

## Projet Erasmus+ Yabda

**Strengthening of relations between higher education and  
the wider economic and social environment**

**586418-EPP-1-2017-1-MA-EPPKA2-CBHE-JP**

### WP2

### R2.4 Yabda Communities



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## 1. Introduction

This report presents the establishment and development of YABDA Facebook Communities. These communities are a source of information on Yabda tools and events and support the Yabda networks that were built during the first tasks of the Yabda project. They are a place where the Yabda partners, workshop participants, students, trainers and the public, share ideas, news and experiences on entrepreneurship opportunities in universities. Till the end of the project, a number of Facebook Yabda Communities was created, with around 1000 Facebook followers and 500 members, and they have a vivid and active participation when it comes to Facebook posts, likes and shares.

## 2. The Yabda Communities

The Yabda Communities were, and still are, a source of information on Yabda tools and events and support the Yabda networks that were built during the first tasks of the Yabda project. They are a place where the Yabda partners, workshop participants, students, trainers and the public, share ideas, news and experiences on entrepreneurship opportunities in universities.

The Yabda Communities were developed through Facebook and worked as a complementary dissemination tool for the Yabda Project as a whole and will continue exploiting the project results even after the completion of the project.

The Yabda Community would start as a Facebook community, linked to the Universities and Yabda project website pages. Facebook is widely used in partner universities as the main tool of communication between academic staff and students and university and students. Therefore, it was expected that it would reach more audience, easily and without cost. Followers were encouraged to participate in the Yabda Community available through the Yabda site.

## 3. Mission

The aim of the Yabda Community is to be a source of information about Yabda tools and events and support the Yabda networks that would be built during Work Package 3. Additionally, they would create a vibrant community that would share ideas, news and experiences about entrepreneurship opportunities in the Universities and beyond.

## 4. Implementation

Each partner University was expected to develop one Yabda Facebook community. These Communities worked as a complementary dissemination method to the Yabda Community that will publicize the project as a whole. The Yabda Entrepreneurship Centres, created in Work Package 2, Result 2.1, supervise the operation of the Communities through their operation activities. The partner responsible for their creation and operation was UAE, with the contribution of all partners.

The Yabda Communities were supported by the participants of the Yabda workshops from Project Result 2.3. They were expected to support and disseminate the community by following the Facebook page and becoming members to the community group.

The Yabda Communities on Facebook, can be accessed through the following Facebook links:

<https://www.facebook.com/Yabda-community-117730314943901/>

<https://www.facebook.com/YabdaProject/>

<https://www.facebook.com/projetyabda>

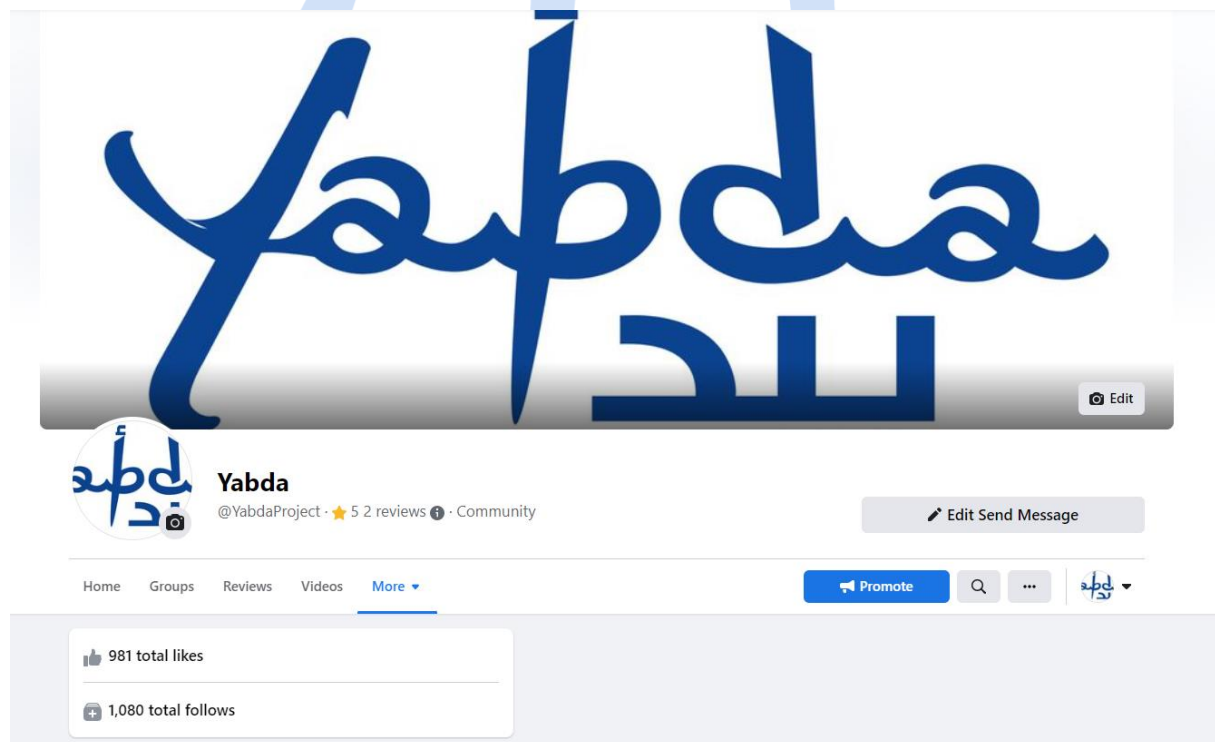
<https://www.facebook.com/groups/2431760343571335>

## Facebook Page Yabda

The Facebook page “Yabda” is the central Facebook page of the Yabda Project and the main medium through which, the partners of the Project disseminated their activities and events. It is also the core of the Yabda Communities.

It can be accessible through the link below and it is open and public for all those interested in the project’s past activities and its results.

<https://www.facebook.com/YabdaProject/>



The Yabda Facebook page counts a total of **981** likes and **1080** total follows from Facebook users.

The Yabda Facebook page was created on 4<sup>th</sup> May 2019 and there has been as significant number of Facebook posts from all University partners during the project’s lifespan.

On the Yabda Facebook Page, partners uploaded photos from their activities concerning the project, videos from those same activities, they communicated information about events and training workshops, press mentions, prizes won and networking achievements. In total, there are more than



349 photos uploaded on the page from the project's kick off meeting and the rest of the project meetings, as well as the training sessions in entrepreneurship in all partner Universities in Morocco, Tunisia and Algeria.

Yabda

Επεξεργασία για "Send Message" Προώθηση

Albums > All albums

All albums + Create Album

<b>Timeline photos</b> 81 items	<b>Instagram Photos</b> 0 items	<b>journée d'étude nationale sur l'état du partenariat entre l'univ</b> 8 items	<b>Mobile uploads</b> 11 items	<b>Untitled album</b> 6 items
<b>projet Erasmus + "Yabda"</b> 14 items	<b>Clôture de la 3ème session des formateurs et administrateurs</b> 9 items	<b>Session 3 Formation des formateurs (centre YABDA) Université Bli</b> 6 items	<b>3ème round de formation de formateurs projet yabda Uh2c</b> 7 items	<b>formation des ATS</b> 5 items



Yabda's albums

**Yabda Project Kick-off Meeting, UH2C, Casablanca, Morocco**

Yabda Project Kick-off Meeting, 13-14 February 2018, Hassan II University of Casablanca, Morocco

15 Φεβρουαρίου 2018

[Add Photos/Videos](#)

7 1 κοινοποίηση

Μου αρέσει Σχόλια Κοινοποίηση

The first post on the Facebook page was about the kick off meeting. There have been 67 photos uploaded from the Yabda Project Kick-off Meeting, on the 13-14 February 2018 by Hassan II University of Casablanca, Morocco. The post was made on February 15<sup>th</sup>, 2018, and it has been shared by 1 person and has 7 likes. The Facebook is also connected with YouTube, making videos connected to the project available to the page's followers.



There has been a total of 4 videos uploaded on the Yabda Facebook page.

