



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



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

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.

DELIVERABLE DESCRIPTION	
Deliverable number and name	WP6.1 Dissemination and exploitation plan
Due date	March 15th 2020
Work Package	WP6
Author	Pham Ha (HCMCOU)
Reviewers	Ilaria Reggiani (USGM)
Language	English
Approved by	All partners
Version	2

Document history

Issue date	Version	Comments
March 15th 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 campaign results (September 2021) - Dissemination and Exploitation plan report filled in

Disclaimer

This document contains the description of the TRUST project work and products. Certain parts of it might be under partners' Intellectual Property Right (IPR) rules therefore, prior to its use please contact the consortium leader for approval.

In case you believe that this document harms in any way IPR held by you as a person or as a representative of an entity, please do notify us immediately.

The authors of this document have taken any available measure in order for its content to be accurate, consistent and lawful. However, neither the project consortium as a whole nor the individual partners that implicitly or explicitly participated in the creation and publication of this document hold any sort of responsibility that might occur as a result of using its content.

Table of Contents

1. Introduction	6
1.1. Objectives and Concept.....	6
1.2. Target Audience	8
1.3. Tools for dissemination and exploitation.....	8
2. Detail plans and roles of beneficiaries	10
2.1. Detail plans	10
2.2. Dissemination Events	13
2.3. Dissemination and Exploitation reporting.....	14
3. Project exploitation of results and sustainability	15
4. Social Media campaign	17
4.1. Social media campaign midterm results	21
5. European Commission visual identity	24
6. List of Annexes	25

List of figures

Figure 1. Logo of the project	9
Figure 2. 2020 Global Data on Internet Use	17
Figure 3. 2020 Global Data on Social Media Use.....	19
Figure 4. TRUST Social Media Campaign Phases	19
Figure 5. Content creation process	20
Figure 6. Sample content calendar.....	20
Figure 7. Data - TRUST Facebook page likes.....	21
Figure 8. Data - TRUST Page Engagement	22

List of tables

Table 1: TRUST project website indicators.....	11
Table 2: TRUST project logo indicators.....	11
Table 3: TRUST project promotional material indicators.....	12
Table 5: TRUST project newsletter indicators.....	12
Table 6: TRUST Community.....	13

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 will be 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 to December 2022.
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 an online community of practice (CoP) from August 2002 to December 2022.
5. Designing, setting up and maintenance of the project Website and social media pages from February 2020 to December 2022.

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 dissemination 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, 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 will 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 of the project, the audience can be widely defined to the public i.e., the other higher education institutions, presses.

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. A project leaflet and brochure will be developed in the first year of the implementation period and adopted by all partners. The promotional materials are available on the project website in English (when necessary they could be translated in Philipino and/or Vientamese).

Due to the Covid-19 pandemic it will not be possible to participate to notaional/international conferences or relevant events. Moreover, the main project

meetings and events will be arranged online. Consequently partners decided to not develop the roll-up, while additional leaflets /promotional materials will be designed ad hoc for specific project events/webinars.

Later on, when the new Master in Fintech will be developed a specific leaflet/brochure on the TRUST master in Fintech will be designed and shared for the master promotion and students enrollment. This leaflet will be translated also in Vietnamese and Filipino.

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 newsletter will be 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 will be divided into different tasks, which will verify the role of the partners to make the work-package 6 more successful.

The following tables will 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 will be 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 will be posted on the website. Vietnamese and Philippines partners will be in charge to print out and

		<p>distribute at all project events and relevant events from the partners.</p> <p>HCMCOU (until March 2021)</p> <p>FPA (from April 2021 till project end)</p>
--	--	---

Table 3: TRUST project promotional material indicators

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

Table 4: TRUST project newsletter indicators

Task	Responsibility	Indicator of progress
The development of the	HCMCOU	The initial TRUST community will be

TRUST community by a specific session on the project website	FPA	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 will have some national events, training programmes and a round table discussion. Each event will target to the different participants, so the events will be organised by the organiser as mentioned in the application- in which:

National Events: there are 1 national events in Vietnam (VNU will be in charge of this event in Vietnam) and 1 in the Philippines (Mapua Univeristy will take responsibility for this event in the Philippines) from October 2020 – January 2021.

