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BEEHIVE Exploitation Planning

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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Dissemination *vs.* Exploitation

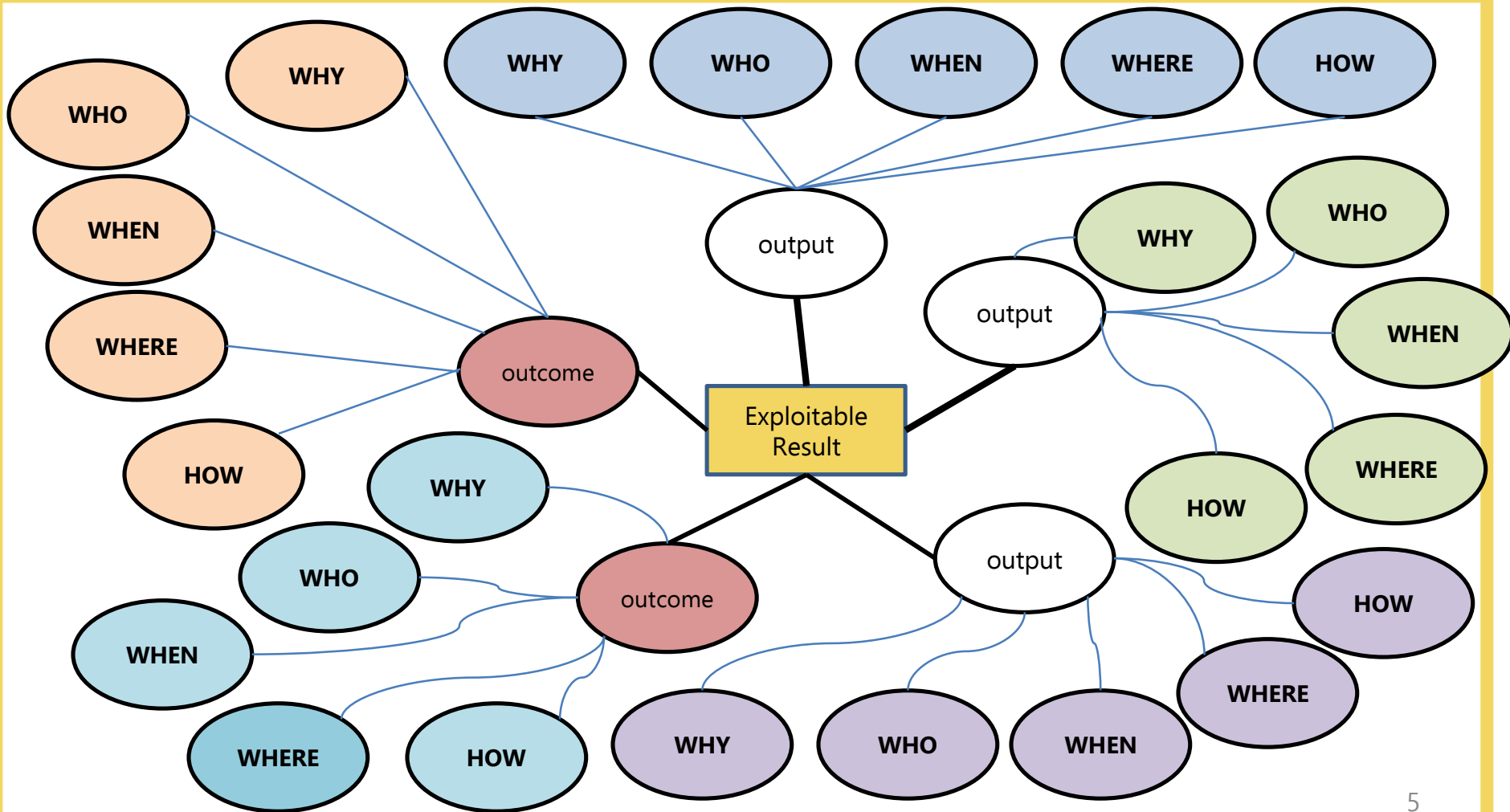
- **Dissemination:** a planned process of providing information on the results of the project to key actors, e.g. spreading the word about project's successes and outcomes as far as possible.
- **Exploitation:** 1) a planned process of transferring the successful results of the project to appropriate 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.

