

SECOND INTERMEDIATE DISSEMINATION REPORT

January 2019



Becoming future-oriented
entrepreneurs in universities
and companies



Deliverable R10.4; Work package 10, Dissemination level PU (Public)

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Note:

For anyone interested in the detailed outputs of the WP10 package, such as: a specific phase of the research process, or detailed findings, the project consortium can provide the additional information required. Please contact us at: info@futureoriented.eu.

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INTRODUCTION

The main objective of this document is to report all the dissemination outputs developed in the first 2 years of the project, in compliance with the guidelines defined in the Dissemination and Exploitation Strategy and Plan document, agreed by all partners in February 2017.

This document includes the outputs already reported during 2017 in the 1st Intermediate Dissemination Report, along with the new outputs developed in 2018.

- The project logo
- The website
- The project leaflet
- The social media profiles
- A summary of the contents published:
 - by the beFORE official website
 - by the Consortium individual partners
- A summary of the events organized:
 - by the Consortium as a whole or in collaboration with different Consortium partners
 - by the Consortium individual partners
- 4 National events organized in each Consortium country
- The beFORE newsletter publications.
- Other beFORE targeted communications and promotional materials

beFORE

1. PROJECT LOGO

The official logo of the project is represented by the following image:

Figure 1. Project official logo.



The logo includes the acronym of the full title of the project:

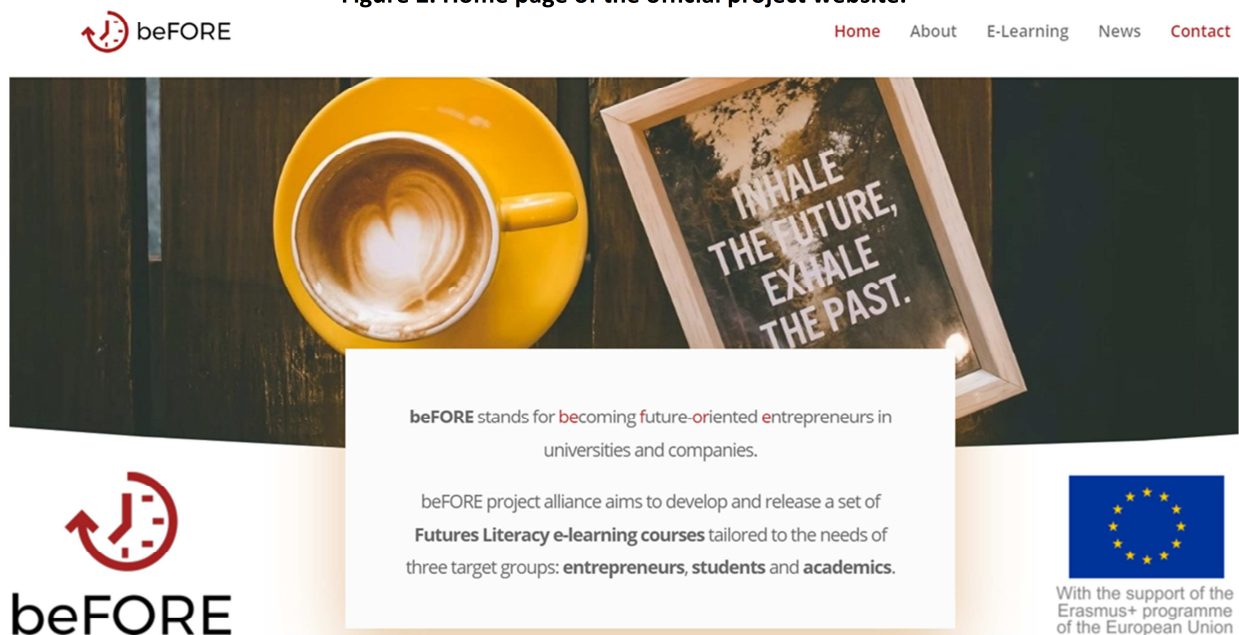
“BEcoming **F**uture-**OR**iented
Entrepreneurs in universities and
companies”

This logo is the one used in all the documents and materials produced during the development of the project.

2. PROJECT WEBSITE

The project website can be accessed through: www.futureoriented.eu

Figure 2. Home page of the official project website.

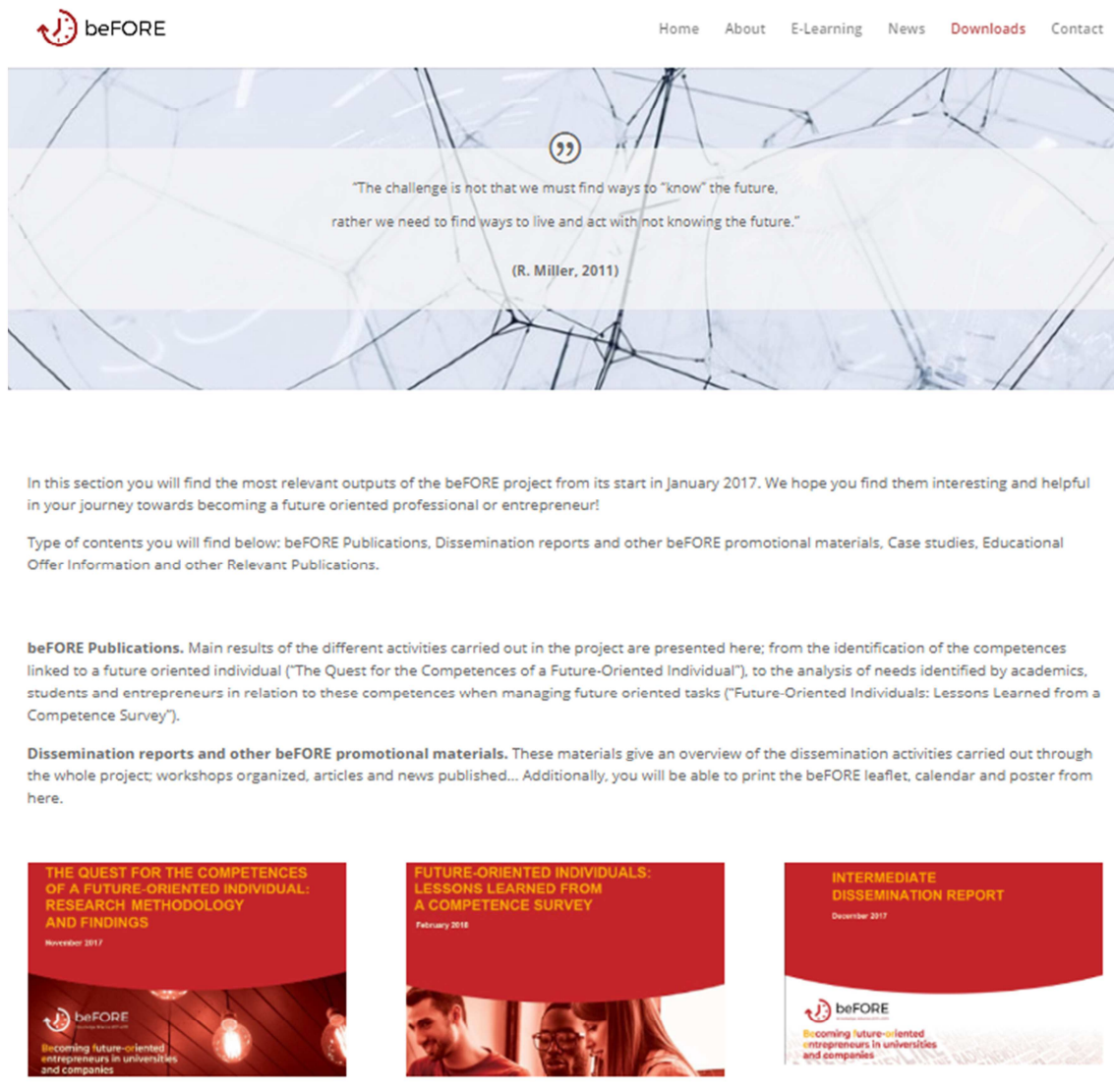


The website presents the objectives and contents of the projects, including different functionalities. This website will be the virtual place where the e-learning platform resulting from this project will be hosted.

In 2018 new sections have been created in the website, highlighting the following ones:

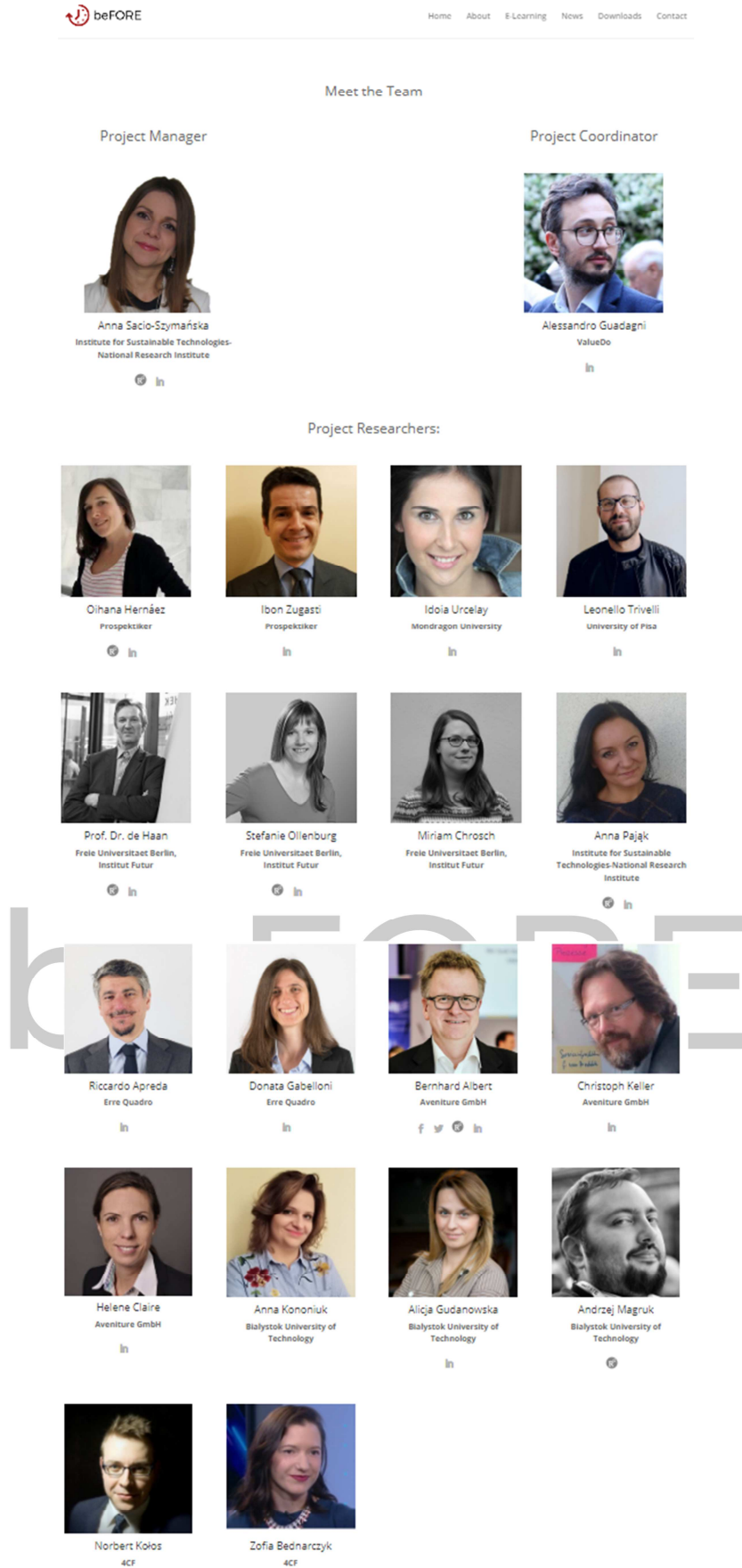
- A downloads section: <http://futureoriented.eu/downloads/>