Local promotional Events: Each HEIs of partner country (Vietnam and Philippines) will organise a local event to launch the new/modernised master programme in October/December 2022.

Final round table Events: will be organised in Vietnam during November 2022 to January 2023 (VNU will be the organiser for this round table event in Vietnam and Mapua University will host the event in the Philippines).

Other study trips/project meetings/ bilateral meetings will be 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 will participate 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 will be put in place:

- **project web site** will be 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** will 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 will contribute 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, Fintech Philippines Association and othet companies of the financial industry) will be 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** will be 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 will provide their own expertise and know-how with real cases; and will participate in the project quality/dissemination activities. All these activities will be published on the project web site.
- **Promotion of the TRUST Community.** It will be 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 will be 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 below a detailed 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	HOCHIMIN/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

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.

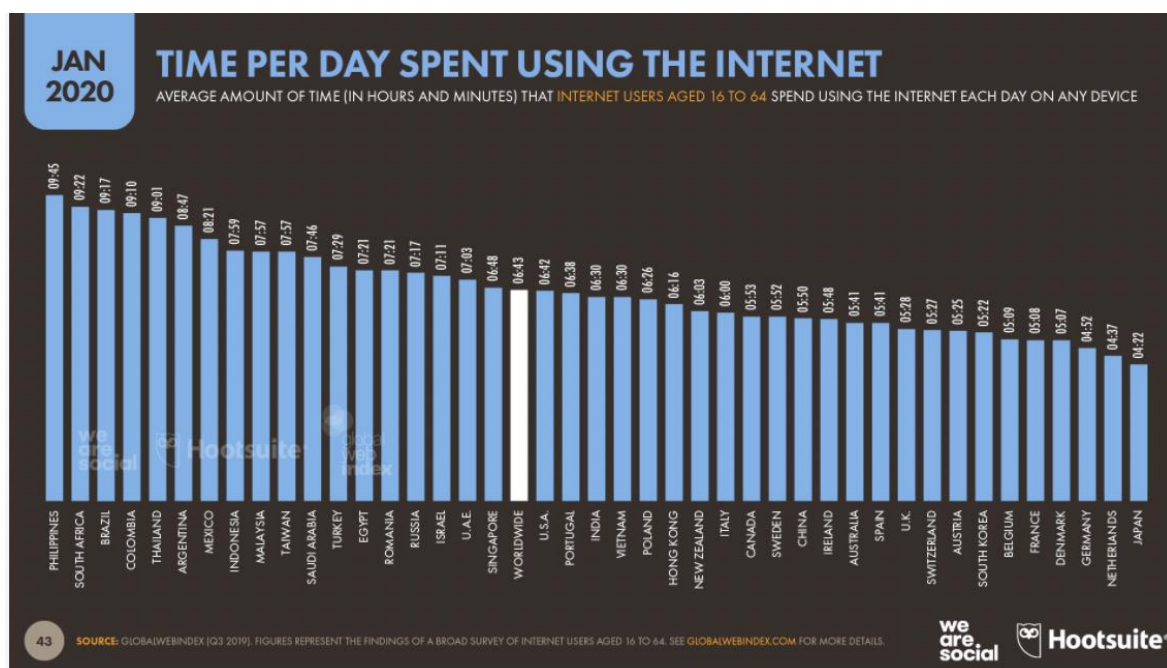


Figure 2. 2020 Global Data on Internet Use

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

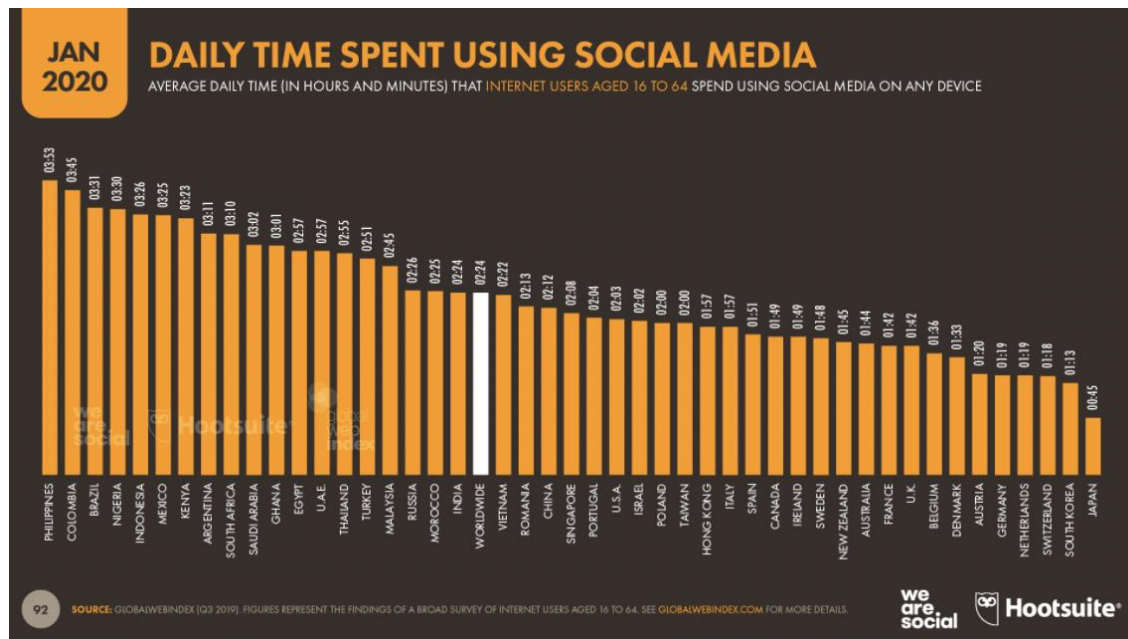


Figure 3. 2020 Global Data on Social Media Use

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:

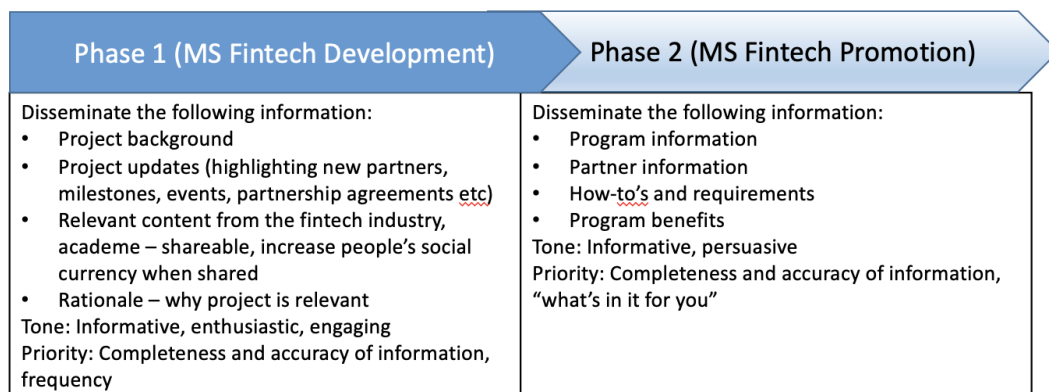


Figure 4. TRUST Social Media Campaign Phases

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)