Three of them are a series of videos shared as lives from Zoom webinars called Axis 1, 2 and 3.

Axis 1: Promotion of Entrepreneurship, was shared on Facebook on January 20, 2021. It was a webinar moderated by Pr. Anas KETTANI from UH2 Morocco and with Dr. Hacene HADJADJ (UC3 Algeria), Mohamed BELHAJ (US Tunisia), Pr. Irini VOUDOURI (AUEB Greece), Pr. Khalid EL OUAZZANI (UH2C Morocco) and Pr. Olivier LISEIN as speakers.



Most popular



Yabda Webinaire: Axe 1 : Promotion de L'entrepreneuriat

Mercredi 20 Janvier 2021 Axe 1 : Promotion de L'entrepreneuriat Modérateur : Pr. Anas KETTANI (UH2 Maroc) Intervenants : - Dr. Hacene HADIADJ (UC3 Algérie) : "La promotion de l'esprit entrepreneurial dans les universités algériennes" - Mohamed BELHAJ (US Tunisie) : "Le Pôle Étudiant Entrepreneur ; Lieu de..."

40

35 comments 62 shares

It has 40 reactions (likes, loves, wows). It has 35 comments and more than 4k views. It has reached almost 11.3k people and has a total of 267 reactions, comments and shares.



Yabda was live.

Published by Vassiliki Chatzipetrou ·  
20 January 2021 ·

Yabda Webinaire: Axe 1 :  
Promotion de L'entrepreneuriat

Mercredi 20 Janvier 2021...

See more

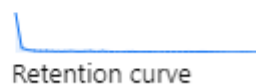
40

35 comments 3.9K views

11.3K  
People reached

267  
Reactions, comments and  
shares

4K  
3-second video views





Axe 3 : Innovation entrepreneuriale

a year ago · 863 views

You and 16 others



Axe 2 : Mécanismes pour la création  
des start-ups au Maghreb : législatio...

a year ago · 1.7K views

You and 30 others

The second webinar that was livestreamed on facebook was Axis 2: Mechanisms for the creation of start-ups in the Maghreb: legislation and financing, on Thursday 21 January 2021. The Moderator was Pr. Hadjira BENOUDNINE (UMAB Algeria) and speakers included Pr. Hajer CHAKER BEN HADJ KACEM (UTEM) , Pr. Moha AROUCHE (UH1 Morocco), Pr. Mohamed BOUROUBA (UB1 Algeria), Dr. Fateh KEZZIM (UB2 Algeria) and Vassilki Chatzipetrou (ReadLab Greece).

The video was livestreamed and it has reached around 5.9k people, has received a total of 214 reactions (28 of which are comments and 31 likes and loves).

Yabda was live.  
Published by Vassiliki Chatzipetrou ·  
21 January 2021 ·

**Axe 2 : Mécanismes pour la  
création des start-ups au Maghr...**

Jeudi 21 Janvier 2021...  
See more

31 28 comments 1.6K views

5.9K  
People reached

214  
Reactions, comments and  
shares

1.7K  
3-second video views

Retention curve

The Yabda Facebook page went life once again on 22<sup>nd</sup> January 2021 with the webinar Axe 3: Entrepreneurial Innovation. This third live video reached a total of 2.4k people and has received 70 reactions, out of which, 17 are loves and likes and 21 are comments.





Yabda was live.

Published by Vassiliki Chatzipetrou ·

22 January 2021 ·

## Axe 3 : Innovation entrepreneuriale

17

21 comments 863 views

2.4K  
People reached

70  
Reactions, comments and  
shares

863  
3-second video views

Retention curve

All university partners were quite active on the Yabda Facebook page, each one sharing their workshops, information about the progress of the Entrepreneurship Centres as well as the project meetings.

The first posts that were made on the Facebook page, had very few interactions and reactions which started escalating upwards as the Facebook page was shared by the partners and the page continued showing a steady updating profile.

