

1. Introduction

This report will describe the process of building a dynamic and inclusive intra-institutional network driven by the university grassroots. It will discuss the Yabda project actions concerning the building of the Yabda Communities and how they related to the regional socio-economic environment of the Maghreb partner Universities.

According to research and the Yabda partners experience, an empowered, cohesive, inventive, bold and well-connected student-led entrepreneurial community would be key to successful university-based entrepreneurial ecosystems. To this end, after the establishment of the Yabda Hub and in parallel to the Yabda Training rounds, the project assisted to the development of:

- Communities with the participation of business/marketing, engineering and computer science departments. The Community orients students to the process of design thinking with a specific focus on web-based technologies. In this way, entrepreneurial students used their academic and research skills to create innovation through software. Green technologies, energy and sustainable development applications were particularly encouraged.

The Community also brings together students and works as a grassroots support group to entrepreneurship that benefits direct connections to university leadership and guides other students who want to explore entrepreneurship opportunities, by introducing them to the Yabda Guide and Entrepreneurship Centre.

The Yabda Entrepreneurship Centers, the focus group and the relevant departments supported the development of the three units.

2. Entrepreneurship Ecosystem Communities

Implementation

The implementation of the YABDA centre has benefited from the results capitalised in the activities related to the establishment of an entrepreneurial ecosystem and the implementation of the institutional strategy in all partner universities. This was achieved through the development of a coherent training programme, the establishment of networking mechanisms to foster the creation of start-ups, and the organisation of the Yabda Prize. These activities strengthened and consolidated the commitment and involvement of the various stakeholders in the Yabda project.

The evolution of public policies in Higher Education and Research has resulted in universities being encouraged to become involved in the territorial entrepreneurial ecosystem along two main lines: facilitating the transfer of technology and research between research laboratories and companies; and developing student entrepreneurship, a vector for professional integration. Thus, the University gradually became a key player in the entrepreneurial ecosystem. This ecosystem is characterised by "the complexity and diversity of actors, roles and environmental factors whose interactions determine the entrepreneurial capacity of a region or locality" and covers a cultural and institutional context favourable to entrepreneurship. Academic institutions are an integral part of this context and

contribute to the formation of human capital by raising students' awareness of entrepreneurship, the construction of student entrepreneurship paths, or the co-incubation of student business creation projects. projects led by students.

Their proximity to academic incubators and research laboratories encouraged the creation of innovative companies in the region. The creation of the Student Entrepreneur status in Maghreb countries is also a lever to boost entrepreneurship. The Yabda project was in line with this policy.

Objective

Its main objective was the establishment and emancipation of the entrepreneurial culture for the development of employability in the member countries south of the Mediterranean. As part of the dissemination of the project and all the events organised for this purpose, Facebook and Instagram pages (Yabda Project) have been created and the expertise of a Community Manager has found its place in this project.

This entrepreneurial community is led by empowered, cohesive, inventive, bold and well-connected students to ensure the success of university entrepreneurial ecosystems. To this end, after the establishment of the Yabda Hub and in parallel to the Yabda training cycles, the project contributed to the development of a Yabda-Innovative Unit, a Yabda law unit and a Yabda Student Unit.

Set Up of the Community

With the participation of the business/marketing, engineering and computer science departments of the different member countries of this project, a Community started being set up, a Community that orients students to the design thinking process with a particular focus on web-based emphasis on web-based technologies. In this way, enterprising students will be able to use their academic and research skills to create innovation through software. Green technologies, energy and sustainable development applications will be particularly encouraged.

In order to make this project successful and to gain acceptance among the student body, student associations were created as a core support group for entrepreneurship. These associations had direct connections with university leaders and stakeholders and guided other students who wish to explore entrepreneurship opportunities, introducing them to the Yabda guide and the entrepreneurship centre.

The Yabda entrepreneurship centres support the development of the community. However, in order to sustain the efforts in this direction, a communication strategy had been implemented in order to consolidate and energise the intra-institutional network.

Indeed, the coordinators of each partner university were appointed as administrators of the Facebook page in order to invite their students and colleagues to join the community. As the posts on the page were boosted, the intra-institutional Maghreb network was expanding more and more.

Also, with the success of the project being shared on the page, Maghrebi students were not likely to forget the Yabda programme as a means of strengthening the relationship between higher education and the socio-economic environment.

3. The Facebook 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. They were the main factor of operating and supporting the Yabda student Unit and the Yabda innovative unit.

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, thus creating a network that would later build the student units of the Yabda project.