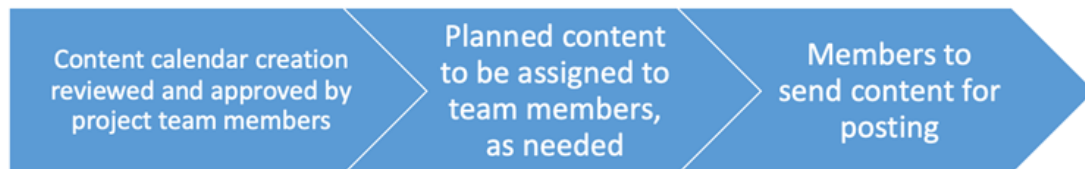


Figure 5. Content creation process


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

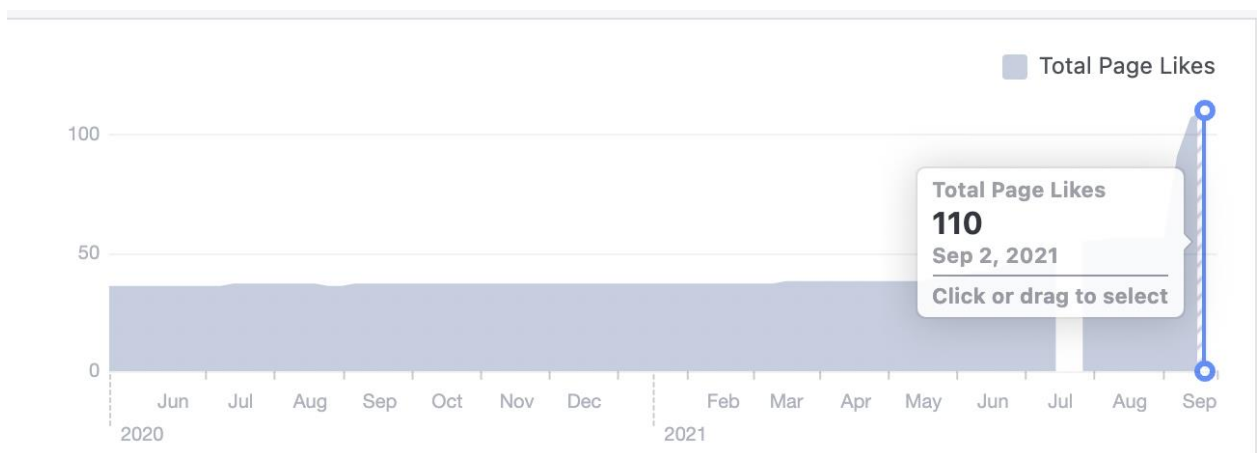


Figure 7. Data - TRUST Facebook page likes

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.

Post Reach

The number of people who saw any of your posts at least once. This metric is estimated.



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

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



Co-funded by the
Erasmus+ Programme
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 Report filled in at month 18

Dissemination and Exploitation report

Month 18

Partner N°	Partner name	Date	Activity	Description	Partners that participate (when applicable)	Target group	Other Target group	Other Target group	N. users reached	Link (when applicable)
P1	Università degli Studi Guglielmo Marconi	gen-20	internet	TRUST project on USGM website in IT	/	university's students	Professors and other academics	Companies and other stakeholders	1340	https://www.unimarconi.it/it/progetti-internazionali
P1	Università degli Studi Guglielmo Marconi	gen-20	internet	TRUST project on USGM website in EN	/	university's students	Professors and other academics	Companies and other stakeholders	2000	https://www.gmuonline.org/en/research/projects/international-projects
P1	Università degli Studi Guglielmo Marconi	feb-20	internet	Launch of Trust Project in London: a new Master in Financial Technology	/	university's students	Professors and other academics	Companies and other stakeholders	2000	https://www.gmuonline.org/en/news/299-launch-of-trust-project-in-london-a-new-master-in-financial-technology
P1	Università degli Studi Guglielmo Marconi	apr-20	on line journal	Gmu Magazine, March/April 2020. "BEYOND THE DISTANCE TO DESIGN A NEW MASTER IN FINTECH: A GREAT START OF TRUST PROJECT!"	/	university's students	Professors and other academics	Companies and other stakeholders	1000	https://www.gmuonline.org/images/Gmu_magazine_March_April_2020.pdf
P1	Università degli Studi Guglielmo Marconi	giu-20	on line journal	Gmu Magazine May/June 2020. "TRUST PROJECT PHASE 1. READY TO MAP THE FINTECH DEVELOPMENT IN THE UNIVERSITIES AND FINANCIAL SERVICES INDUSTRY IN THE PHILIPPINE AND VIETNAM"	/	university's students	Professors and other academics	Companies and other stakeholders	1000	https://www.gmuonline.org/images/Gmu_magazine_May_June_2020.pdf
P1	Università degli Studi Guglielmo Marconi	nov-20	on line journal	Gmu Magazine November 2020. TRUST BASELINE RESEARCH TO DETECT LACKS AND COMPETITIVE TOPICS IN FINTECH HIGHER EDUCATION"	/	university's students	Professors and other academics	Companies and other stakeholders	1000	https://www.gmuonline.org/images/Gmu_magazine_November_2020.pdf
P1	Università degli Studi Guglielmo Marconi	giu-21	on line journal	Gmu Magazine May/June 2021.INNOVATIVE MASTER IN "FINTECH AND DIGITAL INNOVATION" DESIGNED	/	university's students	Professors and other academics	Companies and other stakeholders	1000	https://www.gmuonline.org/images/Gmu_magazine_May-June_2021.pdf
P1	Università degli Studi Guglielmo Marconi	20/04/2020	facebook	Project Kick off meeting	/	university's students	Professors and other	/	1743	https://www.facebook.com/MarconiUniversityOnline/posts/2828045423916563
P1	Università degli Studi Guglielmo Marconi	09/07/2021	facebook	Promoiton of the first webinar devoted to the universities' staff training	/	university's students	Professors and other academics	/	1743	https://www.facebook.com/MarconiUniversityOnline/photos/a.630688320318962/4060376407350119/
P1	Università degli Studi Guglielmo Marconi	16/07/2021	facebook	Promoiton of the first webinar devoted to the universities' staff training	/	university's students	Professors and other academics	/	1743	https://www.facebook.com/MarconiUniversityOnline/photos/a.630688320318962/4076597655727994
P7	Mapua University	11/05/2020	Mapua Website	Promotion for the TRUST project	/	university's students	Teaching and non-teaching pesonnel	Companies and other stakeholders (international and national)	~ 5000	https://www.mapua.edu.ph/
P7	Mapua University	27/07/2020	Mapua Website	Various Project Newsletteer	/	university's students	Teaching and non-teaching pesonnel	Companies and other stakeholders (international and national)	~4000	https://www.mapua.edu.ph/Research/TRUST.aspx

