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5.1
DISSEMINATION AND EXPLOITATION PLAN

YABDA

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

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Introduction

The Plan aims at:

- The effective communication of the project results in an audience-friendly manner. For this reason, it will clearly identify the target-group of each dissemination activity.
- the stakeholders targeted per result to be exploited,
- the exploitation techniques, and
- An analysis of the fit between these results, the needs and requirements of the stakeholders, and the exploitation methods.

Timetable of the Work Package 5

N°	Tasks and Deliverables	Resp.	Due date
Task 1	**Dissemination and exploitation strategy**	**AMU**	
R5.1	Dissemination Plan	AMU	M3
Task 2	**Targeted dissemination activities**	**AMU**	
R5.3	Portfolio of dissemination material	AMU	M6
R5.4	Yabda national conferences	UC3	M24
R5.5	Yabda policy briefs	UH1/UB1/UC3	M24 and 36
R5.6	Yabda infodays (regional/local impact)	US	M29
R5.7	Yabda International Conference and Yabda prize award	UCA	M36
Task 3	**Yabda web presence and OER**	**ReadLab**	
R5.2	Yabda website	ReadLab	M3

1. Dissemination

1.1. Definition

Erasmus + Programme Guide :

"Dissemination is a planned process of providing information on the results of programmes and initiatives to key actors. It occurs as and when the result of programmes and initiatives become available. In terms of the Erasmus+ Programme this involves spreading the word about the project successes and outcomes as far as possible. Making others aware of the project will impact on other organisations in the future and will contribute to raising the profile of the organisation carrying out the project. To effectively disseminate results, an appropriate process at the beginning of the project needs to be designed. This should cover why, what, how, when, to whom and where disseminating results will take place, both during and after the funding period."

1.2. Aims

Dissemination will follow the project results and will be structured as follows:

•Preparation stage: a major part of the stakeholders will be reached: the Gap analysis will involve intra-institutional target groups and the Yabda Guide of Best Practices will be extensively disseminated to all major stakeholders, introducing them to the project objectives and to the excellence it seeks to achieve. The Yabda MOOC and Institutional strategies will reach potential end-users, potential funders, higher education academic, administrative and technical staff, local/regional/national policy-makers, researchers, students' unions, etc.

•Setting-up the Yabda ecosystem: dissemination will mainly address intra-institutional actors. In addition, the Yabda Train the Trainers programme, updated MOOC and Guide will be extensively disseminated at all actors at all levels. A national conference organized in each Partner University country will bring together potential end-users, entrepreneurs and companies from all sectors and levels, higher education academic, administrative and technical staff, local/regional/national policy-makers, funding organizations, researchers, NGOs, youth organizations, students' unions, etc.

•Mainstreaming the Yabda ecosystem: The Yabda Training Programme will be extensively publicised in order to ensure its sustainability after the end of the project. Infodays will be organized by all partners for the promotion of entrepreneurship learning and the sustainability of the Training Programme. They will focus on regional/local reality with the aim to involve regional officers, investors and corporates to create stronger local ecosystems. Policy-briefs will be sent to policy-makers at all levels. An international conference at the end of the project, were the Yabda award will be presented, will aim at the project sustainability.

•After the project ends: Dissemination will continue by all partners for the Yabda Guide, Training Programme, Hub and Prize to be sustained and exploited in the Maghreb region and beyond.

1.3. Target audience

Dissemination activities will mainly target the following groups:

- Key socio-economic actors, including private companies and state organizations at all levels that can contribute to the sharing experiences and best practices, mentoring, funding of innovative projects, commercialization and spin-offs.

- policy-makers who can turn into concrete policy initiatives the Yabda outcomes and knowledge for overcoming the obstacles innovative staff, researchers and students face in pursuing an entrepreneurial journey,
- Intra-institutional actors: the ownership, support and mobilization of the entire university ecosystem is very important for successful capacity-building and at the centre of the Yabda project.
- Potential end-users in the Partner Universities and the whole Maghreb region.
- Press, media, students' unions, youth organizations and the public.

Particular emphasis will be paid to connecting regional officers, investors and corporates to create stronger local ecosystems.

