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

**Building Entrepreneurial Ecosystems to
Enhance Higher Education Value-Added for Better Graduate Employability
(BEEHIVE)**

6th PARTNER MEETING
9th - 12th April 2019

MINUTES

Venue: Universitas Bina Nusantara (BINUS), Jakarta, Indonesia
Attendees: see list attached

9th April 2019

1. Introduction to BINUS and the meeting agenda by Glory A. Guzman, Agung Hari Sasongko and Desman Hidayat, BEEHIVE team members and experts from BINUS.

Opening addresses by Dr Meyliana, S.Kom, MM (Vice Rector Global Employability & Entrepreneurship at BINUS University) and Dr Diah Wihardini, Director BINUS Global who greeted the meeting participants and welcomed them to Indonesia, Jakarta and the premises of the BINUS. Christina Armutlieva, BEEHIVE project coordinator thanked the representatives of BINUS for their hospitality and the continuous and proactive support and contribution to the BEEHIVE project progress and success. She also briefed the audience on the agenda of the four-day partner meeting.

2. BEEHIVE Label: presentation and discussion

The BEEHIVE label tool was introduced to the partners from the 5 PC HEIs by Prof. Gianfranco Vento from USGM, BEEHIVE expert from USGM. Prof. Vento made an overview of the BEEHIVE Label and the opportunities it creates to the universities that will apply to receive the BEEHIVE label (a copy of the presentation is attached). He also explained that in order for more universities from the Philippines and Indonesia to apply for it, the application process for obtaining the BEEHIVE Label had to be made as user-friendly as possible. Elfa Frið Haraldsdóttir, BEEHIVE project team member from RU briefed the partners on the selection criteria's

shortlisting and identification. Christina further explained the adjustments made to the final version of the BEEHIVE Label Application Form and the Labelization Guidelines document both of which had been uploaded and are available on the project website under a specific section in the main menu entitled BEEHIVE Label. During the project lifetime, at least 3 HEIs from Indonesia and the Philippines should go through the labelization procedure and receive the BEEHIVE Label. Christina strongly encouraged all 5 PC HEIs involved in BEEHIVE to apply the Label. Ideally, the first BEEHIVE Labels official award should take place during the final project meeting to take place in Manila in September 2019.

In connection with Delia Senoro's question related to the constellation of the BEEHIVE Label awarding body, Christina clarified that the certification procedure should always be processed by external experts. Therefore and as indicated in the project application form, during the project lifetime, when the 5 PC HEIs will engage in the piloting labelization procedure, the BEEHIVE Label awarding body will be comprised exclusively by European project team members and experts. For the purposes of the BEEHIVE Label sustainability after the project lifetime, the partners should consider the inclusion of experts from the 5 PC HEIs as well provided any lack of conflict of interest is avoided and the experts from Indonesia and Philippines could guarantee that they are not involved in a certification procedure of institutions they have vested interests at.

Prof. Yeoryios Stamboulis, BEEHIVE project team member from UTH outlined the importance of the credibility of the data that the applicant PC HEIs will provide in the application form. The provision of data that is not verified and correct could undermine the BEEHIVE Label's credibility too. In general, the project partners agreed with this, however it was also discussed that a certain level of trust should be established and that the BEEHIVE Label awarding body will approach and assess the applications based on the institutional data submitted and will not be assigned with a duty to check and verify this data. It was recommended that the BEEHIVE Label Application Form is signed by a person in charge authorized at the PC HEI to do so. Alessandra Pezzati from USGM confirmed that if any additional evidence to justify the provided data is deemed necessary, the BEEHIVE Label awarding body will be able to contact the applicant HEI to ask for it. Christina added the first and easiest way to check basic information submitted should be through links to the applicant HEI's website. As for the 5 PC HEIs involved in the project, in light of their proactive contribution to WPs 2, 3, 4 and 5 over the last 2,5 years, they should have the data collected through the application form already in place. Therefore for them, filling out and submitting the application form should be a straightforward and less time-consuming process.

3. BEEHIVE Label Promotional Event: rehearsal and final arrangements

The partners went through the BEEHIVE Label Conference's agenda and discussed step by step the event's final scenario and the consortium members' contributions to each conference topic and activity. Due to Prof. Vento's planned departure from Jakarta, the partners agreed to adjust the event's agenda and reschedule his BEEHIVE Label presentation for the morning session.

