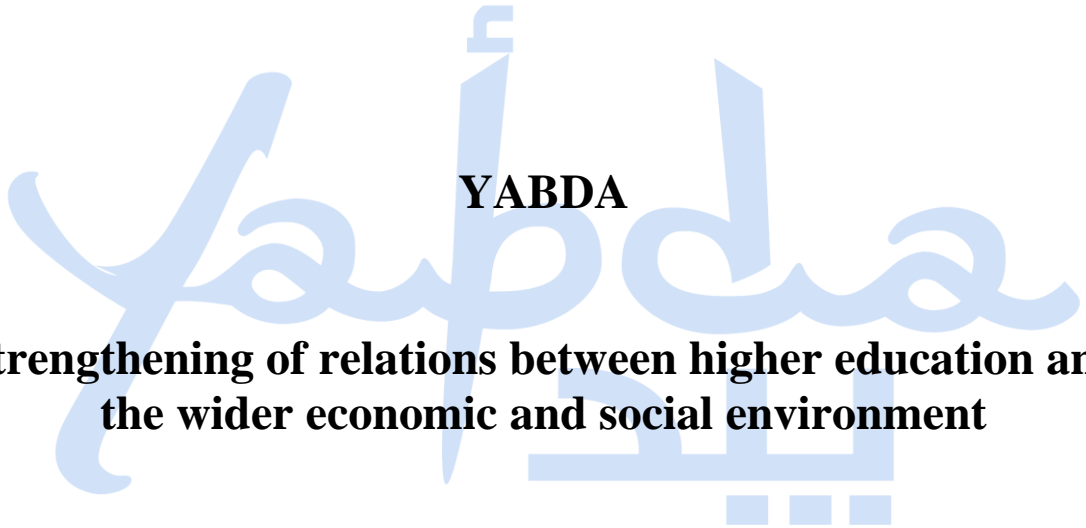


5.1
DISSEMINATION AND EXPLOITATION PLAN



YABDA

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

Project Title	YABDA Strengthening of relations between higher education and the wider economic and social environment
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Partnership

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P2 Université Hassan 1er	Morocco
P3 Cadi Ayyad University	Morocco
P4 Abdelmalek Essaâdi University	Morocco
P5 University Abdelhamid Ibn Badis, Mostaganem	Algeria
P6 Lounici Ali University - Blida 2	Algeria
P7 University Batna1	Algeria
P8 University of Constantine 3	Algeria
P9 University of Sfax	Tunisia
P10 University of Tunis El Manar	Tunisia
P11 University of Liège	Belgium
P12 Université d'Aix-Marseille	France
P13 Athens University of Economics and Business	Greece
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Website <http://www.yabda-project.eu/>

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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.

- **Layout of the documents**

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

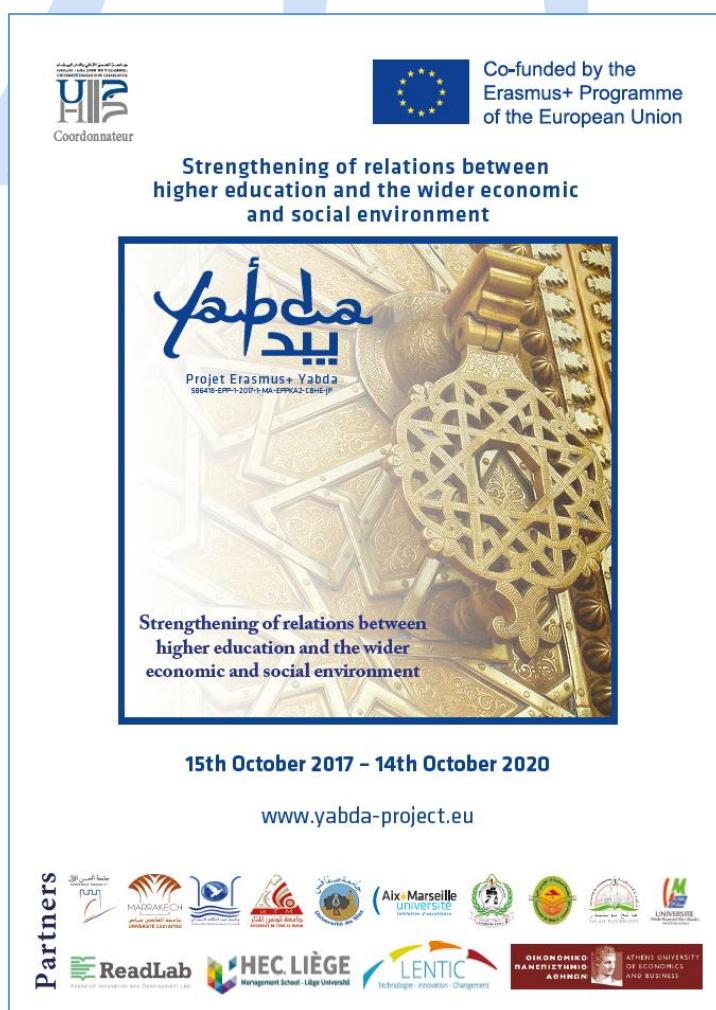
For Power Point presentations:

- 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.**



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 :

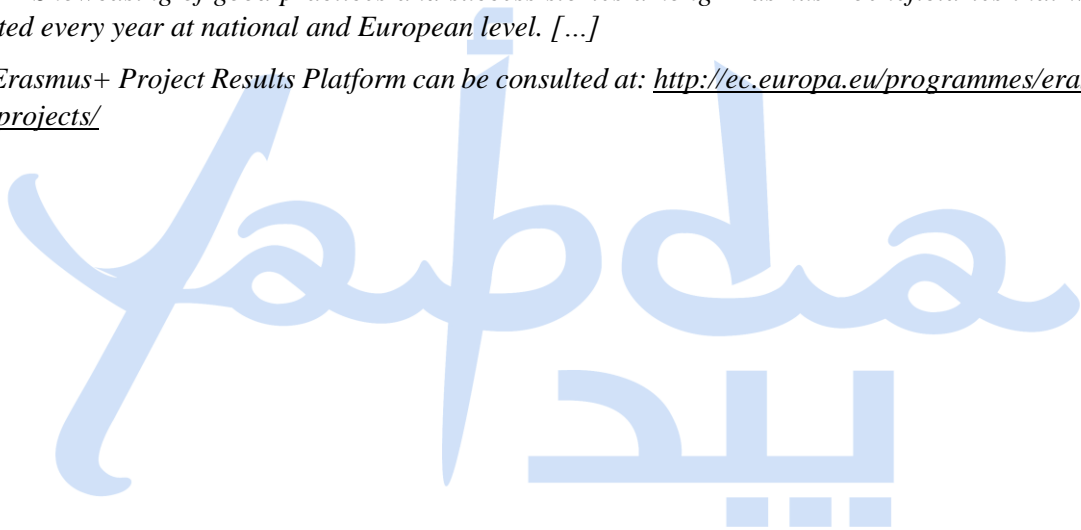
“A new platform was established for Erasmus+ to offer a comprehensive overview of projects funded under the Programme and to highlight good practice examples and success stories. The platform also makes available products/deliverables/intellectual outputs which are the result of the projects funded.

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 central 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/>



	state organizations, businesses, possible mentors and funders, policy makers, press and media, youth organizations, student unions and society	<ul style="list-style-type: none"> -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 	<ul style="list-style-type: none"> - 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	<ul style="list-style-type: none"> - 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	<ul style="list-style-type: none"> -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 	<ul style="list-style-type: none"> - gender equality -reaching persons with disability
Community engagement & support	leaders, faculty and administrative staff, researchers and students in the Partner Universities, other HEIs	<ul style="list-style-type: none"> -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 	

		<ul style="list-style-type: none"> - 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	<ul style="list-style-type: none"> - 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 	<ul style="list-style-type: none"> - 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	<ul style="list-style-type: none"> - at least 10 Maghreb Universities interested in participating in the Yabda network of entrepreneurial universities 	

