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Promoting Unique Learning
Strategies in Entrepreneurship



Multimedia report

Study Visit to Morocco

Hosted by:



University
Mohammed VI
Polytechnic

Coordinated by:



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Project Coordinator: Mundus

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1. Introduction

From 14 to 19 December 2025, **Mohammed VI Polytechnic University (UM6P)** hosted an international **study visit and innovative training week** within the framework of the Erasmus+ PULSE project. The activity brought together VET teachers, trainers, and institutional representatives from Morocco, Tunisia, and Libya, with the shared objective of **strengthening entrepreneurial skills, innovation capacity, and green entrepreneurship within VET systems**.

The visit combined hands-on training understanding, exposure to UM6P's innovation ecosystem, and peer-to-peer exchange. Participants explored how education, research, and entrepreneurship can be effectively connected to respond to **current labour market needs** and **regional socio-economic challenges**.

This multimedia report summarises the agenda, key activities, and main highlights of the study visit and is designed to accompany visual materials such as photos and short captions.

2. Objectives of the Study Visit

The main objectives of the PULSE study visit were to:

- Strengthen **entrepreneurial mindsets** among VET educators
- Provide **practical tools and methodologies** for teaching entrepreneurship and innovation
- Promote **green and sustainable entrepreneurship** approaches
- Showcase **UM6P's innovation ecosystem** as a model of practice-oriented learning
- Foster **international cooperation and peer learning** among North African VET professionals



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3. The week at a glance

The programme combined **training sessions, study visits, workshops, and networking activities**, following a progressive learning approach from entrepreneurial mindset development to concrete tools and sustainable business models.



4. Daily highlights

Day 1 – Introduction to PULSE & Entrepreneurial Mindset (15 December 2025)

The study visit officially opened at UM6P with welcome and opening remarks, introducing the PULSE project, its objectives, and UM6P's role within the initiative.

Key sessions focused on:

- Developing an entrepreneurial mindset, with contextualisation for VET systems
- Understanding entrepreneurial ecosystems and the EntreComp framework as a reference tool for entrepreneurship education
- A hands-on session using the Entrepreneur Toolkit, encouraging practical application

The day concluded with a study visit to the **1337 Coding School**, offering participants a concrete example of innovative, project-based learning closely linked to real-world challenges.



Day 2 – Innovation Ecosystems & Business Modelling (16 December 2025)

Day two was dedicated to understanding how innovation infrastructures support entrepreneurship education.

Participants:

- Visited **STARTGATE**, UM6P's startup and innovation hub, and learned about incubation and acceleration mechanisms
- Took part in a training session on Running a Smart Lab, focusing on tools, governance, and best practices
- Attended a practical workshop on the Business Model Canvas, exploring how to structure and validate business ideas
- Visited the **UM6P FABLAB**, where digital fabrication, prototyping, and experiential learning were showcased



Day 3 – Lean Startup & Industry Connections (17 December 2025)

The third day focused on Lean Startup methodologies and their relevance for VET entrepreneurship training.

Main activities included:

- Training on Lean Startup fundamentals
- A hands-on session on Lean Startup & Lean Canvas essentials, emphasising experimentation and customer validation
- A round table discussion with partner presentations and exchanges on vocational pathways and innovation initiatives
- A study visit to **TECHNIX**, highlighting strong links between training, applied research, and industry needs



Day 4 – Green Entrepreneurship & Cultural Experience (18 December 2025)

Sustainability and green innovation were at the core of day four.

Participants:

- Visited the **UM6P Experimental Farm**, discovering how agriculture, innovation, and sustainability intersect
- Attended a training session on Green Entrepreneurship and Green Value Proposition, focusing on environmentally responsible business models

In the afternoon and evening, participants took part in a **cultural visit to Marrakech**, combining informal networking with cultural immersion and shared experiences.



Day 5 – Closing & Knowledge Sharing (19 December 2025)

The final day focused on reflection, knowledge sharing, and closure.

Activities included:

- A **closing event** with presentations of country best practices, highlighting lessons learned and transferability to local VET contexts
- A **certificate ceremony** and group photo, celebrating participants' engagement and the success of the study visit

The afternoon was left free, marking the end of an intensive and collaborative learning week.



5. Key takeaways and impact

The PULSE study visit in Morocco demonstrated:

- The strong added value of **practice-oriented, experiential learning in VET**
- The importance of **innovation ecosystems** in supporting entrepreneurship education
- High relevance of **Lean Startup, Business Model Canvas, and green entrepreneurship tools** for immediate transfer to VET institutions
- The power of **international peer learning and networking** in strengthening VET systems across the region

Participants left with concrete tools, new professional connections, and inspiration to act as multipliers of change within their institutions.

6. Conclusion

The Erasmus+ PULSE study visit hosted by UM6P successfully combined learning, exchange, and real-world exposure. It strengthened cooperation between North African VET actors and contributed to building more innovative, entrepreneurial, and sustainable vocational education systems.

This multimedia report captures the main moments of the visit and serves as a reference for future PULSE activities and knowledge dissemination.



10. Ressources and contacts



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For more information or to express your interest, please contact the project team or follow us on our official communication channels.

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We warmly thank the UM6P team for hosting the PULSE study visit in Marco, as well as for the excellent organization. Their professionalism and dedication were essential to the success of this meeting.



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