Figure 3. New downloads section in the official project website.



- A new section including the beFORE human team: <http://futureoriented.eu/about-us/>

Figure 4. New section presenting the beFORE human team in the official project website.



3. THE PROJECT LEAFLET

The beFORE project leaflet has been designed and published in English and Spanish. This leaflet gives an overview of the project, describing briefly the main objectives, motivations, methodology and expected results.

Figure 5. Double faced leaflet in English.

QUESTIONS ABOUT THE FUTURE

	Yes	No	I don't know
Are you asking the right questions about your professional future?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Are you certain that your organisation's direction is the right one?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Do you rather focus on the most pressing problems instead of the right ones?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Do you know how to explore possible futures?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Can you name the drivers that influence your organisation's future, or the field of your interest?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Do you understand the implications of emerging trends?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Are you able to connect global trends with the future of your organisation, or the field of your interest?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Can you connect the future vision to the reality?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

If you answered "No" or "I don't know" at least once, then beFORE educational online offer will meet your needs. If all your answers were positive, please continue with the questions below. Any "yes" will mean that our educational offer will match your interest.

Would you like to acquire skills that will energise the others towards change?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Would you like to see your field of interest or your professional future with fresh eyes?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Would you like to increase the capacity of your organisation to fulfil its mission?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

PROJECT PARTNERS

ASSOCIATED NETWORKS

Info@futureoriented.eu
www.facebook.com/futureoriented/
twitter.com/beFORE_eu
www.futureoriented.eu

beFORE
 Knowledge Alliance 2017-2019
 Becoming future-oriented entrepreneurs in universities and companies
www.futureoriented.eu

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

This project has been funded with support from the European Commission. This leaflet 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.

GENERAL PROJECT OBJECTIVES

Increase futures literacy among students, entrepreneurs and academics

Integrate foresight with other academic disciplines

Guide individuals and organisations in advancing their future preparedness

PROJECT MOTIVATION AND RESULTS

1

Higher education institutions slowly update their entrepreneurship education curriculum according to (labour) market needs and global challenges.

2

Higher education and training offer in the field of Futures Studies is not widely and evenly distributed across Europe.

3

Knowledge and good practice exchange between educators of futures studies (incl. practitioners) and academics representing other scientific fields is limited.

4

Managers need competencies to deal with uncertainty and insecurity to survive in a chaotic business environment, in fierce competition and to grow, and prosper in the long run.

EXPECTED OUTCOME

Within beFORE project, we aim to tackle the above-mentioned issues through the development and release of the **online Futures Literacy educational offer** for university students, and professionals such as entrepreneurs and academics (representing non-Futures Studies community). The offer will consist of 16 hours Futures Literacy introductory course and 4h, 6h or 8h long additional learning modules tailored to the needs of each target group of the project.

PROJECT FOCUS

Futures Literacy is the capacity to acquire, design and use anticipation and knowledge about the possible futures to enhance our comprehension of the present complex world. Futures Literacy also instrumentalises the future so that it can serve as a tool, a system or process for making choices, and acting – for individuals, organisations as well as societies. According to Riel Miller of UNESCO, Futures Literacy improves the capacity to detect and give meaning to change and discontinuity, and thereby become more capable of initiating learning processes.

Figure 6. Double faced leaflet in Spanish.

PREGUNTAS SOBRE EL FUTURO

	SI	NO	No lo sé
¿Estás preguntando las preguntas adecuadas sobre tu futuro?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
¿Estás seguro de que la dirección de tu organización es la adecuada?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
¿Prefieres centrarte en los problemas que más presión generan en lugar de los adecuados?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
¿Sabes cómo explorar posibles futuros?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
¿Puedes citar los motores que influyen en el futuro de tu organización o tu área de interés?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
¿Entiendes las implicaciones de las tendencias emergentes?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
¿Eres capaz de conectar tendencias mundiales con las del futuro de tu organización?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
¿Puedes relacionar la visión de futuro con la realidad?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Si has contestado "No" o "No lo sé" por lo menos una vez, la herramienta on-line beFORE satisfará tus necesidades. Si todas las respuestas eran positivas, por favor, continúa con las preguntas que vienen a continuación. En este caso, un sí significará que la oferta educacional encaja con tus intereses.

¿Te gustaría adquirir habilidades que conduzca a otros hacia el cambio?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
¿Te gustaría ver con ojos nuevos tu área de interés o profesional?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
¿Te gustaría aumentar la capacidad de tu organización para llegar a cumplir su misión?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

PROJECT PARTNERS
















ASSOCIATED NETWORKS







info@futureoriented.eu
www.facebook.com/futureoriented/
twitter.com/beFORE.eu
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beFORE

Knowledge Alliance 2017-2019

Becoming future-oriented
entrepreneurs in universities
and companies

www.futureoriented.eu



Co-funded by the Erasmus+ Programme of the European Union.
Este proyecto ha sido financiado con el apoyo de la Comisión Europea. Este folleto refleja sólo el punto de vista del autor, y la Comisión no será responsable del uso de la información que se encuentre en su interior.

OBJETIVOS GENERALES DEL PROYECTO





Aumentar la Alfabetización sobre el Futuro entre los estudiantes, emprendedores/es y académicos/os.

Integrar la perspectiva con otras disciplinas académicas.

Guiar a individuos y organizaciones a avanzar en su preparación respecto al futuro.



MOTIVACIÓN DEL PROYECTO Y RESULTADOS

1

Las instituciones educativas de alto nivel ponen al día poco a poco su plan de estudios sobre el emprendizaje dependiendo de los cambios de demanda de los mercados laboral y global.

2

La oferta de la educación y la formación sobre estudios de futuro europea no está ni muy extendida, ni uniformemente extendida.

3

El intercambio de conocimiento y las buenas prácticas entre los educadores (y practicantes) de estudios de futuro y académicos de otras áreas científicas es limitado.

4

Los gerentes necesitan tener competencias de AF para enfrentarse a la inseguridad y a la incertidumbre y así sobrevivir en el caótico ambiente empresarial, con feroz competición – y para crecer y prosperar a largo plazo.

RESULTADOS PREVISTOS

En el proyecto beFORE intentamos hacer frente a los problemas citados desarrollando sacando a la luz la oferta de alfabetización sobre futuros online para estudiantes de universidad y profesionales, como emprendedores o académicos (representando la comunidad de estudios no relacionados con el futuro). La oferta consiste de 16 horas de un curso de introducción a la AF y módulos de aprendizaje de 4, 6 u 8 horas adaptados a las necesidades de cada grupo objetivo del proyecto.



ENFOQUE DEL PROYECTO

Alfabetización sobre Futuros (AF) Es la capacidad de conseguir, diseñar y usar la anticipación y el conocimiento de posibles futuros para aumentar nuestra comprensión del complejo mundo de hoy en día. La AF también instrumentaliza el futuro, haciendo que pueda ser usado como una herramienta, sistema o proceso para decidir y actuar, tanto a nivel individual como organizacional. Según Riel Miller de la UNESCO, la AF mejora la capacidad de detectar y dar sentido al cambio y la discontinuidad, dando así la oportunidad de iniciar procesos de aprendizaje.



4. THE SOCIAL MEDIA PROFILES

Apart from the four social media channels developed initially (Facebook, LinkedIn, Twitter and ResearchGate) in order to disseminate the word about the project, its development and results, and to engage a broader public and increase the awareness about futures literacy, foresight and entrepreneurship interrelated topics, a fifth new profile has been created in 2018: the beFORE YouTube channel.

Figure 7. Icons of the social media channels used.



To access these profiles, click on the following links:

- Twitter account: https://twitter.com/beFORE_eu
- Facebook account: <https://www.facebook.com/futureoriented/>
- LinkedIn group: <https://www.linkedin.com/groups/12077406>
- Researchgate project: <https://www.researchgate.net/project/beFORE-Erasmus-Project-Becoming-Future-ORiented-Entrepreneurs-in-universities-and-companies>
- Youtube Channel: <https://www.youtube.com/channel/UCuqEGgNr0PtSW4PWktsbCJA>

5. A SUMMARY OF THE CONTENTS PUBLISHED AND EVENTS ORGANIZED TO DISSEMINATE THE PROJECT

This fifth section includes the main contents published and events organized by the Consortium and its partners to disseminate the project during 2017 and in 2018.

As seen in Figure 8, 96 pieces of news have been published on line - both in the beFORE project official website and in partners' and third parties' websites -, as well as in other magazines and newspapers, including in one case, a mention to the beFORE project in a TV show. 53% of all these publications were made in the beFORE official website. Additionally, 185 posts have been published in beFORE official social media channels.