The average number of people who have reached the Yabda Facebook pages is around 300 views. The following posts are the ones that exceeded the average reach of the rest of the posts on the page. These are:

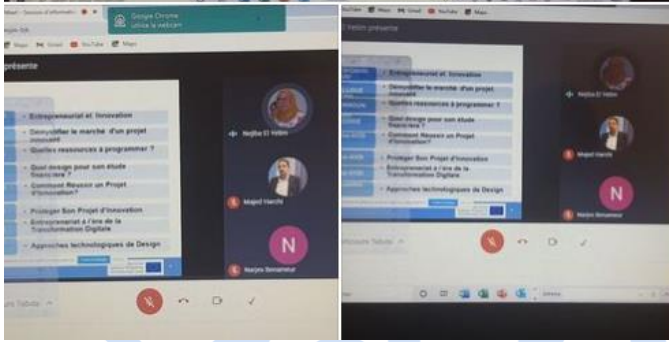
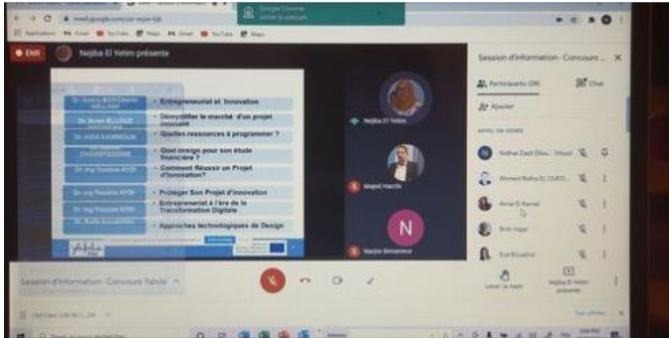


Published by Mk Larba [?] · 2 March 2021 ·

Projet Erasmus+ Yabda

« Renforcement des relations entre l'enseignement supérieur et l'environnement socio-économique »

Vous avez une idée innovante ou un projet de... See more



1,915 People Reached

25 Reactions, comments & shares

13 Like	9 On post	4 On shares
5 Love	3 On post	2 On shares
0 Comments	0 On Post	0 On Shares
7 Shares	3 On Post	4 On Shares

34 Post Clicks

13 Photo views	0 Link clicks	21 Other Clicks
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NEGATIVE FEEDBACK

0 Hide post	0 Hide all posts
0 Report as spam	0 Unlike Page

Reported stats may be delayed from what appears on posts



Published by Mk Larba [?] · 21 September 2021 ·



2,946 People Reached

26 Reactions, comments & shares

19 Like	15 On post	4 On shares
4 Love	4 On post	0 On shares
0 Comments	0 On Post	0 On Shares
3 Shares	3 On Post	0 On Shares

95 Post Clicks

25 Photo views	0 Link clicks	70 Other Clicks
----------------	---------------	-----------------

NEGATIVE FEEDBACK

0 Hide post	0 Hide all posts
0 Report as spam	0 Unlike Page

Reported stats may be delayed from what appears on posts



**Yabda**  
Published by Abdellah Bakhouji [?] · 25 September 2021 ·

**Présentation du Centre Yabda – UB2**

Le centre Yabda de l'université Blida 2 – LOUNICI Ali se situe à 3km de l'entrée principale de l'université. Pour y accéder, nous devons emprunter la voie gauche et trouver le bâtiment A, sous-jacent à la faculté des Lettres et des Langues.... See more

www.univ-blida2.dz

+17

**1,058** People Reached

**12** Reactions, comments & shares

<b>9</b> Like	<b>4</b> On post	<b>5</b> On shares
<b>2</b> Love	<b>1</b> On post	<b>1</b> On shares
<b>0</b> Comments	<b>0</b> On Post	<b>0</b> On Shares
<b>1</b> Shares	<b>1</b> On Post	<b>0</b> On Shares