Dissemination and Exploitation report

Month 18

P7	Mapua University	09/01/2021	Mapua Website	Report on the current capacities of Ph and VN HEIs	/	university's students	Teaching and non-teaching personnel	Companies and other stakeholders (international and national)	~3000	https://www.mapua.edu.ph/Research/ILRAD/Newsletter.aspx
P7	Mapua University	09/01/2021	Mapua Website	Information on the development of masters program	/	university's students	Teaching and non-teaching personnel	Companies and other stakeholders (international and national)	~3000	https://www.mapua.edu.ph/Research/ILRAD/Initiatives%20and%20Projects.aspx
P7	Mapua University	10/08/2021	Mapua Website	Information about the upcoming TRUST national event	/	Teaching personnel	Non-teaching personnel	Partner universities	~1000	https://outlook.office.com/mail/inbox
P7	Mapua University	03/09/2021	Mapua Website	TRUST National Event Posters	/	university's students	Teaching and non-teaching personnel	Companies and other stakeholders (international and national)	~5000	https://www.mapua.edu.ph/Research/ILRAD/Events.aspx
P7	Mapua University	06/09/2021	FB Account	TRUST National Event Posters	/	university's students	Teaching and non-teaching personnel	Companies and other stakeholders (international and national)	~7000	FB Account/Mapua Int'l Link Rnd
P4	Deus Technology S.r.l.	apr-20	Internet	TRUST project on Company website in IT	/	Companies and other stakeholders	/		N/A	https://bit.ly/2RLw7p4
P4	Deus Technology S.r.l.	apr-20	LinkedIn	TRUST project on Company social network ("AI via il progetto TRUST")	/	Companies and other stakeholders	/		902	https://www.linkedin.com/posts/deus-technology_consultingteam-fintech-empowerment-activity-6656931824570376192-VXQP
P4	Deus Technology S.r.l.	apr-20	Twitter	TRUST project on Company social network ("AI via il progetto TRUST")	/	Companies and other stakeholders	/		1940	https://twitter.com/DeusTech/status/1251166095127400449
P4	Deus Technology S.r.l.	apr-21	LinkedIn	TRUST Project Update: Master in Fintech Curriculum Development Gains Ground with Technical Discussion Agreements	/	Companies and other stakeholders	/		630	https://www.linkedin.com/posts/deus-technology_futuro-fintech-seethefuturefirst-activity-6800803541985374208-aeBj
P4	Deus Technology S.r.l.	apr-21	Twitter	TRUST Project Update: Master in Fintech Curriculum Development Gains Ground with Technical Discussion Agreements	/	Companies and other stakeholders	/		210	https://twitter.com/DeusTech/status/1395039735580667906
P11	Ho Chi Minh City Open University	mar-20	internet	Create TRUST profile and introduction on Facebook	/	Facebook users/public	Professors and other academics	Companies and other stakeholders	16 views. 4 engagements & 4 likes	https://www.facebook.com/TRUSTPROJECT.EU/photos/a.105239784463060/105242444462794/


