



Blended learning international entrepreneurship skills

3rd Transnational Project Meeting

Campus of Carcavelos | University Nova of Lisbon

March 28 & 29, 2019



Co-funded by the
Erasmus+ Programme
of the European Union

Introduction

The third transnational project meeting took place at the premises of the Campus of Carcavelos at the University Nova of Lisbon from March 28 to 29, 2018.

All the partner organizations were represented in the meeting. On behalf of University NOVA of Lisbon, as hosting organization, three persons participated in the meeting; UCEIF Foundation and University of Perugia participated with two representatives, and the rest of the partners with one member. LUT's representative, Lea Oksanen, due to unforeseen last-minute medical recommendations, participated in all the sessions and discussions via Skype.

The aim of the meeting was to share the tools designed and steps taken in the implementation of the BLUES pilots (WP7), based on the BLUES methodology (WP3 - IO2), the digital phase (WP4 - IO3) and the face-to-face training (WP5 - IO4). Also, project management was discussed with emphasis on the recommendation coming from SEPIE according to the BLUES intermediate report issued in February 2019, as well as the multiplier events and a second joint staff training to be organized in Santander in September 2019.



From left to right: José Carlos Ceballos (UCEIF-CISE), Luisa Rodrigues (UNL), Antonio Picciotti (UNIPG), Roberta Mattioli (CIIAA), Francesco Rizzi (UNIPG), José Ignacio Rodríguez (UCEIF-CISE), Sergio Martínez (UC), Adela Sanchez (CEOE-CEPYME), Carla Portela (UNL), Isabel Rocha (UNL), Ana Lucka Pirnat (CCIS) and Judita Peterlin (UL)

Participant List

| | PARTNER | NAME | ROLE | EMAIL | PHONE NUMBER |
|----|---|------------------------|-------------------------------------|--|--------------------|
| 1 | University of Cantabria (UC) | Sergio Martínez | Expert Digital Training Material | sergio.martinez@unican.es | (+34) 942 206 720 |
| 2 | UCEIF Foundation (UCEIF) | José Carlos Ceballos | Project Manager | josecarlos@cise.es | (+34) 942 206 844 |
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| 4 | Lappeenranta University of Technology (LUT) | Lea Oksanen | Quality Assurance | lea.oksanen@lut.fi | (+358) 44 9600310 |
| 5 | University NOVA Lisboa (UNL) | Isabel Rocha | Leader IO4 | irocha@unl.pt | (+351) 933 267 687 |
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| 9 | University NOVA Lisboa (UNL) | Carla Portela | Leader IO4 | carla.portela@unl.pt | (+351) 915 161 816 |
| 10 | University of Ljubljana (UL) | Judita Peterlin | Leader IO2 | judita.peterlin@ef.uni-lj.si | (+386) 31 265 070 |
| 11 | University of Perugia (UNIPG) | Francesco Rizzi | Co-leader IO2 and co-leader IO4 | francesco.rizzi@unipg.it | (+39) 345 397 8190 |
| 12 | University of Perugia (UNIPG) | Antonio Picciotti | Co-leader IO2 and co-leader IO4 | antonio.picciotti@unipg.it | (+39) 347 135 9716 |
| 13 | CEOE-CEPYME Cantabria | Adela Sanchez Santos | Quality Assurance | asuntoseuropeos@ceoecant.es | (+34) 942 365 365 |
| 14 | Chamber Commerce Terni (CCIAA) | Roberta Mattioli | Quality Assurance | roberta.mattioli@tr.camcom.it | (+39) 347 771 6593 |
| 15 | Chamber Commerce Slovenia (CCIS) | Ana Lucka Pirnat | Quality Assurance | ana.lucka.pirnat@gzs.si | (+38) 01 58 98 202 |
| 16 | Madan Technology Park (MADAN) | Catarina Casadinho | Quality Assurance | catarina.casadinho@madanparque.pt | (+351) 21 0438 603 |

Day 1 | March 28

Welcome from University Nova of Lisbon

On behalf of the University Nova of Lisbon Prof. Isabel Rocha, pro rector, gave the official welcome to the BLUES consortium members, on this occasion to the Campus of Carcavelos.