On the other hand, during the first two years of the project, Consortium partners have presented contents and results of the beFORE project in 70 events; some of them created specifically ad-hoc as a beFORE event, while in other cases, the project has been presented in events organized by other stakeholders. It must be highlighted how 8 beFORE events have been organized in collaboration by Consortium partners from different countries, as it is specified in the subsection 5.2.

All these contents and events aim at disseminating the project among relevant stakeholders, as well as getting their involvement and engagement in relation to futures literacy and

entrepreneurship. These target groups include stakeholders from the academic, students and business community, along with the inclusion of public bodies. In some cases the published contents may reach a broad audience (i.e. public in general), due to the use of organizational common channels; however, in many other cases specific public targets have been reached through the organization of specific events and targeting of channels (i.e. direct and personalized mailing, personal contact...).

Figure 8. A summary of the dissemination outputs and main target groups of the project from the beginning of the project to December 2018.



5.1. A summary of the contents published

This sub-section reports all the articles and news about the beFORE project published on media channels (magazines, newspapers, TV show) or websites, as well as other contents closely related to the link between foresight, education and/or entrepreneurship.

On the one hand, the “news” section of the beFORE official website includes all the news generated (51) from the launching of the website (see link: <http://futureoriented.eu/blog/>); on the other hand, Table 1 and Table 2 summarize the publications made by each Consortium partner through other channels (i.e. own channels, third party channels).

Table 1. Publications made by each Consortium partner in 2017.

Title of the contents published	Type of publication	Link
before ERASMUS + Knowledge Alliance 2017 -2019	Website post	http://www.feneu.org/en/projects-studies/
Nurturing entrepreneurs of tomorrow	Article in the LinkedIn Pulse magazine	https://www.linkedin.com/pulse/nurturing-entrepreneurs-tomorrow-anna-sacio-szyma%C5%84ska?trk=mp-reader-card
Przedsiębiorcy przyszłości– oferta edukacyjna dla uczelni i firm	Website post	http://www.itee.radom.pl/index.php/pl/archiwum/119-aktualnosci/aktualnosci-2017/493-before
Entrepreneurs of the future - designing educational offer for universities and	Website post	http://www.itee.radom.pl/lang/index.php/106-aktualnosci/aktualnosci-2016/211-entrepreneurs-of-the-future-designing-educational-offer-for-universities-and-companies
First newsletter presentation	Website post	http://www.itee.radom.pl/lang/index.php/106-aktualnosci/aktualnosci-2016/213-before-newsletter
The quest for competences of a future-oriented entrepreneur	Article in the LinkedIn Pulse magazine	https://www.linkedin.com/pulse/quest-competences-future-oriented-entrepreneur-anna-sacio-szyma%C5%84ska?articleId=6293062661806657536#comments-6293062661806657536&trk=prof-post
The quest for competences of a future-oriented entrepreneur	Website post	http://www.itee.radom.pl/lang/index.php/106-aktualnosci/aktualnosci-2016/214-the-quest
beFORE - Becoming Future Oriented Entrepreneurs in Universities and Companies	Website post	http://www.ewi-psy.fu-berlin.de/einrichtungen/weitere/institut-futur/Projekte/beFORE/index.html
Erre Quadro is proud to announce the start of the Erasmus+ Knowledge Alliance project: Becoming Future-ORiented Entrepreneurs in universities and companies – BeFORE.	Website post	http://www.errequadrosrl.com/news-ed-eventi/ http://www.errequadrosrl.com/en/news-events/
Newsletter presentation	Website post	http://www.errequadrosrl.com/news-ed-eventi/ http://www.errequadrosrl.com/en/news-events/
Progetto beFORE, Educare all'imprenditorialità del futuro	Website post	https://91c.it/progetto-before-educare-allimprenditorialita-del-futuro/
Secondo meeting del progetto beFORE	Website post	https://91c.it/secondo-meeting-del-progetto-before/
Seconda Newsletter del progetto beFORE	Website post	https://91c.it/seconda-newsletter-del-progetto-before/
Terzo meeting del progetto beFORE	Website post	https://91c.it/terzo-meeting-del-progetto-before/
Article in Polish and English introducing the beFORE project	Website post	http://4cf.pl/projekt-4cf-w-europejskim-konsorcjum-jest-realizowany/ http://4cf.pl/before-project-4cf-in-the-european-erasmus-consortium/?lang=en
Article in polish informing on the concept of futures literacy and related goals and planned effects of the beFORE project.	Online article	PTSP (The Polish Society for Future Studies) Website
Politechnika Białostocka BEFORE. Ponad 200 tys. zł. na realizację projektu	Post in local journal official website	http://bialystok.wyborcza.pl/bialystok/1,35241,2064417,1,politechnika-bialostocka-before-ponad-200-tys-zl-na-realizacje.html?disableRedirects=true
Inauguracja projektu beFORE na politechnice białostockiej	Website post	http://wz.pb.edu.pl/Aktualno%C5%9Bci/2017/04/02/Inauguracja-projektu-beFore-na-Politechnice-Bia%C5%82ostockiej

II spotkanie konsorcjum projektu beFORE	Website post	http://wz.pb.edu.pl/Wydarzenia/e926Vtw-E0ul__wuzckRQA/II-spotkanie-konsorcjum-projektu-beFORE
II spotkanie projektu beFORE	Website post	http://wz.pb.edu.pl/Wydzia%C5%82/Galeria/bGlyPL8HCk6NI5AcBDiroQ/II-spotkanie-projektu-beFORE
II spotkanie projektu pt. "BEcoming Future-ORiented Entrepreneurs in universities and companies – beFORE"	Website post	http://wz.pb.edu.pl/Aktualno%C5%9Bci/2017/05/26/II-spotkanie-projektu-pt-Becoming-FutureORiented-Entrepreneurs-in-universities-and-companies--beFORE
Wydział zarządzania politechniki Białostockiej przystąpił do Europejskiej Sieci Foresightowej	Website post	http://wz.pb.edu.pl/Aktualno%C5%9Bci/2017/08/16/Wydzia%C5%82-Zarz%C4%85dzania-Politechniki-Bia%C5%82ostockiej-przyst%C4%85pi%C5%82-do-Europejskiej-Sieci-Foresightowej-Foresight-Europe-Network
ZESPÓŁ beFORE NA ECMT+	Website post	http://wz.pb.edu.pl/Aktualno%C5%9Bci/2017/12/16/Zesp%C3%B3%C5%82-beFORE-na-ECMT
Arranca el proyecto de prospectiva y emprendimiento Erasmus+ beFORE	Website post	http://prospektiker.es/news/1488790981
Segunda reunión de la alianza Erasmus+ BEFORE sobre prospectiva y emprendimiento en Polonia	Website post	http://prospektiker.es/news/1497001418
Reunión de la Red Europea de Prospectiva (FEN) y Taller sobre el Futuro del Trabajo/Tecnología 2050 en Turku, Finlandia	Website post	http://prospektiker.es/news/1497884018
Taller ERASMUS+ BEFORE sobre prospectiva y emprendimiento en la Conferencia sobre innovación ISPIM Viena 2017	Website post	http://prospektiker.es/news/1499849137
Reunión del proyecto beFORE y de la red FEN en Florencia	Website post	http://prospektiker.es/news/1511168575
Educare all'imprenditorialità del futuro: l'Ateneo partner del progetto europeo beFORE	Website post	https://www.unipi.it/index.php/news/item/10057-educare-all-imprenditorialita-del-futuro-l-ateneo-partner-del-progetto-europeo-before

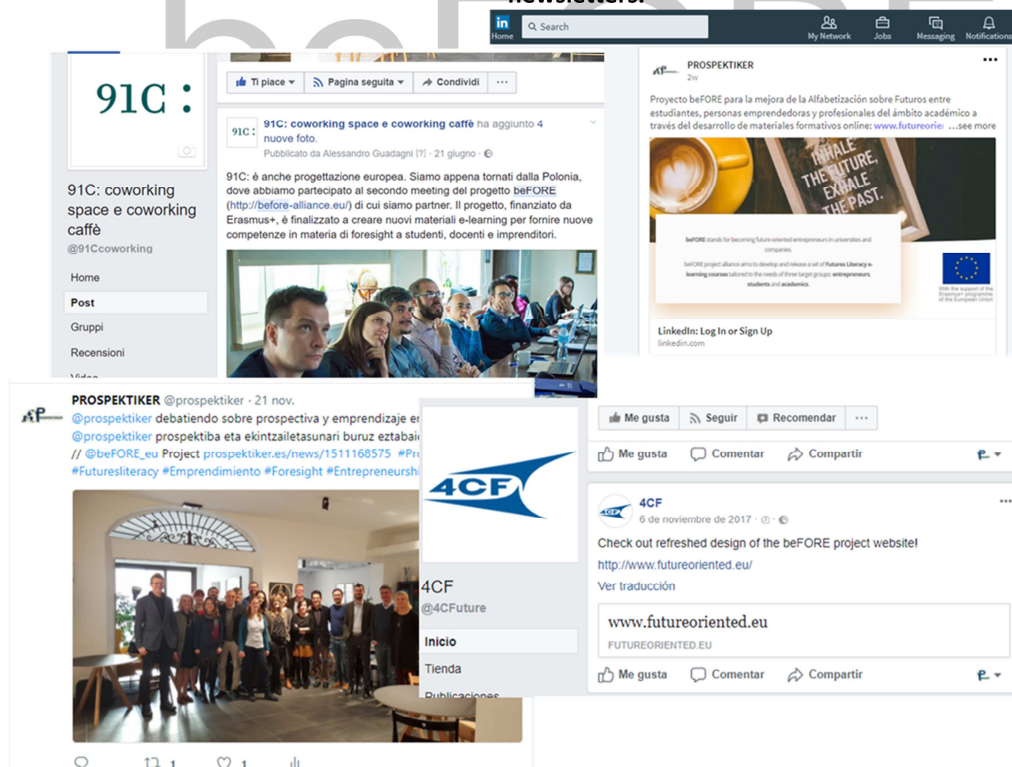
Table 2. Publications made by each Consortium partner in 2018.