**121** Post Clicks

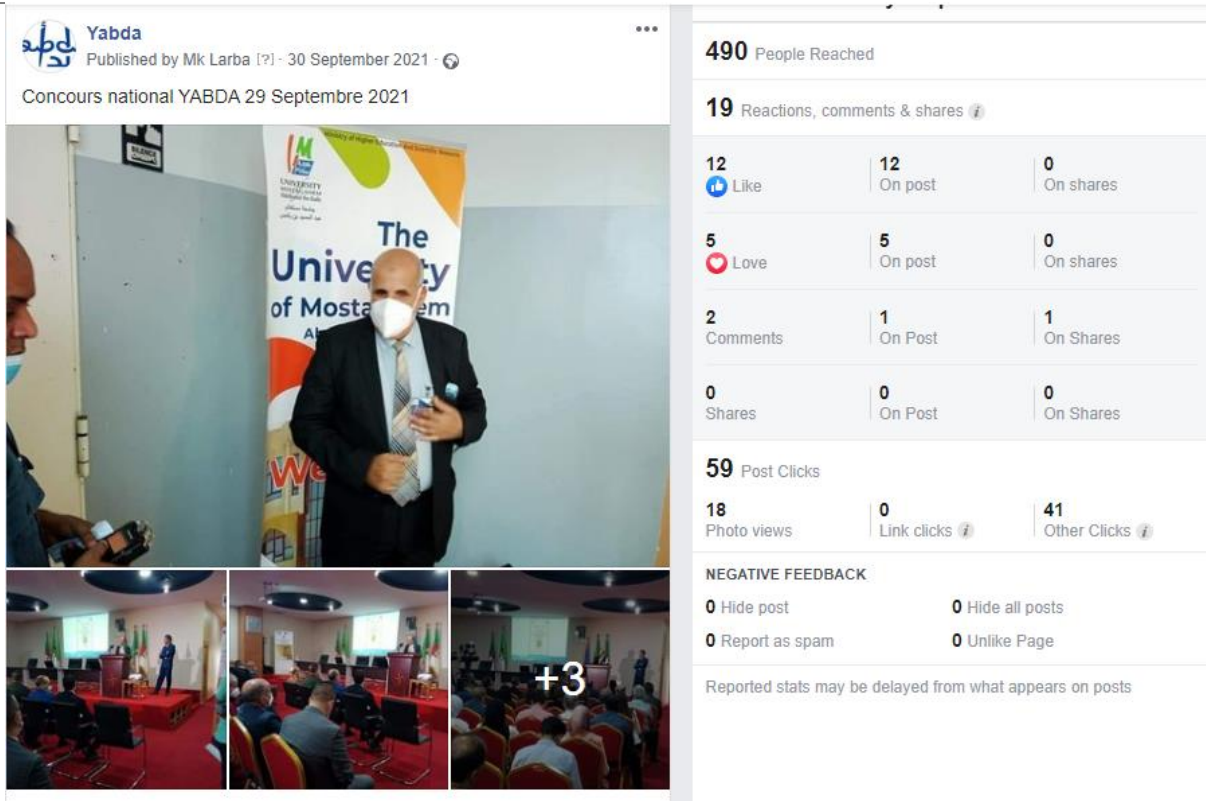
<b>12</b> Photo views	<b>0</b> Link clicks	<b>109</b> Other Clicks
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**NEGATIVE FEEDBACK**

<b>0</b> Hide post	<b>0</b> Hide all posts
<b>0</b> Report as spam	<b>0</b> Unlike Page

