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**ERASMUS+ PROGRAMME, KEY ACTION 2  
CAPACITY BUILDING IN HIGHER EDUCATION**

**Building Entrepreneurial Ecosystems to Enhance Higher Education Value-Added for Better Graduate Employability  
(BEEHIVE)**

**TASK FORCE ACTION PLAN**

**BEEHIVE Label**

**GOALS AND OBJECTIVES**

To contribute to the achievement of the fifth specific project objective, namely to empower HEIs within and outside the BEEHIVE consortium to transform gradually into entrepreneurial universities by obtaining a specific quality label certifying the excellence and efficiency of their university entrepreneurial ecosystems.

**INDICATORS**

BEEHIVE Label Guidelines - 1 document of approx. 20 p.;  
Number of BEEHIVE Label promotional events - 1 with at least 50 participants; feedback from targeted audiences;  
Number of BEEHIVE Labels awarded - at least 3.

**TASKS**

1. EU partners to draft and elaborate BEEHIVE Labelization Procedure Guidelines including a BEEHIVE Diagnostic Grid and Application Form.
2. All partners to take part in the BEEHIVE Label pre-test, finalisation, launch and active promotion.

3. PC HEIs to organize a large-scale BEEHIVE Label Promotional Event.
4. EU partners to collect PC HEIs applications for BEEHIVE Label
5. EU partners to assess the application forms and to conduct certification procedures which will lead to award of BEEHIVE Label to at least 3 PC HEIs.

#### OUTCOMES

- 1. BEEHIVE Labelization Procedure Guidelines:** the Guidelines will stipulate the rules and regulation of the BEEHIVE labelization procedure; will include general information on the scope, audience, goals, target groups, benefits, principles, criteria and SWOT analysis of the BEEHIVE Label as well as a diagnostic grid and a template of the application form to be filled out by each applicant university; document to be made accessible via project website.
- 2. BEEHIVE Label Promotional Event:** to be organised in the framework of the 6<sup>th</sup> Partner Meeting to take place in Indonesia; at least 50 attendees incl. representatives of HEIs outside BEEHIVE; event agenda to include presentations of the project and its results; round table discussions on good practices in building sustainable and efficient university entrepreneurial ecosystems; presentation of BEEHIVE Label, its objectives, criteria and benefits.
- 3. BEEHIVE Label Awards:** at least 3 PC HEIs to be awarded with Label; award to be subject of rigorous auditing procedure executed by project experts based on the validated guidelines; universities applying for the BEEHIVE Label to use the diagnostic grid, fill in and submit the application form that is based on self-assessment and self-reflection.

#### TEAM MEMBERS

EU partners to be in charge of all tasks.  
 PC HEIs to provide support in dissemination and promotion of BEEHIVE Label to PC HEIs beyond the consortium.

#### RESOURCES

**Number of workdays:** 277 days  
**Staff costs:** 25 396.00 EUR  
**Number of partner meetings:** 1 (6<sup>th</sup> Partner Meeting)  
**Number of mobility flows:** 28 staff mob. flow  
**Travel costs:** 19 160. EUR  
**Costs of stay:** 23 280.00 EUR  
**Total costs:** 68 236.00 EUR

