

**Memorandum of Agreement**

*between the*

**Central Bicol State University of Agriculture  
Isabela State University  
Nueva Vizcaya State University  
Saint Mary's University of Bayombong**

*and the*

**West Flanders Synergy Pilipinas**

KNOW ALL MEN BY THIS PRESENTS:

This Memorandum of Agreement, hereinafter referred to as MOA or Agreement, is made and entered on this 10th day of June 2022 by and between:

**Central Bicol State University of Agriculture**, a university existing under the laws of the Republic of the Philippines, with office address at San Jose, Pili, Camarines Sur herein represented by **Dr. Alberto Naperi**, President, and

**Isabela State University**, a university existing under the laws of the Republic of the Philippines, with office address at San Fabian, Echague, Isabela herein represented by **Dr. Ricmar P. Aquino**, President, and

**Nueva Vizcaya State University**, a university existing under the laws of the Republic of the Philippines, with office address at Brgy. Don Mariano Perez, Bayombong Nueva Vizcaya herein represented by **Hon. Ruth R. Padilla**, OIC President, and

**Saint Mary's University of Bayombong**, a university existing under the laws of the Republic of the Philippines, with office address at Ponce St. Bayombong, Nueva Vizcaya herein represented by **Dr. John Octavious S. Palina**, President

and hereinafter collectively referred to as **First Party**;

and

**WEST FLANDERS SYNERGY PILIPINAS**, a partnership of 23 organizations (cooperatives, non-government and people's organizations, and higher education institutions) and supported by the Province of West Flanders (Belgium), with 11.11.11. Philippines as project holder, with office address at #22 Matiyaga St., Barangay Central, Diliman, Quezon City, Philippines, herein represented by **Ms. Lailani Concepcion**, and hereinafter referred to as **Second Party**;

**WHEREAS**, the **First Party**, which is composed of higher educational institutions (HEIs) and are members of the Synergy Pilipinas cooperation platform, is committed to extend research, advisory, and technical support to the member-based organizations and partner local government units;

**WHEREAS**, the **Second Party** promotes sustainable agriculture, entrepreneurship, and climate resilience through cooperation among its 23 member organizations in Isabela, Nueva Vizcaya, Camarines Sur, Camarines Norte, and Sorsogon;

NOW THEREFORE, convinced that cooperation and collaboration between the Parties would serve their common objectives and render their respective activities more effective and beneficial, the Parties hereby agree on the following conditions:

## **I. THE PROJECT**

The "Adaptation to Climate Change through Entrepreneurship in Sustainable Agriculture Striving for Mitigation Co-Benefits", known as the Synergy Pilipinas, is a cooperation platform of 23 organizations based in the Philippines (cooperatives and membership-based organizations, non-government and people's organizations, and higher education institutions) and supported by the Province of West Flanders (Belgium).

## **II. PROJECT GOALS**

Synergy Pilipinas aims to "build safe, sustainable, and resilient communities and enterprises" by promoting climate-informed sustainable agricultural practices to improve the productivity of partner-farmers and fisherfolk; enhancing market access of small-scale entrepreneurs and family farmers by strengthening their entrepreneurial capacities in operating community-based social enterprises; and, demonstrating resilience-building by developing capacities of synergy partners in understanding climate risks and vulnerabilities towards empowering communities, influencing local policies, plans and budgets, and improving access to climate finance.

## **III. PROJECT OUTPUT**

Pursuant to the above Project Goals, the Program serves as a cooperation platform on capacity development and policy advocacy on sustainable agriculture, entrepreneurship and climate resilience. Its outputs include knowledge exchange sessions, training and research projects that seek to inform policies and development interventions leading to its project goals. The specific scope and timeline of activities within the Project are determined by all the members through the conduct of an annual Plenary Meeting.

As part of the Program's goal of establishing a strong, robust, efficient and effective cooperation platform of MBOs, people's organizations, HEIs, and NGOs and a reputable repository of knowledge on sustainable agriculture, entrepreneurship and climate change, the HEIs are mobilised to provide research and extension services for Synergy members in Isabela, Nueva Vizcaya, Camarines Norte, Camarines Sur and Sorsogon. Among the outputs identified are knowledge products and IEC campaigns, thematic research studies, capacity building activities, and learning exchanges towards sustainable and resilient enterprises and communities.

