BEEHIVE Dissemination. Exploitation Plan

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

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.

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.

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.

Project outputs and outcomes

- **<u>Output</u>**: a tangible product which is produced by the project and which may by quantified (for instance courses, curricula, reports, materials, events, websites etc.

- **<u>Outcome</u>**: 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.

BEEHIVE

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

BEEHIVE

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

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.

BEEHIVE dissemination. Best practices from UC

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)

- ...?

Exploitation plan drafting

- What

- Why

- Who

- When

- Where

- How

- ...?

Thank you.

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