



Financial Technology and digital innovation to modernise and develop curricula of Vietnamese and Philippines Universities

Project № 610256-EPP-1-2019-1-IT-EPPKA2-CBHE-JP

D.6.1
DISSEMINATION AND
EXPLOITATION PLAN/ REPORT



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

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DELIVERABLE DESCRIPTION	
Deliverable number and name	WP6.1 Dissemination and exploitation plan/report
Due date	09/01/2024
Work Package	WP6
Author	Pham Ha (HCMCOU), Susanna Correnti (USGM)
Reviewers	Ilaria Reggiani (USGM)
Language	English
Approved by	All partners
Version	2

Document history

Issue date	Version	Comments
15/03/2020	1	/
July 2021	2	<ul style="list-style-type: none"> - Change of the leadership of the WP6 moved from P11 Ho Chi Minh City Open University to P8 Fintech Philippines Association (from April 2021 on). Remarks at page 4 - Updated data of social media campian results (September 2021) - Dissemination and Exploitation plan report filled in
09/01/2024	3	<ul style="list-style-type: none"> - Social media campaign results - Report on dissemination main actions developed during the project - Memorandum of Understanding

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Table of Contents

1. Introduction	5
1.1. Objectives and Concept	5
1.2. Target Audience	6
1.3. Tools for dissemination and exploitation	7
2. Detail plans and roles of beneficiaries	9
2.1. Detail plans	9
2.2. Dissemination Events	12
2.3. Dissemination and Exploitation reporting.....	12
3. Project exploitation of results and sustainability	12
3.1. Partners cooperation and Memorandum of Understanding	15
4. Social Media campaign	16
4.1. Social media campaign midterm results (progress report stage)	20
4.2. Social media campaign final results	22
5. European Commission visual identity	24
6. List of Annexes	25

Remarks

From 1st of April 2021 the **leadership of the WP6 Dissemination and Exploitation moved from P11 Ho Chi Minh City Open University to P8 Fintech Philippines Association**. This change was anticipated via email to the EACEA project officer who agreed on the proposal. Following this change a small part of the budget was also moved from P11 to P8 (in particular the staff efforts of the Dissemination and Exploitation tasks are reduced).

Among others tasks, the Fintech Philippines Association was in particular responsible of the TRUST website maintenance with an ongoing updating of contents and an overall graphic / structure improving, as well as the TRUST social networks ongoing updating and management.

This change will affect positively on the project progress because it allows Ho Chi Minh City Open to focus efforts (as all VN and PH universities) in the Masters designing, development, and delivery. On the other hand, the Fintech Philippines Association as Association of PH Fintech is well connected with the Fintech industry and overall financial sector not only in PH but also at South Asia level and it will better be in charge in the project dissemination.

Abstract

As the Erasmus+ Programme's requirements, the Dissemination and Exploitation of the results of TRUST play a crucial role in sharing the results, lessons learned and outcomes of the project beyond the participating organisations. It is also recognized a step towards achieving the objectives to modernize and develop new master curricula of Vietnamese and Philippines Universities.

The plan designs important concepts related to the dissemination and exploitation work-package of the project. This plan aims to define the process and how to broaden the project results and the objectives of the project to the public as wide as possible. The work package results can be measured via the number of applicants/students having enrolled in modernized and new master programmes in FINTECH, which is in line with the proposed outcomes of the project.

1. Introduction

The Financial Technology and digital innovation to modernise and develop curricula of Vietnamese and Philippines Universities (TRUST) aims to improve the quality of the higher education in VN and PH in Financial Technology (FINTECH) and digital innovation-FINTECH to answer to the emergent workforce need of the future Financial Services industry.

Specific objectives of the project are:

- designing and developing of a master on FINTECH and digital innovation -FINTECH in Vietnam and Philippines Universities;
- modernising of other masters of Business and Economics with specific contents on FINTECH Vietnam and Philippines Universities.

The work package of Dissemination and Exploitation is lead by the Ho Chi Minh City Open University (from April 2021 the leadership was moved to P8 Fintech Philippines Association). This work package will start from February 2020 to December 2022, which includes 5 tasks:

1. Drafting of the Dissemination & Exploitation plan from February to March 2020.
2. Designing, development and delivery of promotional products from April 2020 till project end
3. Arranging of Dissemination & Exploitation Events:
 - + for the 1st year: November and December 2020 in partner countries.
 - + for the 2nd year: November and December 2021 in partner countries.
 - + for the 3rd year: October to December 2022 in partner and programme countries.
4. Creating and implementing the TRUST community from August 2002 till project end.
5. Designing, setting up and maintenance of the project Website and social media pages from February 2020 till project end.

1.1. Objectives and Concept

The Dissemination and Exploitation plan aims to pursue the following objectives:

- promoting the TRUST project information and stimulate interest among all stakeholders;
- disseminating the results of the project and transferring the knowledge and the new FINTECH master programmes generated by the project to relevant stakeholders and the public;

- ensuring the achievement of impacts after the end of the project.
- raising awareness of cooperation between the EU and partners to support a sound improvement of teaching and learning in the field of banking and finance in the context of FINTECH in Asian universities.

To fulfill those objectives, the concepts which need to verify in the dissemination and exploitation work package are defining as the Erasmus+:

* *Dissemination*: is a process of promoting the TRUST project information and the results of the projects as far as possible.

* *Exploitation*: means the information, new and modernised master programmes, which are supported under the umbrella of European partners and other universities in the field of education and the new trend of the industry, can be reached to the employees and policy-makers to have an suitable actions in the reformation of higher educations in developing countries.

* *Results*: the modernised and new curricula on FINTECH have been launched and attract the potential students/employees in which the number of graduation will be at least 20 at the end of the project.

This work-package represents a critical process to guide the activities of the project throughout the lifetime of project implementation and how to maintain or influence to other stakeholders after that. It is a continuously updated document under the contribution of all partners.

To prepare and implement the dissertation and exploitation work-package, the project will follow a designed procedure as:

- Who is the target audience for each assignment/task?
- Make a clear message to the audience: what is the main content of the message the project would like to send and the reasons?
- The tools and the time to deliver the message: how and when the messages are sent.

1.2. Target Audience

Within three years (plus 1 year of project xtension), the target audience group can be defined as the beneficiaries and the external stakeholders. The target audience can be different year by year, in which the 1st year is concentrate to 3 target groups such the partners of the project, the potential employees and policy-makers (broadly speaking the mentioned policy-makers can be defined as the European policy-makers who provide the financing support and the

policy-makers are related to the destination countries/pilot countries). In the 2nd year, the target audience can be added to the potential students who can be a candidate for the modernized master programmes or the new master programmes in Fintech. From the 3rd year on, the audience can be widely defined to the public i.e., the other higher education institutions, presses and partner countries universities students.

1.3. Tools for dissemination and exploitation

a. The website and media channels

To implement this work-package, the project needs to build a website that will be updated frequently to provide the aims, scopes, the beneficiaries, the pilot countries, newsletter and the process, results as well as other related information. In parallel to the project website at <https://www.trustproject.eu>, each project partner will promote the project information, newsletter and link on their institution website. The TRUST project website is to be continuously updated until 2025. It might be available at least three years at the project lifetime. Contents of the website contain 10 sections:

1. **Home** - provides new and important information on ongoing activities, partners' logo and information, linkages to other media channels.
2. **Project background** - provide the aims and objectives of the project as well as the background in which the project was developed, the project main activities.
3. **Consortium Board** - this button contains the brief introduction of each partner and the staff members participating in implementing the project as well as their contacts.
4. **TRUST community** – here is it possible to register in the TRUS community, a network of representatives of the education as well as of the Finance sector to exchange of knowledge, peer training and long-term collaboration in the field of Financial Services sector in partner countries and Europe.
5. **Master in Fintech** - This section includes contents/curriculums and information on the modernised master in business/finance programmes and a new master in FINTECH programme. The section will be updated step by step with the progress of the project and the definition of the master curriculum.
6. **Results & Deliverables:** all the deliverables and project results, promotional materials, and/or documents of the project will be uploaded in this section.
7. **Academic Staff Training:** this will provide the upcoming schedule as well as the finished training for the academic lecturers/staff during the project cycle to strengthen their skills/capacities to carry the project.



8. **News:** all events such as meetings, conferences, .etc., news and publication will be posted under this section, together with information on the project progress.

However, there are some other tools that need to employ on the media channels such LinkedIn, Facebook, etc.. Those channels can provide short messages to the target audience and the public.

The LinkedIn: <https://www.linkedin.com/in/trust-project-1451581a7>

The Facebook: <https://www.facebook.com/TRUSTPROJECT.EU>

The Twitter: <https://twitter.com/TRUSTProject1>

b. Logo of the TRUST project

The project logo was developed at the beginning of the project implementation period and adopted by all project partners. USGM is in charge of the logo design.



Figure 1. Logo of the project

c. Project promotional material

The project promotional material includes project leaflet, brochure and other material designed to promote the project itself as well as the project specific event / progress of activities. The promotional materials are available on the project website in English.

Due to the Covid-19 pandemic it wasn't possible to participate to national/international conferences or relevant events. Moreover, the main project meetings and events are arranged online. Consequently partners decided to not develop the roll-up, while additional leaflets /promotional materials are designed ad hoc for specific project events/webinars.

d. Project newsletter

In line with the project application, the project will publish at least 3 newsletters to the public, stakeholders, the partners and publish on the project website. The newsletters are to provide the critical news and messages of the project to the target groups. The newsletters are uploaded on the project web site.

2. Detail plans and roles of beneficiaries

2.1. Detail plans

In line with the proposal, the plan is strict about fulfilling the schedule as mentioned in the proposal and fulfill all the above contents, tools. Each activity is divided into different tasks, which will verify the role of the partners to make the work-package 6 more successful.