## **IV. ROLES AND OBLIGATIONS OF THE PARTIES**

The First Party shall:

1. Properly utilize the funds provided by the Second Party and shall see to it that these are used for the purpose for which the same are intended, in accordance with the approved work and financial plan and Terms of Reference (TOR), and subject to the standard accounting and auditing rules and regulations;
2. Issue an Official Receipt for every amount received from the Second Party;
3. Designate a specific bank account for the project.



4. Submit activity and liquidation reports with complete supporting documents upon completion of the activity or contract. The reports must be duly certified correct by the Accountant or Finance Manager and approved by the head of the institution;

5. Return to the Second Party any and all unused balance of the program fund upon pre-termination or completion of the project within 30 days but not later than 60 calendar days;

6. Adhere to the prescribed accounting entries for booking up property/equipment purchased out of Program funds;

7. Provide a financial counterpart for the conduct of the research as may be necessary by allocating human resources, free use of facilities, and sharing of knowledge products and relevant technology.

The Second Party shall:

1. Allocate Php 2,000,000.00 to the First Party from the 2022 Approved Implementation Plan for the following:

- development and implementation of the Synergy Pilipinas Phase 2 Policy Advocacy and Research Agenda
- development of knowledge products and IEC campaigns on climate resilience and sustainable agriculture and entrepreneurship
- provision of extension support services to priority MBO enterprises and partner local government units
- facilitating local and international learning exchange programs

2. Ensure, through its Program Manager, that the funds provided to the Second Party shall be used properly and for the intended purposes specified in the particular Terms of Reference that will be issued for all related activities.

3. Deposit the funds to the designated First Party bank account.

## V. MANAGEMENT

The above-mentioned activities will be implemented by the First Party, with technical support from the Second Party.

The Parties will hold regular online meetings to review the implementation and outcomes of their cooperation activities as well as identify opportunities and follow-up activities for enhancing their collaboration.

The Parties recognize that effective collaboration depends upon open, comprehensive and regular communication and sharing of information at the institutional level subject to disclosure policies of each Party.

## VI. INTELLECTUAL PROPERTY

The First Party and Second Party hereby agree and understand that intellectual property rights ownership and enjoyment thereof arising from this project shall be governed by the applicable provisions of Republic Act No. 10055 (*An Act Providing the Framework and Support System for the Ownership, Management, Use, and Commercialization of Intellectual Property Generated from Research and Development funded by Government and of other purposes*), Republic Act No. 8439 (*An Act Providing a Magna Carta for Scientists, Engineers, Researchers and other*

*Science and Technology Personnel in Government*), and Republic Act No. 8293 (*An Act Prescribing the Intellectual Property Code and Establishing the Intellectual Property Office, Providing for Its Powers and Functions, and for Other Purposes*) including their respective Implementing Rules and Regulations, as well as existing and future policies of the Second Party on Intellectual Property Rights such as but not limited to the following:

1. Any publication arising from the activities undertaken by virtue of and pursuant to this MOA shall clearly establish and identify the Parties as the source of the output and grant, respectively.
2. All reports arising from activities undertaken by virtue of and pursuant to this MOA shall be made in the name of the Parties, as source of the output and grant, respectively. The names of the principal authors, researchers and, or Project leaders shall be identified, recognized and included in the report.
3. The First Party shall have the right to freely use all data and findings by virtue of and pursuant to this Contract for any of the purposes thereof, with prior written consent by the Second Party to ensure that Synergy-funded researches are utilized, continuously supported, and properly documented for the widest dissemination and use by the general public, and to encourage further scientific studies and researches.
4. The First Party shall ensure that the research conducted and its outcome would not violate the intellectual property rights of any party.

#### **VII. ACKNOWLEDGMENT AND USE OF INSTITUTIONAL EMBLEMS**

The Parties, recognizing that involvement of the Parties in joint cooperation activities needs to be publicized, agree that:

1. There will be public acknowledgment of the role and contribution of each Party to cooperation projects in all public information documentation related to such cooperation; and
2. The use of emblems, organizational and project logos of each Party in documentation related to cooperation will be in accord with the current policies of each Party concerning such use.

