



**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**



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### 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. 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 2022 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 1<sup>st</sup> 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 2<sup>nd</sup> 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 3<sup>rd</sup> 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



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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 Leflet will be translanted 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	The Website online within the project preparation and planning (Jan-April /2020). The main categories are developed.
Project document uploads	Project document authors HCMCOU	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.
News and media events	Project partners HCMCOU	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.

**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 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 All partners	The digital leaflet will be posted on the website.  Vietnamese and Philippines partners will be in charge to print out and distribute at all project events and relevant events from the partners.

**Table 3: TRUST project promotional material indicators**

Task	Responsibility	Indicator of progress
The development of the project newsletter template (English language)	HCMCOU	The project template is approved by all project partners.  The project rollup needs to be done during the first year of the implementation period.
Publishing the newsletter	USGM HCMOU	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 will be responsible for the final approval.

		HCMCOU will take responsibility to publish the newsletters on the website.
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**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	The initial TRUST community will be created after the website is online (July 2020).
Promoting the TRUST community	All partners	All partners contribute to the 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 amis 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 orther 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 throught 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.

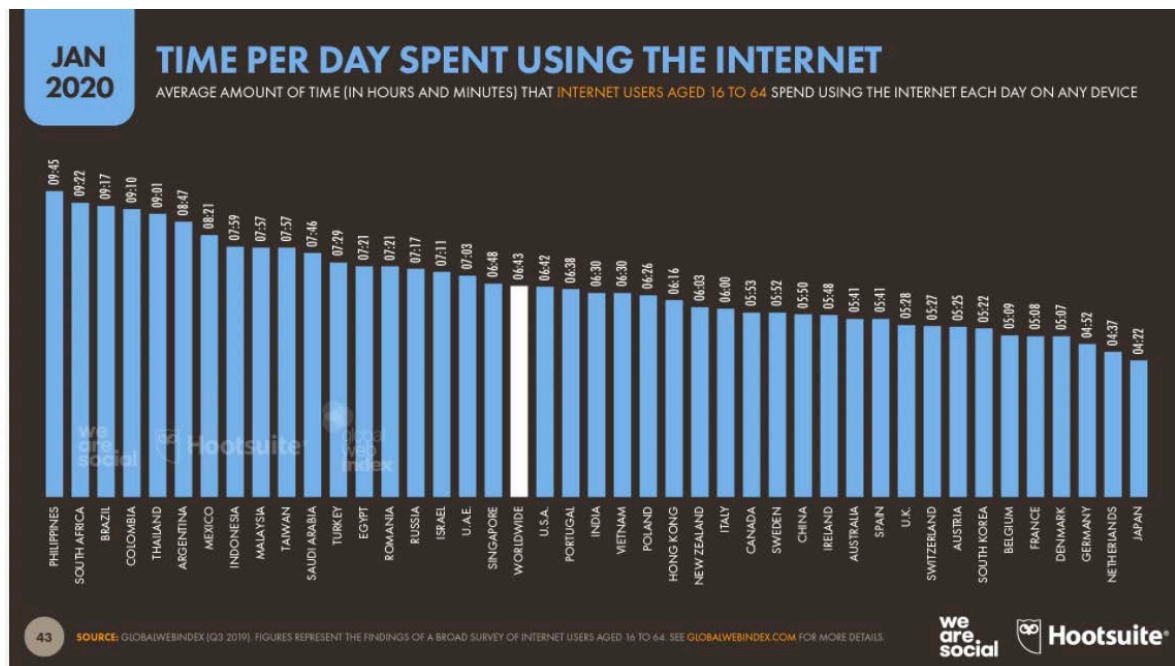


Figure 2. 2020 Glbl Data on Internet Use

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.<sup>1</sup>

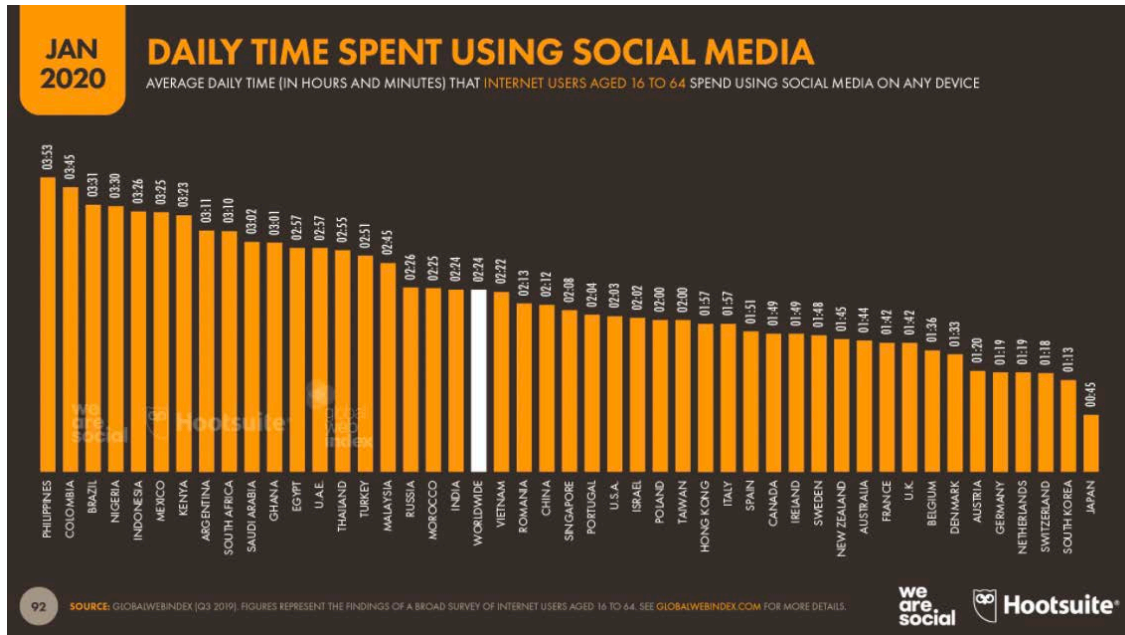


Figure 3. 2020 Global Data on Social Media Use

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:

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

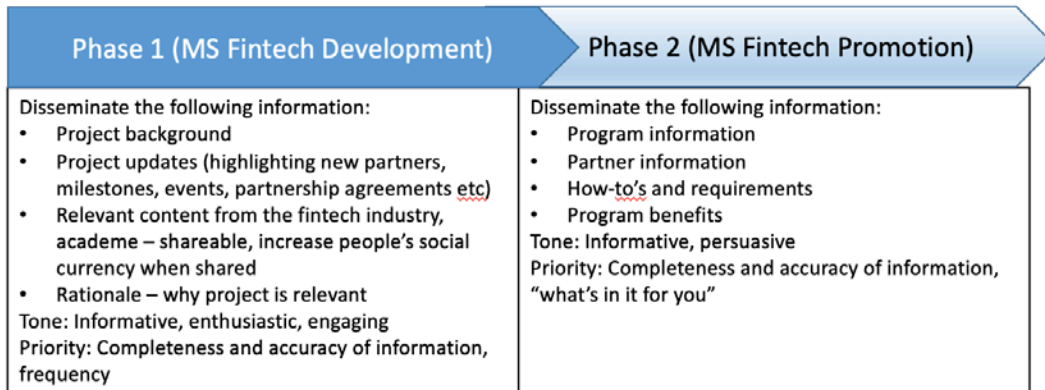


Figure 4. TRUST Social Media Campaign Phases

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)

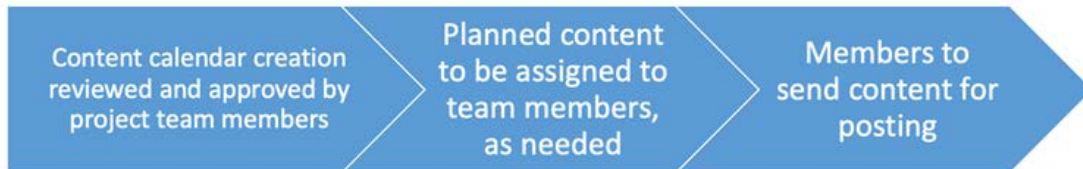


Figure 5. Content creation process


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.

## 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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- 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 – Exploitation and Dissemination Report