The following tables mention the role and plans of each activity.

Task	Responsibility	Indicator of progress
The development of the project website	HCMCOU FPA	The Website online within the project preparation and planning (Jan-April /2020), HCMCOU. TRUST website maintenance with an ongoing updating of contents and an overall graphic / structure improving (from April 2021 till project end), FPA.
Project document uploads	Project document authors HCMCOU FPA	All project documents need to publish under the agreement of the consortium and authors. Project documents are published on the project website after the approval of the project team. HCMCOU (until March 2021) FPA (from April 2021 till project end)
News and media events	Project partners HCMCOU FPA	All the relevant project news is published under the approval of the project team in a timely manner. Media events are published within a week. HCMCOU (until March 2021) FPA (from April 2021 till project end)

Table 1: TRUST project website indicators

Task	Responsibility	Indicator of progress
The development of the project logo	USGM All partners	The project logo was approved by all project partners
Printed and attached logo	All partners	All documents are produced within the TRUST project have TRUST logo in a prominent place.

Table 2: TRUST project logo indicators

Task	Responsibility	Indicator of progress
The development of the project leaflets/brochures (English language)	HCMCOU/ USGM All partners	The project leaflets/brochures are approved by all project partners. The project leaflet needs to be done during the first year of implementation period.
Translation to the Vietnamese and Filipino languages	Vietnamese and Filipino partners	The separate leaflets/brochures to a specific language (when necessary) is approved by the project partners.
Printed and attached leaflets on the website	HCMCOU /FPA All partners	The digital leaflet are posted on the website. Vietnamese and Philippines partners are in charge to print out and distribute at all project events and relevant events from the partners. HCMCOU (until March 2021) FPA (from April 2021 till project end)

Table 3: TRUST project promotional material indicators

Task	Responsibility	Indicator of progress
The development of the project newsletter template (English language)	HCMCOU FPA	The project template is approved by all project partners. The project rollup needs to be done during the first year of the implementation period. HCMCOU (until March 2021) FPA (from April 2021 till project end)
Publishing the newsletter	USGM HCMCOU	At project milestones there is a newsletter to be published (at least 3).
Contents development	All partners HCMCOU	All partners contribute with the relevant content to the project newsletters. The USGM are responsible for the final approval. HCMCOU are responsibility to publish the newsletters on the website.

Table 4: TRUST project newsletter indicators

Task	Responsibility	Indicator of progress
The development of the TRUST community by a specific session on the project website	HCMCOU FPA	The initial TRUST community is created after the website is online (July 2020). TRUST community updating and promotion (FPA from April 2021 on)
Promoting the TRUST community	All partners	All partners contribute to the TRUST community promotion

Table 5: TRUST Community

2.2. Dissemination Events

a. Project meetings and events

As proposed on the project application, the project includes some national events, training programmes and a round table discussion. Each event is targeted to the different participants, so the events are organised by the organiser as mentioned in the application- in which:

National Events: there are 1 national events in Vietnam (VNU in charge of this event in Vietnam) and 1 in the Philippines (Mapua University takes the responsibility for this event in the Philippines).

Local promotional Events: Each HEIs of partner country (Vietnam and Philippines) organises local event/ promotional activities to launch the new/modernised master programme.

Final round table Events are organised in Vietnam and the Philippines.

Other study trips/project meetings/ bilateral meetings organised by the local partners, as mentioned on the project plan.

b. Media appearances

The project partners take responsibility for any events. Each HEIs should work on reaching the target group through media channels such as televisions, newspapers to broaden the aims, objectives and the results of the project. Each report on media appearances should be sent and posted on the project website.

2.3. Dissemination and Exploitation reporting

All project partners participated in the project dissemination and exploitation tasks throughout the project lifetime. Periodically partners are invited to report on the promotional activities done by filling in the Dissemination and Exploitation report (Annex I).

3. Project exploitation of results and sustainability

The project dissemination and exploitation is designed to promote the project products exploitation and sustainability during and after the project end. To this purpose the following actions are put in place:

- **project web site** is designed and set up from the project beginning and continuously updated during the entire project duration. The project web site will continue to be open after the project end for at least 5 years.
- **National events /other bilateral meetings and events** allow to further promote the project

and encourage the exploitation of results. In particular, bilateral and joint meetings among Vietnamese and Philippine universities allows to increase collaboration and agreements at national level.

- **Communications and exchange of information with the National Minister Of Education to get the masters accreditation** allow the new master and modernised master programmes exploitation. This action contributes to the reformation of higher educations in developing countries. The new master aims to become part of the permanent educational offer of partner country university after the project end.
- **Representatives of Financial Services Industry/FinTech startups** (project partners DEUS Technology- Engeneering, Fintech Philippines Association and othet companies of the financial industry) are actively engaged in the project for the educational contents designing, developing and delivering, for sharing experiences, engaging members for long term continuity and reinforcing the online community.
- **Peer training and project promotion among peers** is possible thanks to the project knowledge exchange and training of HEIs staff. Professors and HE staff, experts of the financial services industry and/or Fintech startups provide their own expertise and know-how with real cases; and participate in the project quality/dissemination activities. All these activities are published on the project web site.
- **Promotion of the TRUST Community.** It is used for promoting the project and involving professors, students as well as, as representatives of the Fintech industry in the project and in the further editions of the Master after the project end. The further sustainability of the TRUST Online Community is promoted and implemented through the promotional material ongoing distribution, during project webinars and events.
- **Final Round Table Events** targeted to HE professors, managers/ researchers, representatives of the FinTech Start-ups/Financial Services Industry, representative of public bodies will be the occasion to further engage members for long term continuity and reinforcing the online community.

Here belw a deteild plan for the project results exploitation after the project end:

Activity	Impact	Partners in charge
Project web site open for at least 5 years after the project end	Window of the project results available for promoting the project results	HCMCOU/USGM

National events /other bilateral meetings and events	New agreements /collaboration among partner countries universities	VN and PH universities
Communications and exchange of information with the National Minister of Education to get the masters accreditation	Further editions of the new master in Fintech in partner countries	VN and PH universities, national public bodies
Contact with Representatives of Financial Services Industry/FinTech startups	Increased collaboration with the companies of the financial sector and improved capacity of the university to answer to the labour market specific needs	DEUS, FPA, VN and PH universities
Knowledge exchange and training of HEIs staff	Increased and enriched competencies of professors linked to the labour market / financial industry trends	All
Promotion of the TRUST Community	Project results exploitation	All
Final Round Table Events	Project results exploitation	All

3.1. Partners cooperation and Memorandum of Understanding

The TRUST project has allowed project partners to start new cooperation internally the region as well as with EU partners. This was possible also thanks to set-up of the TRUST Community. The TRUST Community aims to bring in all project partners and their staff as well as other direct staff beneficiaries interested in the project in order to share their experiences with their colleagues and other representatives of the Financial Services Sector in Vietnam and Philippines. The final aim is to create a network of representatives of the education as well as of the Finance sector to exchange of knowledge, peer training and long-term collaboration in the field of Financial Services sector in partner countries and Europe. The Community would be used for collaboration through the online platform, newsletters, future events and project ideas. In the coming months, membership to the TRUST community will be promoted to Vietnam and Philippine fintech communities, with the development of flyers and social media campaigns.

Moreover, the project allowed the drafting of memorandum of Understanding among partners in order to develop academic, cultural and social cooperation. Among others, the following collaborative activities in the academic areas are included:

- Exchange of academic and administrative staff
- Exchange of students
- Promoting cooperation in the field of research and development
- Conducting collaborative research projects
- Organizing social and scientific meetings such as congresses and conferences
- Development and/or provision of joint and double degree programs at a master level
- Development and/or provision of short courses in different fields, with particular reference to business, technology and innovation management understanding.

In particular, the following Memorandum of Understanding (MOU) were established:

- MOU between Mapua and FPA
- MOU between UC and FPA
- MOU between SLU and FPA
- MOU between USGM and VNU
- MOU among project Vietnamese Universities

The masters, both modernized and new master in Fintech, are still in progress but universities



took the opportunity during the project lifetime to struct collaboration with companies of the FinTech industry and start-ups for the further students' internship and /or students' thesis.

For example, UEB-VNU University of Economics and Business also hosted several workshops to introduce the master's programs. One such event, a workshop held in collaboration with a local commercial bank, PVcombank. HCMCOU collaborated with SAS Inc. for a data analyst certificate and added quantitative methods to its accounting master's program, planning an increase to 12 ECTS.

Moreover, the Philippine universities can benefit from the wide network of the Fintech Philippines Association. These MOU boost the regional cooperation thanks to the establishment of institutional frameworks, agreements, and mechanisms to facilitate communication, coordination, and joint action among participating countries / entities.

4. Social Media campaign

Due to the widespread use of social media in Southeast Asian Nations, it is recommended to bring awareness on the activities and initiatives of the TRUST Project to the social media realm to solicit interaction among stakeholders and potential Master in Fintech enrollees. Social media is an effective platform to spread the word online, as people around the world constantly use social media platforms to seek and share any information they find useful and relevant to their lifestyle.

This is particularly true for Southeast Asia. Data shows that both the Philippines and Vietnam are heavy Internet and social media users. The Philippines tops the Internet usage category, with internet users in the country spending an average of 9 hours and 45 minutes per day online compared to the average internet user who spend 6 hours and 43 minutes online each day. Vietnamese, on the other hand, record a still-high 6 hours and 30 minutes online.