#### **VIII. OWNERSHIP OF PURCHASED EQUIPMENT AND FACILITIES**

In the event that the research grant shall include provision for equipment and facilities, the Second Party reserves the right to ownership over the purchased equipment and facilities subject of the grant until full liquidation by the First Party is completed. Transfer of ownership of the said equipment and facilities in favor of First Party shall ensue upon issuance of Invoice Receipt of property by the Second Party, or completion of any other required accounting and audit produce for the purpose.

#### **IX. RESEARCH DEALING WITH INDIGENOUS PEOPLE'S PROPERTIES, RESOURCES, KNOWLEDGE AND/OR HERITAGE**

In case the research project would utilize any property, knowledge, heritage's culture, tradition, institution and/ or any other resources that belong to any indigenous community, the First Party has the responsibility of securing the indigenous community's free prior informed consent and subject itself to the provisions and requirements relative to researchers and research outcomes



provided in Republic Act No. 8371 (*An Act to Recognize, Protect and Promote the Rights of Indigenous Cultural Communities/Indigenous People, Creating a National Commission of Indigenous People, Establishing Implementing Mechanisms, Appropriating Funds Therefore, and for Other Purposes*) and its Implementing Rules and Regulations, to protect and respect the community intellectual property rights of the concerned indigenous community.

For any violation of the provisions of the law, with no valid cause to justify the same, the Second Party may exercise the option of rescinding the research grant, through written notice given to the First Party citing the particular violation found, and the First Party may be required to return any and all funds subject of this partnership.

#### **X. ETHICAL CONDUCT OF RESEARCH**

The First Party has the responsibility of ensuring that the conduct of the research is in accordance with ethical research standards. The same sanction cited in the preceding section shall apply to violations found under this provision of the Contract.

#### **XI. DATA PRIVACY**

The Parties adopt the general data privacy and data sharing principles declared in the Data Privacy Act of 2012 and its Implementing Rules and Regulations, and adhere to the principles of transparency, legitimate purpose, and proportionality in the processing of personal data under this Agreement.

The Parties shall implement reasonable and appropriate organizational, physical, and technical security measures for the protection of personal data that are subject to data sharing.

#### **XII. SEPARABILITY CLAUSE**

In the event that one or more provisions contained herein shall be held in all, illegal or unenforceable in any respect and of any reason, the remaining provisions shall remain valid, legal and enforceable.

#### **XIII. DOCUMENTS COMPRISING THIS AGREEMENT**

All appendices hereto attached are hereby expressly made an integral part of this agreement by reference, excluding inconsistencies with any/all part, terms, and conditions contained in this Memorandum of Agreement.

#### **XIV. GROUND FOR PRE-TERMINATION**

This MOA may be pre-terminated on any of the following grounds:

1. Upon mutual consent of both parties in writing subject to reasonable notice for the security of the machinery/equipment.
2. In case of non-compliance or default by the First Party, of any of the provisions of the MOA, the Second Party has the right to terminate this MOA. The Second Party will inform the concerned party both in writing and verbally the bases for the pre-termination. The First Party is given five (5) days to explain both in writing and verbally their counter-argument. After receipt of the said explanation, the Second Party shall make known its decision whether to terminate or continue with this agreement within five (5) days from receipt thereof.

3. Non-performance by either party of its duties and responsibilities as defined in this MOA and the implementation plan jointly developed by both parties subject to reasonable notices under the circumstances.

#### **XV. AMENDMENTS**

This MOA, and any part thereof, may be amended and supplemented for the purpose of effectively implementing and managing the project. No modification of this Agreement or any of its provisions shall be made except written amendment that shall be signed by both parties hereto. All subsequent amendments or modifications shall be incorporated in this MOA and shall become part thereof.

#### **XVI. OTHER PROVISIONS**

All parties hereby agree that in case of any question, dispute or difference that may arise in all matters relating to this MOA, whether during its subsistence or after its termination, including all matters concerning these provisions, all parties shall opt to settle the issues and concerns on mutually beneficial arrangements, all in good faith.

All parties may enter into any other contract or agreement for the implementation of this activity and so long as it is not contrary to the provisions of this MOA.