1.4. Dissemination tools

Dissemination tools will include:

- **Graphic identity: Yabda and Erasmus+ logos**

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Erasmus + Programme Guide:

"VISIBILITY OF THE EUROPEAN UNION AND OF THE ERASMUS+ PROGRAMME

Beneficiaries shall always use the European emblem (the 'EU flag') and the name of the European Union spelled out in full in all communication and promotional material. The preferred option to communicate about EU funding through the Erasmus+ Programme is to write 'Co-funded by the Erasmus+ Programme of the European Union' next to the EU emblem.

Examples of acknowledgement of EU funding and translations of the text are available at http://eacea.ec.europa.eu/abouteacea/visual-identity_en

The brand name of 'Erasmus+' shall not be translated.

Guidelines for beneficiaries on the use of the EU emblem in the context of EU programmes are available at http://ec.europa.eu/dgs/communication/services/visual_identity/pdf/use-emblem_en.pdf "

- **Disclaimer**

According to the "guidelines for the use of the grants" p.7:

Any publication or video should mention the following sentence:

"This project has been funded with support from the European Commission. This publication [communication] reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein"

For other official EU language versions, please consult the following website: http://ec.europa.eu/dgs/education_culture/publ/graphics/beneficiaries_all.pdf

- **Layout of the documents**

All documents (except drafts) should follow the following layout:

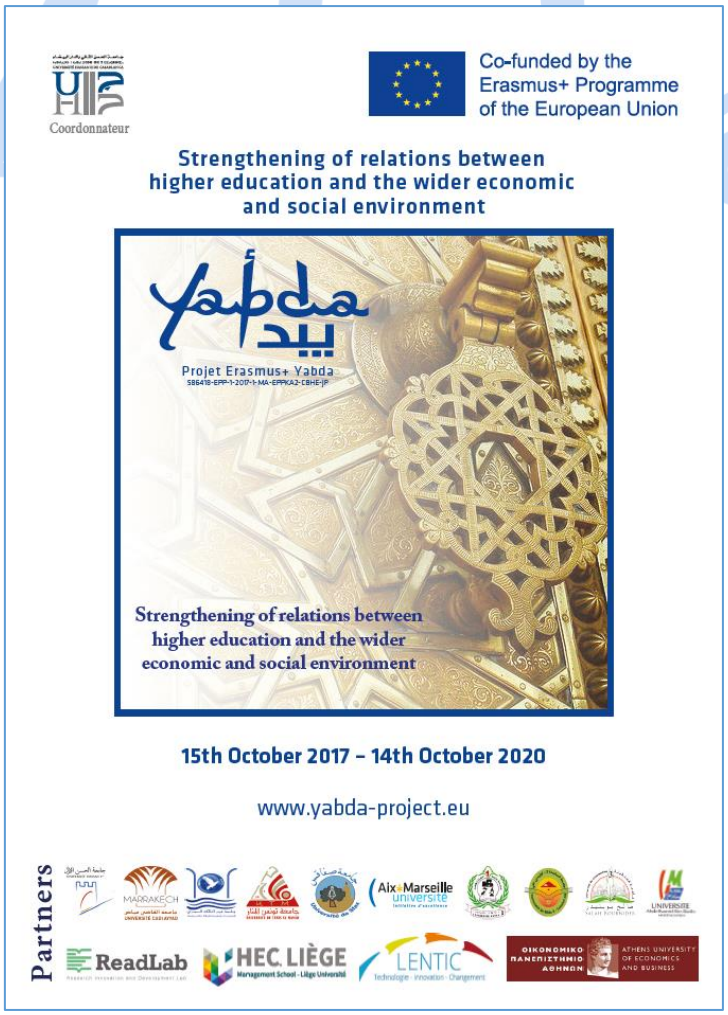
For Power Point presentations:

- Title 1 (Times New Roman font, size 32);
- Text (Times New Roman font, size18).