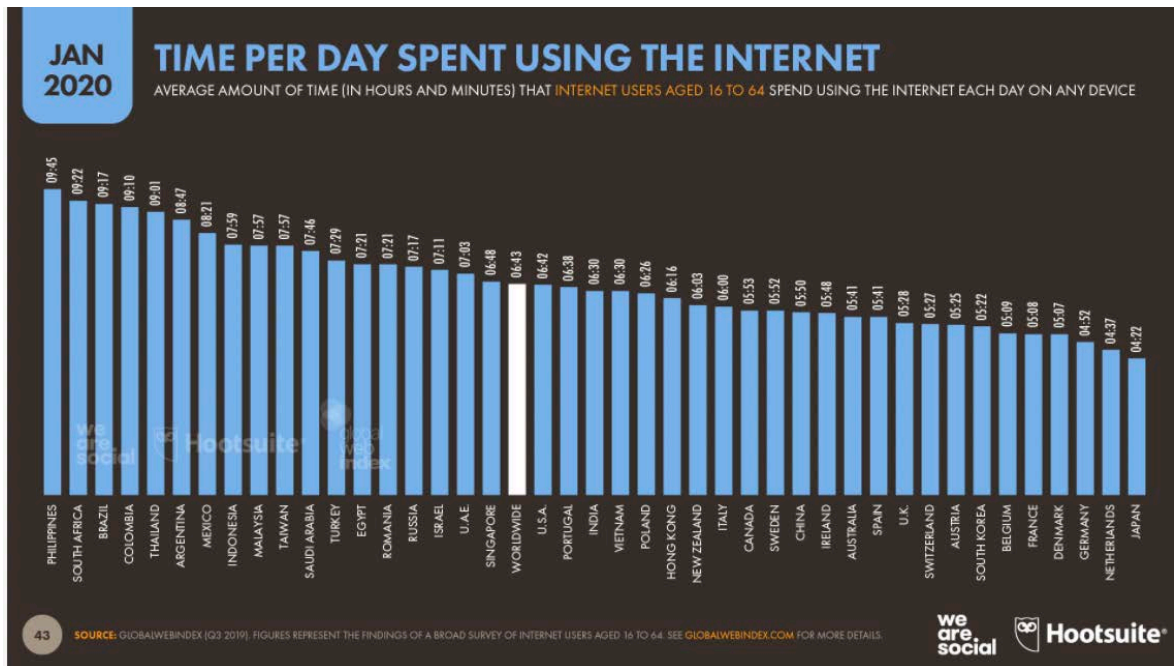


Figure 2. 2020 Global Data on Internet Use

Of the total time spent, GlobalWebIndex reports that the average user spends 2 hours and 24 minutes per person, per day using social media, up by 2 minutes per day from 2019 data. Filipinos are still the world's most 'social' people, with the average internet user aged 16 to 64 spending almost 4 hours per day on social platforms. Social media users in Vietnam clock in up to 2 hours on social media platforms.¹

¹ <https://wearesocial.com/blog/2020/01/digital-2020-3-8-billion-people-use-social-media> accessed 09 September 2021

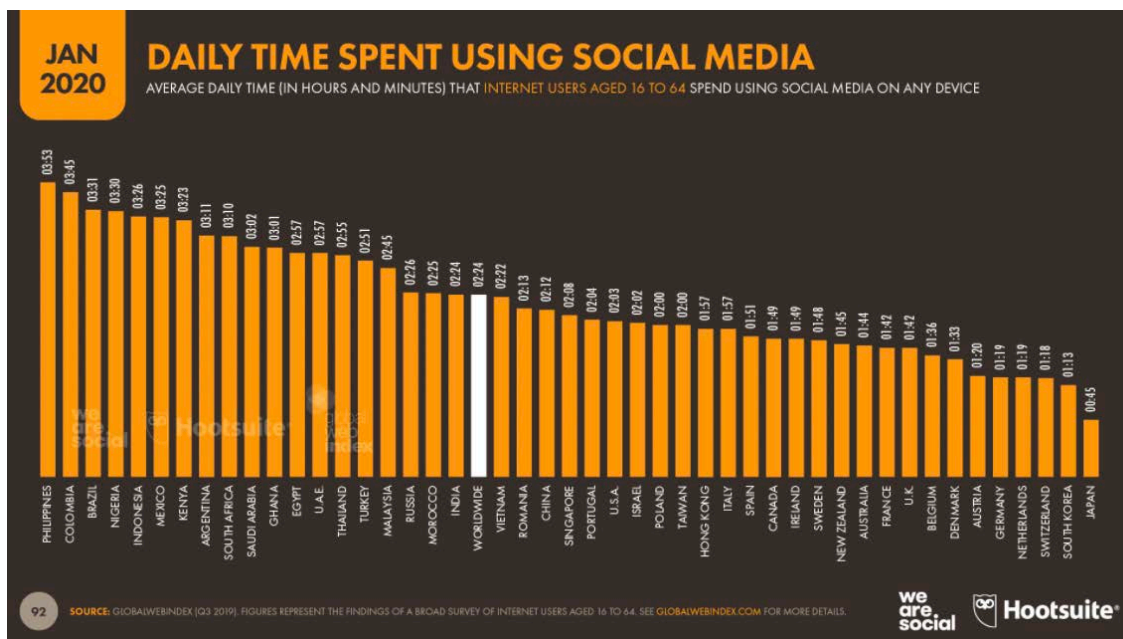


Figure 3. 2020 Global Data on Social Media Use

TRUST will continue to create content for its social media assets via Facebook, Twitter, and LinkedIn to build a solid follower base and encourage conversations on project activities.

The main objectives of the social media campaign are as follows:

- Provide stakeholders and partners with project updates
- Bring in new partners and stakeholders, thus, expanding the circle of stakeholders
- Promote Master in Fintech Programme upon completion of programme development

The campaign will be implemented in two phases:

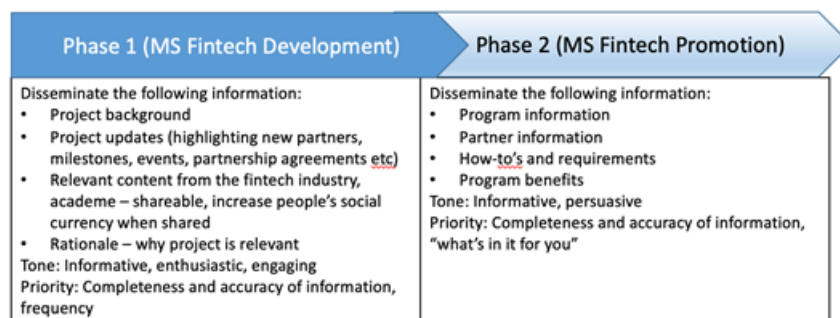


Figure 4. TRUST Social Media Campaign Phases

In creating content, the following process is recommended:

- Creation of a monthly social calendar (proposed number of posts per month, topic suggestions, proposed social media copy, text overlay, suggested post schedules, farm out assigned topics to partners)

- Content creation (Look, tone of writing)

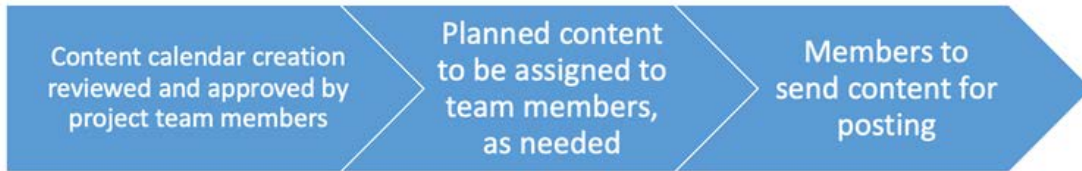


Figure 5. Content creation process

A	B	C	D	E	F	G	H
	April						
	S	M	T	W	Th	F	S
	18	19	20	21	22	23	24
Day/Holiday/Event							
Content Focus		Share <i>Fintech Report Philippines 2020: Mapping out the Fintech Philippines Ecosystem</i>	Project update (socmed card)	Share <i>State-Owned OFBank Clinches Philippines' First Digital Banking License</i>	Project update (socmed card)	Share <i>BSP Highlights Role of Digital Banks as Key Financial Inclusion Enabler</i>	
Facebook		x	x	x	x	x	
Twitter		x	x	x	x	x	
LinkedIn		x	x	x	x	x	
Evergreen/Ongoing		#Motivational Monday (inspirational quotes from industry/business leaders)					#FeatureFriday (spotlight/feature on a team member)
Facebook		x					x
Twitter		x					x
LinkedIn							

Figure 6. Sample content calendar

Social media efforts will lead followers and visitors to the TRUST website for them to get more detailed information on the project. Social media will stand as the tool to market the website as the main information hub for project activities and information.

The TRUST Project will monitor three key performance indicators from its Facebook page: number of followers, reach and engagement.

Number of followers is measured by the number of people who liked and/or followed the TRUST page. Reach is the number of people who saw page posts at least once. Engagement is the number of times people engaged with the page posts through reactions, shares, and comments.

4.1. Social media campaign midterm results (progress report stage)



Figure 7. Data - TRUST Facebook page likes

The TRUST Facebook page currently has 110 page likes, a 205% increase from 36 likes as of May 2020.

TRUST’s reach peaked at 2,908 views on August 24, 2021, coinciding with the posting of the announcements for the Philippine national event and posting of the webinar posters.



Reactions, Comments, Shares and More

These actions will help you reach more people.