Meeting objectives I Project management

José Carlos Ceballos - CISE - Project Management

José C. Ceballos gave an overview on the agenda and meeting objectives:

Day 1:

- BLUES implementation status update and next steps.
- BLUES pilots (I) - Presentation of each pilot programme.
- BLUES pilots (II) - Tools for implementation of the pilots.
- BLUES pilots (III) - Local staff trainings.

Day 2:

- WP1 - Project Management.
- Implementation process next steps.
- Dissemination events and International event.
- General Wrap-up & Conclusions.

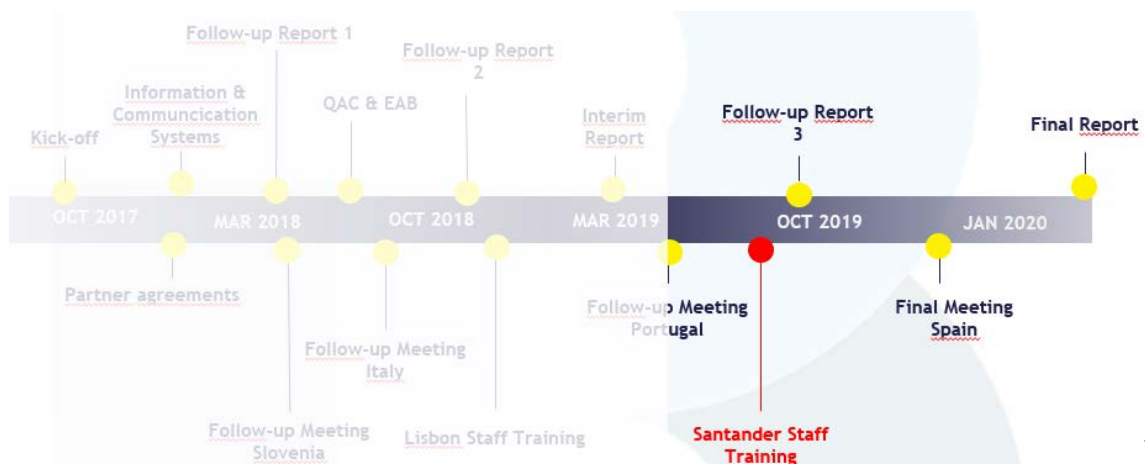
Meeting objectives:

- To agree on the next steps workplan:
 - Pilot's implementation
 - Decision about new staff training activity in Santander
 - Multiplier events and International Event
- Update regarding intermediate report
- Coordination for final QAC & EAB validation process

WP1: Project Management and general updates

José C. Ceballos and José I. Rodríguez - UCEIF - WP Leader

José C. Ceballos informed the consortium members about the updated timeline of WP1. The coming milestones for this work package are, at this point of the implementation period, the preparation of the



Follow-up report 3, the internal report that helps all the partners to keep updated not only the WP implementation but also the justification documents, the celebration of the last consortium follow-up meeting in Santander, just before the BLUES international event and, finally, the preparation of the final report, that will be submitted to the National Agency once the implementation period has finished, next January 2020.

Ceballos also informed more exhaustively about the intermediate report, submitted February 26, 2019, with information coming from all the consortium members and uploaded, together with a number of annexes, to the BLUES' Dataprius cloud service, available for all the partners.



The National Agency issued an evaluation of the intermediate report, giving a global qualification of "Good" to the status and considering that the progress of the project is "Satisfactory", with a series of comments that were shared and analysed one by one by the partners. After having also a clear understanding about the budget implementation so far, the partners specially focused in discussing the best way for maximizing not only the external, but also the internal impact in the BLUES partners (specially HEIs) of the project's intellectual outputs, and the Lisbon staff training event was analysed.

One of the most important decisions taken by the consortium was to organise a second short-term joint staff training activity in Santander next September 9-11, 2019. This event will guarantee a bigger internal impact and will promote the future implementation of the methodology in the partner organisations, specially universities. In Lisbon, last November 2018, we trained the staff members for implementing the 4 HEIs pilots, and in Santander the objective is to do the same but with the definitive methodology and deliverables, the tools that will be offered to the educative community in the future. For the implementation of the costs, the partners will use the remaining funds in the staff training budget line, and UC, UCEIF and CEOE, whose staff won't need to travel to Santander, will seek for support the efforts of the rest of the partners and multiply the participants.

As a conclusion, the coordinators encouraged the partners to increase the efforts to assure the internal impact of the programme in their respective institutions, disseminating not only the deliverables once they are available but also promoting the participation in activities such as the second staff training that will take place in Santander next September, 2019, and the multiplier events that will be host in Lisbon, Ljubljana and Perugia.