Christina outlined the importance of the upcoming BEEHIVE Label Conference for the purposes of project results' dissemination and exploitation outside the consortium. The BEEHIVE MOOC and the BEEHIVE Label are considered great project promotional tools since they have strong in-built mechanisms for dissemination due to their nature and format. Therefore, the BEEHIVE Label Conference scheduled for the next day is crucial for reaching out to project secondary target group audiences such as PC HEIs in Indonesia and the Philippines, which are not members of the project consortium, HE policy makers and practitioners as well as PC HEIs' business

partners. Glory and Agung briefed the partners on how they, together with the colleagues from UI, had proceeded with the BEEHIVE Label Conference announcement and invitations circulation. Both BEEHIVE partners in Indonesia had contacted a high number of HEIs, partner organizations and HE experts in Jakarta and beyond. As a result, approx. 30 external stakeholders had confirmed their participation and beyond that many other external stakeholders located across Indonesia will follow the live-streamed event online. In addition, the partners in the Philippines confirmed that the earlier circulated live-stream link had been shared with numerous primary and secondary target groups' members and that the event will be followed in the Philippines both at the 3 PC HEIs in BEEHIVE as well as at partner HEIs of theirs.

4. Visit to UI Center for Entrepreneurship development and Studies. Meeting with students from BEEHIVE Accelerator at UI Depok

10th April 2019

1. BEEHIVE Label Conference

Opening address by BINUS University senior management team. Christina welcomed the conference participants and thanked them for their attendance and interest to the project. She made a short overview of the Erasmus+ programme, the CBHE projects' objectives and the BEEHIVE project in particular (a copy of the presentation is attached). Following that, each of the 5 PC HEIs' institutional coordinators presented shortly their institutions, institutional involvement in the BEEHIVE project as well as the benefits the project had brought to them in terms of improved entrepreneurial ecosystems and enhanced university competitiveness.

The conference continued with Prof. Vento's presentation of the BEEHIVE Label tool, its objectives, criteria, and benefits for the awarded HEIs (a copy of the presentation is attached). His presentation was followed by a round-table discussion with the present external stakeholders on good practices in supporting student entrepreneurship and in building university entrepreneurial ecosystems. A case-study on BINUS experience in stimulating student entrepreneurship was made (a copy of the presentation is attached). Mary Ryan from WestBIC and Diane Eustaquio from IdeaSpace shared good practices of non-academic institutions aiming to support HEIs and student entrepreneurship in Ireland and the Philippines (copies of the presentations are attached). Typically, young people's career choices in the Philippines are influenced by their families encouraging them to become employees rather than employers and entrepreneurs. Further discussions on the entrepreneurial cultures in place in the 2 Partner Countries in BEEHIVE as well as on the level of sustainability of start-ups supported by WestBIC and IdeaSpace was made.

On behalf of State Islamic University in Indonesia, a question about the BEEHIVE MOOC as a tool for student entrepreneurship support was raised. Dr Sheryl Satorre from UC explained how the BEEHIVE MOOC was integrated into UC's entrepreneurship curriculum and how students who have successfully completed the BEEHIVE MOOC can get these results recognized at UC as part of their study in entrepreneurship.

During the lunch break, a cultural programme, namely a performance from Eco and Friends Live Music Group was offered to the conference participants' attention.

In the afternoon session, Prof. Skayannis from UTH made a presentation on the topic of "The University of the Future: the Entrepreneurial University Concept", where the importance of

entrepreneurship and leadership in academic settings was discussed (a copy of the presentation is attached). In addition, Prof. Marina Candi and Elfa from RU shared the BEEHIVE consortium's experience, stats, good practices and lessons learned from the BEEHIVE MOOC piloting initiative (a copy of the presentation is attached).