Figure 8. Data - TRUST Page Engagement

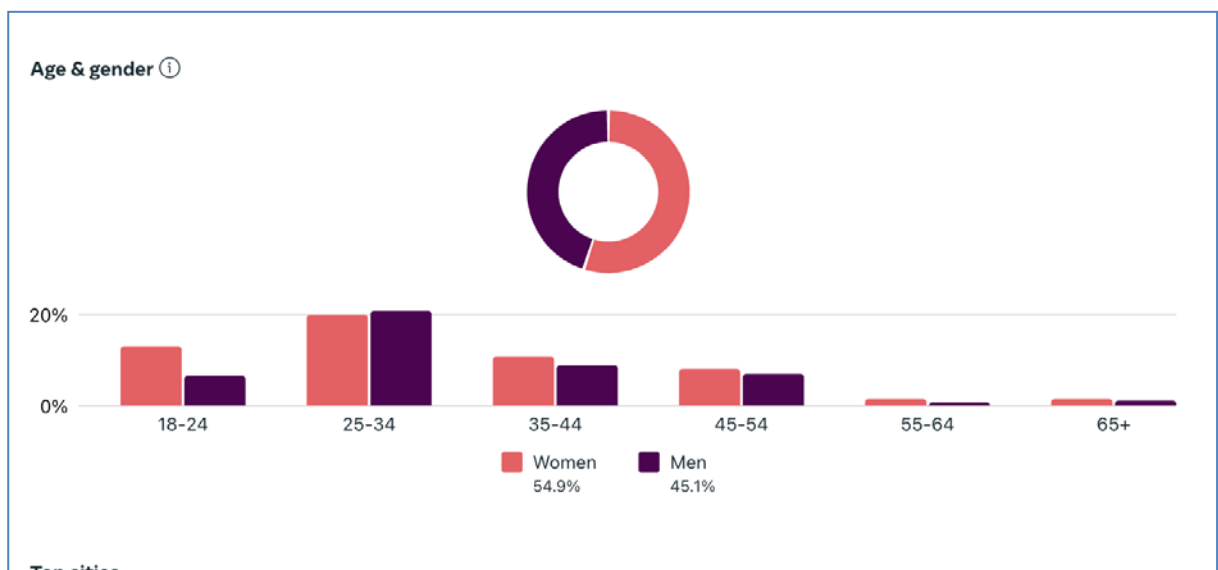
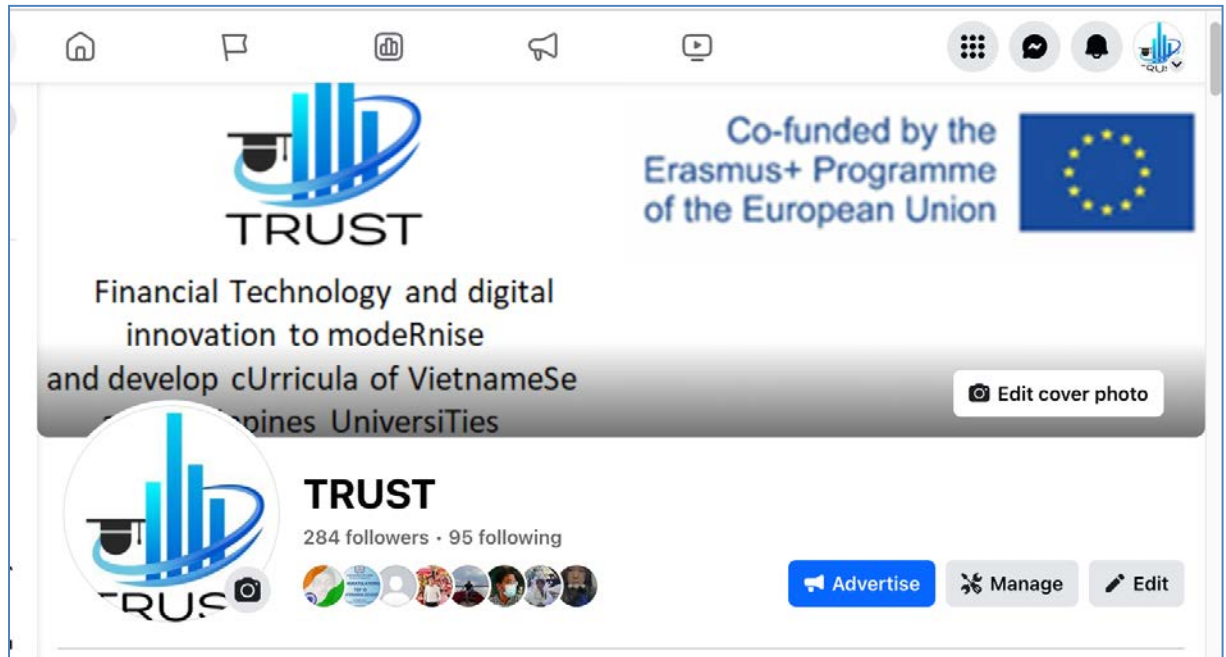
Engagement for the page’s posts peaked at 52 on August 24, boosted by the interest generated by the announcement of the national event.

Based on the current status and given that the Project will be undertaking major activities and completing major milestones in the next few months, the TRUST Project will seek to achieve a 100% increase in the KPIs.

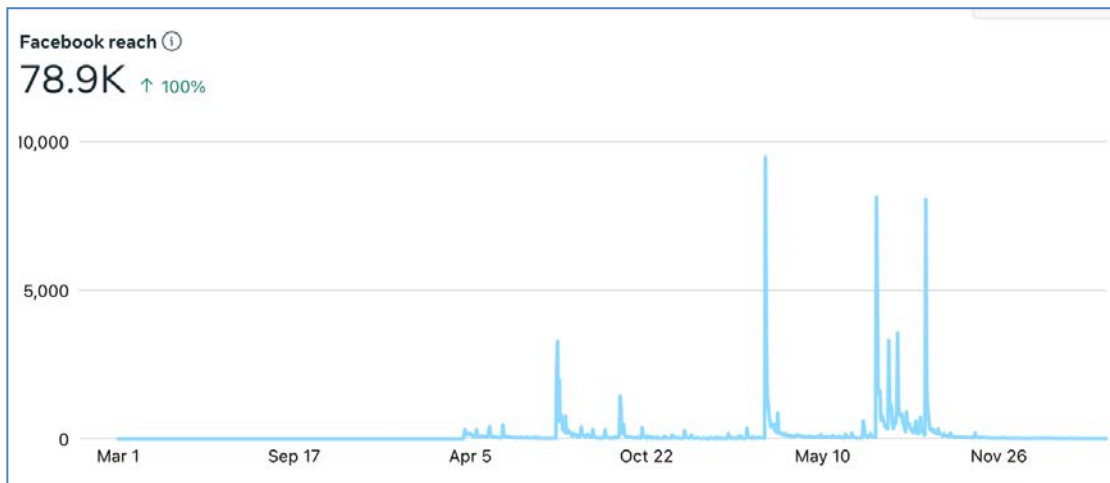
Social Media Metric	Status – September 9, 2021	Target – September 9, 2021
Followers	110	220
Reach	2,908	6,000
Engagement	52	105

4.2. Social media campaign final results

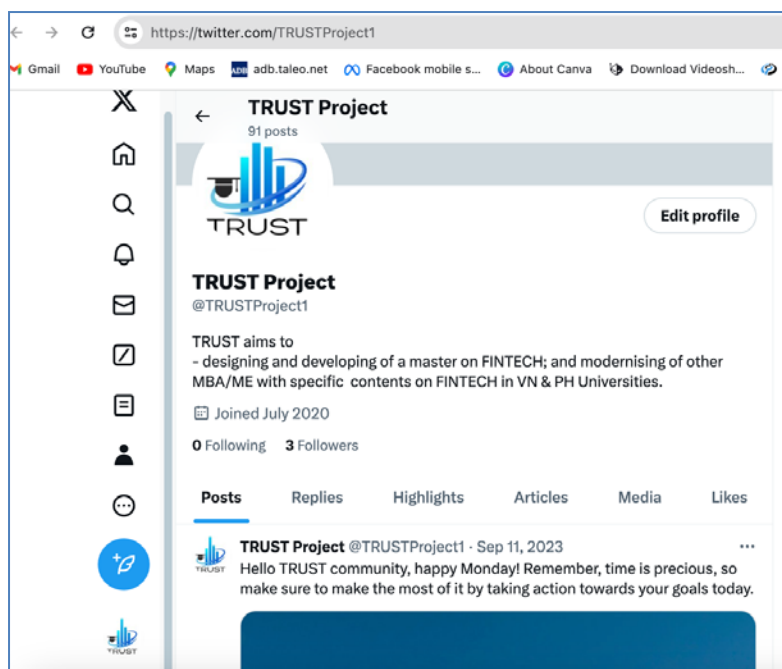
The TRUST Project's Facebook page has accumulated 284 followers since its inception. This number is calculated by subtracting the unfollows from the follows during the page's lifetime. Of the total number of followers, 54.9% are women and 45.1% are men. Most followers (20%) are within the 25-34 age range.



By regularly posting and updating content totaling 205 posts, the follower count has increased by 667%, from 37 followers in March 2021 to 284 followers in December 2024. The page has a total lifetime reach of 78,900, representing the number of people who have seen any content from or about the page. The total lifetime interaction amounts to 1,800, which includes the number of likes, reactions, saves, comments, shares, and replies on the page's content. The content can come in various formats: posts, stories, reels, videos, and more. Link clicks total to 222. This is the number of clicks, taps, or swipes on links within the page's content.



[LinkedIn Page](#) and [X \(Twitter\) page](#)



Compared to its Facebook page, TRUST's LinkedIn and X accounts have seen less following and engagement. TRUST's LinkedIn page has only 84 posts and has managed to engage only 40 followers. Similarly, the X account has only 3 followers despite having 91 posts. This is because content that is specific to niche industries and projects tends to get lost in the fast-churning content of X.

