



Co-funded by the  
Erasmus+ Programme  
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**BEEHIVE**

# **BEEHIVE**

## **swags design contest**

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

Project Number 573936-EPP-1-2016-1-BG-EPPKA2-CBHE-JP

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# **1. CONTEST RULES**

1. This contest is open to all UC senior high school, college students and alumni.
2. The contestant must submit a design for all BEEHIVE swags such as:
  - a) T-shirts
  - b) Hoodies
  - c) Notebooks
  - d) Ballpoint pens
  - e) Thumb drives
  - f) Promotional stickers
  - g) Drawstring and canvas bags

3. The entry must be original creation of the contestant that incorporates the BEEHIVE Colors into the design, has never been published and does not contain profanity, trademarks, logos or copyrighted works of any other person or business. The design can be digital or free-hand.
4. The winning design will remain the property of the University of Cebu BEEHIVE Project and shall be the official design of the consortium. By submitting an entry, the contestant agrees to the terms and conditions of the contest.
5. There shall only be one (1) entry per student.

## **2. SUBMISSION OF ENTRIES**

1. The contestant must submit different mockup designs, one for each merchandise item. Therefore, there must be a total of seven (7) mockup designs in both .PNG and .PSD file formats.
2. Save all your mockup designs in the Dropbox folder. Share the Dropbox link and send the link to **<http://bit.ly/beehiveswagsform>**
3. The entry must be accompanied with a scanned UC student or alumni ID which must be saved in Dropbox folder.

# **3. BEEHIVE COLORS**



# BEEHIVE primary colors

## Cream Can

HTML code: #F3D661

RGB code: R: 243 G: 214 B: 97

HSV: 48.08° 60.08% 95.29%



## Dove Gray

HTML code: #737373

RGB code: R: 115 G: 115 B: 115

HSV: 0° 0% 45.1%



# BEEHIVE secondary colors

## Torea Bay

HTML code: #0F2B8E

RGB code: R: 15 G: 43 B: 142

HSV: 226.77° 89.44% 55.69%



## Cello

HTML code: #215968

RGB code: R: 33 G: 89 B: 104

HSV: 192.68° 68.27% 40.78%



# 4. PRIZES

Aside from goodies, winners will get the following rewards.

- Most Creative Design Php 5,000
- Most Original Design Php 5,000
- Grand Winner Php 10,000

# 5. CONTEST TIMELINE

January 8 – 24, 2018: Submission of Entries

January 25 – 26, 2018: Judging Period

January 28, 2018: Announcement of Winners

# **6. CRITERIA FOR JUDGING**

Originality - 20%

Creativity - 30%

Functionality of the Design - 25%

BEEHIVE Spirit - 25%



# **7. TERMS AND CONDITIONS**

I am submitting a contest entry and I hereby assign any and all rights in the intellectual property of this entry to the University of Cebu BEEHIVE Project. I agree that the entry I submit becomes the property of the BEEHIVE Project and will not be returned to me.

I state that this entry is my own original creation and that I did not copy anyone else's work in creating this swags design. I agree that if I win, I will improve my design based on the recommendations from the University of Cebu BEEHIVE Project Committee.

I agree that if I win the contest, I authorize University of Cebu BEEHIVE Project and the entire project consortium to use my design without additional compensation, my name and likeness or photograph for promotional purposes in any manner and in any medium (including without limitation the Internet, written or email communications, brochures, videos, slides, radio, television, film) that may deem appropriate.

# **8. ABOUT BEEHIVE**

# **BEEHIVE**

Building Entrepreneurial Ecosystems to Enhance  
Higher Education Value-Added for Better  
Graduate Employability

# BEEHIVE

The BEEHIVE project is funded through the Erasmus+ Programme, Key Action 2 for Capacity Building in Higher Education.

The project introduces the novel holistic approach of entrepreneurial ecosystems that sees entrepreneurship not merely as individual efforts but as a process of networking and creating synergies between different stakeholders.

# BEEHIVE

The BEEHIVE project's overall objective is to build sustainable university-based entrepreneurial ecosystems at the Partner Countries higher education institutions involved and to enhance their students' and graduates' employability and ability to create jobs.

Furthermore, BEEHIVE strives to support the partner universities transformation into entrepreneurial universities.

# BEEHIVE program countries



# BEEHIVE partner countries





# BEEHIVE partner institutions



SEA Universities

EU Universities



Accelerator & Incubator

# **BEEHIVE specific objectives**

1. to map out and benchmark the status of Partner Countries universities towards an alignment with the entrepreneurial concept
2. to create and disseminate knowledge in the field of entrepreneurship across the campuses of the Partner Countries universities and to build students' entrepreneurial skills
3. to build consciousness of students startups' game changing role in both job creation and students' personal development

# **BEEHIVE specific objectives**

4. to build sustainable entrepreneurial ecosystems by establishing and embedding startup accelerator cohort-programme at the Partner Countries universities
5. to improve Partner Countries universities student and graduate employability and to create self-employment opportunities through streamlined business startup support in the framework of designated seed accelerators
6. to empower Partner Countries universities to transform gradually into entrepreneurial universities by obtaining a specific quality label certifying excellence and efficiency of their entrepreneurial ecosystems

# **BEEHIVE main activities and outcomes**

1. Towards the Entrepreneurial University: National Benchmarking Reports for Indonesia and the Philippines
2. Entrepreneurship for All MOOC to disseminate up-to-date training and knowledge in the field of entrepreneurship across the Partner Countries universities and to build students' entrepreneurial skills; at least 1000 students and graduates will benefit from the MOOC delivered in English through the project website.

# **BEEHIVE main activities and outcomes**

3. BEEHIVE Accelerator Programme induced at the Partner Countries universities to improve their students and graduates employability and to create self-employed opportunities; at least 10 business startups will be created through the BEEHIVE Accelerator Programme.

# BEEHIVE main activities and outcomes

4. BEEHIVE Label designed to provide certification of entrepreneurial ecosystems' excellence and to stimulate Partner Countries universities' gradual evolvement into entrepreneurial universities; at least three Partner Countries universities will be certified and awarded a BEEHIVE Label over the course of the project.

# **BEEHIVE work packages**

WP1 – Laying down the Foundations of BEEHIVE

WP2 – Towards the Entrepreneurial University: National Benchmarking Reports

WP3 – Entrepreneurship for All MOOC

WP4 – Setting up the BEEHIVE Accelerators

WP5 – Piloting of BEEHIVE Accelerators

WP6 – BEEHIVE Label

WP7 – Quality Assurance Evaluation

WP8 – Dissemination and Exploitation

WP9 – Management

# Let's Collaborate!



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