Also, the partners will improve the presence of the BLUES program in their webpages and will continue promoting it among their activities, specially to other organisations and stakeholders that may be interested in the future implementation of BLUES deliverables and in participating in the international event.

Regarding the follow-up report, it will cover the implementation period from March 1 and August 30, 2019. The deadline for the partners to send all the technical and financial documentation will be September 1, 2019.

Ceballos also remembered the partners about the internal and external quality process BLUES' deliverables are following and remarked the importance of the feedbacks coming from the QAC (formed by all the partners). Taking into consideration the analysis that has to be made after the implementation of the 4 HEIs pilots, and seeking for having the final deliverables in July 15, 2009, and start the translation work to Italian, Portuguese, Slovenian and Spanish, it was also agreed the following calendar:

- Implementation of the 4 HEIs pilots (Face-to-Face modules): 30/03/19 - 05/06/19
- Results analysis: 01/06/19 - 15/06/19
- Final evaluation and validation by QAC and EAB: 15/06/19 - 30/06/19
- Adaptation of the materials based on the results and feedbacks: 01/07/19 - 15/07/19

Also, the consortium was informed that, as planned in the proposal, the final partners' meeting will take place in Santander the day before the BLUES International Event starts, in November 2019.

| TRANSNATIONAL MEETINGS | ORGANIZER | DATE |
|----------------------------------|------------------------------|--------------------|
| Kick-off Meeting Santander (ES) | University of Cantabria (UC) | nov-17 |
| Follow-up Meeting Ljubljana (SL) | University Ljubljana (UL) | april-18 |
| Follow-up Meeting Perugia (IT) | University Perugia (UNIPG) | sep-18 |
| Follow-up Meeting Lisbon (PT) | University NOVA Lisbon (UNL) | march-19 |
| Final Meeting Santander (ES) | UCEIF Foundation (CISE) | nov-19 (tentative) |

WP3- BLUES methodology

Judita Peterlin - UL - WP Leader

Judita Peterlin, representing WP3's leader, the University of Ljubljana, made a short update about the situation of this WP. The BLUES methodology designed by UL is a blended learning training based not only in quality lessons but also case-based learning methods, interviews with potential clients/actors, developing qualitative interview skills and educators with experience in setting up their own businesses. The draft deliverables were analysed by the QAC and the European Advisory Board, whose feedback UL incorporated after the BLUES validation process in Lisbon last November 2018.

After delivering the last version of the preliminary drafts, now we are in the process of implementation of the 4 HEIs pilots test experiences, and after the analysis of the results, UL will make the needed updates and will incorporate the learnings.



The final definitive deliverables of WP3 will be ready no longer than June 15, 2019, so they can be sent to QAC and EAB for final validation. Final adaptation of the documents, according to the EAB feedbacks, will be made before July 15.

Regarding the multimedia content of the videos in the multimedia step to step guides of the methodology (whose preliminary video version was already validated), UC and UCEIF offered to UL their technical assistance in Santander for improving the audiovisual quality of the final deliverable, suggesting the possibility of recording Prof. Peterlin and Prof. Radovan there, and use that videos as the definitive ones.

WP4- Digital training material

Sergio Martínez - UC - WP Leader

Sergio Martínez briefly updated the partners about the figures of the BLUES MOOC, ongoing and fully operational since March 3 in the MiriadaX platform.



First of all, he informed to the consortium that the initial objective of 1,000 persons registered in the BLUES MOOC was already achieved, thanks to the dissemination made by the partners and the communication campaign launched by UCEIF.

As MiriadaX is a platform specially focused in training courses in Spanish and Portuguese, main mother tongues of its public, around 70% of the participants come from that context.

The participants registered from Spain, Portugal, Italy and Slovenia, the four countries where the pilots are going to be implemented, represented 50,8% of the inscriptions so far.

Martínez also informed that all the modules were working without problems, and that the forums were active and gave examples of how the BLUES staff is moderating and keeping the contact with the students and the experts responsible of each module.

Same as WP3, now we are in the process of implementation of the BLUES digital training, not only as an independent course but, more important, as the digital phase of the blended learning training experience in the 4 HEIs. After the analysis of the results, UC will make the needed updates and will incorporate the learnings.