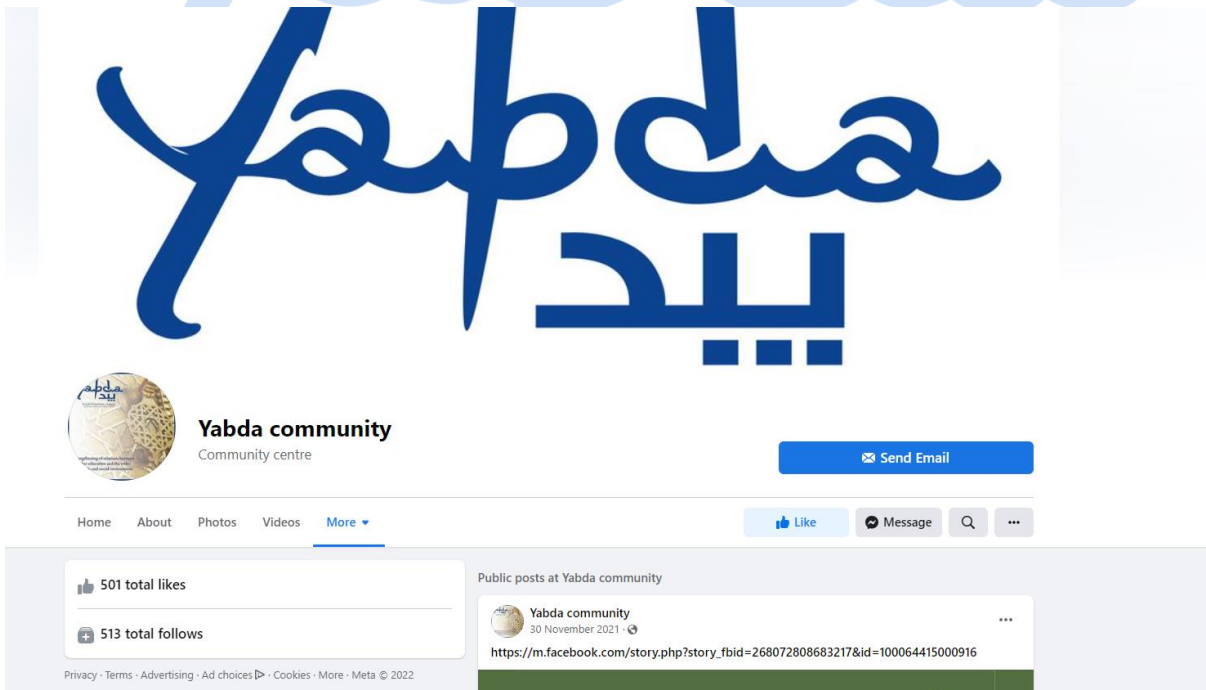
Reported stats may be delayed from what appears on posts





The Yabda Community Facebook page

<https://www.facebook.com/Yabda-community-117730314943901/>



An additional Yabda Facebook page, dedicated to a Yabda community was created



The community is proclaimed as a self-sustaining, cohesive, inventive, bold and well-connected entrepreneurial community, which is the key to successful entrepreneurial ecosystems.

The Yabda Community Facebook page has a total of **502** likes and is followed by **514** people. It is an open and public community facebook page available to all facebook users with an interest in the project.

The Yabda Community Page shared information about the meetings and the training workshops organized by the parter universities.



Post from 29 July, 2021:

Yabda community posted 4 photos.  
29 July 2021 · 🌐 · 📍

Meeting du comité de pilotage du projet dans le cadre du projet Yabda ERASMUS+ qui répond au fort besoin de renforcement des liens entre la communauté universitaire et l'environnement socio-économique.

📍 Université de Constantine 3 Salah Boubnider, 🇩🇿

#yabdaproject#yabdacomunity#projetyabda#erasmus#startup#projectideas#innovation#newideas#projectmanagement#yabdaprojectmanagement#startupmorocco

👍❤️ 4

👍 Like    💬 Comment    ➦ Share

Meeting of the steering committee of the project in the framework of the Yabda ERASMUS+ project in University of Constantine 3 Salah Boubnider.

Post from 29 July, 2021:



Yabda community posted 3 photos.  
29 July 2021 · 🌐 · 🌐

Le centre d'entrepreneuriat Yabda de l'université Batna1 a pris l'initiative d'organiser une journée d'étude nationale sur l'état du partenariat entre l'université et le secteur agricole. 🇲🇦

#yabdaproject#yabdacommunity#projetyabda#erasmus#startup#projectideas#innovation#newideas#projectmanagement#yabdaprojectmanagement#startupmorocco



The Yabda entrepreneurship centre at Batna University took the initiative to organise a national study day on the state of the partnership between universities and the agricultural sector.