#### **XVII. EFFECTIVITY**

This Agreement shall take effect on the date of signing hereof by the parties concerned and shall end on December 31, 2024.

Any substantial violation of the provision of this Agreement shall entitle the injured Party to hold the erring Party liable in whatever cause of action it might be.

**IN WITNESS WHEREOF**, the Parties hereto have caused this Agreement to be signed in their respective names in \_\_\_\_\_, Republic of the Philippines as the day and year written above:

**DR. ALBERTO NAPERI**  
CENTRAL BICOL STATE UNIVERSITY OF  
AGRICULTURE

**DR. RICMAR P. AQUINO**  
ISABELA STATE UNIVERSITY

**HON. RUTH R. PADILLA**  
NUEVA VIZCAYA STATE UNIVERSITY

**DR. JOHN OCTAVIOUS S. PALINA**  
SAINT MARY'S UNIVERSITY OF BAYOMBONG



LAILANI CONCEPCION  
WEST FLANDERS SYNERGY PILIPINAS

Signed in the Presence of:

TRINCES THERESE CLO

PAULITA GARCIA PEETERS

SUBSCRIBED AND SWORN TO BEFORE  
THIS DEC 15 2022 QUEZON CITY PHILIPPINES

Doc. No. 42  
Page No. 2  
Book No. 2  
Series of 20 2

ATTY. MICHAEL JOSEPH C. CAPINPIN  
Notary Public for Quezon City  
Valid Until December 31, 2022  
PTR No. 0694711 / 01-04-2022  
IBP Life Time No. 08330  
Roll No. 56499  
MCLE compliance No. VI-0008995  
(Extended Valid Until April 14, 2023)  
Adm. Matter No. NP 119 (2022-2023)  
101 Malakas Lane Brgy. Central Quezon City



Office Code	ERO-FO-026
Revision	00
Effectivity Date	2023/11/09
Page/s	Page 1 of 40

## STUDENTS GLOBAL MOBILITY NARRATIVE REPORT FORM

Name of Activity	Date of Activity	Participants	Platform	Organizer/Sponsor
North Intensive Program 2024	January 29-February 09, 2024	1. Marcus Angelo B. Ajaban 2. Jyrus Alain M. Bulatao 3. Jehoiaquim Lenoer A. Cordova 4. Juan Miguel M. Llacuna 5. Leo Christer D. Estocapio 6. Shannen M. Soliven 7. Dr. Elsa L. Cajucom	Onsite	VIVES University of Applied Sciences West Flanders, Belgium

### Narrative Report on the Activity

In the framework of educational cooperation between VIVES University of Applied Sciences-Belgium and Saint Mary's University, six (6) students and one (1) faculty coach were invited to participate in the North Intensive Program in Belgium from January 29 – February 9, 2024. The Intensive Programme is a two-week exchange program between four (4) universities from the Philippines and two (2) universities from Belgium to promote global citizenship, 21st-century, international, and sustainable competencies among students and faculty and to strengthen sustainable cooperation between the higher education institutions, and more broadly the Synergy partners of the province of West Flanders, Belgium. With entrepreneurship, sustainable agriculture, and climate change as central themes, the students in interdisciplinary and intercultural groups explore innovative and creative solutions to the local challenges of the partner organizations.

Team SMU is composed of six (6) students, namely Marcus Angelo Ajaban (BSN 3), Jyrus Alain Bulatao (BS Psych 3), Jehoiaquim Lenoer Cordova (BS Bio 2), Leo Christer D. Estocapio (BSBA MM3), Juan Miguel Llacuna (BS Bio 3), and Shannen Soliven (BSA 3). Their coach was Dr. Elsa L. Cajucom (Director, Center for Natural Sciences) and SMU's focal person in Sustainable Agriculture of Synergy Pilipinas.

The delegates proposed possible solutions to the presented challenges by the case partners in Belgium—each case group collaborated by following the design thinking approach. Mind mapping, mentoring, project pitching, and prototyping sessions were conducted in preparation for the case presentations during the culminating day. During the Closing Program, all the delegates took the stage to deliver their presentations in front of the jurors. The Agroforestry group to which Juan Miguel Llacuna belonged won the Best NIP Case Juror's Award. Meanwhile, the Best NIP Case Audience Award was bagged by Plastic Nieuwpoort, to which Jyrus Alain Bulatao was a team member. All of the Marian delegates received medals of recognition.