The final definitive deliverables of WP4 will be ready no longer than June 15, 2019, so they can be sent to QAC and EAB for final validation. Final adaptation of the documents, according to the EAB feedbacks, will be made before July 15.

RE: 1.4 What do you think are the main technology trends for entrepreneursh
3/7/19 10:52 PM as a reply to [redacted]

Priscila Parra
Join Date: 11/4/18
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Alexis,
Just make an observation that technology is undoubtedly a great ally in the work of entrepreneurship, but technology is undoubtedly a help but not necessarily the basis or foundation. The enterprise has an unparalleled range of options.

0 (0 Votes) [thumbs up] [thumbs down] [Flag]

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RE: 1.4 What do you think are the main technology trends for entrepreneursh
3/9/19 11:17 AM as a reply to Priscila Parra.

[redacted]
Join Date: 12/27/18
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Hi everybody.
Related to VR I would say augmented reality, useful not only for job training but for delivery of services (like electricians, plumbers, etc.).
Apart from the ones mentioned in the video, probably the development of new materials (for new computer chips, for example) and nanotechnology would be one of them.
Another one could be bio/genetic engineering for the creation of personalized therapies, organs and drugs.

0 (0 Votes) [thumbs up] [thumbs down] [Flag]

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RE: 1.4 What do you think are the main technology trends for entrepreneursh
3/10/19 10:22 PM as a reply to [redacted]

Priscila Parra
Join Date: 11/4/18
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[redacted]:
Hi everybody.
Related to VR I would say augmented reality, useful not only for job training but for delivery of services (like electricians, plumbers, etc.).
Apart from the ones mentioned in the video, probably the development of new materials (for new computer chips, for example) and nanotechnology would be one of them.
Another one could be bio/genetic engineering for the creation of personalized therapies, organs and drugs.

[redacted].
Thanks for your contribution

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WP5- Face-to-Face training material

Isabel Rocha - UNL - WP Leader

This Workpackage was extensively discussed when presenting WP7 (see below) but, following the same procedure as described before for WP3 and WP4, after the process of implementation of the 4 HEIs pilots test experiences, and after the analysis of the results, UNL will make the needed updates and will incorporate the findings. The final definitive deliverables of WP5 will be ready no longer than June 15, 2019, so they can be sent to QAC and EAB for final validation. Final adaptation of the documents, according to the EAB feedbacks, will be made before July 15.

Professor Rocha also presented to the consortium Carla Portela, who will be more directly in charge of managing the project activities on behalf of the UNL's BLUES team.

WP6- Multi-stakeholder Validation

Antonio Picciotti - UNIPG - WP Leader

During the discussion about WP6, the consortium was presented with the numbers coming from the validation process and joint short-term staff training activity we developed in Lisbon in November 2018, organized by UCEIF and UNIPG, with the logistic support of UNL.

After an inspirational session focused on “Entrepreneurship education. How to teach the new entrepreneurs” with renowned European entrepreneurship education experts, as well as a validation process with workshops led by BLUES’ EAB members, the sessions of the staff training focused in the BLUES blended learning methodology and the general principles. During the three days of sessions very different topics were discussed, such as the social and creative dimension, new e-learning resources, online teaching, even the way the tools were going to be shared in the future (as open educational resources available for noncommercial purposes) and how the contents should be included in the modules in order to respect all the copyright normative, specially the European Union laws and regulations.



The number of total participants in the activity was 34, including EAB members and external experts, although only 17 were participants finally eligible for the BLUES staff training budget line (not covering external experts or partners’ staff that, due to agenda problems, couldn’t expend the complete duration of the training).

Due to this situation, taking into consideration the availability of funds coming from the BLUES budget, and more important, seeking for maximizing the internal impact and future implementation of BLUES’ methodology and materials, the consortium agreed unanimously that a second new short-term joint staff training activity will be implemented to train our partners’ staff members in the already definitive BLUES outputs.

This joint staff training activity will be host by CISE in Santander, September 9-11, 2019, and all the partners will promote among their staff the participation in this training and will ensure a minimum number of participants. Those participants will be different than the ones already trained in Lisbon in November 2018, except for those participating as trainers in this new event.

Before June 15, all the partners will inform CISE and UNIPG (WP6 coordinators) about the number of staff members attending the training and travelling to Santander.