Dissemination and Exploitation report

Month 18


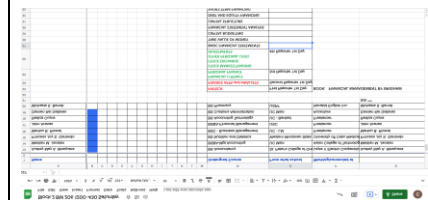


P11	Ho Chi Minh City Open University	apr-20	internet	Provide a brief information about TRUST	/	Facebook users/public	Professors and other academics	Companies and other stakeholders	91 views, 6 engagements & 4 likes	https://www.facebook.com/TRUSTPROJECT.EU/photos/a.119346349719070/119346303052408/
P11	Ho Chi Minh City Open University	apr-20	internet	Provide partners/project members information on Facebook	/	Facebook users/public	Professors and other academics	Companies and other stakeholders	43 views, 9 engagements & 7 likes	https://www.facebook.com/TRUSTPROJECT.EU/posts/119360449717660
P11	Ho Chi Minh City Open University	apr-20	internet	Post the kick-off meeting	/	Facebook users/public	Professors and other academics	Companies and other stakeholders	451 views, 59 engagements & 4 likes	https://www.facebook.com/TRUSTPROJECT.EU/photos/pcb.125732385747133/125731702413868
P11	Ho Chi Minh City Open University	apr-20	internet	Share the kick-off meeting	/	Facebook users/public/friend list	Professors and other academics	Companies and other stakeholders	41 views, 9 engagements & 4 likes	https://www.facebook.com/TRUSTPROJECT.EU/photos/pcb.125732385747133/125731295747242/
P11	Ho Chi Minh City Open University	apr-20	internet	Share the LinkedIn profile and homepage		Facebook users/public/friend list	Professors and other academics	Companies and other stakeholders	50 views, 28 engagements & 8 likes	https://www.facebook.com/TRUSTPROJECT.EU/photos/pcb.125732385747133/125731295747242/
P11	Ho Chi Minh City Open University	lug-20	internet	Create TRUST profile and introduction on Twitter	/	Twitter users/public	Professors and other academics	Companies and other stakeholders	150 and 5 engagement	https://twitter.com/trustproject1
P11	Ho Chi Minh City Open University	set-20	internet	TRUST Newsletter on Twitter	/	Twitter users/public	Professors and other academics	Companies and other stakeholders	62 and 2 engagement	https://twitter.com/trustproject1
P11	Ho Chi Minh City Open University	set-20	internet	Post the newsletter on Facebook		Facebook users/public/friend list	Professors and other academics	Companies and other stakeholders	43 views, 17 engagements & 5 likes	https://www.facebook.com/TRUSTPROJECT.EU/photos/pcb.174473174206387/174473097539728/
P11	Ho Chi Minh City Open University	set-20	internet	TRUST Newsletter on LinkedIn	/	LinkedIn users/public	Professors and other academics	Companies and other stakeholders	22 views & 15 followers	https://www.linkedin.com/in/trust-project-1451581a7/detail/recent-activity/
P11	Ho Chi Minh City Open University	dic-20	internet	Post a video to introduce the project (short-video)		Facebook users/public/friend list	Professors and other academics	Companies and other stakeholders	148 views, 21 engagements & 3 likes	https://www.facebook.com/TRUSTPROJECT.EU/videos/410941750099188