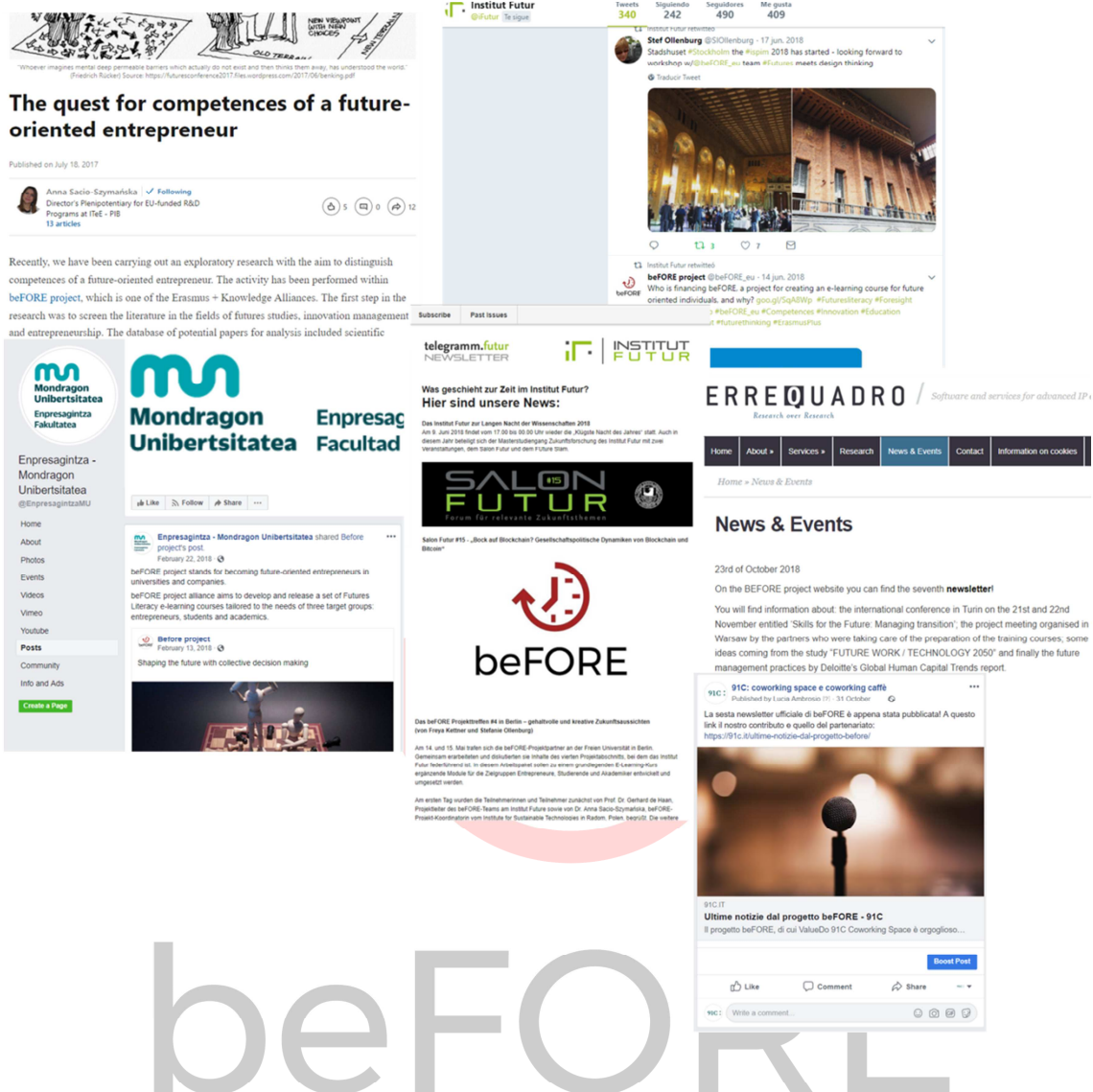
Title of the contents published	Type of publication	Link
beFORE goes to Berlin	Website post	https://wiz.pb.edu.pl/2018/05/24/before-goes-to-berlin/
Project meeting in Warsaw	Website post	https://wiz.pb.edu.pl/projekty/before/
Mention to the beFORE project during the talk show on the future of transport (Magazyn Świat, TVN24), where Norbert Kolos (4CF) was invited as a guest.	Talk show (TV)	https://tvn24bis.pl/swiat,166,m
Update about the project	Website post	http://www.errequadrosrl.com/en/news-events/
Update about the 6 th Newsletter	Website post	http://www.errequadrosrl.com/en/news-events/
Update about the 6 th Newsletter	Website post	http://www.errequadrosrl.com/en/news-events/
Prospektiker y beFORE en el OPEN IRUN LAB: pensamiento a futuro para promover el emprendimiento y la innovación estratégica	Website post	http://prospektiker.es/news/1518508873

4ª reunión del proyecto beFORE celebrada en Berlín	Website post	http://prospektiker.es/news/1526645478
Participación de Prospektiker en la Reunión de la Red Europea de Prospectiva organizada en Berlín	Website post	http://prospektiker.es/news/1527510647
Participación de Prospektiker en la Conferencia FTA 2018 en Bruselas – Proyecto beFORE	Website post	http://prospektiker.es/news/1530271841
Comité de Planificación del Proyecto Millennium y reunión de la Red Iberoamericana RIBER – Presentación del Proyecto beFORE	Website post	http://www.prospektiker.es/eu/news/1542194009
Quarta newsletter del progetto beFORE	Website post	https://91c.it/quarta-newsletter-del-progetto-before/
How to invent new ideas? Philosophy can help us.	Website post	https://91c.it/creare-nuove-idee-facciamo-la-filosofia/
Novità sul progetto beFORE: leggi la 5a Newsletter	Website post	https://91c.it/novita-sul-progetto-before-leggi-la-5a-newsletter/
Updates on the first 18 months of the project	Website post	https://91c.it/gia-passati-18-mesi-le-ultime-notizie-before/
Ultime notizie dal progetto beFORE	Website post	https://91c.it/ultime-notizie-dal-progetto-before/

In addition to these publications and official projects' social media profiles and newsletters (see publication of newsletters in section 7), partners have used their own social media channels and organizations newsletters to multiply the impact on the target groups to be reached. Figure 9 presents some examples of the posts published on different social media profiles and own newsletters.

Figure 9. Some examples of partners' social media posts and news disseminated through own newsletters.





5.2. A summary of the events organized

Several events have been organized by individual partners and by the Consortium as a whole in order to disseminate the project and its contents and reach as many relevant stakeholders as possible.

Table 3 and Table 4 report eight dissemination events organized by the Consortium as a whole (i.e. events where all partners or some partners from different countries participated) to disseminate the project and its ongoing results. These events consisted of the presentation of the beFORE project in international conferences' and networks' events, in the fields of innovation, business, education and foresight, not only in Consortium's countries but also in other European Countries, as for instance, Finland, Sweden, Brussels or Austria. Events organized in these events include ad-hoc workshops and seminars, poster presentations and oral presentations (through abstracts and papers submission). Approximately 150 relevant stakeholders participated actively and directly in these events.

Table 3. A summary of events organized by the Consortium as a whole in 2017.

Event title	Location	Event official website
Local dissemination event organised with Radom Municipality for academics, entrepreneurs and students	Radom (Poland)	http://www.investinradom.pl/page/8,aktualnosci.html?id=385
Foresight Europe Network meeting at the conference Futures of a Complex World	Turku (Finland)	https://futuresconference2017.wordpress.com/
ISPIM 2017: Futures Literacy and Entrepreneurship (beFORE WORKSHOP) within XXVIII ISPIM INNOVATION CONFERENCE "Composing the Innovation Symphony" 18-21.06.2017	Vienna (Austria)	http://www.ispim-innovation-conference.com/
Foresight Europe Network meeting in Florence	Florence (Italy)	http://www.feneu.org/

Table 4. A summary of events organized by the Consortium as a whole in 2018.

Event title	Location	Event official website
Foresight Europe Network workshop at Institut Futur of Free University Berlin	Berlin (Germany)	http://www.feneu.org/en/news/
Future-oriented Technology Analysis conference – Poster presentation	Brussels (Belgium)	https://ec.europa.eu/jrc/en/fta2018
2018 ISPIM Innovation Conference "Innovation, the name of the game" - Workshop	Stockholm (Sweden)	https://www.ispim-innovation-conference.com/
Conjectural Futures conference and workshop	Berlin (Germany)	http://www.conjectural-futures.net/?lang=en

The following Figures give some evidence of the dissemination events included in previous tables.

Figure 10. Meeting with Radom Municipality (Poland).



Figure 11. FEN Meeting in Turku (Finland).



Figure 12. ISPIM Meeting in Vienna (Austria).



Figure 13. . FEN Meeting in Florence (Italy).



Figure 14. FEN meeting in Berlin (Germany).

Figure 15. Poster presentation in Brussels (Belgium).



Figure 16. ISPIM workshop in Stockholm (Sweden).

Figure 17. Conjectural Futures workshop in Berlin (Germany).



As well as this, Table 5 and Table 6 report 62 different dissemination events organized by individual partners or in some cases, by some partners from the same country together. These events include from workshops, to presentations or personal meetings. In these cases too, it is

worth noting how some of these events were organized in countries not covered by the Consortium, as Ghana, Turkey, Mexico or Bolivia. In total, approximately 2.500 relevant stakeholders were reached by the impact of these events. It is important to mention that some of these stakeholders play a representative role of many other stakeholders (i.e. CEO's of sectorial associations integrated by other members/companies), so the real multiplier effect is expected to be much higher than the defined number. 4 National events that will be more detailed described in Chapter 6 are included here too.

Table 5. A summary of events organized by partners or where partners participated presenting the beFORE project, in 2017.