5. European Commission visual identity

All project publications, activities and results should be available on the project website. They also fulfill the Erasmus+ visibility standard, such as using the appropriate logo and disclaimer, as mentioned in the project management guideline, according to the European Commission visual identity.

- must display Erasmus+ Logo



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of the European Union

- must include this sentence: "Co-funded by the Erasmus+ Programme of the European Union"
- Must include the disclaimer: "This project has been funded with support from the European Commission. This publication [communication] 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".
- Must include a disclaimer in any document: "The European Commission support for the production of this publication does not constitute endorsement of the contents which reflects the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein".



6. List of Annexes

Annex I – Dissemination and Exploitation Reports



TRUST PROJECT
Exploitation-Dissemination PLAN

HCE

Partner name	Scheduled Date	Dissemination Activities: round table final event at national level webinar/local event with students published article participation to conference other (please specify)	Description	TRUST Partners that participate (when applicable)	Target group	Potential N. users reached	Link (when applicable)
P10 - HCE	22/4/2021	TRUST Project University Partners in Vietnam hold Fintech Conference, MOU Signing Ceremony (Venue: College of Economics, Hue University, 99 Ho Duc Di st., Hue city)	The conference is within the framework of the Erasmus + program "Financial technology and digital innovation to modernize and develop curricula of Vietnamese and Philippines Universities - TRUST". The conference focused on developing a master program in Finance and Technology and modernizing related training programs at three universities.	Ho Chi Minh City Open University, VNU University of Economics & Business	Representatives of 3 universities in Vietnam; experts, researchers in Fintech	50	https://hce.edu.vn/#/detail/noticeboardchild/trust-project-university-partners-in-vietnam-hold-fintech-conference.-mou-signing-ceremony/6711/1047
P10 - HCE	02/09/2022	College of Economics' enrollment of Master training program in Fintech on the website hce.edu.vn and Facebook	Announcement of enrollment for master's degree in Fintech (1st stage of 2022)		Interested students/learners	1500	https://hce.edu.vn/#/detail/news/thong-bao-tuyen-sinh-cao-hoc-nam-2022/6950/64
P10 - HCE	18/2/2022	College of Economics' enrollment of Master training program in Fintech on the website hce.edu.vn and Facebook	Announcement of enrollment for master's degree in Fintech (1st stage of 2022)		Interested students/learners	1500	https://hce.edu.vn/#/detail/contentschild/chuong-trinh-thac-si-cong-nghe-tai-chinh-/31342/2329
P10 - HCE	21/02/2022	College of Economics' enrollment of Master training program in Fintech on the website hce.edu.vn and Facebook	Announcement of enrollment for master's degree in Fintech (1st stage of 2022)		Interested students/learners	1500	https://hueuni.edu.vn/portal/vi/data/bandtdhlocal/20220221_080517_119_TB_DHH_TBTS_cao_hoc_12022.pdf
P10 - HCE	20/03/2022	College of Economics' enrollment of Master training program in Fintech on the website hce.edu.vn and Facebook	Announcement of enrollment for master's degree in Fintech (1st stage of 2022)		Interested students/learners	1500	facebook: Đào tạo - ĐH Kinh tế Huế & Trường Đại học Kinh tế Huế - HCE
P10 - HCE	31/03/2022	College of Economics' enrollment of Master training program in Fintech on the website hce.edu.vn and Facebook	Announcement of enrollment for master's degree in Fintech (1st stage of 2022)		Interested students/learners	1500	facebook: Đào tạo - ĐH Kinh tế Huế & Trường Đại học Kinh tế Huế - HCE
P10 - HCE	14/4/2022	College of Economics' enrollment of Master training program in Fintech on the website hce.edu.vn and Facebook	Announcement of enrollment for master's degree in Fintech (1st stage of 2022)		Interested students/learners	1500	facebook: Đào tạo - ĐH Kinh tế Huế & Trường Đại học Kinh tế Huế - HCE

TRUST PROJECT
Exploitation-Dissemination PLAN

P10 - HCE	15/07 - 20/7/2022	College of Economics' enrollment of Master training program in Fintech on the HCE website (www.hce.edu.vn) and Facebook	Announcement of enrollment for master's degree in Fintech/modernised master on the university website		Interested students/learners	2000	
P10 - HCE	15/07 - 20/9/2022	University' Facebook fanpage	Announcement of enrollment for master's degree in Fintech/modernised master on Facebook		Interested students/learners	2000	
P10 - HCE	25/07 - 30/7/2022	Thua Thien Hue newspaper (local newspaper)	Announcement of enrollment for master's degree in Fintech/modernised master on the local newspaper		Interested students/learners	1500	
P10 - HCE	15/07 - 30/7/2022	Sending information of Fintech master program to companies/ enterprises in Vietnam	The introduction of Fintech master program will be sent to directors of start-up, companies in Vietnam via e-mail/mail		Employees/directors	300	
P10 - HCE	15/09 - 30/9/2022	Organizing the local event to introduce the Fintech master program	Organizing program introduction sessions for HCE final year students planning to study a Master of Financial Technology		HCE students	100	
P10 - HCE	25/08 - 30/8/2022	Introduction the master program in Fitech to Bank/financial institutes	Going to banks and financial institutions to advertise/ distribute leaflets and brochures;		Bank staff, credit institution staff	200	

TRUST PROJECT
Exploitation-Dissemination PLAN

HCMCOU

Partner name	Scheduled Date	Dissemination Activities: events at national level webinar/local event with students published article participation to conference other (please specify)	Description	TRUST Partners that participate (when applicable)	Target group	Potential N. users reached	Link (when applicable)
HCMCOU	2022/2023/2024	web site promotion	Master in Fntech and modernised in the university web site	/	students	all university students	http://tcnh.ou.edu.vn/category/hop-tac-dao-tao/ http://tcnh.ou.edu.vn/2021/05/07/hoi-thao-fintech-va-ky-ket-hop-tac-giua-cac-truong-doi-tac-cua-du-an-trust-tai-viet-nam/ https://ou.edu.vn/tin_tuc/hoi-thao-fintech-va-ky-ket-hop-tac-giua-cac-truong-doi-tac-cua-du-an-trut-tai-viet-nam/
HCMCOU	2022/2023/2024	web site promotion	The curricula are in the website at: Finance-banking	/	students	all university students	https://sdh.ou.edu.vn/pages/view/488-chuong-trinh-dao-tao-thac-si-tai-chinh-ngan-hang-nam-2021
HCMCOU	2022/2023/2024	web site promotion	The curricula are in the website at: Business Administration	/	students	all university students	https://sdh.ou.edu.vn/news/view/905-chuong-trinh-dao-tao-chuyen-nganh-quan-tri-kinh-doanh-nam-2022
HCMCOU	2021-2024	web site promotion	Curricula of the modernised mastert promoted on the university website: Finance-banking	/	students	all university students	https://sdh.ou.edu.vn/pages/view/488-chuong-trinh-dao-tao-thac-si-tai-chinh-ngan-hang-nam-2021
HCMCOU	2021-2024	web site promotion	Curricula of the modernised mastert promoted on the university website: Business Administration	/	students	all university students	https://sdh.ou.edu.vn/news/view/905-chuong-trinh-dao-tao-chuyen-nganh-quan-tri-kinh-doanh-nam-2022
HCMCOU	apr-20	Facebook users/public	Provide partners/project members information on Facebook	/	Professors and other academics	43 views, 9 engagements & 7 likes	https://www.facebook.com/TRUSTPROJECT.EU/posts/119360449717660
HCMCOU	apr-20	Facebook users/public	Post the kick-off meeting	/	Professors and other academics	451 views, 59 engagements & 4 likes	https://www.facebook.com/TRUSTPROJECT.EU/photos/pcb.125732385747133/125731702413868

TRUST PROJECT
Exploitation-Dissemination PLAN

HCMCOU	apr-20	Facebook users/public/friend list	Share the kick-off meeting	/	Professors and other academics	41 views, 9 engagements & 4 likes	https://www.facebook.com/TRUSTPROJECT.EU/photos/pcb.125732385747133/125731295747242/
HCMCOU	apr-20	Facebook users/public/friend list	Share the LinkedIn profile and homepage		Professors and other academics	50 views, 28 engagements & 8 likes	https://www.facebook.com/TRUSTPROJECT.EU/photos/pcb.125732385747133/125731295747242/
HCMCOU	lug-20	Twitter users/public	Create TRUST profile and introduction on Twitter	/	Professors and other academics	150 and 5 engagement	https://twitter.com/trustproject1
HCMCOU	set-20	Twitter users/public	TRUST Newsletter on Twitter	/	Professors and other academics	62 and 2 engagement	https://twitter.com/trustproject1
HCMCOU	set-20	Facebook users/public/friend list	Post the newsletter on Facebook		Professors and other academics	43 views, 17 engagements & 5 likes	https://www.facebook.com/TRUSTPROJECT.EU/photos/pcb.174473174206387/174473097539728/
HCMCOU	set-20	LinkedIn users/public	TRUST Newsletter on LinkedIn	/	Professors and other academics	22 views & 15 followers	https://www.linkedin.com/in/trust-project-1451581a7/detail/recent-activity/
HCMCOU	dic-20	Facebook users/public/friend list	Post a video to introduce the project (short-video)		Professors and other academics	148 views, 21 engagements & 3 likes	https://www.facebook.com/TRUSTPROJECT.EU/videos/410941750099188
HCMCOU	apr-21	HCMCOU website	MOU of 3 Vietnamese universities to cooperate and implement the TRUST project. Seminar on the FINTECH	/	university's students, staff, stakeholders, public		https://ou.edu.vn/tin-tuc/hoi-thao-fintech-va-ky-ket-hop-tac-giua-cac-truong-doi-tac-cua-du-an-trut-tai-viet-nam/
HCMCOU	mag-21	Faculty website	MOU of 3 Vietnamese universities to cooperate and implement the TRUST project. Seminar on the FINTECH	/	Faculty students, staff, stakeholders, public		http://tcnh.ou.edu.vn/2021/05/07/hoi-thao-fintech-va-ky-ket-hop-tac-giua-cac-truong-doi-tac-cua-du-an-trust-tai-viet-nam/