But of course, there was also time for cultural and inspiring trips! The team went to The Netherlands (Sluis, Amsterdam), Germany (Koln, Trier), France (Paris), Vatican City, Rome, Luxembourg, and Brussels.

In conclusion, the NIP 2024 has been an enriching and transformative experience. The connections the team has made with fellow participants and coaches have been invaluable, and they are grateful for the support and camaraderie throughout the program. VIVA VIVEZ! VIVA SMU!





**SAINT MARY'S UNIVERSITY**  
BAYOMBONG, NUEVA VIZCAYA, PHILIPPINES  
**PROMOTIONS, EXTERNAL RELATIONS,  
AND INTERNATIONALIZATION OFFICE**

**Documentation**



**Note: The detailed narrative is found in the succeeding pages.**



**SAINT MARY'S UNIVERSITY**  
BAYOMBONG, NUEVA VIZCAYA, PHILIPPINES  
**PROMOTIONS, EXTERNAL RELATIONS,  
AND INTERNATIONALIZATION OFFICE**

**SMU Gears to North Intensive Program**

29<sup>th</sup> January to 9<sup>th</sup> February 2024 VIVES  
University of Applied Sciences, Belgium



In the framework of educational cooperation between VIVES University of Applied Sciences-Belgium and Saint Mary's University, six (6) students and one (1) faculty coach were invited to participate in the North Intensive Program in Belgium from January 29 – February 9, 2024. The Intensive Programme is a two-week exchange program between four (4) universities from the Philippines and two (2) universities from Belgium, to promote global citizenship, 21st-century, international, and sustainable competencies among students and faculty and to strengthen sustainable cooperation between the higher education institutions, and more broadly the Synergy partners of the province of West Flanders, Belgium.

With entrepreneurship, sustainable agriculture, and climate change as central themes, the students in interdisciplinary and intercultural groups explore innovative and creative solutions to the local challenges of the partner organizations.





# SAINT MARY'S UNIVERSITY

BAYOMBONG, NUEVA VIZCAYA, PHILIPPINES

## PROMOTIONS, EXTERNAL RELATIONS, AND INTERNATIONALIZATION OFFICE



Team SMU is composed of six (6) students namely Marcus Angelo Ajaban (BSN 3), Jyrus Alain Bulatao (BS Psych 3), Jehoaquim Lenoer Cordova (BS Bio 2), Leo Christer D. Estocapio (BSBA MM3), Juan Miguel Llacuna (BS Bio 3), and Shannen Soliven (BSA 3). Their coach was Dr. Elsa L. Cajucom (Director, Center for Natural Sciences) and SMU's focal person in Sustainable Agriculture of Synergy Pilipinas.

### Day 0: Arrivals of Team SMU at Brussels International Airport



SMU delegates had different inbound flights to Brussels Belgium from January 27-January 29, 2024. The first group was composed of Jyrus Bulatao, Jehoaquim Cordova, and Leo Christer Estcapio arrived in Bruges, Belgium on January 28, 2024, while Dr. Elsa Cajucon together with Shannen Soliven, Marcus Ajaban, and Juan Miguel Llacuna arrived in Bruges on January 29, 2024, two hours before the Opening Program of NIP 2024.



**SAINT MARY'S UNIVERSITY**  
BAYOMBONG, NUEVA VIZCAYA, PHILIPPINES  
**PROMOTIONS, EXTERNAL RELATIONS,  
AND INTERNATIONALIZATION OFFICE**



The opening started with Filipino and Belgian students from different universities getting to know each other. The Belgian coaches Joke Calceon and Miss Anne Marie facilitated the activity. Team building activities, such as games and brainstorming sessions on different cases chosen by the students and coaches, were conducted.



Dhr Rhonny de Blaere, the Consulate General of the Philippines to the West Flanders, welcomed the Philippine delegates. After this, Lies Versastre gave an orientation for the activities that will be conducted for a week in Bruges, which includes researching and visiting different cases.



