none"> • Is there response to the wobble realistic and likely? 	20
Total		100



Competition rules

The competition must be conducted in accordance with the general and specific competition rules.

Conduct of competitors during the live competitions:

- All teams will participate in the wobble, pitch and answer questions posed by judges
- Competitors who arrive late will not receive additional time unless a valid reason is given
- Competitors will start and finish work/tasks as instructed by competition organisers and/or judges
- If there is a power stoppage, breakdown of equipment, accident or fire alarm, the competitors must act accordingly to the instructions of the organiser.
- The use of offensive behaviour of language will not be permitted; competitors could be excluded from the continuing in the competition.
- The panel's decisions will be quality assured by Coleg Cambria before winners are announced.

Contact details

Email = enterprise@Cambria.ac.uk

Tel 01978 267337 / 267238 / 267619



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Ffurflen B

Briff y Gystadleuaeth

Teitl a lefel y gystadleuaeth

Cystadleuaeth Her Sgiliau Menter. Hyd at Lefel 3

Gofynion mynediad

Mae'r gystadleuaeth hon ar gyfer timau sy'n gweithio tuag ar gymhwyster Lefel 2 neu Lefel 3 o fewn rhaglen astudio coleg chweched dosbarth yng Nghymru.

- Uchafswm o 1 tîm o hyd ar 5 myfyriwr ar gyfer pob coleg (rhaid cofrestru'r timau trwy ddefnyddio porth Cystadlaethau Sgiliau Cymru [<https://www.skillscompetitionwales.ac.uk/>](https://www.skillscompetitionwales.ac.uk/) erbyn 20 Hydref 2018)
- Rhaid i'r holl fyfyrwyr fod ar gofrestr y sefydliad.

Noder mai cystadleuaeth Gymreig yw hon, a hyd yma nid yw'n arwain at gystadleuaeth y DU na chystadleuaeth ryngwladol.

Amlinelliad o'r gystadleuaeth

Bydd y canolfannau yn cynnal rhagbrofion mewnol i ddewis tîm i'w cynrychioli yn y rownd derfynol.

Bydd y timau yn danfon e-bost i enterprise@Cambria.ac.uk <<mailto:enterprise@Cambria.ac.uk>> yn cynnig cynllun busnes, cynllun marchnata, a rhagolygon o lif ariannol ar gyfer eu syniad dyfeisgar erbyn y 19 Ionawr 2019. Bydd y cynigion yn cael eu cadw mewn ffolderi Google Drive dan enw'r busnes yn hytrach nag enw'r Coleg/Ysgol. Yn y cyfnod hwn, dylid enwi aelodau'r tîm mewn e-bost ychwanegol (gan gynnwys oed a rhyw).

Bydd cynigion y timau yn cael eu rhannu gyda'r beirniaid ar y 26 Ionawr gan ddefnyddio'r Google Folders (sydd ag enwau'r busnes yn unig arnynt).

Ar ddiwrnod y gystadleuaeth (1 Chwefror 2019) bydd y timau yn cael 1 awr i ymateb i 'siglad'. Bydd y 'siglad' mwyaf tebyg yn rhywbeth o fewn yr amgylchedd allanol sydd y tu hwnt i'w rheolaeth, rhywbeth a allai gael effaith positif neu negyddol posibl ar eu syniad busnes.

Bydd rhaid iddynt gwblhau ffurflen i ddisgrifio eu hymateb i'r 'siglad', cyn ei chyflwyno i'r beirniaid ei chysidro.

Bydd gan y timau 5 munud i gynnig eu syniad i banel o feirniad, ac yna bydd 5 munud o gwestiynau ac atebion.



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Y manylyn

Briff yr Her

Mae Cymru'n ymdrechu i fod yn Economi Gylchog – model sy'n anelu at gadw adnoddau o fewn y gylchred yn hytrach na'u llosgi neu eu gwaredu mewn cloddfeydd.

Mae Cymru eisoes ar flaen y gad o fewn y DU o ran cyfraddau ailgylchu, ond mae llawer o waith i'w wneud cyn cyrraedd y targedau a osodwyd gan strategaeth wastraff Llywodraeth Cymru, [Tuag at Ddyfodol Diwastraff](#): sef ail-gychu 70% erbyn 2025, a 100% erbyn 2025

Mewn byd lle mae prisiau adnoddau'n esgyn, gall model yr economi gylchog gynnig buddion mawr i fusnesau Cymreig, yn ogystal ag arbed arian i'r economi a chreu swyddi. Ond mae'r targedau yma wedi'u gosod ar gyfer y dyfodol pell, sut mae gwneud gwahaniaeth nawr?

