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BEEHIVE

BEEHIVE Label. Introduction

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Presentation outline

- BEEHIVE Label objective
- WP6 main activities
- WP6 main deliverables
- BEEHIVE Label's key features to discuss
- BEEHIVE Label's possible problematic areas



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BEEHIVE Label objective

- 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



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WP6 main activities

1. Drafting and elaboration of BEEHIVE Labelization Procedure Guidelines incl. a BEEHIVE Diagnostic Grid and Application Form for submission
2. Pre-test, finalization, launch and promotion of the BEEHIVE Label in Indonesia and the Philippines
3. Organization of BEEHIVE Label Promotional Event during the week commencing 8th April 2019
4. Collection of Indonesian and Philippine HEIs applications to obtain a BEEHIVE Label
5. Certification procedures executed by the European project partners
6. Successful BEEHIVE Label award to at least 3 HEIs in Indonesia and the Philippines



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WP6 deliverables

- **6.1. BEEHIVE Labelization Procedure Guidelines:** approx. 20 p. document to stipulate the rules and regulations of the procedure; deadline for completion: 14th February 2019
- **6.2. BEEHIVE Label Promotional Event:** to be hosted by BINUS University, Indonesia in April 2019; at least 50 participants incl. from HEIs outside BEEHIVE; live streamed event; preliminary agenda
- **6.3. BEEHIVE Label Awards:** at least 3 HEIs in Indonesia and the Philippines to be awarded with the BEEHIVE Label during the project lifetime; deadline of completion: by 14th October 2019



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BEEHIVE Label's key features to discuss

- Awarding body
- Subject of certification
- Target groups
- Methodology and timeline of the certification procedure
- Criteria for certification
- Period of validity
- Visualisation



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BEEHIVE Label's possible problematic areas

- Operational and technical capacity, and credibility of the awarding body
- Predefined criteria for label award; principles of weighting and scoring, threshold of label award
- Transparency and accountability of the methodology and the label award procedure
- Mechanisms for reaching out to HEIs outside BEEHIVE, branding and promotion
- Funding during and beyond the project lifetime



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Thank you.

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