Post from 24 September, 2021:

Yabda community is 🥳 feeling delighted in Mostaganem, Algeria.  
24 September 2021 · 🌐

Sélection nationale (Algérie)  
Concours ERASMUS + Yabda  
le 29 septembre 2021 à Mostaganem  
#erasmus #erasmusplus #yabda #entrepreneurship #entrepreneuriat #innovation  
#EuropeanUnion #algerie #ub1 #bouroubamohamed

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UNIVERSITY  
Abdelhakim El-Mechaieq  
MOSTAGANEM

برنامج يبدأ

586418-EPP-1-2017-1-MA-EPPKA2-CBHE-JP

التصفيات النهائية للمنافسة الوطنية  
لأفضل مشروع ناشئ يبدأ  
في الجزائر

مستغانم، الجزائر  
29، 2021  
سبتمبر  
على الساعة  
التاسعة صباحا  
09:00

الشركاء

11 2 shares

ERASMUS + Yabda competition, Algeria's prize



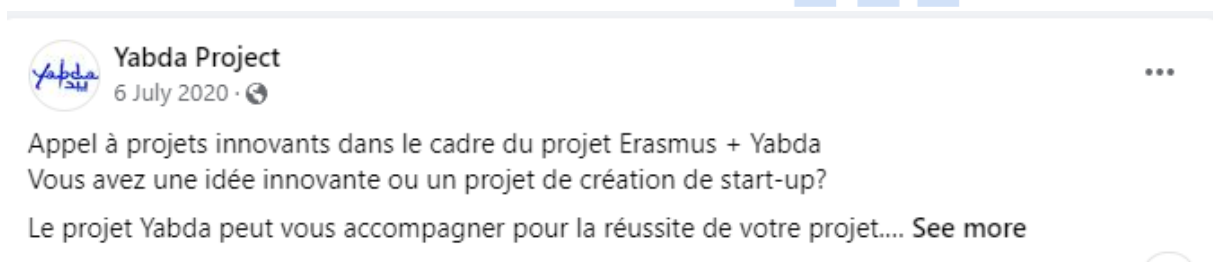
## Yabda Project Facebook Page

The third Facebook Yabda Project page was created as an additional Facebook Community by the partners and it has a total of **165** likes and **169** follows. This page was created on July 6<sup>th</sup>, 2020.

<https://www.facebook.com/projetyabda>



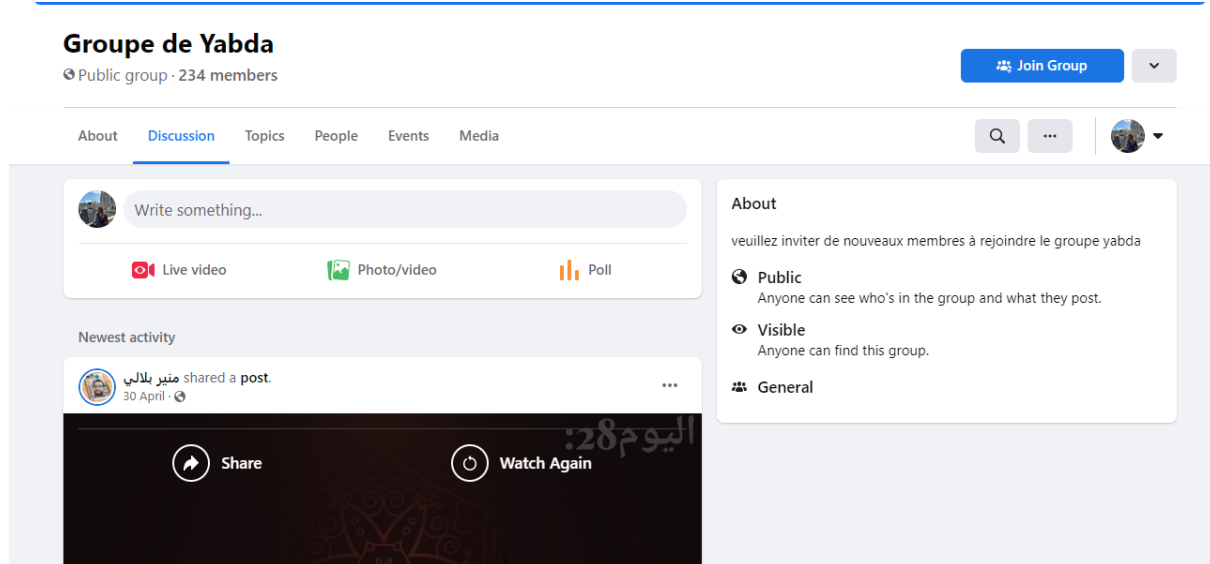
Through its posts, the page called for those with innovative ideas or a project idea to create a start-up and made known that the Yabda project can help those with innovative ideas to make their project a success.