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>

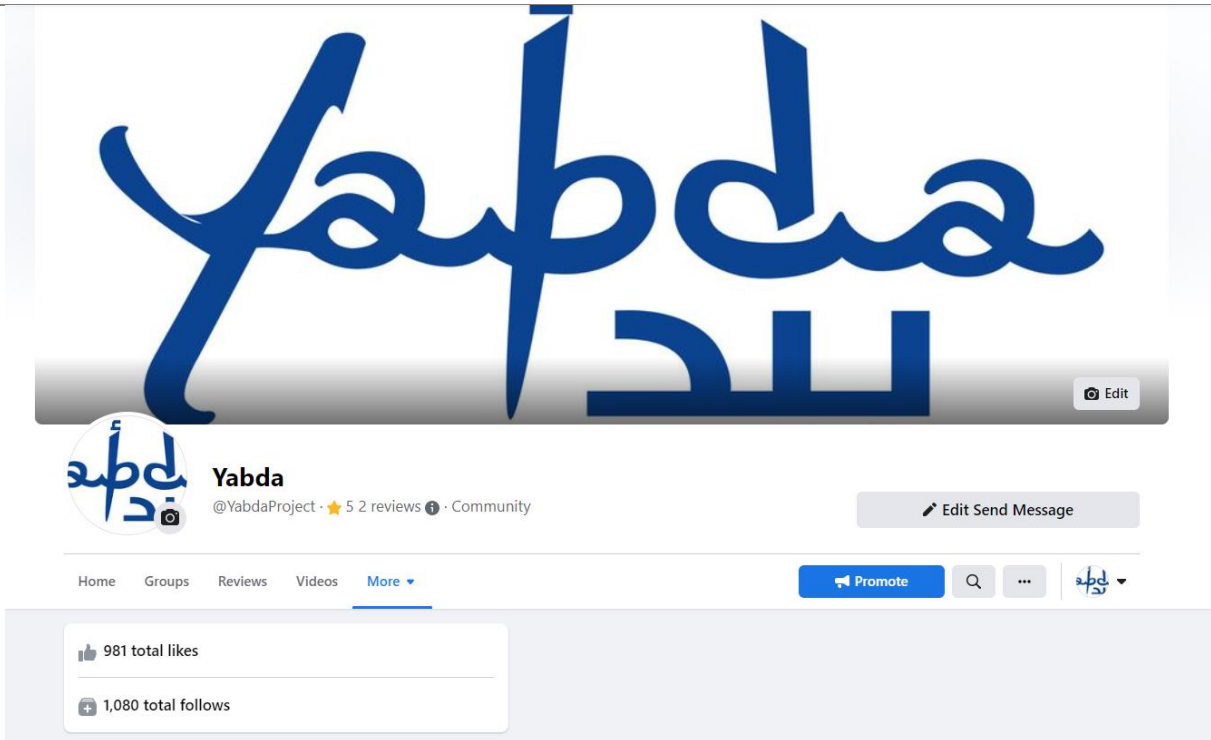
<https://www.facebook.com/groups/2431760343571335>

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.