WP7- Pilot training courses at 4 HEI

José C. Ceballos and José I. Rodríguez - UCEIF - WP Leader

J.I. Rodríguez and J.C. Ceballos, from Fundación UCEIF/CISE, leading partner of this WP, presented the key features of the first of the four pilot training courses, the one organized in Santander, that will start next March 30, as well as all the work done in the tool-kit, communication and tools developed for the partners to successfully organise and implement the trainings.

The WP leaders remembered the partners that the minimum numbers expected are, in total, 120 registrations and 88-100 participants in the face-to-face phase, after successfully completing the BLUES MOOC.



The implementation of these pilots will go from March 30 (start of the pilot in University of Cantabria) to June 5 (finish of the pilot in University NOVA of Lisbon). Then, until June 15 the results of the 4 trainings will be analyzed by the partners and the results incorporated by the WP leaders to the respective deliverables, so they can be sent to the QAC and EAB for final validation that will lead the consortium to the final documents no later than July 15, 2019.

After presenting the toolkit developed by UCEIF based in the work done by UNL in WP5, Ceballos explained to the partners the process followed in Cantabria for the dissemination and registration process. He explained that UCEIF set-up a specific section in the webpage and uploaded all the information regarding agenda, contents, experts and locations so the students could have all the information available and started a communication campaign in social networks based on that landing page.

Ceballos urged the partners to send them the definitive information about their respective pilot trainings so it can be also uploaded to the BLUES webpage and they can enhance the communication kit designed by CISE (consisting in press notes, mails, graphic material, posts for social networks and WhatsApp messages).

He explained that, apart from that communication effort, internal and external, UCEIF organized a local staff training at CISE last March 14, where all the persons involved were invited (trainers, Entrepreneurs, business mentors...) and where the BLUES methodology and the pilot method was explained. This activity is very useful for making them part of the project, create a team, explain the role of the mentors and give them all the tools, answering possible doubts. Ceballos encouraged the other 3 partners that are organising a pilot training to do the same, as agreed in the previous months, in order to potentiate the information the actors involved have.

Ceballos also presented to the consortium all the tools UCEIF designed for the BLUES partners to organise and implement the 4 HEISs pilots, such as the guide for mentors and trainers (that includes not only information about the pilot but also basic principles and the mentors' commitments, the trainers and mentors information sheets, the registration and selection control sheet, the participant's commitment form, and all the annexes developed for the tool-kit, with a variety of templates to be used in the sessions such as business model canvas, SWOT analysis, Icebreaking and Teambuilding activities, etc.

All the tools mentioned, in editable versions, are fully available for the partners in the BLUES Dataprius cloud service.

Apart from the local staff training and communication campaign already mentioned (including several radio interviews in local media in Cantabria), UCEIF has made two information sessions for University of Cantabria students. At the end of the process, 36 persons (from Colombia, Ecuador, Italy, Romania, Spain and Venezuela) registered for the face-to-face phase in Santander, that will take place in 12 sessions from March 30 to May 25, 2019. Finally, 25 participants were selected, including 6 persons with a migrant background.

Finally, the evaluation methodology was discussed, specifying that apart from the evaluation coming from MiriadaX regarding the BLUES MOOC, the qualification of the participants in the pilots will be calculated following this methodology:

Team work evaluation:

| | | |
|------------|--|---|
| 60% | Evaluation of the team work will consist in the evaluation of the team in each module | |
| | 10% | Module 7 – Assessment of Incubation programs (Annex 3) |
| | 30% | Module 8 – report on interviews (annex 4); Business Model Canvas and SWOT Analysis |
| | 30% | Module 9 – Roadmap for legal obligations and IP strategy (annex 5). Report in type of financing (annex 6) and financial analysis (excel form) |
| | 30% | Module 10 – Final report (annex 7) and pitch |

Individual work evaluation:

| | | |
|------------|------------------------|---|
| 40% | Individual work | |
| | 30% | Module 7 - short paper (including “coffee with an entrepreneur”) |
| | 70% | Each team member will evaluate her/his peers in terms of contribution for the project development. This evaluation will count 70% of the individual grade |

The participants will need a minimum of 80 from 100 points to get the certification. This certification will be signed by the four HEIs organising the pilot experience.

And finally, it was remarked the importance of getting official accreditation in form of ECTS credits for the participants in the pilots (completing both phases, digital and face-to-face). UC and UNIPG confirmed the accreditation process for these ECTS, and UNL and UL are working on it. Also, LUT will seek for providing 1 ECTS credit, but in this case for the students completing the MOOC.