Eich her chi yw: adnabod cynnyrch plastig yr ydych yn ei ddefnyddio'n gyson, ac yna datblygu cynllun busnes i ail-ddefnyddio'r plastig hwnnw. Gall eich syniad fod yn gynnyrch sy'n aildefnyddio'r plastig, yn ymestyn bywyd y deunydd, neu greu bywyd newydd ar gyfer y plastig. Neu, yn hytrach gallwch ddatblygu gwasanaeth i leihau'r defnydd ohono, neu i gynyddu'r defnydd o'r cynnyrch newydd.

Bydd y beirniaid yn chwilio am ddylanwad eich pynciau dewisol ar eich syniad, ynghyd â syniadau i hyrwyddo/marchnata eich cynnyrch neu eich gwasanaeth.

Er ei bod yn bwysig fod eich syniad busnes yn hyfyw yn ariannol, nid creu'r elw mwyaf yw'r ffactor bwysicaf. Bydd y beirniaid yn chwilio am y syniad a fydd yn cael yr effaith fwyaf ar yr amgylchedd, ynghyd â'i fuddion economaidd a'i greadigrwydd.

*Siglad

I'w osod gan LIC ar ddiwrnod y rownd derfynol, mewn cytundeb â Rachel Arnold, Pencampwr Sector, Ysbrydoli Rhagoriaeth Sgiliau yng Nghymru, unwaith y bydd y syniadau busnes yn hysbys e.e. polisi newydd, grant newydd, treth newydd ayyb

Cymwyseddau Craidd

Mae ystod y gystadleuaeth yn caniatáu myfyrwyr i ddatblygu a defnyddio amrywiaeth o sgiliau sy'n hanfodol ar gyfer llwyddiant ym myd busnes. Dylai'r cystadleuwyr allu:

- Cynhyrchu syniadau / Adnabod cyfleoedd
- Arddangos creadigrwydd a dyfeisgarwch
- Datblygu strategaethau priodol er mwyn datrys problemau a delio â sefyllfaoedd anodd wrth gydweithio a'i gilydd
- Gweithio dan bwysau/gydag amserlen
- Cyfathrebu'n effeithlon
- Gweithio'n barchus fel aelod o dîm
- Arddangos sgiliau arweiniol
- Arddangos empathi ac effeithiolrwydd personol
- Arddangos cymhwysedd digidol

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- Arddangos sgiliau rhifedd a dealltwriaeth o gyllid busnes
- Arddangos sgiliau cyflwyno

Marcio ac asesu

Pennawd	Dangosyddion Perfformiad	Marciau
Cynnyrch/Syniad	<ul style="list-style-type: none"> • Gwreiddioldeb • Creadigrwydd • Nodwedd Werthu Unigryw • Realistig / cyraeddadwy? • Realistig / cyraeddadwy o ran cyllid? 	20
Apêl	<ul style="list-style-type: none"> • Apêl, technegau gwerthu/hyrwyddo • Apêl hysbysebu / hyrwyddo 	20
Cyfathrebu cysyniad y cynnyrch	<ul style="list-style-type: none"> • Pa mor effeithiol oedd cyflwyniad y syniad / cynnyrch? • A gafodd y neges ei chyfathrebu'n eglur a chryno? • Heb gysidro'r angen, a gawsoch chi eich perswadio i brynu / defnyddio'r cynnyrch / syniad? 	20
Ymateb i gwestiynau	<ul style="list-style-type: none"> • Ymatebion realistig • Hyder a dealltwriaeth 	20
Siglad	<ul style="list-style-type: none"> • Ydy'r ymateb i'r 'siglad' yn debygol ac yn realistig? 	20
Cyfanswm		100



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Rheolau'r gystadleuaeth

Rhaid cynnal y gystadleuaeth yn unol â'r rheolau cyffredinol ynghyd â rheolau penodol y gystadleuaeth.

Ymddygiad cystadleuwyr yn ystod y cystadlaethau byw:

- Bydd pob tîm yn mynychu'r 'siglad', y cynnig, a'r cwestiynu gan y beirniaid
- Ni fydd cystadleuwyr sy'n cyrraedd yn hwyr yn derbyn rhagor o amser oni bai eu bod yn cynnig rheswm dilys.
- Bydd y cystadleuwyr yn cychwyn ac yn gorffen y gwaith/tasgau dan arweiniad trefnwyr y gystadleuaeth ac/neu'r beirniaid.
- Os bydd y pŵer yn cael ei golli, cyfarpar yn torri, damwain, neu larwm tân, rhaid i'r cystadleuwyr ddilyn arweiniad y trefnwyr.
- Ni chaniateir y defnydd o iaith neu ymddygiad anweddu; gall cystadleuwyr gael eu hatal rhag parhau â'r gystadleuaeth.
- Bydd penderfyniadau'r panel yn cael eu hasesu gan Goleg Cambria cyn cyhoeddi'r enillwyr.

Manylion cyswllt

E-bost = enterprise@Cambria.ac.uk

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