

GLOBAL-SPIN: Transnational Entrepreneurship and Corporate Learning: Fostering Effective Internationalization Strategies in Academic Spin-Offs

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EXTERNAL EVENTS REPORT

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1. Introduction: General Work Package Objectives

The dissemination plan as established at the beginning of the project addresses the strategies and activities towards the promotion of the objectives, outputs and results of the EU co-funded project “GLOBAL-SPIN: Transnational Entrepreneurship and Corporate Learning: Fostering Effective Internationalization Strategies in Academic Spin-Offs”, under the frame of the European Commission’s Erasmus+ Programme. The overall Dissemination Strategy is being coordinated by the Fundación General Universidad de Granada – Empresa.

An essential part of this plan from the onset of the Project is the participation by the consortium in two external events. It was foreseen from the onset of the Project that the Global-Spin results be presented in two events as a way to promote dissemination and reach target groups in the field of ICT, innovation, and entrepreneurship education. The two events that have been chosen by the consortium are:

- The Alhambra Venture, the most important entrepreneurial forum in southern Spain (Granada, 12/13 July 2017);
- The 2018 Edition of the International Conference on Future Learning and Education Technology Management (Barcelona 19/20 December 2018)

As the leader of the Work Package, the Fundación General Universidad de Granada attended these two events while other partners participated as needed in presentation preparation, etc.

2. Global-Spin at the Alhambra Venture

The event: The Alhambra Venture is a yearly event sponsored by the newspaper IDEAL. The 4th Edition held the 12th and 13th of July in Granada was focused on entrepreneurs, start-ups, and spin-offs from around southern Spain coming together to work on their pitches, develop business initiatives, and look for funding. Several roundtables around financing of entrepreneurs and internationalization of start-ups, among other topics, gathered together renowned actors of the innovation ecosystem in Andalusia and Spain. And a mentoring room was enabled where the entrepreneurs are assisted by experts and professionals in business development.

For more information about the event, please visit: www.alhambraventure.com

Our experience: The experience of the Global-Spin team at the Alhambra Venture was a very positive one. The crowd fit the target groups of entrepreneurs, start-ups, and spin-offs and many new businesses were looking for resources to help them expand their client base. As we know from Project experience, internationalisation is an important factor in long-term sustainability for many small businesses in Spain; therefore, Global-Spin was warmly received by participants. Project representatives spoke with attendees about the importance of globalisation and factors to keep in mind when creating internationalisation strategies for a company.

More generally, the Global-Spin leaflet and dossiers were disseminated among the participating entrepreneurs that showed interest in the training platform for internationalisation as well as in other results of the project. Participant feedback to the Project and its intended results was very positive.



3. Global-Spin at the 2018 Edition of the International Conference on Future Learning and Education Technology Management

The event: The International Conference on Future Learning and Education Technology Management looks to be a multinational for Future Learning focused researchers, practitioners and industry specialists to present and discuss the latest accomplishments, challenges, and future directions. The 2018 edition was held the 19th to the 21st in Barcelona and focused on questions such as adaptivity in learning systems, educational modelling, tools for contextual learning, etc. The purpose of the event was to enhance communication among professionals that are working towards developing four key areas: Basic Teaching and Methods; Classroom Learning and Learning Methods; Education and Management Technology; Career Development and Innovative Technology.

For more information about the event, please visit: <http://icfl18.com/>

Our experience: The Global-Spin team had a very positive experience at this event. A representative presented the Project results within the scope of innovative methodologies used to improve corporate training. With a technology-based course and the intention to promote learning—a bottom-up way of encouraging each member of staff to engage with the internationalisation materials in a way that makes sense to them—we can see how the Project can change the way corporations look at instruction. This objective fit within the outline of the conference and participants were very intrigued to see how the Global-Spin contents and method could be applied in their areas of interest.

More generally, Global-Spin leaflets were disseminated among the participants that showed interest in the training platform for internationalization as well as in other results of the project. As the pilot session is currently being carried out, they were also offered spots to join the testing of the platform and asked to sign the manifest if they identified with the message being shared.

