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BEEHIVE

BEEHIVE Dissemination

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Presentation outline

- Main principles of project dissemination
- Preconditions for successful dissemination of BEEHIVE
- BEEHIVE target groups
- Dissemination embedded in the DEV and EXPL. WPs
- Activities specifically aimed at dissemination
- BEEHIVE website
- BEEHIVE apps.



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Main principles of project dissemination

- All activities are based on team efforts and should involve all relevant members of the consortium.
- Coordination among the BEEHIVE consortium partners is essential for achieving effectiveness of communication and post-project dissemination.
- BEEHIVE consortium members to identify individual persons who would bear responsibility for implementing communication and sustainability-enhancing activities.
- Each publication or product within the project to be prepared with a clear audience and purpose in mind, and it should have a preliminary message and dissemination schedule.
- Erasmus+ visualization rules to be strictly observed.
- BEEHIVE consortium members to achieve the right balance between formal and informal mechanisms of communication with their broader institutional and policy environment.



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Preconditions for successful dissemination

- BEEHIVE benefits extensively from the use of ICT and includes various online activities.
- A large part of the work programme involves building up relations with external stakeholders such as business investors, business companies, civil society or requires networking with PC HEIs outside BEEHIVE.
- Erasmus+ programme is relatively new to Indonesia and the Philippines → BEEHIVE is expected to generate at the PC HEIs a lot of energy and enthusiasm to share BEEHIVE results and to spread the word about it to internal and external stakeholders.



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BEEHIVE target groups

Project primary target groups include:

- Students and graduates of the project PC HEIs
- PC HEIs' academic communities at large including their senior management and faculty.

Secondary target groups include students, alumni, faculty and senior management of PC HEIs outside BEEHIVE; PC HEIs' business partners; business investors and venture capitalists in the PCs; civil society representatives, policy makers and public authorities supporting start-ups in Indonesia and the Philippines.



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Dissemination embedded in DEV and EXPL. WPs

- **National Benchmarking Reports:** to be shared to and used by HEIs, policymakers and public authorities in the field of HE in ID and PH.
- **Entrepreneurship for All MOOC:** at least 1000 PC HEIs students and graduates will benefit directly from it by obtaining up-to-date entrepreneurial knowledge and skill.
- **BEEHIVE Accelerator Programme:** to be shared online and offline with other PC HEIs in Indonesia and the Philippines so they could consider the establishment of similar business start-up supporting schemes and units.
- **Lessons learnt and learning journeys** of BEEHIVE accelerators students
- **BEEHIVE Label:** a project outcome of “double-headed” nature.



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Activities specifically aimed at dissemination

BEEHIVE work programme includes a number of activities specifically aimed at dissemination:

- Online presentation of the project through the BEEHIVE website
- BEEHIVE apps
- Distribution of printed flyers, printed project leaflets and regular electronic Newsletters among stakeholders in the 2 PC HEIs;
- Publications in printed and electronic media
- Press conferences
- Dissemination at external events
- Policy recommendations and papers on BEEHIVE related topics such as creativity, innovation, entrepreneurship, knowledge management, social entrepreneurship, entrepreneurial university concept within the education management.



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BEEHIVE website



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Thank you.