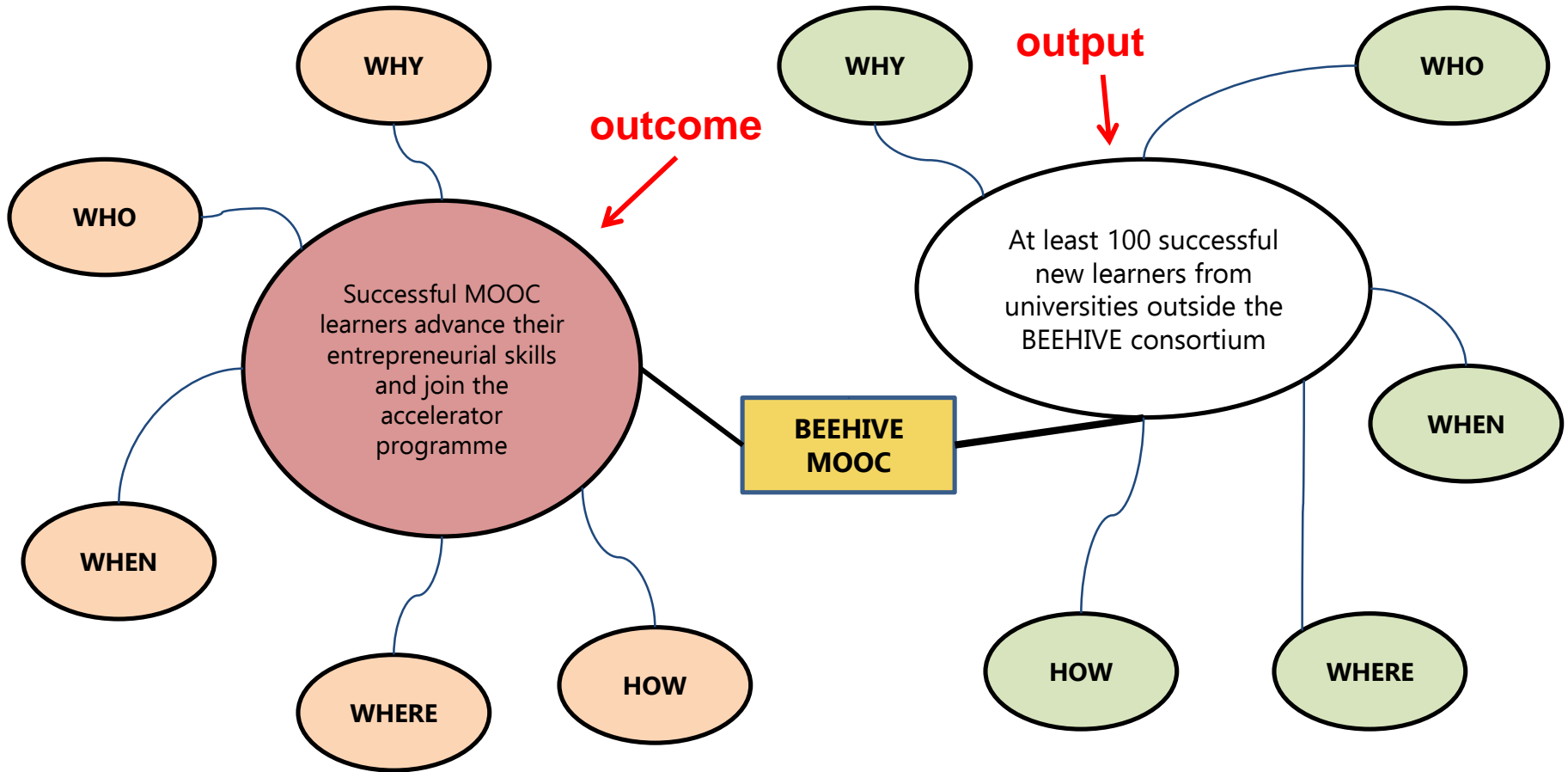
Exploit

- to use
- to utilize
- to take advantage of
- to make use of

Outputs *vs.* 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)





Guide Questions

- **WHY:** Why is this outcome/output important?
- **WHO:** Who are the beneficiaries?
- **WHEN:** When is the time to exploit it?
 - **During** the project lifetime
 - **After** the project lifetime
 - **both**
- **WHERE:** Where do we need to exploit it?
- **HOW:** How do we exploit the result to achieve the output and outcome?

Activity

1. Each group is assigned to an **exploitable result**.
2. Using mind mapping, the group creates an exploitation plan with at least **3 opportunities for exploitation**.
3. Use the guide questions: **WHY, WHO, WHEN, WHERE** and **HOW** for the mind mapping activity.
4. One representative from the group will present.

Duration: 30 mins

- **15 minutes – brainstorming**
- **15 minutes - presentation**

Assignment

BINUS - Towards the Entrepreneurial University: NBRs for Indonesia and the Philippines (WP2)

Mapua - Entrepreneurship for All MOOC (WP3)

UC - BEEHIVE Accelerator Programme (WP4)

UI - Business start-ups created with BEEHIVE support (WP5)

SLU - BEEHIVE Label (WP6)

Let's Collaborate!



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