Dissemination and Exploitation report

Month 18

P11	Ho Chi Minh City Open University	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	Professors and other academics	Companies and other stakeholders	n/a	https://ou.edu.vn/tin_tuc/hoi-thao-fintech-va-ky-ket-hop-tac-giaua-cac-truong-doi-tac-cua-du-an-trut-tai-viet-nam/
P11	Ho Chi Minh City Open University	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	Professors and other academics	Companies and other stakeholders	n/a	http://tcnh.ou.edu.vn/2021/05/07/hoi-thao-fintech-va-ky-ket-hop-tac-giaua-cac-truong-doi-tac-cua-du-an-trut-tai-viet-nam/
P3	The University of Belgrade	20/04/2020	facebook	Project Kick off meeting	/	university's students	Professors and other academics	/	543	https://www.facebook.com/benkovicladjana/posts/10221847121422947
P3	The University of Belgrade	09/07/2021	facebook	Promoiton of the first webinar devoted to the universities' staff training	/	university's students	Professors and other academics	/	526	https://l.facebook.com/l.php?u=https%3A%2F%2Fdocs.google.com%2Fforms%2Fd%2Fe%2F1FAIpQLSdojRlvzHB_dUJm8W6qxGJpAE1f4A1tJwUllAGe7hILnYQ2SA%2Fviewform%3Ffbclid%3DIwAR1FofzQv6VvK-EgB6F_cb8aLI-9iOknpdEwG-15FmUivq33eYNhLorIRMmg&h=AT27qDs1iUdNkTobZjwJGXwlzMtLUqFJW5rMnWciZioFR4pW1IKVBwdQAOx3PrNhRI1mfCODm_6N-5mPpWI38oqE_W-eDe4unmx3ZCUGl3R3Vuaqzkl8AG2uCni_qXxA
P3	The University of Belgrade	25/06/2021	facebook	Promoiton of the first webinar devoted to the universities' staff training	/	university's students	Professors and other academics	/	679	https://www.facebook.com/benkovicladjana/posts/10225434272819490
P 5	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, potential enrollees,	alumni, general public		https://uc.edu.ph/index.php/uc-signs-trust-partnership-agreement/?fbclid=IwAR1dIEHovVyeu3sPioGWKLzclUVHDsIPUAABoFauilidaVtZE9isYrUTgZPM
P5	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, 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=IwAR1jd9Yw8kPiYF3TGFpug9yOVcSWPEKUKmy9UrFQBox_f4_nVBbZd57uoo
P 5	University of Cebu	14/05/2020		Meeting with Operations Committee (OPCOM) 05.14.20 re Inform top management re: Trust	na	Operations committee			8 (OPCOM Members)	Excerpt from Minutes of the Meeting dtd 05.14.20
P 5	University of Cebu	22/06/2020	Information and awareness drive	Posting of Trust tarp in lobby 06.22.20	na	students, faculty, administrators	staff, potential enrollees,	alumni, general public		

Dissemination and Exploitation report Month 18

P 5	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, potential enrollees,			
P 5	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 
P 5	University of Cebu	27/03/2021	Information and awareness drive	Orientation of graduate school students including EU+ TRUST Program	na	students, faculty, administrators	staff, potential enrollees,			 

Dissemination and Exploitation report

Month 18

P 5	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 
P 5	University of Cebu	24/05/2021	Information and awareness drive	Posting of Trust tarp in lobby 05.24.21	na	students, faculty, administrators	staff, potential enrollees,	alumni, general public		
P 5	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, potential enrollees,	alumni, general public		https://uc.edu.ph/index.php/category/trust/
P9	University of Economics and Business of VIETNAM NATIONAL UNIVERSITY	02/05/2021	Promotion of the event on internet	TRUST Project National Event, MOU Signing Ceremony	/	students, faculty, administrators	staff, potential enrollees,	alumni, general public		http://ueb.edu.vn/enNewdetail/44/Cooperation/27665/fintech-conference-and-mou-signing-among-trust%E2%80%99s-partners-in-vietnam.htm
P10	Hue College of economics	22/04/2021	Promotion of the event on internet	TRUST Project National Event, MOU Signing Ceremony	/	students, faculty, administrators	staff, potential enrollees,	alumni, general public		https://hce.edu.vn/#/detail/news/seminar-on-fintech-training-program-and-mou-signing-ceremony/6711/1047
P10	Hue College of economics	22/04/2021	National event	TRUST Project National Event, MOU Signing Ceremony	P9/P11	staff, potential enrollees	representatives from the Fintech industry			