2. Programming of the final project meeting

The 4-day final project meeting will be hosted by Mapua University in Manila, Philippines and will be combined with the International BEEHIVE Pitch Event (deliverable 5.4 in the application form). For starters, Delia briefed the partners on the possible university venues for the event (in Manila or Makati) that Mapua is considering at this stage. She also covered various meeting practicalities incl. logistics, possible accommodation choices for students and staff, meals, event promotion and involvement of external stakeholders. It was agreed that Sunday, 8 September will be a day of arrival and Friday, 13 September will be departure day. The 4-day meeting agenda will include 2 days (Monday and Tuesday) dedicated to preparation, rehearsal, cluster pitching and shortlisting of final nominees to pitch and present in the framework of the large-scale International Pitch Event scheduled for 11 September, Wednesday. The latter will be attended not only by all BEEHIVE students and staff present but also by at least 40 relevant external stakeholders, incl. investors, business angels and representatives of business companies, associations, chambers of trade. During the last meeting day, Thursday partners will discuss and deal with project management and reporting matters and will have a specific project sustainability session.

The partners discussed that in total 50 business start-up ideas of individual students and/or student teams will take part in the International Pitch Event and the final project meeting. In this sense, each of the 5 PC HEIs has to bring 10 students (1 student per business start-up idea originally selected to take part in the piloting BEEHIVE Accelerator Programmes at the 5 PC HEIs). Diane explained that the teams should have 4 minutes to present on stage and no more than 10-15 minutes in total should be given per idea or team (4 minutes pitching and approx. 10 min. of Q&A session with the judges). Mary Ryan emphasized that each group should be given equal amount of time and the main guidelines (bullet points) should be prepared in advance for the judges. It was also suggested that each student and/or student team could be asked to prepare a poster to present their business start-up idea.

11th April 2019

1. BEEHIVE Accelerators' progress and operation at the 5 PC HEIs

Nurul Safitri from UI presented the BEEHIVE Accelerator programme at the institution (a copy of the presentation is attached). She explained that the whole acceleration process will take approx. 6 months including the student selection stage. Nurul also mentioned that there are over 70 students representing the 30 shortlisted business ideas at UI to join and complete the BEEHIVE MOOC by June 2019. The Demo Day at UI will take place in the course of August 2019 and all related evidence will be collected. The 10 best student start-up ideas identified and supported through the BEEHIVE Accelerator Programme at UI will be presented at the International Pitch Event in September 2019 in the Philippines.

Glory and Agung from BINUS University presented the project progress in WP5 at the university (a copy of the presentation is attached). The students' socialization for the purposes of the acceleration programme in BINUS had just started and in the course of 2 days, 150 students had been socialized at the planning stage. Glory explained that the intensive mentoring sessions will start in May 2019. The BEEHIVE project team at BINUS will have initially selected 50 student

business start-up ideas and then among those 50 ideas, judges appointed by BINUS will shortlist the best 20 ideas. Finally, from those 20 student business start-up ideas, the BINUS project team will identify and select the 10 best ones to be presented at the International Pitch Event in the Philippines. The sustainability and continuous implementation of the BEEHIVE MOOC and BEEHIVE Accelerator Programme after the project end was reaffirmed by the partners from BINUS.

Marthinson Villanueva from Mapua focused on highlights of the BEEHIVE Accelerator Programme at the university (a copy of the presentation is attached). The programme was officially launched in March 2019 during Mapua University Week themed *Excellence. Innovation. Value*. The event was joined and co-facilitated by Idea Space experts too. The BEEHIVE Accelerator is based at Mapua's campus in Makati which also hosts the business and management faculty and programmes. The following BEEHIVE Accelerators' roadmap had been approved and is being implemented at Mapua: i) Registration period: March -April 2019; ii) BEEHIVE Accelerator Programme: May - August 2019.

The BEEHIVE Accelerator Programme's implementation at SLU was presented by April M. Gumnad (a copy of the presentation is attached). April described in detail the project learning journey her institution and faculty had gone through between November 2018 and April 2019. In total, 11 student business start-up ideas had been selected to take part in SLU's piloting BEEHIVE Accelerator Programme. The Demo Day at SLU is scheduled for 7 May 2019 and its agenda includes pitch talks, announcement of winners and start-up dating with investors.