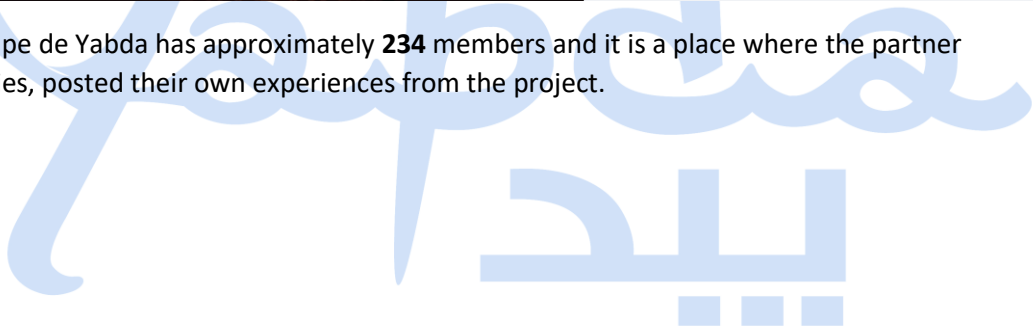
## Groupe de Yabda

Group de Yabda, in English Yabda Group, is a public group on Facebook dedicated to the Yabda Project. It is accessible through the following link and its posts are public and open to all Facebook users whether they are part of the group or not.

<https://www.facebook.com/groups/2431760343571335>



The Groupe de Yabda has approximately **234** members and it is a place where the partner universities, posted their own experiences from the project.



Post from 30 May 2021:

Majed Herchi shared a post.  
30 May 2021 · 🌐

**خوذ فرصتك 27 ماي 2021**  
**لدكتورة نجية اليتيم**  
**دكتورة في الطرق الكمية عن جامعة المنار**  
**//BOOT CAMP //CONCOURS YEBDA**

**إذاعة الشباب**  
بودكاست

Radio Jeunes Tunisie (Page officielle) ✓  
Tunisia state-controlled media · 29 May 2021 · 🌐

خوذ فرصتك 27 ماي 2021  
الدكتورة نجية اليتيم  
دكتورة في الطرق الكمية عن جامعة المنار //BOOT CAMP //CONCOURS YEBDA

Take your chance 27 May 2021  
Dr. Najiba the orphan  
Ph.D. in Quantum Methods from Al-Manar University //BOOT CAMP //CONCOURS YEBDA

🔧 · Hide Translation · Rate this translation

👍❤️ 3      2 comments 1 share · Seen by 55

*BOOT CAMP //YABDA Competition*



Post from 4 April 2021:



*Constantine University 3 organizes a training course on the sense of entrepreneurship in partnership with the National Agency for Entrepreneurship Support and Development*





## 5. Conclusion

The Yabda Facebook Communities were created with the purpose of being a source of information about Yabda tools and events that took place during the project. It was a medium through which, the Yabda networks that were supported and maintained by continuous engagement, posts, reactions, shares, likes and comments. They are also a space for a vibrant community that shares ideas, news and experiences about entrepreneurship opportunities in the Partner Universities as well as out of them. They were vital in promoting the Yabda competition and prizes and were important in engaging with people that had innovative ideas they wanted to share by disseminating the call for proposals for people with the idea of starting their own start up.

As the Yabda project comes to an end, the Facebook Communities will continue existing and their content will be freely and widely available to the public, thus contributing to the exploitation of the project results and maintaining the networks that were created among the partner Universities and beyond.