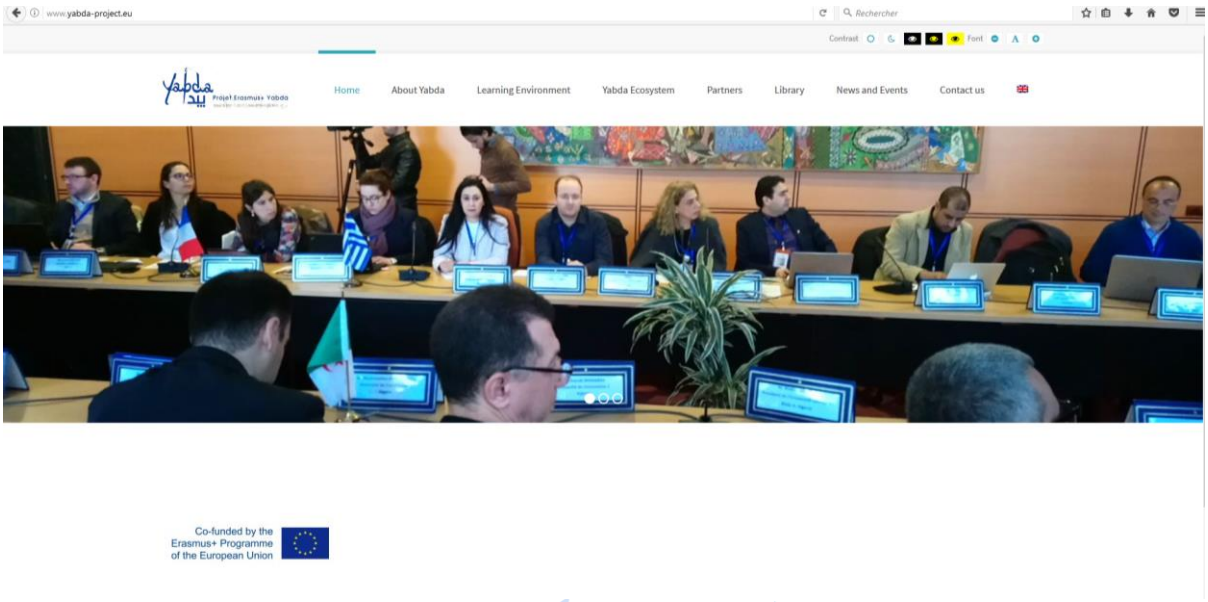
For reports:

- font: Times New Roman, size: 12;
- a cover page with the following elements:
  - the title of the document;
  - the state of the document.
- Each page will consist of the following two parts:
  - header (EACEA logo, Project logo, Coordinating University logo);
  - footer (logo of all project partners);
  - Project title ;
  - Page number.

- **Text-based information: flyers, posters, policy briefs, policy recommendations.**



- **Web-based channels:** Yabda website (including electronic news items), Yabda learning resources, Yabda Community, web 2.0 tools, web ads, Erasmus+ dissemination platform.



A website for the project has been created : http://www.yabda-project.eu/ . In conformity to the EACEA requirements, the website shall be kept up-to-date with at least: a description of the action, the contact details of the co-ordinator, the list of beneficiaries, mention of the European Union's financial support with the relevant logo and access to the principal results, as and when they become available.

The website will provide links to the Yabda MOOC and community. It will also provide access to the Yabda learning material, including the Yabda Guide and training programmes and (see WP2 and WP3), and will present learner's experiences and activities. It will also support the Yabda virtual Community, YouTube videos and news/press releases.

Yabda website will abide by the Web Content Accessibility Guidelines (WCAG) 2.0 in order to be accessible to disabled students, teachers and other stakeholders.

- **Face to face events:** All partners will organize at least one face-to-face event with private and public organizations, and possible funders (infodays).

- **Networking and synergies with private companies and state organizations at all levels** that can contribute to the sharing experiences and best practices, mentoring, funding of innovative projects, commercialization and spin-offs.

- **Reaching all: through press releases and other material sent to the press** before and after the Yabda dissemination events and milestone deliverables.

- **Videos and/or other interactive resources** will be created in preparation on the Yabda dissemination events, presenting best entrepreneurial practices and experiences.

2. Exploitation

2.1. Definition

Erasmus + Programme Guide:

"Exploitation means to use and benefit from something. For Erasmus+ this means maximising the potential of the funded activities, so that the results are used beyond the lifetime of the project. It should be noted that the project is being carried out as part of an international programme working towards lifelong learning and supporting European policies in the field of education, training, youth and sport. Results should be developed in such a way that they can be tailored to the needs of others; transferred to new areas; sustained after the funding period has finished; or used to influence future policy and practice."