TRUST PROJECT
Exploitation-Dissemination PLAN

Mapua University							
Partner name (P7)	Scheduled Date (Posted or Engagement)	Dissemination Activities: events at national level, webinar/local event with students, published article, participation to conference other (please specify)	Description	TRUST Partners that participate (when applicable)	Target group	Potential N. users reached	Link (when applicable)
Mapua University	2023/2024	Mapua Website	Promotion for the Bachelor programme in Fintech	/	university's students	~ 1000	https://www.mapua.edu.ph/pages/academics/undergraduate/makati-campus/et-yuchengco-school-of-business-in-collaboration-with-arizona-state-university?tab=51
Mapua University	11/05/2020	Mapua Website	Promotion for the TRUST project	Internal to Mapua University	university's students	~ 1000	https://v6.mapua.edu.ph/Research/ILRAD/Events.aspx
Mapua University	27/07/2020	Mapua Website	Various Project Newsletter	Marconi University	university's students and non-teaching personnel	~1000	https://v6.mapua.edu.ph/Research/ILRAD/Events.aspx
Mapua University	09/01/2021	TRUST Project Platform	Report on the current capacities of HEIs of the Financial Services Needs in the PH	All Philippines and Vietnam Partners Marconni University, Italy	university's students and non-teaching personnel	~2000	https://www.trustproject.eu/public/wp-content/uploads/2021/06/D1.1-Report-on-current-capacities-at-Vietnamese-and-Philippines-HEIS-WP1-1.pdf
Mapua University	09/01/2021	TRUST Project Platform	Mapping of Current Capacities of HEIs and Labour Market Needs in the PH and VN.	Mapua University Saint Loius University University of Cebu Fintech Philippines Association Marconi University, Italy	university's students and non-teaching personnel, and industry practitioners	~2000	https://www.trustproject.eu/public/wp-content/uploads/2021/09/Report_HEIs-Labour-Market-Needs-of-the-Financial-Services-in-the-PHILIPPINE.pdf
Mapua University	09/01/2021	Diisemination thru Mapua Website	Information on the development of masters program	Team Members of Mapua University and several relevant departments within Mapua University	university's students, teaching and non-teaching personnel	~1000	https://www.mapua.edu.ph/pages/research/global-research; https://v6.mapua.edu.ph/Research/ILRAD/Events.aspx

TRUST PROJECT
Exploitation-Dissemination PLAN

Partner name (P7)	Scheduled Date (Posted or Engagement)	Dissemination Activities: events at national level, webinar/local event with students, published article, participation to conference other (please specify)	Description	TRUST Partners that participate (when applicable)	Target group	Potential N. users reached	Link (when applicable)
Mapua University	10/08/2021	Dissemination thru Mapua Website	Information about the upcoming TRUST national event	Mapua University Saint Louis University University of Cebu Fintech Philippines Association Marconi University, Italy Other TRUST project team members in EU and VN	university's students, teaching and non-teaching personnel;	~2000	https://v6.mapua.edu.ph/Research/ILRAD/Events.aspx
Mapua University	9/16//2021	Webinar through Zoom, FB and Mapua Website - TRUST National Event: Partnership for Quality Education	Online TRUST International/National Event Posters	PH TRUST Project Teams (Mapua University, University of Cebu, Saint Louis University, Fintech Philippines Association); Belgrade University, Marconi University, Glasgow University Caledonia, and other Mapua international partners.	university's students, non-teaching personnel, fintech industry, some government agencies personnel	143	https://v6.mapua.edu.ph/Research/ILRAD/Events.aspx
Mapua University	23/09/2022	Online posting at the Mapua ILRAD webpage for the upcoming new Master Program in Financial Technology and Digital Innovation	A digital poster on the new master program on financial technology and digital innovation.	Mapua University Team Members	university's students, non-teaching personnel, fintech industry, some government agencies personnel	~ 2000	https://v6.mapua.edu.ph/Research/ILRAD/Initiatives%20and%20Projects.aspx

TRUST PROJECT
Exploitation-Dissemination PLAN

Partner name (P7)	Scheduled Date (Posted or Engagement)	Dissemination Activities: events at national level, webinar/local event with students, published article, participation to conference other (please specify)	Description	TRUST Partners that participate (when applicable)	Target group	Potential N. users reached	Link (when applicable)
Mapua University	12/6-10/2022	Participation at the "Contemporary Financial Management Conference (CFMC) 2022"	Participated physically at the CFMC 2022 in Belgrade, Serbia. Mapua University presents 3 relevant papers; 1 was related to environmental accounting, and the other 2 papers were about optimization in financial engineering.	Mapua University team members, University of Belgrade team members; Marconi University, University of Glasgow Caledonia.	Academia and financial services sector	~200	At University of Belgrade, Serbia
Mapua University	15-giu-23	Onsite promotion of new MFTI during the Mapua Open Unviversity Event at Intramuros Campus	Onsite promotion of new MFTDI during the Mapua Open Unviversity Event at the Mapua Intramuros. The banner of MFTDI stays at the corridor of the School of IE-EMG at Intramuros campus.	Mapua University Team Members	Mapua students from other programs, and those incoming target students.	~300	At Mapua University Intramuros Campus
Mapua University	30-giu-23	Onsite promotion of new MFTI during the Mapua Open Unviversity Event at Makati Extension Campus	Onsite promotion of new MFTDI during the Mapua Open Unviversity Event at the Mapua Makati Extension Campus. The banner of MFTDI stays in the corridor of Mapua Makati.	Mapua University Team Members	Mapua students from other programs, and those incoming target students.	~250	At Mapua University Makati Extension Campus
Mapua University	August 29-31, 2023	TRUST Philippines National Physical Event	This is a national event in the Philippines that aimed to conduct dissemination and exploitation activities specific to the new master program in financial technology and digital innovation.	PH TRUST Project Teams (Mapua University, University of Cebu, Saint Louis University, Finteach Philippines Association); Belgrade University, Marconi University, Glasgow University Caledonia, Vietnamese Partners.	Academia and Fintech Industry.	323	https://v6.mapua.edu.ph/Research/ILRAD/Initiative%20and%20Projects.aspx https://www.mapua.edu.ph/pages/research/global-research https://v6.mapua.edu.ph/Research/ILRAD/Initiative%20and%20Projects.aspx
Mapua University	November 29-30, 2023 @ Hanoi, VN	Participation in the European Union Erasmus Plus Regional Cluster Meeting in Asia and Pacific.	Discussion on projects co-funded by EU Erasmus Plus, challenges encountered, deliverables; identifying commpn goals of various instritutions that could lead into a collaborative project/s that will potentially become a collabrative projects that may possibly be funded by any strand of the EU E+ Program 2024.	1) Mapua University 2) Hue College of Economics, Hue University, 3) Fintech Philippines Association	Asia and the Pacific Countries	approximately 150	https://m.facebook.com/story.php?story_fbid=pfbid02siVdRiNrZ9wmhdqyAB9XVZA4BDfomYewU2BtFCXE xEDVkkv8UQCcu4CncNENmr8n9I&id=1472782115&mibextid=Nif5oz

Saint Louis University

Partner name	Scheduled Date	Dissemination Activities: round table final event at national level webinar/local event with students published article participation to conference other (please specify)	Description	TRUST Partners that participate (when applicable)	Target group	Potential N. users reached	Link (when applicable)
Saint Louis University	2023/2024	University web site	Modernised masters in the Accountancy and Business Management Cluster on the university web site	/	students, proessors	1000	https://www.slu.edu.ph/sas/
Saint Louis University	19-23 September 2022	Advertisement on web site	TRUST Project Meeting and Study Visit at the University of Studies Guglielmo Marconi, Rome	All		100	https://www.slu.edu.ph/2022/10/13/saint-louis-university-joins-the-eu-and-partner-south-asian-heis-in-trust-project-meeting/
Saint Louis University	February 12 - March 5 & 12, 2022	Zoom Conference: Junior Financial Executives of the Philippines-SLU Chapter	A webinar series that aims to enlighten students about the emergence of data analytics in the modern world and its importance and significance to all industries. The rise of different technologies in business finance and its operations will be the talk of the whole webinar series. Moreover, the Philippines is regarded as one of the fastest-growing economies in digitalization and this series aims to tackle more on the significance of data analytics in the economy. Also, to advertise the Master in Financial Technology.	/		Number of Participants: Week 1- 678 participants, Week 2- 467 participants, Week 3- 437 participants	
Saint Louis University	16 and 17 September 2021	Advertisement on web site	SLU Participates in Erasmus TRUST Philippine National Event, Signs MoU with Fintech Philippines Association	/	students, proessors	1000	https://www.slu.edu.ph/2023/09/06/slu-participates-in-erasmus-trust-philippine-national-event-signs-mou-with-
Saint Louis University	16 and 17 September 2021	promotion of the Facebook page	Promotion of TRUST Project National Event	/	students, proessors	1000	https://www.facebook.com/TRUSTPROJECT.EU/posts/693472859491926?ref=embed_post