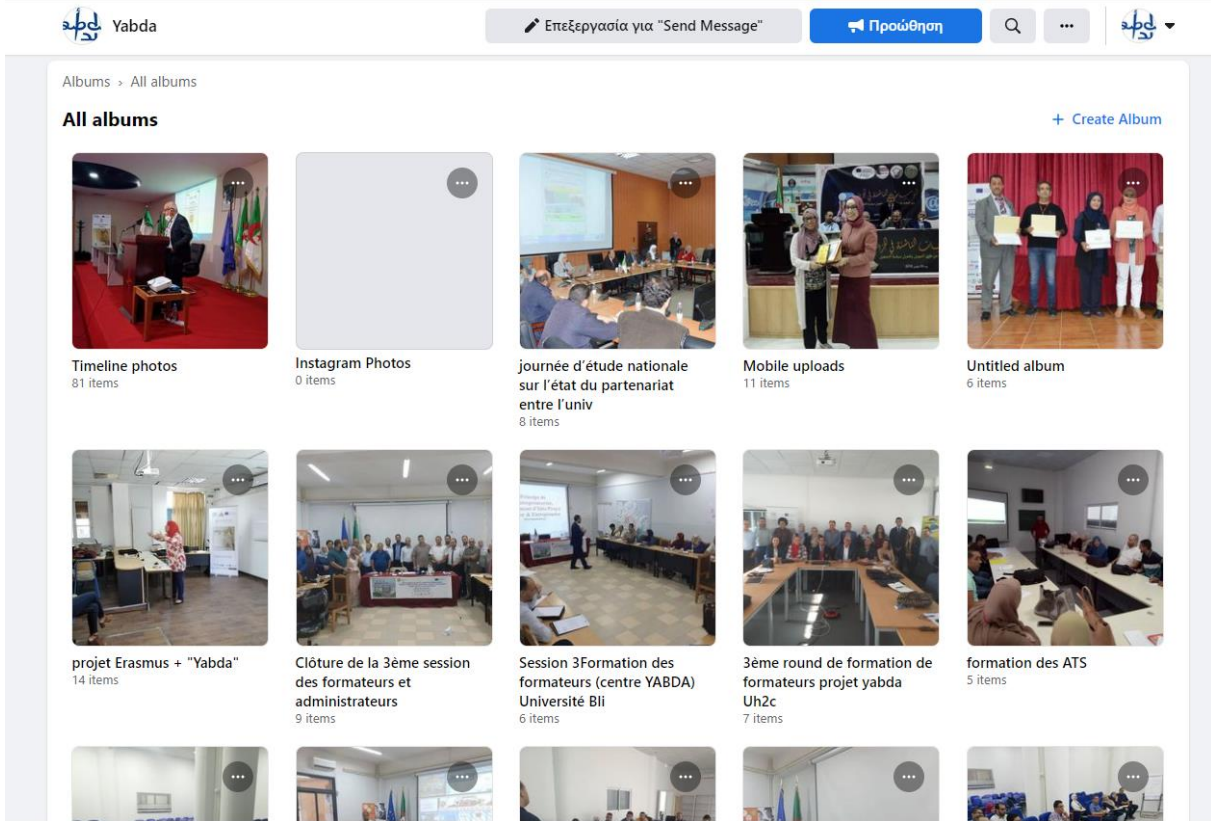
<https://www.facebook.com/YabdaProject/>



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

The Yabda Facebook page was created on 4th 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'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

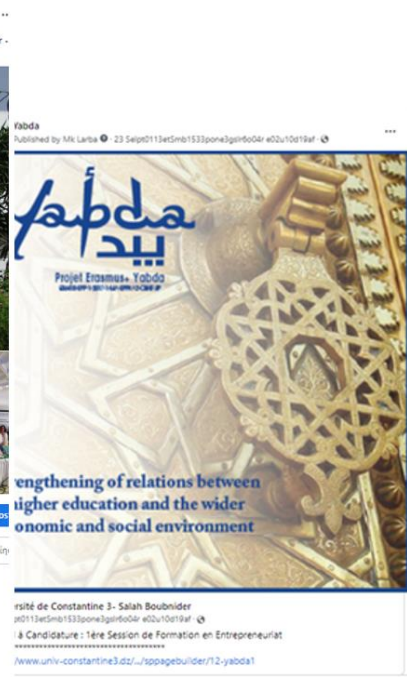
15 Φεβρουαρίου 2018

[Add Photos/Videos](#)

7 1 κοινοποίηση

Μου αρέσει Σχόλιο Κοινοποίηση

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.



Performance for your post

| | | |
|---------------------------------|------------------|-----------------|
| 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 Bakhouyi [?] · 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



1,058 People Reached

12 Reactions, comments & shares

| | | |
|------------|-----------|-------------|
| 9 Like | 4 On post | 5 On shares |
| 2 Love | 1 On post | 1 On shares |
| 0 Comments | 0 On Post | 0 On Shares |
| 1 Shares | 1 On Post | 0 On Shares |

121 Post Clicks

| | | |
|----------------|---------------|------------------|
| 12 Photo views | 0 Link clicks | 109 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 Mk Larba [?] · 30 September 2021 · 🌐

Concours national YABDA 29 Septembre 2021

490 People Reached

19 Reactions, comments & shares

| | | |
|-------------------|-------------------|--------------------|
| 12 Like | 12 On post | 0 On shares |
| 5 Love | 5 On post | 0 On shares |
| 2 Comments | 1 On Post | 1 On Shares |
| 0 Shares | 0 On Post | 0 On Shares |

59 Post Clicks

| | | |
|-----------------------|----------------------|------------------------|
| 18 Photo views | 0 Link clicks | 41 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

The Yabda Community Facebook page

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

Yabda community
Community centre

Send Email

Home About Photos Videos More

501 total likes
513 total follows

Public posts at Yabda community

Yabda community
30 November 2021 · 🌐
https://m.facebook.com/story.php?story_fbid=268072808683217&id=100064415000916

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: 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: 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.