WP2/8- Communication & Dissemination

José C. Ceballos and José I. Rodríguez - UCEIF - WP Leader

After updating the partners about the current status of WP2 figures, highlighting the increase of followers in BLUES’ social media channels (+204% in the past 12 months), the project management insisted in the importance of the coordination and collaboration among the partners for the communication and dissemination objectives.

It was agreed that in the coming months, once the deliverables are almost completed, this work will be intensified, and more tools will be developed for the multiplier and final events.

Each of the national multiplier events (organised by UL, UNIPG and UNL) will have the participation of at least 40 stakeholders, non-staff members of the BLUES consortium. For doing that, all the partners will increase the efforts made for the dissemination of the program and the activities among external organisations and stakeholders.

It was also agreed that a more important effort must be done by all partners in order to ensure internal and external impact, following the recommendations coming from the comments to the intermediate

report. It was remarked the need of collaboration from all the partners seeking for a higher visibility of BLUES in their own webpages and social media networks.

CISE also informed about a new member of the communication's team, Isabel García Imhoff, that will be supporting this work packages and will be available at press@eblues.eu

CONCLUSSIONS/AGREEMENTS BLUES FOLLOW-UP MEETING IN LISBON

During the follow-up meeting in Lisbon, all the BLUES' consortium partners agreed:

1. Internal Impact

- Improve the web (CISE). UNL, UL and UNIPG will send to CISE before April 19 all the information of their pilots, similar to the one already existing for the pilot in Santander.
- Link visible in all the partner's webpages to the BLUES webpage. (All partners)
- All partners will provide the contact of their organisation's communication responsible to Isabel Garcia, in charge of the BLUES project communication in CISE (press@eblues.eu)
- New staff training in Santander, to be implemented September 9-11, 2019. (All partners)
- Add accreditation to the curricula (LUT, UNIPG, UC, UNL, UL):
 - LUT will give 1 ECTS credit to the participants in the digital phase (MOOC)
 - UNIPG will give 4 ECTS credits to the participants in their pilot (both phases completed)
 - UC will give 2-3 ECTS credits to the participants in the pilot in Santander (both phases completed)
 - UNL pilot will also be accredited (both phases completed). They will confirm the number of ECTS credits as soon as possible.
 - UL pilot will also be accredited (both phases completed). They will confirm the number of ECTS credits as soon as possible.
- Certification (UNIPG, UC/CISE, UNL, UL): the participants in the four pilots that finishes both phases (digital and face-to-face) will receive a certification signed by the four HEIs organising the pilot experience.

2. New Staff Training

In order to train our partners' staff members in the already definitive BLUES outputs, we will organise a new short-term joint staff training activity, so we can maximize the internal impact and future implementation of BLUES' methodology and materials.

This joint staff training activity will be host by CISE in Santander, September 9-11.

All the partners will promote among their staff the participation in this training and will ensure a minimum number of participants.

Before June 15, all the partner will inform CISE and UNIPG (WP6 coordinators) about the number of staff members attending the training and travelling to Santander.

The participants in Santander staff training will be different than the ones already trained in Lisbon in November 2018, except for those participating as trainers in Santander.

3. Multiplier events

Each of the national multiplier events (organised by UL, UNIPG and UNL) will have the participation of at least 40 stakeholders, non-staff members of the BLUES consortium.

4. Dissemination

During the lifetime of the project (until the end of January 2020), all BLUES partners will commit in the dissemination of the BLUES materials, maximizing the external impact of the project, with the participation in Erasmus Staff Weeks, European and national networks, HEIs' congresses/lectures, etc.

5. Final deliverables

All the final and definitive deliverables of BLUES project will be ready no longer than July 15, 2019.

For doing that, these are the dates and steps agreed:

- Implementation of the Face-to-Face modules: 30/03/19 - 05/06/19
- Results analysis: 01/06/19 - 15/06/19
- Final evaluation and validation by QAC and EAB: 15/06/19 - 30/06/19
- Adaptation of the materials based on the results and feedbacks: 01/07/19 - 15/07/19

After having completed the update and validation of the final deliverables, the partners will translate the documents to Italian, Portuguese, Slovenian and Spanish, and we will proceed with the design and production process.