Event title	Location	Event official website
Jahrestreffen Netzwerk Zukunftsforschung - Annual meeting of the Foresight Network – Presentation of the project	Berlin (Germany)	http://netzwerk-zukunftsforschung.de/veranstaltungen/
Institut Futur (FREIE) at Business Brunch azh Novatis GmbH - Keynote on beFORE and Foresight	Munich (Germany)	n/a
Presentation of the project to a research group of the university of Middel East (Ankara)	Ankara (Turkey)	n/a
Meeting with Dr. Eric Maiser, Head of future Business	Frankfurt (Germany)	n/a
Meeting with Dr. Schenk (Technology-Transfer Manager) and Fr. Balke (Manager Training and Education Centre)	Mannheim (Germany)	n/a
Tag der Luft- und Raumfahrt der Region	Lampertheim (Germany)	n/a
Project Presentation to U. Schaumann, E.G.O. Head of corporate Foresight	Telco (Germany)	n/a
Technology Site Visit E-Mobilität und Strategie	Ludwigshafen (Germany)	https://www.cvc-suedwest.com/forum/1/8/409/Technology-Site-Visit-am-24-August-2017-bei-der-aveniture-GmbH-in-Ludwigshafen.html
Petersberger Industriedialog	Bonn (Germany)	n/a
Workshop: Where do you go, entrepreneurship education? ECMT+ teacher training event	Poznań (Poland)	http://www.ecmt-plus.eu/
Talleres de prospectiva sobre la futura oferta de servicios	Oñati / Irun (Spain)	See 1 st beFORE e-newsletter
Greenpreneurs - International Multiplier event	Pamplona (Spain)	http://greenpreneurs.eu/news/greenpreneurs-final-international-conference-was-held-on-june-26th/
Presentation of the Project and the results of WP1 in the 7th International Scientific Conference "World Economy - Challenges of the 21st Century". Kazimierz Pulaski University of Technology and Humanities, Department of Economics and Law Sciences	Radom (Poland)	www.worldeconomy.uniwersytetradom.pl
Presentation of the project in the RIBER network meeting	Monterey (Mexico)	http://prospektiker.es/news/1492498541

Presentation of the project in a meeting with the CEOs of 5 provincial sectorial clusters	San Sebastián (Spain)	n/a
Meeting at METU University, with the Director and Professors of Industry 4.0 department to discuss possible collaborations in research, training and technology transfer	Ankara (Turkey)	n/a
Training on Entrepreneurship Education Design - Presentation of the project to organizations which are going to organize entrepreneurship programs	Florence (Italy)	n/a
Training on Entrepreneurship Education Design - Presentation of the project to organizations which are going to organize entrepreneurship programs	Pisa (Italy)	n/a

Table 6. A summary of events organized by partners or where partners participated presenting the beFORE project, in 2018.

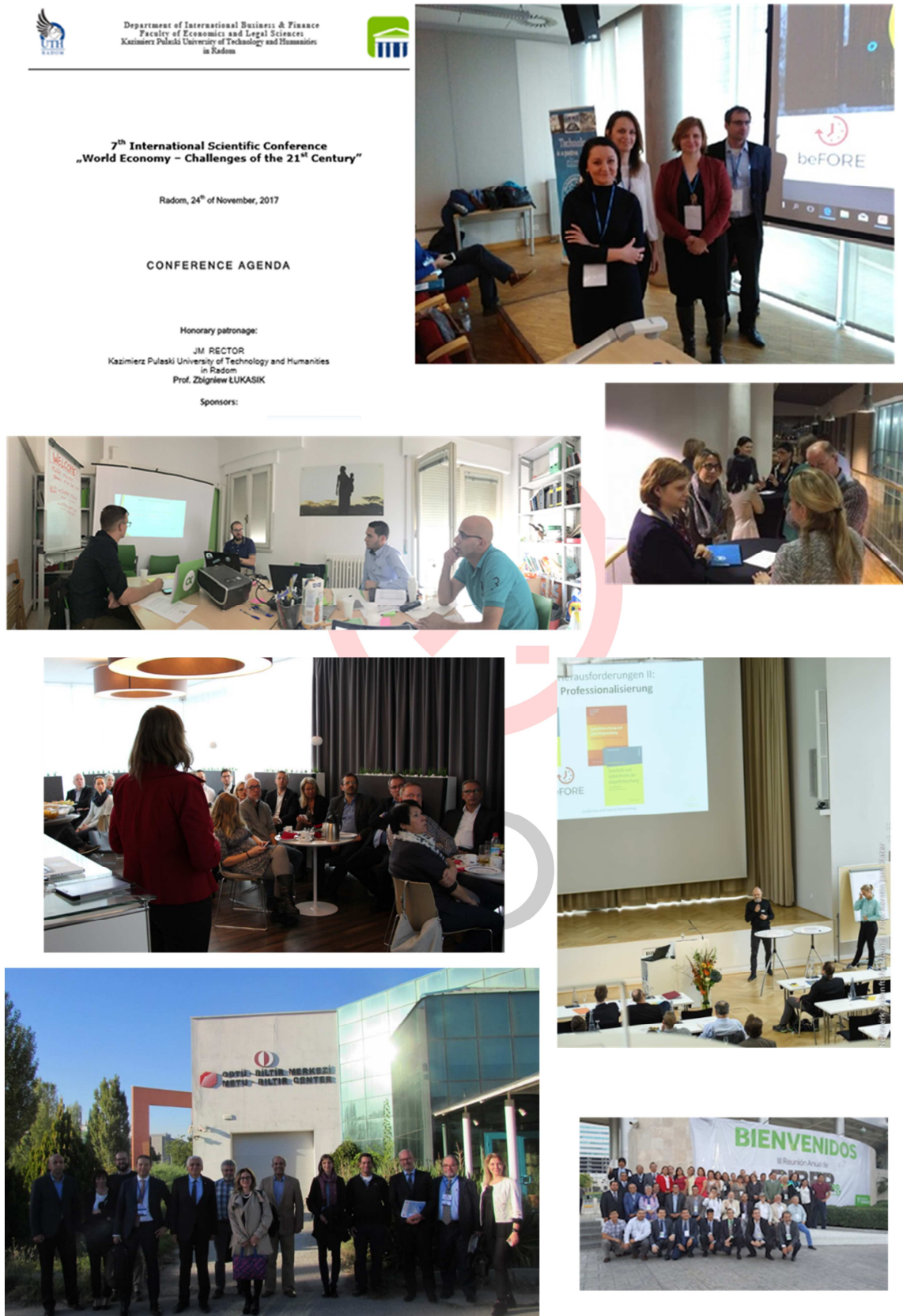
Event title	Location	Event official website
International Conference on Entrepreneurship, Business and Technology (ICEBUT) 2018; Methodist University College Ghana	Accra (Ghana)	http://www.icebut.org/
Conference on Innovative Methods in Management, Production Engineering and Logistics	Białystok (Poland)	n/a
Summer School of Logistics	Białystok (Poland)	https://wiz.pb.edu.pl/2018/07/05/rozpocze-la-sie-miedzynarodowa-letnia-szkola-logistyki/
Strategic foresight classes: presentation of the beFORE project to the students of Logman project, study programme and specialization: Management, smart and innovative business	Białystok (Poland)	n/a
Meeting @ FGB - Fondazione Giacomo Brodolini	Brussels (Belgium)	n/a
Engineering students meeting – University of Pisa	Pisa (Italy)	n/a
Opening day of GATE - beFORE project National Meeting	Pisa (Italy)	n/a
Summer School Entrepreneurship in Humanities - Fondazione Golinelli	Bologna (Italy)	n/a
MedNet Study Visit - Oxfam	Florence (Italy)	n/a
Il futuro è 4.0: l'innovazione digitale nelle cooperative sociali - Seminar on Innovation and Industry 4.0 for companies	Monza (Italy)	n/a
"Impresa 4.0 nel settore agricolo: l'impatto - Seminar on Innovation and Industry 4.0 for companies	Asti (Italy)	n/a
Elkarreking Ekin Workshop	Oñati (Spain)	http://futureoriented.eu/kick-off-event-for-elkarrekin-ekin-in-mue-nothing-is-impossible-future-thinking-to-promote-business-innovation-strategies/

Kolloquium Futur: internal presentation to researchers at the FREIE University	Berlin	n/a
Politics of design - Keynote "Using future, designing future: What is behind the project beFORE?" and Workshop on Futures literacy	Potsdam	n/a
Futures Literacy meets transformative Literacy - Workshop	Berlin	n/a
Creative bureaucracy festival – Poster presentation	Berlin	https://www.creativebureaucracy.net/2018/programm
Jahrestreffen / Fachtagung Netzwerk Zukunftsforschung - Workshop	Berlin	n/a
Schoene Neue Welt – Presentation and discussion	Berlin	https://www.snw2048.de
DBG transformative Bildung – Presentation and discussion	Berlin	
Presentation of the beFORE project by Kacper Nosarzewski (4CF) in his speech "Between research and business: Can futurology and strategic foresight really be useful for start-ups? Surfing on the wave of the future" at the European Startup Days event that accompanied the European Economic Congress in Katowice, Poland	Katowice (Poland)	http://www.estartupdays.eu/2018/en/speakers/kacper-nosarzewski,2555.html
Representatives of the Polish Society for Futures Studies, who work closely with 4CF, talked about the beFORE project and its main goals during The Future of Education Futures Literacy workshops	Warsaw (Poland)	http://www.ibe.edu.pl/pl/aktualnosci/825-edukacja-na-fali-zmian
Innowator Mazowska - Mazovian Innovator competition gala. Mazovian Innovator is an annual competition for the most innovative young scientists and businesses in the Mazovian Voivodship, who can win both cash prizes and other benefits	Warsaw, PL	https://innowacyjni.mazovia.pl/dzialania/informator-mazowska/x-edycji-konkursu-innowator-mazowska.html
NASK Conference on Cybersecurity, organized as a kick-off event during the European Cybersecurity Month	Warsaw, PL	https://bezpiecznymiesiac.pl/
Warsaw Home Expo	Warsaw, PL	https://warsawexpo.eu/en/wydarzenie/warsaw-home-2018-international-trade-fair-for-interior-design/
UNESCO Imagining Africa's Futures - Ben Guerir Working Meeting hosted by OCP Foundation.	Ben Guerir, MA	n/a
Trends and potential of the Mazovian Photonics Industry Conference – organized by 4CF for the Marshal Office	Warsaw, PL	n/a
Masters and Robots Conference organized by Singularity University Warsaw Chapter	Warsaw, PL	https://mastersandrobots.tech/
One Lesson about the future - FL educational project by Polish Society for Futures Studies	Warsaw, PL	https://ptsp.pl/projekt-jedna-lekcja-o-przyszlosci-uzyskal-wsparcie-wojewodztwa-mazowieckiego/
UNESCO Imagining Africa's Futures - Futures Literacy Laboratory-Novelty 'Human Mobility in 2100: Youth Perspectives on the Future'	Marrakesh, MA	https://en.unesco.org/events/futures-literacy-laboratory-novelty-human-mobility-2100-youth-perspectives-future