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

Le centre d'entreprenariat 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#yabdacomunity#projetyabda#erasmus#startup#projectideas#innovation#newideas#projectmanagement#yabdaprojectmanagement#startupmorocco



👍❤️ 4

Post from 24 September, 2021: ERASMUS + Yabda competition, Algeria's prize

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

11 2 shares

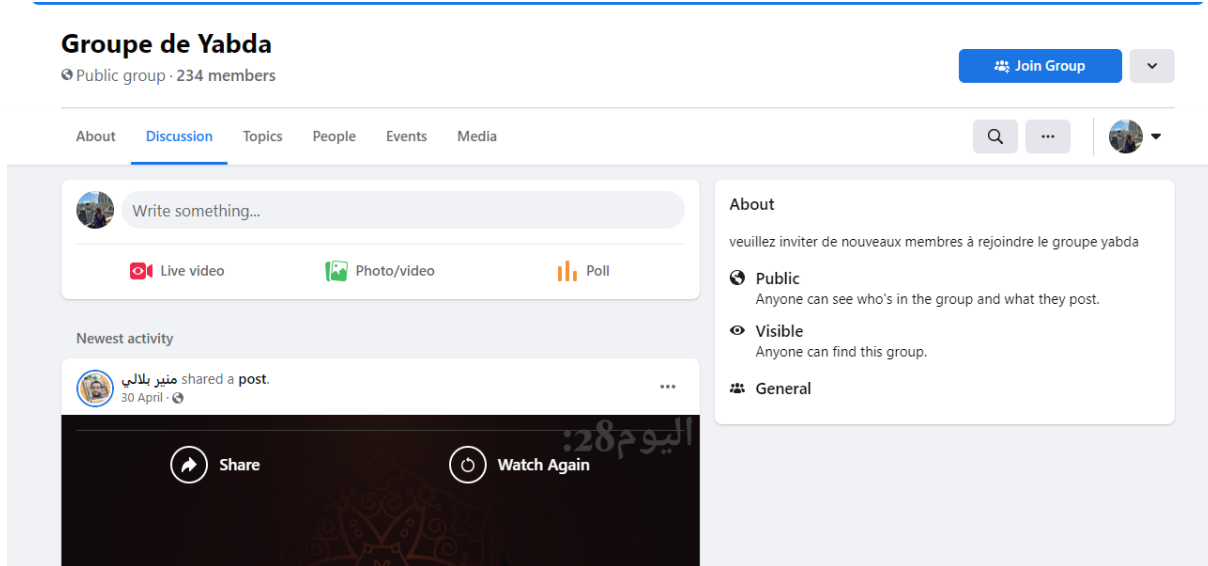
Yabda Project Facebook Page

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 6th, 2020.

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 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

Boufenara Karima shared a post.
4 April 2021 · 🌐

Université de Constantine 3- Salah Boubnider
4 April 2021 · 🌐

بالشراكة مع الوكالة الوطنية لدعم وتنمية المقاوالتية (أنساج سابقا) جامعة قسنطينة 3 تنظم دورة تكوينية حول التحسيس بالمقاوالتية في تجربة هي الأولى من نوعها في تاريخ الوكالة الوطنية لدعم وتنمية المقاوالتية (أنساج سابقا)، وتنفيذا لأحد أهم محاور مشروع المؤسسة، الذي وضعته جامعة قسنطينة 3، صالح بوينيدر، كخارطة طريق

Post from 24 November 2020:

Ali Haddou shared a post
24 November 2020

Appels à Projets 2020 - 2021

Projet Erasmus+ Yabda

Vous avez une idée innovante ou un projet de Création de start-up

Le projet Yabda peut vous accompagner pour la réussite de votre projet.
Le projet Erasmus+ Yabda lance un appel à compétition entre les porteurs de projets innovants.

CANDIDATURE : DU 25 OCTOBRE AU 25 DÉCEMBRE 2020

Pour participer à l'appel à candidature appuyer sur le lien et remplir le formulaire.

Version Arabe: bit.ly/2UJAO90
Version Française: bit.ly/349rdN
Version Anglaise: bit.ly/3o4mMH7

Dr Ali Haddou الدكتور علي حدو
24 November 2020

Call for Projects 2020 – 2021



4. Conclusion

After the establishment of the Yabda Hub and in parallel to the Yabda Training rounds, the project assisted to the development of a Yabda Community. Through the Community, the Yabda University partners put together their experiences, best practices, their progress in the implementation of the project, and through workshops, trainings, the Yabda Centres and the Facebook communities, they created empowered, cohesive, inventive, bold and well-connected student-led entrepreneurial communities that became key to successful university-based entrepreneurial ecosystems. This way the Maghrebi students are not likely to forget the Yabda programme as a means of strengthening the relationship between higher education and the socio-economic environment.

مطبعة
يبدو