2.2. Objectives

Exploitation will:

- ensure sustainability of the major project's results through the appropriate exploitation planning,
- identify obstacles which might prevent from achieving a successful dissemination and exploitation to stakeholders, particularly key socio-economic actors and decision-makers,
- Actively engage the target groups and continuously adjust the project services and results so that they fit the constantly evolving environment in the business and higher education sectors.

Sustainability has been at the core of the project design allowing for its careful, customized preparation, set-up and mainstreaming. The strategic aim of the project is to become a paradigm of excellence in fostering university-led entrepreneurial mindsets and innovation in the Maghreb region and beyond, triggered from 'within'. It will actively engage the target groups and continuously adjust the project services and results so that they fit the constantly evolving environment in the business and higher education sectors.

•The project results to be sustained are: the Yabda Entrepreneurship Centres and the Yabda Communities, both virtual and non virtual, ie. Yabda Innovate, Law and Student units.

•The results to be exploited are: the Yabda Guide, MOOC, Train the Trainers Programme (WP2), the end-beneficiaries' Training Programme (WP3), Hub and Prize.

Project partners are strongly committed to the project aims and objectives. They acknowledge the importance of entrepreneurial development for their institutions and regions as well as for their image and internationalization strategies. They already have contacts with potential private and public funders that would support innovatory projects generated by their staff and students.

Yabda will mobilize all institutional resources and create networks and synergies in order to create a bottom-up dynamic for mainstreaming and multiplication. The bottom-up approach can effectively promote institutional and policy developments in an area where top-down initiatives seem insufficient. Particular emphasis will be paid to connecting regional officers, investors and corporates to create stronger local ecosystems.

The Yabda training methodology and programme will allow University academic and administrative staff and students to become carriers of change in their institutions and research and local communities. The HE partners will continue to deliver and up-scale the Yabda joint training programmes and update and evolve the Yabda virtual community.

By the end of the project a Yabda Network of Entrepreneurial Universities will have been created, promoting university-led Entrepreneurship in Maghreb region.

2.3. USE OF THE ERASMUS+ PROJECT RESULTS PLATFORM

Erasmus + Programme Guide :

"A new platform was established for Erasmus+ to offer a comprehensive overview of projects funded under the Programme and to highlight good practice examples and success stories. The platform also makes available products/deliverables/intellectual outputs which are the result of the projects funded.

Good practices will be the object of an annual selection by each National Agency and by the Executive Agency. Success stories will be further selected at cental level by DG EAC services.

The new platform serves different purposes:

- *Project database (including project summaries, URL links, etc.);*
- *database of project results giving access to end-users and practitioners to main outcomes;*
- *Showcasing of good practices and success stories among Erasmus+ beneficiaries that will be selected every year at national and European level. […]*

The Erasmus+ Project Results Platform can be consulted at: http://ec.europa.eu/programmes/erasmus-plus/projects/

Annexe I. Overview of short and long term impact indicators

Short term impact	Target groups/potential beneficiaries	Quantitative indicators	Qualitative indicators
Target specific needs	leaders, faculty and administrative staff, researchers and students in the Partner Universities	-70 persons will attend the focus group meetings on the Gap analysis -at least 200 questionnaires will be collected on the Gap analysis -3 online Yabda Guides for potential entrepreneurs -95% user satisfaction with Yabda Guides' content, flexibility, user-friendliness	-quality of data collected
Foster excellence	leaders, faculty and administrative staff, researchers and students in the Partner Universities, other HEIs, state organizations, businesses, possible mentors and funders, policy makers, press and media, youth organizations, student unions and society	- 100% adoption of best international practices in the development of the Entrepreneurial Centre model -at least 10 best international practices collected -100% adoption of best international practices by the institutional strategies	-quality of standards agreed at the Design meeting of M2 -model flexibility -model effectiveness -model appropriateness -quality of the institutional strategies' design
Create expertise	leaders, faculty and administrative staff, researchers and students in the Partner Universities	-3 training courses will be prepared and delivered -100% trainees satisfaction of the 3 training programmes content and delivery -50 key personnel trained by EU partners and UCA (train the trainers) -at least 200 key University personnel trained by the 50 trainers -1 trainer Guide will be developed -100% user satisfaction of the trainer Guide contents and usability -at least 40% female participation -at least 10% participation of persons with disability	-quality of training methodology -appropriateness of training pedagogy
Allow unlimited participation and open access	faculty and administrative staff, researchers and students in the Partner Universities, EU Yabda Universities, other HEIs,	- 2 training courses: one for entrepreneurship trainers and one for trainees -at least 500 visitors	-integration of open Accessible Technology software - Extensibility

