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FRIENDS Exploitation Webinar

Exploitation Planning, Updates, and Upcoming Activities during Final Project Year

15 September 2021

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Project Eligibility Period Extended

- The Amendment to the Grant Agreement with EACEA stipulating the prolongation of the project lifetime with 12 months was signed on 16 August 2021 and sent to VUM on 18 August 2021
- Soft copy of the Amendment was circulated by VUM within the consortium on 18 August 2021
- As a result of the approved change to the Grant Agreement, the project eligibility period was extended until 14 November 2022
- Project's Final Report to the submitted by 14 January 2023 at the latest.

7.4 FRIENDS Reunions

- Each of the 12 PC HEIs to organize at least 1 large-scale dissemination event to promote on campus FRIENDS impact and major project achievements by the end of 2021
- In total, 12 FRIENDS Reunions (1 per PC HEI) held and each of these events attended by at least 50 participants from the PC HEIs' academic communities
- The events' agenda to include project results and impact presentations, keynote speeches and inspirational talks on the importance of cultural dialogue and the relevance of intercultural awareness and competence from employability point of view
- 75% level of satisfaction among event participants.

FRIENDS Exploitation

DISSEMINATION VERSUS EXPLOITATION

- **Dissemination:** a planned process of providing information on the results of the project to key actors, e.g. spreading the word about project's successes and outcomes as far as possible.
- **Exploitation:** 1) a planned process of transferring the successful results of the project to appropriate decision-makers and key players at local, regional, national or international level AND 2) a planned process of convincing individual end-users to adopt and/or apply the project results.

FRIENDS Exploitation

EXPLOIT: to use, to utilize, to take advantage of, to make use of.

OUTPUTS vs. OUTCOMES

- **Output:** a tangible product which is produced by the project and which may be quantified (for instance courses, curricula, reports, materials, events, websites etc.)
- **Outcome:** an intangible added value achieved through the achievement of the project objectives and targets (e.g. increased awareness, increased skills, improved abilities, knowledge and experience gained by the participants, partners and/or relevant stakeholders involved in the project)

FRIENDS Exploitation

- **FRIENDS OUTPUTS to be exploited:** Intercultural Passport Virtual Module; Home Away from Home Programme; FRIENDS Teahouses' cultural events and social activities; Community Development Plans
- **FRIENDS OUTCOMES to be exploited:** IACD MOOC completers' developed intercultural knowledge and sensitivity to cultural diversity; Intercultural Passport awardees' improved global skills and employability; IaH concept's enhanced awareness and implementation at 12 PC HEIs; awareness of virtual mobility's game-changing role and the importance of intercultural competences for graduate employability across 5 PCs; local community representatives' improved integration, skills, knowledge; 12 PC HEIs' improved stakeholder networks through the FRIENDS activities and events in WP6

6.1 FRIENDS Caravans

- PC HEIs in each of the 5 Asian countries to unite efforts and run the so-called FRIENDS Caravan campaigns (1 per Asian country) with the aim to promote the Intercultural Passport virtual module
- Project teams in KH, MY, PH and TH to visit (face-to-face or online) at least 10 non-FRIENDS PC HEIs in their countries by the end of 2021 with the aim to meet and interact first hand with prospective Intercultural Passport applicants who are students enrolled in PC HEIs outside the consortium; in BT, RTC and RIM to visit at least 2 other HEIs --> 42 PC HEIs visited in total
- Each of the 42 formal half-day events to include an interactive Intercultural Passport presentation, Q&S sessions and inspirational talks from FRIEND PC HEIs students who are already holders of the Intercultural Passport
- In total, at least 1300 students outside FRIENDS to be reached in the framework of the 5 FRIENDS Caravan campaigns (300 in KH, MY, PH and TH and 100 in BT).

6.2 FRIENDS National Conferences on IaH

- 5 FRIENDS National Conferences on IaH (1 per Asian country) to be jointly organized by the respective PC HEIs by the end of May 2022
- FRIENDS consortium members in Asia to reach out to higher education policy makers, practitioners and peers at other PC HEIs
- The topics presented and discussed on high professional level at the 5 National Conferences include, inter alia, IaH strengths and benefits from both student and university perspectives, cultural diversity in academia as a driver for personal and institutional growth, promotion of intercultural awareness and tolerance in the society, etc.
- Each of the 5 National Conferences to be attended by at least 50 participants or 250 in total across the consortium
- 5 National Conferences to be hosted by RIM, DIU, BUC, CTU and MSU and live-streamed to ensure large online attendance and coverage.

6.3 Career Fairs

Local Markets for Global Talents

- 12 PC HEIs to organize by the end of August 2022 a 1-day Career Fairs entitled Local Markets for Global Talents with the aim to promote and stimulate exploitation of the improved global skills and intercultural competence of their students
- In KH, MY, PH and TH, each of the 10 PC HEIs to hold its own career fair; RTC and RIM in BT to organize one joint event
- Each of the 11 career fairs to be attended by at least 200 students or 2200 PC HEIs students in total across the consortium
- At least 30 employers to contribute and take part in each of the 11 fairs
- In total, 12 PC HEIs students to reach out and network with at least 330 employers representing local, national or multinational companies across the 5 Asian countries
- Apart from employers boot stands' exhibition, the career fairs' agendas include recruiting companies' presentations, speed date sessions with potential students employees, networking and brokerage events.

6.4 Community Development Plans

- 12 PC HEIs to engage closely with at least one local cultural minority as part of the efforts to stimulate intercultural dialogue across campus and in the local communities
- Each of the 12 established FRIENDS Teahouses to identify and adopt at least 1 local cultural minority and to support it and its young members by involving them in a number of cultural and education activities
- Community development initiatives to be navigated through Community Development Plans drafted and validated by each of the 12 PC HEIs by the end of September 2022
- Each document of approx. 5 p. to clarify cultural identity related topics such as purpose, values, success definition and brand of the community; ii) experience, e.g. roles, rules, rituals; iii) structure incl. organization, governance, financing, community data management.

Thank you for your attention and contribution!

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