TRUST PROJECT Exploitation-Dissemination PLAN

Saint Louis University		Advertisement on web site	MoU Signed Between SLU and FPA	/	/	1000	https://www.slu.edu.ph/2023/09/06/slu-participates-in-erasmus-trust-philippine-national-event-signs-mou-with-fintech-philippines-association/
Saint Louis University	05/09/2023	post on TV Mapua facebook page	Post on the TRUST Project Event 2023" hosted at the Mapúa Cardinal Cinema, Mapúa University in Makati City from August 29th to 31st, 2023.	/	students, proessors	1000	https://www.facebook.com/TVMapua/posts/126317393893116?ref=embed_post



University of Economics and Business of VIETNAM NATIONAL UNIVERSITY



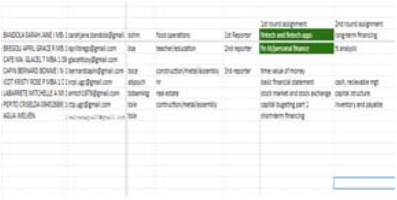
Partner name	Scheduled Date	Dissemination Activities: round table final event at national level webinar/local event with students published article participation to conference other (please specify)	Description	TRUST Partners that participate (when applicable)	Target group	Potential N. users reached	Link (when applicable)
	2023/2024	University web site	Master in Fintech	/	students	1000	https://ueb.edu.vn/Dao-Tao/UEB/chuong-trinh-dao-tao-thac-si-chuyen-nganh-cong-nghe-tai-chinh-dinh-huong-ung-dung/1665/1668/2212/33582
	2023/2024	University web site	modernized programmes	/	students	1000	trinh-dao-tao-thac-si-nganh-tai-chinh-nganh-hang-dinh-huong-ung-dung-ap-dung-tuyen-sinh-tu-nam-2023/1665/1668/1683/34740
UEB - VNU	02/05/2021	Promotion of the event on internet	TRUST Project National Event, MOU Signing Ceremony	/	students, faculty, administrators	1000	http://ueb.edu.vn/enNewdetail/44/Cooperation/27665/fintech-conference-and-mou-signing-among-trust%E2%80%99s-partners-in-vietnam.htm
UEB - VNU	11/08/2022	Final round table event Vietnam	TRUST Project National Event, MOU Signing Ceremony	All Vietnamese universities + P1 USGM +P2 GCU	staff, potential enrollees, representatives from the Fintech industry	100	Television broadcasting: People TV: https://nhandantv.vn/nang-cao-chat-luong-nguon-nhan-luc-cong-nghe-tai-chinh-d208476.htm 2. Hà Nội TV: https://hanoitv.vn/chuong-trinh-thoi-su-11h30-ngay-12082022-v206362.html
ADMISSION PR CAMPAIGN							
UEB - VNU	11th August 2022	National seminar to introduce the Fintech program	National seminar to introduce the Fintech program	/	students	100	
UEB - VNU			Mass marketing no cost	/			
UEB - VNU	July 15, 2022	(1) Admission announcement article, UEB-owned channel (website, facebook fanpage) VNU media channel (website and fanpage)	PR MKT on web infrastructure	/			
UEB - VNU	July 15, 2022	(2)Product information article, UEB-owned channel (website, facebook fanpage) VNU media channel (website and fanpage)		/			


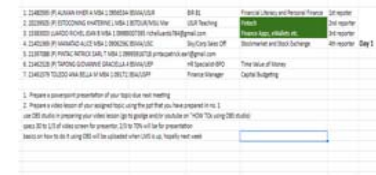

UEB - VNU	July 30, 2022	(1) Teaser, UEB-owned channel (website, facebook fanpage) VNU media channel (website and fanpage)	PR MKT on fanpage	/	- Reaching followers of owned channels - Accessing existing data lists - Being a verified information channel for direct MKT objects		
UEB - VNU	July 30, 2022	(2) Clips, UEB-owned channel (website, facebook fanpage) VNU media channel (website and fanpage)		/			
UEB - VNU	July 15, 2022	(3) banner (both PR no cost and running ads), UEB-owned channel (website, facebook fanpage) VNU media channel (website and fanpage)		/			
UEB - VNU	From July to September 2022	(4) Post on facebook		/			
UEB - VNU	07/10/2022	(1) Building templates and content		/			
UEB - VNU	02 batches of mass email sending in July and August	(2) Send email marketing	Mass email marketing to existing email list (approximately 40,000 emails)	/			
UEB - VNU	July 30, 2022	Documentary. Direct/post	Send an official letter (open letter) awarding scholarships to direct partners and sign an MOU with the university.	/			
UEB - VNU	August 30, 2022	Seeding information, Facebook	Seeding information on social networks to students of NEU Fintech bachelor program, Posts and telecommunications Institute of Technology and students of social sciences majors of universities	/			
UEB - VNU		Select and reuse the system of no cost mass marketing to run appropriate ads. Distributing ads on fanpage UEB, VNU	Mass marketing Ads	/	- Reach customers on a large scale - Provide verified products to customers on direct channel		
UEB - VNU	From June to September 2021	Banners, clips	Interactive running campaign	/			
UEB - VNU	From June to September 2021	Banners, clips	Lead Ad Campaign (LEAD)	/			
UEB - VNU			Marketing direct	/	Choose the right file of potential customers		
UEB - VNU	30/7/2021	(1) Hard flyer	Direct communication material	/			
UEB - VNU	30/7/2021	(2) E salekits		/			
UEB - VNU	From July-August 2022	Working Minutes/Memorandum/Commitment Email	Agency policy (according to the approved policy of master enrollment)	/	Program marketing and enrollment coordination proposal		
UEB - VNU			Contingency expenses (Reception...)	/			
UEB - VNU	July 30, 2022	Event	Serminar introduces the program	/	Launching and introducing the program to the society		
UEB - VNU	August 30, 2022	The discussion	Counseling activities for candidates interested in program information	/	Care and advice 1 - 1 to candidates		
UEB - VNU	July 30, 2022	Consulting 1 - 1	Exploiting data Alumni graduates of the Faculty of Science and Technology introduced key points about the Faculty's 2 master's programs	/			




UEB - VNU	August 30, 2022	Consulting 1 - 1	Searching for data, accessing data of subjects who are working at banks and financial institutions to deploy information consulting activities 1 - 2	/			
UEB - VNU	August 30, 2022	Consulting 1 - 1	Consulting and supporting candidates to register for exams from marketing channels	/			
UEB - VNU	August 30, 2022	Report	Report data of interest and registration data weekly (every Friday)	/			
UEB - VNU	11th August 2022	Seminar News about the Fintech program Video of the event	National seminar to introduce the Fintech program	/	Prospect learners, Fintech industry and their employees, expert and lecturers, banks		




University of Cebu


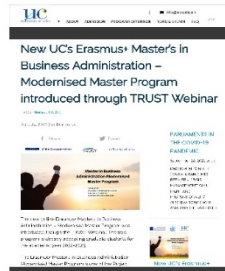
Partner name	Date	Activity	Description	Partners that participate (when applicable)	Target group	Other Target group	Other Target group	N. users reached	Evidences/Link (when applicable)
University of Cebu	01/04/2020	Internet/web exposure	Posted article in UC website re Trust dtd 04.01.20 "UC Signs TRUST Partnership Agreement"	na	students, faculty, administrators	staff and UC Community, potential enrollees,	alumni, general public		https://uc.edu.ph/index.php/uc-signs-trust-partnership-agreement/?fbclid=IwAR1dIEHovVyeu3sPioGWKLzcIUVHDSiPUAABoFauidaVtZE9isYrUTgZPM
University of Cebu	22/04/2020	Internet/web exposure	Posted article in UC website re Trust 04.22.20 "Beyond the Distance to Design A New Master in FinTech: A Great Start of TRUST Project"	na	students, faculty, administrators	staff and UC Community, potential enrollees,	alumni, general public		https://uc.edu.ph/index.php/beyond-the-distance-to-design-a-new-master-in-fintech-a-great-start-of-trust-project/?fbclid=IwAR1iid9Yw8kPIYF3TGFPug9yOVcSWPEKukmy9UrFQBox_f4_nVBbZd57uoo
University of Cebu	14/05/2020		Meeting with Operations Committee (OPCOM) 05.14.20 re Inform top management re: Trust Project	na	Operations committee members			8 (OPCOM Members)	Excerpt from Minutes of the Meeting dtd 05.14.20
University of Cebu	22/06/2020	Information and awareness drive	Posting of Trust tarp in lobby 06.22.20	na	students, faculty, administrators	staff and UC Community, potential enrollees,	alumni, general public		
University of Cebu	27/09/2020	Information and awareness drive	Orientation of Graduate School students, including orientation on EU+ TRUST Program	na	Graduate School students, faculty, administrators	staff and UC Community, potential enrollees,			



Partner name	Date	Activity	Description	Partners that participate (when applicable)	Target group	Other Target group	Other Target group	N. users reached	Evidences/Link (when applicable)
University of Cebu	01/09/2020	Information and awareness drive	Project awareness and information dissemination initiative including revision of coverage of Financial Management to include financial technology and finance apps	na	MBA students			50	Topic assignment schedule: Sept 2020 
University of Cebu	27/03/2021	Information and awareness drive	Orientation of graduate school students including EU+ TRUST Program	na	students, faculty, administrators	staff and UC Community, potential enrollees,			
University of Cebu	01/12/2020	Information and awareness drive	Project awareness and information dissemination initiative including revision of coverage of Financial Management to include financial technology and finance apps	na	MBA students			70	Topic assignments schedule: Dec 2020 