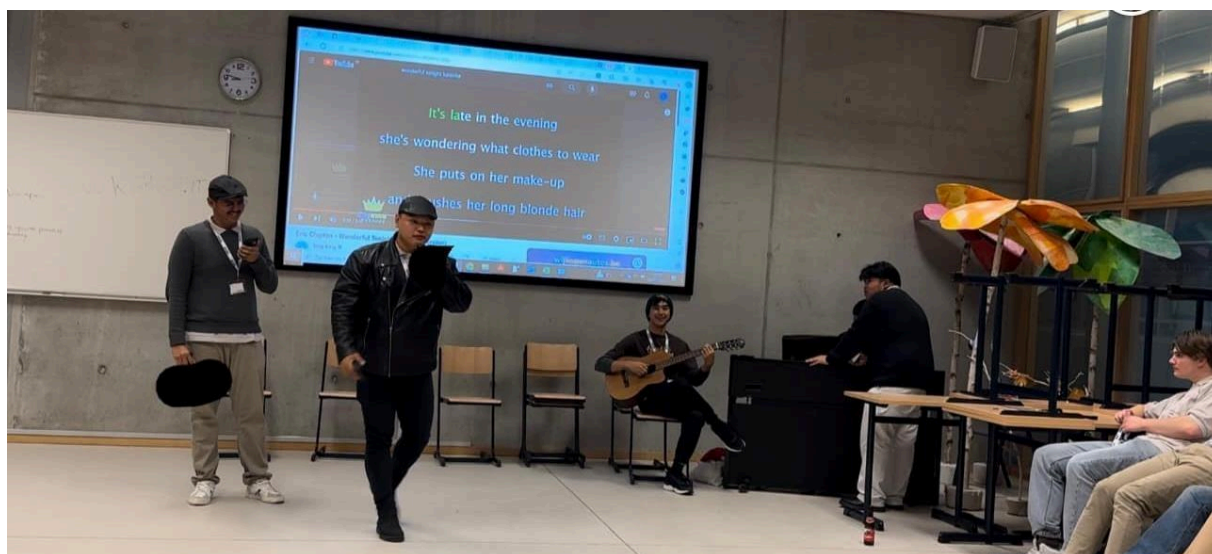


# SAINT MARY'S UNIVERSITY

BAYOMBONG, NUEVA VIZCAYA, PHILIPPINES

## PROMOTIONS, EXTERNAL RELATIONS, AND INTERNATIONALIZATION OFFICE

A cultural night also happened, and the Belgians and Filipinos prepared different performances and activities to enjoy the first night in Bruges. Moreover, Saint Mary's University students organized a "karaoke-like" performance for their cultural presentation.



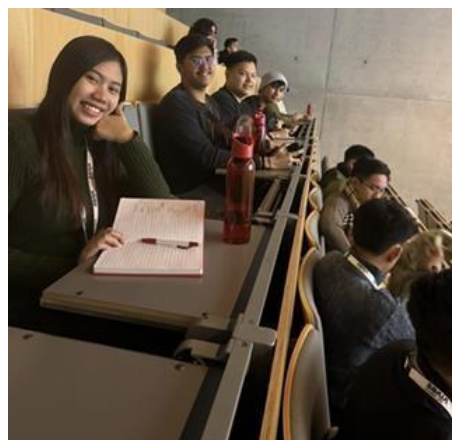
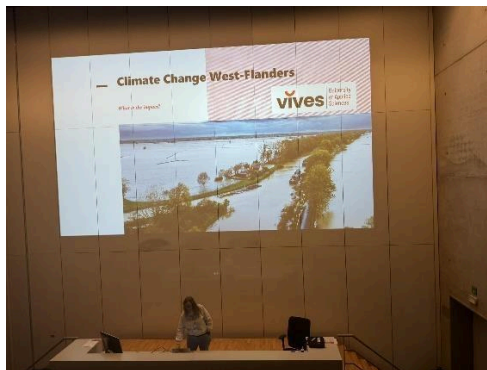
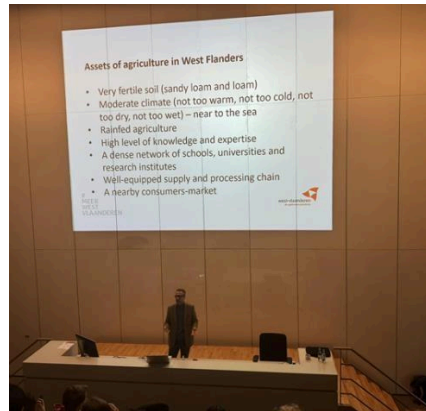