Trends and potential of the Mazovian Packaging Industry Conference – organized by 4CF for the Marshal Office	Warsaw, PL	n/a
ProcessNet Zukunftsforschung und Innovationsmanagement	Frankfort	http://processnet.org/Zukunftsforschung+und+Innovationsmanagement.html
VDMA GK Corporate Foresight	Frankfort	List of participants and agenda are ready.
Weinl, Deutsche Bank Worms	Worms	-
Master Supply Chain Management - Technische Hochschule Köln – University of Applied Sciences	Cologne	https://www.th-koeln.de/studium/supply-chain-and-operations-management-master_28094.php
Master Interactive Media Design	Darmstadt	https://imd.medien-campus.h-da.de/
Fahrzeuginitiative e.V.	Kaiserslautern	http://www.fahrzeug-initiative.de/index.php/veranstaltungen/2018-produktionstechnologien-der-zukunft
GMFUS – The German Marshall Fund of the US	Berlin	
Rheinland-Pfalz-Tag 2018 – Festival. Project presentation	Worms	https://www.worms.de/de/kultur/veranstaltungen/Rheinland-Pfalz-Tag-Worms-2018/
BAVC-Meeting - German Employers' Association for the Chemical Industry	Wiesbaden	
VDI/VDE-Meeting	Berlin	
Jahrestagung Netzwerk Zukunftsforschung Conference	Berlin	https://netzwerk-zukunftsforschung.de/
VCI-Meeting	Frankfurt	
FU-Berlin – Presentation of the project part of a lecture	Berlin	-
Spanish National Event: Future thinking to support your business innovation strategy	Irun (Spain)	http://prospektiker.es/news/1518508873
Presentation of the ongoing results of the project in the Annual Millennium Project and RIBER network meeting	Santa Cruz de la Sierra (Bolivia)	http://www.prospektiker.es/eu/news/1542194009
Presentation of the project and its ongoing results in an Engineering University Master Course – Mondragon University	Mondragon (Spain)	https://www.mondragon.edu/es/master-universitario-diseno-estrategico-productos-servicios

Figure 18 gives some evidence of the dissemination event included in previous tables.

Figure 18. A sample of pictures that evidence the events described previously.





6. NATIONAL EVENTS ORGANIZED IN EACH CONSORTIUM COUNTRY

6.1. German National Event

EVENT TITLE: Netzwerk Zukunftsforschung: Jubiläums- und Jahrestagung 2017 (Anniversary and annual conference)

OBJECTIVES:

- The talk: disseminate the objective of the beFORE project: futures literacy
- The conference: networking and make contact with interested students and entrepreneurs and further the discussions on the topic of futures literacy

TARGET GROUPS:

Students, professionals, and all interested with topics concerning scientific futures studies and futures literacy

NUMBER OF PARTICIPANTS: approx. 100

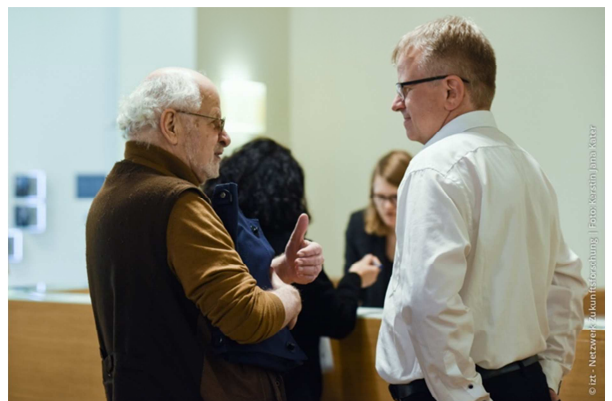
STRUCTURE AND CONTENTS OF THE EVENT:

The members of the Germany team, Aventure and Freie were part of the organization team and actively participated at the conference in Berlin.

Sascha Dannenberg, research fellow Freie Universität Berlin, Institut Futur and on the beFORE team gave a talk:

- The futures studies master-program at Freie Universität Berlin and its development since 2010 and how it furthered futures literacy
- The project beFORE as an example to reach students and entrepreneurs outside of universities.

Riel Miller, UNESCO, Foresight Unit, Paris gave a talk on “Transforming the Future: Overview of a New Futures Literacy Framework“. The talk gave an overview of his approach on futures literacy, which is the objective of the beFORE project.



DATE AND LOCATION: 19th October, 2017 – Harnack Haus, Freie Universität Berlin, Germany

6.2. Italian National Event

EVENT TITLE: beFORE in GATE Centre Opening Day – Presentation of EU projects to policy makers, academics, students and entrepreneurs

OBJECTIVES:

- To disseminate the main objectives of the project and the first results achieved in terms of competence identification.
- To promote project activities with target groups (academics, students and entrepreneurs), to discuss and understand their needs concerning the importance of future thinking in their careers.

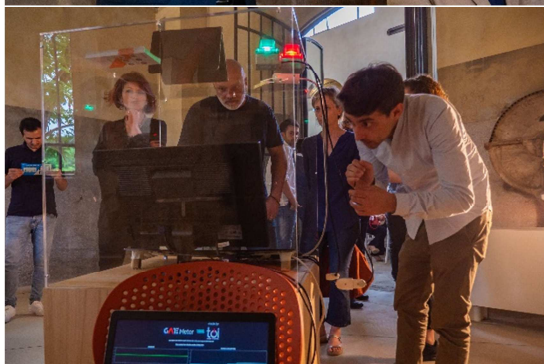
TARGET GROUPS: Policy makers, Entrepreneurs, Academics, Students

NUMBER OF PARTICIPANTS: 86

STRUCTURE AND CONTENTS OF THE EVENT:

The event consisted of half-a-day conference, structured in two different parts:

- Plenary Session: Presentation about the innovation ecosystem based in Pisa by Prof. Andrea Bonaccorsi and round table with Entrepreneurs, Academics and Policy makers about how building an environment that is able to anticipate new challenges coming from market and society, and to address them effectively.
- Parallel Sessions: These sessions were held in several different rooms in which companies and research groups were presenting their main activities and were engaging people in participating to them. In particular, a dedicated room was set to present EU project to the attendees and beFORE project was shown in one of these. In particular, one poster describing the project was printed and the project team led by Prof. Fantoni (University of Pisa) and Dr. Riccardo Apreda (Erre Quadro) presented project objective and results to Academics, Students, Entrepreneurs and Policy makers. Silvia Fareri described presented project poster and described project objectives. In this way, feedbacks about the project goals and activities were collected and potential participants to the e-learning programmes were engaged in thinking about the importance of future studies for their careers.



DATE AND LOCATION: 28th May 2018 – Galileo Aggregator for Technology and Enterprise, Pisa (Italy)

6.3. Polish National Event

EVENT TITLE: beFORE Project on the 7th International Scientific Conference „World Economy – Challenges of the 21st Century”

OBJECTIVES:

- To present beFORE Project within the academic society; to present the rationale behind the project; to disseminate interim results, specifically WP1 methodology and outcomes;
- To promote planned activities in the frame of WP2 – competence survey - within target groups (especially students and academics).

TARGET GROUPS: Academics; Researchers; PhD Students

NUMBER OF PARTICIPANTS: 60

STRUCTURE AND CONTENTS OF THE EVENT:

The conference took place in Radom on the Kazimierz Pulaski University of Technology and Humanities, Department of Economics and Law Sciences on the 24th of November, 2017.

The Agenda of the conference included beFORE Project was presented in the session of ENTREPRENEURSHIP, BUSINESS MODELS AND LABOR MARKET, chaired by Professor Turan Subasat from Mugla Sitki Kocman Universitesi in Turkey, by Dr Anna Sacio-Szymanska (beFORE Project Manager) and Anna Pajak (beFORE Project Researcher) from the Institute for Sustainable Technologies – National Research Institute (Project Coordinator) with the presentation titled “What are the competences that help to navigate the future”. During the presentation Dr Szymanska introduced the main aims of the project and explained the methodology of extracting the list of competences resulting from the WP1 desk research. In the second part of the presentation the WP 2 Survey rationale was introduced.



DATE AND LOCATION: 24th of November, 2017, Radom, Kazimierz Pulaski University of Technology and Humanities, Department of Economics and Law Sciences

6.4. Spanish National Event

EVENT TITLE: beFORE in OPEN IRUN LAB: Future thinking to promote entrepreneurship and support business innovation strategies

OBJECTIVES:

- To disseminate the results of the project, especially regarding results from WP2, about competences to manage future oriented tasks.
- To discuss with target groups about competences needed to promote innovation and future-thinking in companies and to think about practical business opportunities arising from futures literacy and future thinking mindsets.

TARGET GROUPS: Entrepreneurship and Innovation Students and Professionals from companies and entrepreneurs.

NUMBER OF PARTICIPANTS: 27

STRUCTURE AND CONTENTS OF THE EVENT:

The event consisted of a 2hours workshop, structured in two different parts:

- 1st part: Presentation about the importance of long term and future thinking to support the development of innovative products, services and business models, focusing on the identification of competences that help to navigate the future; beFORE project's results were presented, giving an overview of the main results regarding competences needs in this context.
- 2nd part: The event counted as well with practical and real business cases, through the participation of different entrepreneurs, highlighting TZBZ, a cooperative company focused in creating a positive impact in the world through innovation, and through the use of the foresight. In addition, a dialogue session was held to discuss the application of foresight in real entrepreneur business projects, with the participation of companies (Roots, Koenna, Hiku and Drops) and students from the bachelor's degree in entrepreneurial leadership and innovation (Mondragon University).



DATE AND LOCATION: 1st February, 2018 - Mondragon University Premises in Irun (Spain).

7. beFORE NEWSLETTER PUBLICATIONS

Four newsletters have been design and distributed in this first year. These newsletters have been distributed via email, in two different formats; the first two newsletters were disseminated in a PDF format, while the last two newsletters where distributed using an online scheme (i.e. mailchimp). The 3rd and 4th Newsletters are available online in the beFORE project official website (see: <http://futureoriented.eu/blog/>).