	state organizations, businesses, possible mentors and funders, policy makers, press and media, youth organizations, student unions and society	-100% user satisfaction with MOOC's content and design -100% open educational resources -100% Interoperability -100% Collaborative interaction and openness -100% Flexibility and functionality of the platform - Available in 3 languages: English, French, Arabic	- Adaptation and personalization - practicality of the 'practice area'
Develop institutional capacities	leaders, faculty and administrative staff, researchers and students in the Partner Universities, other HEIs	- 10 Yabda Enterprise teams - establishment of 8 Yabda Entrepreneurship Centres - at least 200 persons assisted by the Yabda Entrepreneurship Centres -2 existing Entrepreneurial Centres (in UCA and UTAM) will upgrade their existing structures according to the Yabda Entrepreneurship Centre Model - 9 Yabda Hubs - at least 50 Hub workstations - at least 100 students using the Hubs.	
Innovation	leaders, faculty and administrative staff, researchers and students in the Partner Universities, state organizations, businesses, possible mentors and funders, policy makers, press and media, youth organizations, student unions and society	-at least 100 faculty staff, researchers and students trained -at least 10 ideas of Yabda trainees will be coached - at least 3 ideas of Yabda trainees will form start-ups -at least 70 applications to the Yabda Entrepreneurship prize - no of innovative ideas in the areas of green technology, energy and sustainable development	- gender equality -reaching persons with disability
Community engagement & support	leaders, faculty and administrative staff, researchers and students in the Partner Universities, other HEIs	-at least 4500 followers of the Yabda Communities in the three partner Universities. - at least 10000 individual visits of the Yabda site - at least 70 persons involved in Yabda-Innovate units	

		- at least 70 persons involved in Yabda-Law units - at least 70 persons involved in Yabda-Student units -at least 40% female participation -at least 10% participation of persons with disability	
Promote university-led entrepreneurship at policy, business and social levels	leaders, faculty and administrative staff, researchers and students in the Partner Universities, state organizations, businesses, possible mentors and funders, policy makers, press and media, youth organizations, student unions and society	- 2 targeted policy briefs: at least 100 participants - 10 infodays: at least 500 participants - 3 national conferences: at least 200 participants - 1 International conference: at least 100 participants - at least 100 of entrepreneurs involved in Yabda - at least 50 policy makers involved in Yabda - at least 100 public administrators involved in Yabda - at least 50 youth/student representatives involved in Yabda - at least 50 mentors involved in Yabda - 100% positive press/media coverage	- regular contacts with the social and business environment -quality of exchanges with the social and business environment - regular press/media coverage
Build a network of Entrepreneurial Universities in the Maghreb region	HEIs	- at least 10 Maghreb Universities interested in participating in the Yabda network of entrepreneurial universities	

Long term impact	Target groups/potential beneficiaries	Quantitative indicators	Qualitative indicators
University-enterprise cooperation	Leaders, faculty and administrative staff, researchers and students in the Partner Universities, other HEIs, state organizations, businesses, possible mentors and funders, policy makers, press and media, youth organizations, student unions and society	- private sponsorship of university research -no of contracts/ projects - number of researchers	- perception of students/ researchers/staff about the benefits from the cooperation with the private sector.
Entrepreneurship		- number of joint ventures - number of entrepreneurship courses to students and researchers in university - number of attendees at entrepreneurship courses	- training participants' feedback - creation of spin-offs
Innovation		- no of patent applications - no of patents granted - no and value of copyright licenses - no of staff working on commercialization in dedicated and support roles.	
Spinn-offs		- no of spin-offs formed - market value of spin-offs - value of revenue generated by the spin-offs	
Creation of lasting synergies		- Intensity of cooperation; - no of meetings, seminars, workshops - no of attendances/presentations at conference/seminar with enterprise (non-academic) participants - no of collaborative and contract research projects as a result of knowledge exchange or networking activities	- length of relationship - feedback of participants
Socio-economic development		% of youth unemployment % of researchers moving abroad (brain drain) Regional GDP	
Policy reforms to support entrepreneurship			Policy initiatives Law reforms
Rise of investment in R&D		GERD/GDP	