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BEEHIVE Dissemination. Exploitation Plan

**BEEHIVE 4th project meeting
18th April 2018, Baguio City, Philippines**



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Presentation outline

- Dissemination versus exploitation
- Dissemination and exploitation goals
- Project outputs and outcomes
- BEEHIVE dissemination. Best dissemination practices from UC
- BEEHIVE exploitable results
- Exploitation plan drafting.



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Dissemination versus exploitation

- Dissemination: a planned process of providing information on the results of the project to key actors, e.g. spreading the word about project's successes and outcomes as far as possible.
- Exploitation: 1) a planned process of transferring the successful results of the project to appropriate decision-makers and key players at local, regional, national or international level AND 2) a planned process of convincing individual end-users to adopt and/or apply the project results.



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Dissemination and exploitation goals

- To raise awareness
- To extend the impact
- To engage with project's stakeholders and target groups
- To share solutions and know how generated in the project
- To develop new partnerships.



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Project outputs and outcomes

- **Output**: a tangible product which is produced by the project and which may be quantified (for instance courses, curricula, reports, materials, events, websites etc).
- **Outcome**: an intangible added value achieved through the achievement of the project objectives and targets (e.g. increased awareness, increased skills, improved abilities, knowledge and experience gained by the participants, partners and/or relevant stakeholders involved in the project).



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BEEHIVE project tangible results

- Towards the Entrepreneurial University: NBRs for Indonesia and the Philippines
- Entrepreneurship for All MOOC
- BEEHIVE Accelerator Programme induced at the 5 HEIs involved
- BEEHIVE business start-ups created through the 5 established BEEHIVE accelerators
- BEEHIVE Label



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BEEHIVE project intangible results

- Increased awareness on the entrepreneurial university concept in the 2 Partner Countries
- Increased knowledge in entrepreneurship across campus at the 5 HEIs involved
- Improved entrepreneurial ecosystems at the 5 HEIs involved
- Improved ability to create jobs among students and graduates of the 5 HEIs involved
- Alignment with the entrepreneurial university model across HEIs in Indonesia and the Philippines



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BEEHIVE dissemination activities

- 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 BEEHIVE events (Networking Days, Demo Days, Pitch events)
- Dissemination at external events (conferences, meetings, panels on BEEHIVE related themes)
- Social media
- Papers and articles published on BEEHIVE related topics.



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BEEHIVE dissemination. Best practices from UC



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BEEHIVE exploitable results

- Towards the Entrepreneurial University: NBRs for Indonesia and the Philippines (WP2)
- Entrepreneurship for All MOOC (WP3)
- BEEHIVE Accelerator Programme (WP4)
- Business start-ups created with BEEHIVE support (WP5)
- BEEHIVE Label (WP6)
- ...?



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Exploitation plan drafting

- What
- Why
- Who
- When
- Where
- How
- ...?



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Thank you.

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