7.1. 1st Newsletter

Figure 19. A screenshot of 1st Newsletter.



7.2. 2nd Newsletter

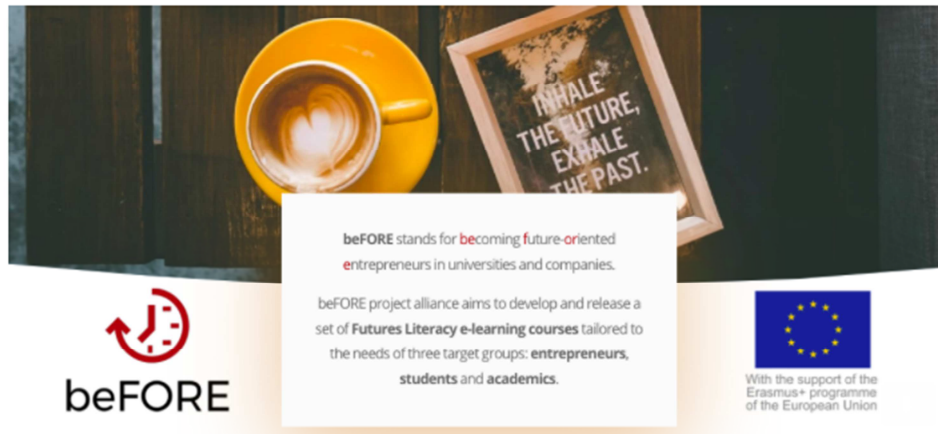
Figure 20. A screenshot of 2nd Newsletter.



7.3. 3rd Newsletter

See the Newsletter here: <http://futureoriented.eu/newsletter-vol-3/>

Figure 21. A screenshot of 3rd Newsletter.



Newsletter °3

Latest **news** and **results** of beFORE project and trends about **Futures literacy**.

3rd partnership meeting in Florencia

The third meeting of the beFORE project took place on the 6th and 7th of November in Florence.



beFORE

7.4. 4th Newsletter

See the Newsletter here: <http://futureoriented.eu/newsletter-vol-4/>

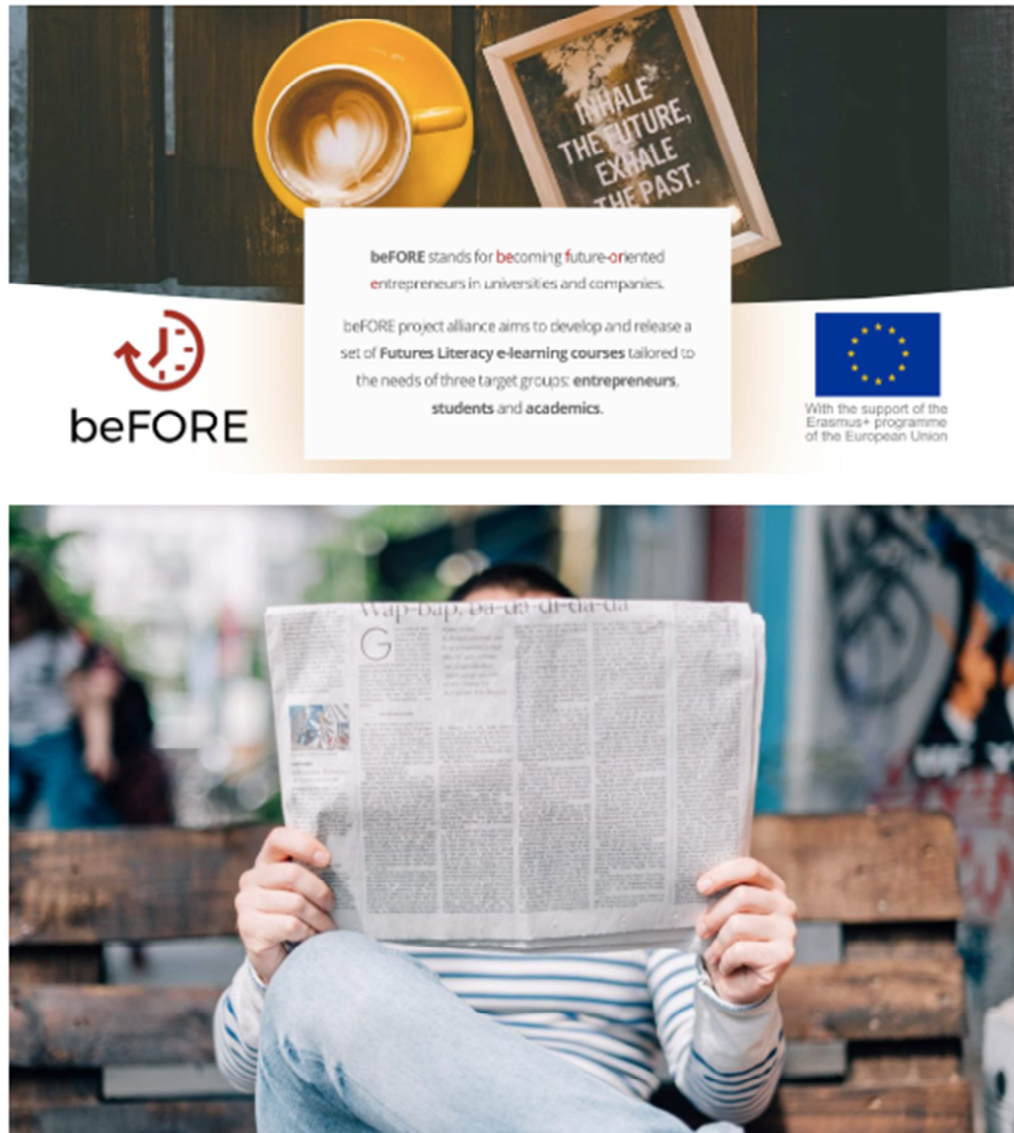
Figure 22. A screenshot of 4th Newsletter.



7.5. 5th Newsletter

See the Newsletter here: <http://futureoriented.eu/newsletter-vol-5/>

Figure 23. A screenshot of 5th Newsletter.



We are happy to announce the 5th beFORE project newsletter. Please find below the latest news and articles.

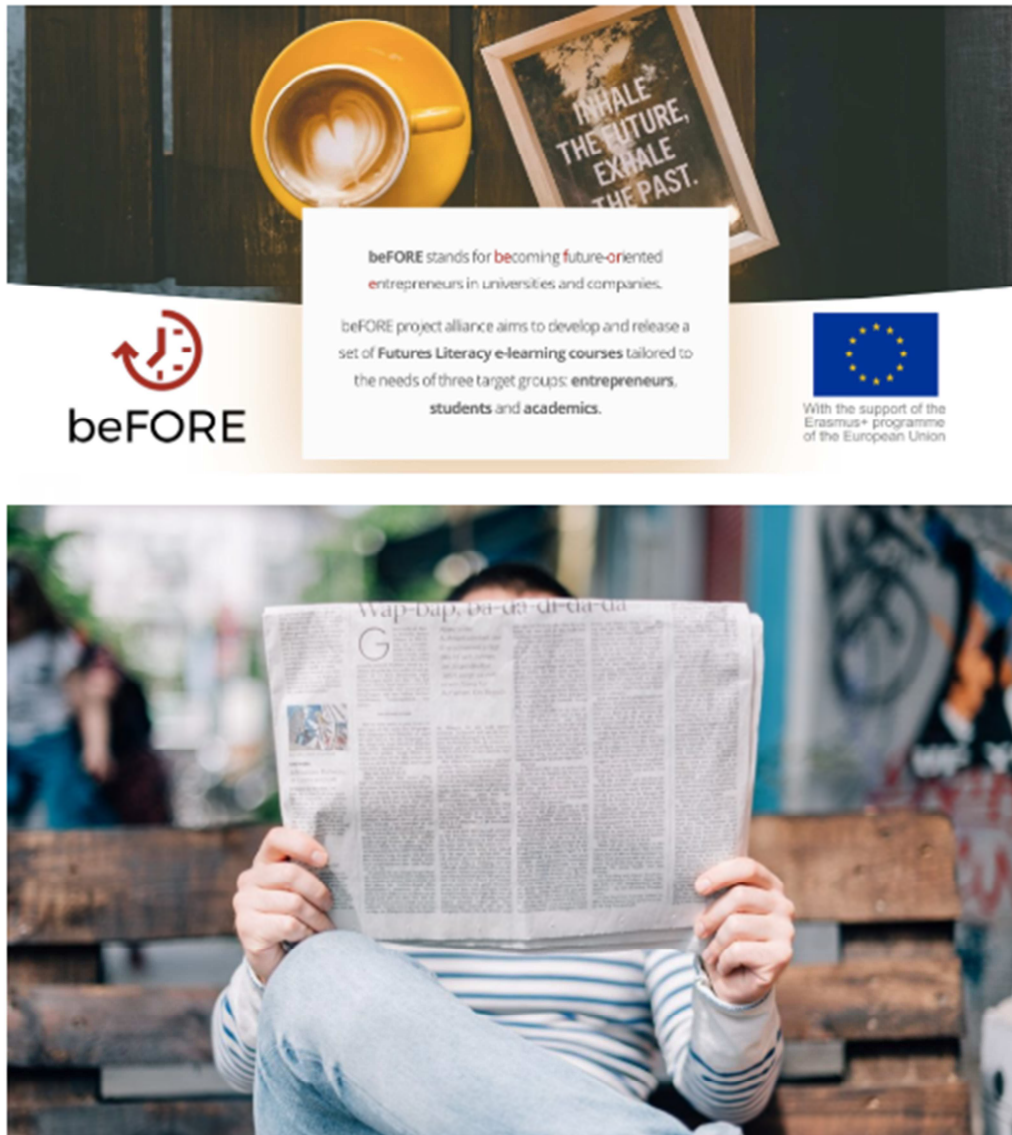
**XXIX ISPIM INNOVATION CONFERENCE
Stockholm, Sweden • 17-20 June 2018**



7.6. 6th Newsletter

See the Newsletter here: <http://futureoriented.eu/newsletter-vol-6/>

Figure 24. A screenshot of 6th Newsletter.