Finally, Sheryl Satorre from UC presented the BEEHIVE Accelerator Programme at her institution. She described in detail the UC BEEHIVE Accelerator Model that includes 3 stages, namely pre-acceleration (approx. 2-month long, acceleration (3-month long) and post-acceleration. At the pre-acceleration phase and with the help and involvement of external judges as well, in total 10 student teams' business start-up ideas had been selected. This way, they got access to UC' BEEHIVE acceleration stage whose agenda includes, inter alia, on boarding sessions, a boot camp, learning sessions, prototype checking and monitoring as well as the final Demo Day. The latter is scheduled at UC for 7 July 2019.

2. Project management panel

Christina presented a summary of the BEEHIVE project advance payments carried out in the consortium so far based on reporting documentation received and analyzed at VUM. She reminded the partners of the 10% rule applicable in case of possible transfers between the different headings. She also clarified that so far many of the partners had generated savings in the budget headings of travel costs, costs of stay and equipment. In the respect, it is very important that the 10% rule is strictly followed by all partners concerning the staff costs' heading where to most partners would probably intend to transfer funds from savings made in the other headings. It is also important that at this stage the partners stick with their originally approved institutional budget as per the Partnership Agreements signed. Christina also took the chance to remind the partners on the project financial documentation that needs to be collected and sent to VUM until October 2019 for the purposes of project final reporting and auditing. She emphasized that no project payments could be made after 14 October 2019 when the project will officially end.

Finally, she guided the project partners through the list of minimum reporting documents and evidence to be collected, collated and sent to VUM for the purposes of project reporting in the development WPs 4, 5 and 6. Each project event organized at institutional, national or international level should be supported by sufficient evidence such as event agenda, signed

attendance lists, minutes, presentations and photos as well as videos, podcasts and press releases whenever relevant.

In WP5, the partners should collect and forward to VUM reflections and feedback from each of the minimum 50 selected student business start-up ideas' representatives. The students' reflections and feedback on their experience and learning journey during BEEHIVE Accelerator Programme will be attached to the online logbooks to be published on the project website. The online logbooks' student contribution could take any format incl. essays, articles, videos, podcasts etc. For the purposes of data protection, each BEEHIVE Accelerator Programme's student feedback (at least 10 per PC HEI, 50 in total) should be accompanied by a declaration of consent authorizing the consortium to share this information and files on the project website.

Finally, concerning WP6 the partners agreed to update the labelization guidelines in line with the discussions during the first 3 meeting days. The amendments will be introduced by the partners at USGM that is WP6 leader. Each of the 5 PC HEIs should plan and organize a BEEHIVE Label promotional campaign/event(s) to spread the word about this tools internally and externally. Finally, Delia asked Christina to clarify who should sign the BEEHIVE Label Application Form to be submitted by the PC HEIs. Christina confirmed that it is up the PC HEIs to decide, in any case this should a person who is authorized to do so according to the internal institutional rules and regulations.

3. Visit to BINUS Entrepreneurship Center. Meeting with students from the BEEHIVE Accelerator at BINUS Bekasi

12th April 2019

1. The BEEHIVE project beyond October 2019: project sustainability workshop

The workshop started with a presentation from a representative of the Apple Developer Academy at BINUS who shed light on the Academy's main objectives and activities. Subsequently, Christina proceeded with an introductory presentation on the topic of BEEHIVE project sustainability planning (a copy of the presentation is attached). She clarified some basic terms and suggested a list of possible project results to sustain beyond the project life time. Based on this, the consortium members split into four teams to work on the project's Sustainability Plan's different domains and later on reported on the results of their brainstorming group sessions.

2 Planning of the upcoming BEEHIVE Accelerators' Meeting in May 2019

The exceptional meeting for which the consortium had received specific prior authorization from EACEA to organize and hold in May 2019 will be hosted by UC in Cebu City, Philippines in the period of 20-23 May 2019 (20 May: arrival day, 21 - 22 May: work day, 23 May: departure day). The meeting will be attended by 2 representatives from each of the 5 PC HEIs and from VUM, the project coordinating institution. The BEEHIVE Accelerators' Meeting's tentative agenda covers progress reporting on each of the 5 established BEEHIVE Accelerators' operation and management, detailed planning and finalization of the International Pitch Event, visit to UC BEEHIVE Accelerator and exchange of good practices established at UC, meeting with UC BEEHIVE Accelerator students.

2. Delivery of certificates

3. Project networking in the framework of a joint tour around Jakarta.