Partner name	Date	Activity	Description	Partners that participate (when applicable)	Target group	Other Target group	Other Target group	N. users reached	Evidences/Link (when applicable)
University of Cebu	24/05/2021	Information and awareness drive	Posting of Trust tarp in lobby 05.24.21	na	students, faculty, administrators	staff and UC Community, potential enrollees,	alumni, general public		
University of Cebu	02/07/2021	Internet/web exposure	Posted article in UC website re Trust Briefer 07.02.21 "Erasmus+ Project TRUST"	na	students, faculty, administrators	staff and UC Community, potential enrollees,	alumni, general public		https://uc.edu.ph/index.php/category/trust/
University of Cebu	01/09/2021	Information and awareness drive	Project awareness and information dissemination initiative including revision of coverage of Financial Management to include financial technology and finance apps	na	MBA students			50	Topic Assignment schedule: Sept 2021 
University of Cebu	May 18, 2022	Information and awareness drive	Publication material (website) to inform the UC community and general public on the offering of a Modernised Masters program	na	students, faculty, administrators	staff and UC Community, potential enrollees,	alumni, general public		https://uc.edu.ph/index.php/master-in-business-administration-modernised-master-program-2/ 

Partner name	Date	Activity	Description	Partners that participate (when applicable)	Target group	Other Target group	Other Target group	N. users reached	Evidences/Link (when applicable)
University of Cebu	May 20, 2022	Information and awareness drive	Publication material (posters) to inform the UC community and general public on the offering of a Modernised Masters program	NA	students, faculty, administrators	staff and UC Community, potential enrollees,	alumni, general public		
University of Cebu	June 7, 2022	Information and awareness drive	Publication material (website) to inform the UC community and general public on the offering of a Modernised Masters program	NA	students, faculty, administrators	staff and UC Community, potential enrollees,	alumni, general public		https://uc.edu.ph/index.php/master-in-business-administration-modernised-master-program/ 
University of Cebu	June 9, 2022	Information and awareness drive	Publication material (posters) to inform the UC community and general public on the offering of a Modernised Masters program	NA	students, faculty, administrators	staff and UC Community, potential enrollees,	alumni, general public		

Partner name	Date	Activity	Description	Partners that participate (when applicable)	Target group	Other Target group	Other Target group	N. users reached	Evidences/Link (when applicable)
University of Cebu	June 15, 2022	Pre-event Post "FINTECH Landscape: A Consumer Practice Perspective" A webinar by UC TRUST Project	Publication material (pre-event website post) to inform the UC Community and general public on the upcoming webinar on June 22, 2022: "FINTECH Landscape: A Consumer Practice Perspective," pre-event post in UC FB page.	NA	students, faculty, administrators	staff and UC Community, potential enrollees,	alumni, general public		https://www.facebook.com/287580701806452/posts/1121520295079151/?d=n https://uc.edu.ph/index.php/free-webinar-alert/ 
University of Cebu	June 17, 2022	Information and awareness drive	Publication material (posters) to inform the UC community and general public on the new offering of Master in Business Administration Major in Financial Technology	NA	students, faculty, administrators	staff and UC Community, potential enrollees,	alumni, general public		
University of Cebu	June 17, 2022	New Offering! UC website posting on Master in Business Administration Major in Financial Technology	Publication material to inform the UC community and general public on the new UC Graduate School offering Master in Business Administration Major in Financial Technology, posted in UC website	NA	students, faculty, administrators	staff and UC Community, potential enrollees,	alumni, general public		https://uc.edu.ph/index.php/new-offering/ 

Partner name	Date	Activity	Description	Partners that participate (when applicable)	Target group	Other Target group	Other Target group	N. users reached	Evidences/Link (when applicable)
University of Cebu	June 18, 2022	A webinar by UC TRUST Project - FINTECH Landscape: A Consumer Practice Perspective"	Publication material (pre-event article) to inform the UC community and general public on the upcoming webinar on June 22, 2022: "FINTECH Landscape: A Consumer Practice Perspective," pre-article posted in TRUST Project website.	USGM Other TRUST Partner HEIs	students, faculty, administrators	staff and UC Community, potential enrollees,	alumni, general public		https://www.trustproject.eu/public/2022/06/university-of-cebu-to-hold-webinar-on-fintech-landscape-and-trends/
University of Cebu	June 22, 2022	A webinar by UC TRUST Project - FINTECH Landscape: A Consumer Practice Perspective"	FINTECH Landscape: A Consumer Practice Perspective": A webinar by UC TRUST Project aims to present the significance of FinTech through a consumer perspective and to discuss global challenges and opportunities for an innovative Philippine economy.	USGM Other TRUST Partner HEIs	students, faculty, administrators	staff and UC Community, potential enrollees,	alumni, general public		https://drive.google.com/file/d/1_2BO-28nDMiqVCael.Sz79nwHdXXQAXyk/view?usp=sharing 
University of Cebu	June 24, 2022	Post-event Article "FINTECH Landscape: A Consumer Practice Perspective" A webinar by UC TRUST Project			students, faculty, administrators	staff and UC Community, potential enrollees,	alumni, general public		https://uc.edu.ph/index.php/new-ucs-erasmus-masters-in-business-administration-modernised-master-program-introduced-through-trust-webinar/ 

Partner name	Date	Activity	Description	Partners that participate (when applicable)	Target group	Other Target group	Other Target group	N. users reached	Evidences/Link (when applicable)
University of Cebu	June 28, 2022	Information and awareness drive	Publication material (posters) to inform the UC community and general public on the new offering of Master in Business Administration Major in Financial Technology	NA	students, faculty, administrators	staff and UC Community, potential enrollees,	alumni, general public		
University of Cebu	June 28, 2022	Be part of the pioneer batch! UC website posting on Master in Business Administration Major in Financial Technology	Publication material to inform the UC community and general public on the new UC Graduate School offering Master in Business Administration Major in Financial Technology, posted in UC website	NA	students, faculty, administrators	staff and UC Community, potential enrollees,	alumni, general public		https://uc.edu.ph/index.php/be-part-of-the-pioneer-batch/ 
University of Cebu	TBA	Pre-event Article for UC Talks: The TRUST Project (A talkshow convertible to Podcast)	Publication material (pre-event article) to inform the UC community and general public on the upcoming talkshow/podcast on "XXX," pre-article posted in UC website.	NA	UC Community and General Public				
University of Cebu	TBA July/Aug 2022 (exact date still to be determined)	UC Talks: The TRUST Project (A talkshow convertible to Podcast)	Aims to increase awareness of the Erasmus+ TRUST Project and in the new course offerings of UC Graduate School: the Masters in Business Administration-Modernised Masters and Masters in Business Administration Major in Financial Technology	USGM	UC Community and General Public				
University of Cebu	TBA	Post-event Article on talkshow/podcast "XXX"			UC Community and General Public				

Partner name	Date	Activity	Description	Partners that participate (when applicable)	Target group	Other Target group	Other Target group	N. users reached	Evidences/Link (when applicable)
University of Cebu	TBA July/Aug 2022 (exact date still to be determined)	Share-A-Story Coffee Date	Aims to share students' reasons and expectations in enrolling in the Modernised Masters Program and Major in Financial Techonology Program		UC Community and General Public				
University of Cebu	TBA Sept/Oct 2022 (exact date to be determined)	UC Masters in FinTech and Online Promotional Caravan	Aims to involve other HEIs in the promotion of the Modernised Masters Program and Major in Financial Technology Program		Invited HEIs and General Public				



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UC TRUST LAUNCHING ACTIVITIES
APRIL 4, 2022 - JUNE 30, 2023

**Modality: Online and /or F2F.*

	ACTIVITY	DESCRIPTION	OBJECTIVE	TENTATIVE DATE	ATTENDEES	REMARKS
1.	Get To Know TRUST!	Publication materials (posters or videos) on the relevance of Fin Tech and Digital Innovation to be posted on Social Media	To inform the public about the TRUST Project	April 4 - June 30, 2023	UC Community and general public	As scheduled
2	Webinar on “FinTech Landscape: A Consumer Practice Perspective.	A webinar.	To present current developments and challenges in the field of Financial Technology in the PH.	June 22, 2022	UC Community	As scheduled
3	UC Talks: A Podcast on the TRUST Project	With Ilaria Reggiani, TRUST Project Coordinator, Jove Tapiador of Fintech PH Association and Yolanda Sayson of University of Cebu.	To inform the public about the TRUST Project	July 27, 2022	UC Community	As scheduled
4	A COVID19 Regional Webinar Special “The Future of Finance: Philippine’s E-Commerce Industry”	A webinar on the significance of E-Commerce in light of COVID19’s disturbance to the Philippine economy.	To present labour market needs of the Financial services industry in the Philippines and to provide significance of having a Fin Tech	Tentative April 2023	Postgraduate students Mass Media Press Deans from other HEIs UC’s Operational Committee Members	

			Programme in the curriculum			
5	UC Talks: The TRUST Project (a talk show convertible to podcast)	As part of our Labor Day Celebration, UC will host a podcast about the TRUST Project.	<p>To provide listeners the idea of enrolling to MA Fin Tech and Digital Innovation Programme</p> <p>To further educate listeners the importance of machine learning in Financial Schemes</p>	Tentative Week of May 2 to 5, 2023	<p>Vice Chancellor for Business Development and Innovation</p> <p>Dean, College of Business and Accountancy</p> <p>Academic Director for Postgraduate Studies</p> <p>1 student (undergrad's perspective)</p> <p>1 student (postgraduate's perspective"</p>	
6	Share a Story Coffee Date		To share students' reasons and expectations in enrolling Masters on FinTech and Digital Innovation Programme	Tentative June 2023	Enrolees for the 1 st batch of Masters on Fin Tech and Digital Innovation Programme	
7	UC's Masters on Fin Tech and Digital Innovation Online Promotional Caravan		To involve other schools in promoting the TRUST project and the Master's degree programme.	<p>Tentative May 2023 (Luzon)</p> <p>June 2023 (Visayas)</p> <p>June 2023 (Mindanao)</p>		For discussion.