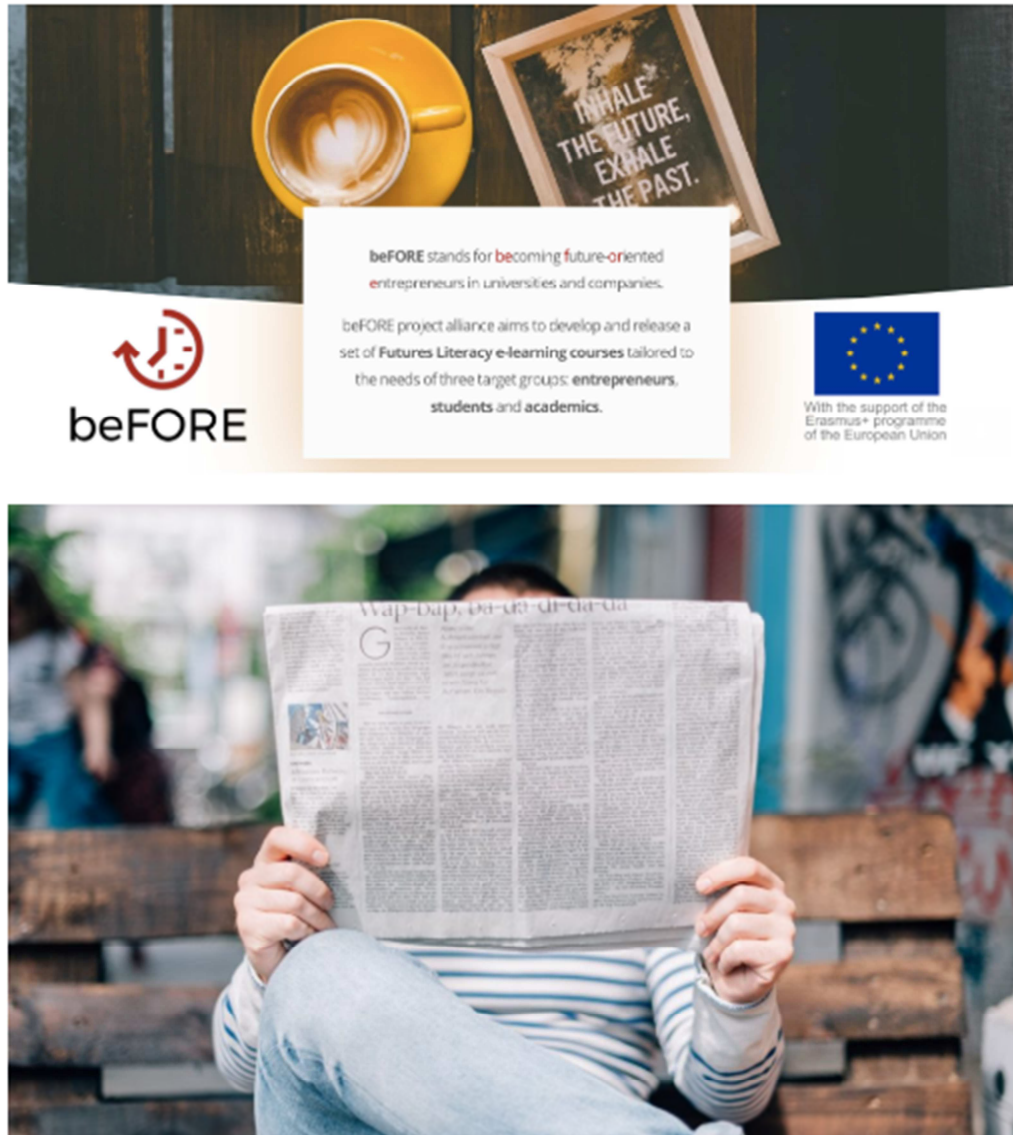
We are happy to announce the 6th beFORE project newsletter. Please find below the latest news and articles.



7.7. 7th Newsletter

See the Newsletter here: <http://futureoriented.eu/newsletter-vol-7/>

Figure 25. A screenshot of 7th Newsletter.



We are happy to announce the 7th beFORE project newsletter. Please find below the latest news and articles.



8. OTHER beFORE TARGETED COMMUNICATIONS AND PROMOTIONAL MATERIALS

This last section presents other specific communication materials created to be presented in conferences and workshops, together with a beFORE calendar as merchandising material.

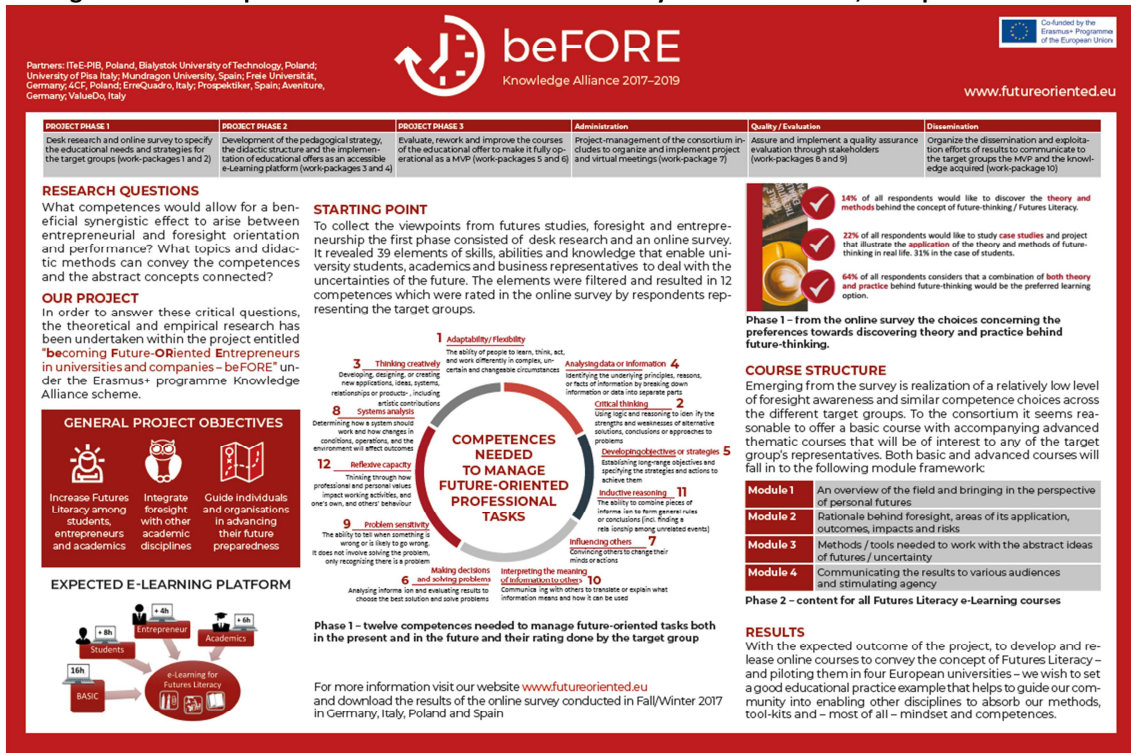
8.1. Targeted communications for Conferences and Workshops

Two posters have been developed to be presented in different international conferences, already presented in previous sections:

Figure 26. Poster presented in the FTA Conference in Brussels, in June 2018.




Figure 27. Poster presented in the Creative Bureaucracy Festival in Berlin, in September 2018.




beFORE

Figure 28. Flyer presented in different conferences, workshops and meetings.


 **THE COMPETENCES NEEDED TO MANAGE FUTURE-ORIENTED TASKS**

Adaptability/ Flexibility	Analysing data or information	Critical Thinking	Developing objectives and strategies
Inductive reasoning	Influencing others	Interpreting the meaning of information to others	Making Decisions and Solving Problems
Problem sensitivity	Reflexive capacity	Systems analysis	Thinking Creatively

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


This project has been funded with support from the European Commission. This leaflet 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.

 **DEFINITIONS OF THE COMPETENCES NEEDED TO MANAGE FUTURE-ORIENTED TASKS**

The ability of people to learn, think, act, and work differently in complex, uncertain and changeable circumstances	Identifying the underlying principles, reasons, or facts of information by breaking down information or data into separate parts	Using logic and reasoning to identify the strengths and weaknesses of alternative solutions, conclusions or approaches to problems	Establishing long-range objectives and specifying the strategies and actions to achieve them
The ability to combine pieces of information to form general rules or conclusions (includes finding a relationship among seemingly unrelated events)	Convincing others to change their minds or actions	Communicating with others to translate or explain what information means and how it can be used	Analysing information and evaluating results to choose the best solution and solve problems
The ability to tell when something is wrong or is likely to go wrong. It does not involve solving the problem, only recognizing there is a problem	Thinking through how your professional and personal values impact your working activities. With reference to those frames, being able to explain your own as well as the others' behaviour	Determining how a system should work and how changes in conditions, operations, and the environment will affect outcomes	Developing, designing, or creating new applications, ideas, relationships, systems, or products, including artistic contributions

beFORE










Finally, a beFORE calendar was produced for the year 2018, as merchandise of the project and as promotional material.



beFORE
 Knowledge Alliance 2017-2019





Becoming future-oriented entrepreneurs in universities and companies

PROJECT PARTNERS

2018

ASSOCIATED NETWORKS

	MON	TUE	WED	THU	FRI	SAT	SUN	MON	TUE	WED	THU	FRI	SAT	SUN	MON	TUE	WED	THU	FRI	SAT	SUN	MON	TUE	WED	THU	FRI	SAT	SUN	MON	TUE	
January	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31
February						1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	
March						1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	
April								1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	
May															1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	
June															1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	
July															1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	
August															1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	
September															1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	
October															1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	
November															1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	
December															1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	

Info@futureoriented.eu

www.facebook.com/futureoriented/

twitter.com/beFORE_eu

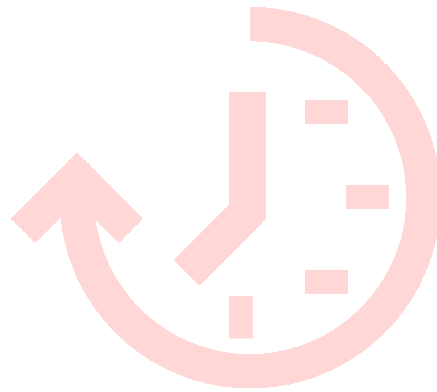
www.futureoriented.eu

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beFORE