**SAINT MARY'S UNIVERSITY**  
BAYOMBONG, NUEVA VIZCAYA, PHILIPPINES  
**PROMOTIONS, EXTERNAL RELATIONS,  
AND INTERNATIONALIZATION OFFICE**

**Week 1 Day 2-5: At VIVES Campus Bruges**

On January 30, Marian representatives for the NIP 2024 were gathered at the VIVES University in Bruges auditorium to have their initial lecture regarding topics like Design Thinking, Climate Change in Belgium and the Philippines, Entrepreneurship in Agriculture, and Methodology Planning in research.





**SAINT MARY'S UNIVERSITY**  
BAYOMBONG, NUEVA VIZCAYA, PHILIPPINES  
**PROMOTIONS, EXTERNAL RELATIONS,  
AND INTERNATIONALIZATION OFFICE**

After the lectures, students were asked to meet with their group to plan initial assessments according to their assigned case study such as Yacon, De Lochting, Plastic, and Agroforestry.



Contextual Interview Orientation



AgroForestry Group



De Lochting Group



Plastic Nieuwpoort Group



Plastic Oostende Group



Yacon Group

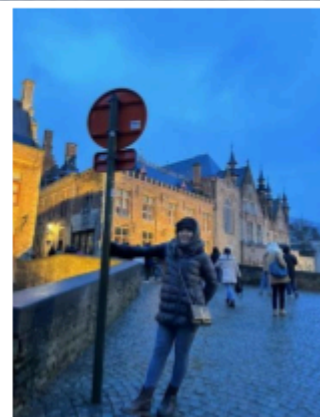




**SAINT MARY'S UNIVERSITY**  
BAYOMBONG, NUEVA VIZCAYA, PHILIPPINES  
**PROMOTIONS, EXTERNAL RELATIONS,  
AND INTERNATIONALIZATION OFFICE**

**Cultural Visit at the City of Bruges, West Flanders, Belgium**

To top the day off, the Philippine delegates were toured around the **City of Bruges** accompanied by their Belgian counterparts. Bruges, the capital of West Flanders in northwest Belgium, is distinguished by its canals, cobbled streets, and medieval buildings. Bruges's intricate network of canals has led many to describe the city as the **Venice of the North**.







**SAINT MARY'S UNIVERSITY**  
BAYOMBONG, NUEVA VIZCAYA, PHILIPPINES  
**PROMOTIONS, EXTERNAL RELATIONS,  
AND INTERNATIONALIZATION OFFICE**

On January 31, 2023, Saint Mary's University (SMU) delegates embarked on Day 03 of their Intensive Program 2024 in Bruges, Belgium. The students, motivated by a quest for real-world insights, visited diverse locations corresponding to their case studies.



The Agroforestry and De Lochting case led students to the Inagro Company, where they gained valuable insights into sustainable farming practices.



The plastic case took them to Nieuwpoort and Oostende, enabling them to witness the challenges associated with plastic in these locations.





**SAINT MARY'S UNIVERSITY**  
BAYOMBONG, NUEVA VIZCAYA, PHILIPPINES  
**PROMOTIONS, EXTERNAL RELATIONS,  
AND INTERNATIONALIZATION OFFICE**



The Yacon case led students to the PCG Research Center and Food Innovation Park, where they delved into the depths of research and exploration. They also visited organic farms.





**SAINT MARY'S UNIVERSITY**  
BAYOMBONG, NUEVA VIZCAYA, PHILIPPINES  
**PROMOTIONS, EXTERNAL RELATIONS,  
AND INTERNATIONALIZATION OFFICE**

On February 1, 2024, several hours were dedicated to each case, allowing students to grasp the nuances and realities surrounding the identified problems. Students from VIVES and Howest got to work with students from Saint Mary's University, Central Bicol State University of Agriculture, Nueva Vizcaya State University, and Isabelia State University. They worked together on challenges the West Flanders partners presented in the Synergy Programme of the Province of West Flanders (Wereldhuis West-Vlaanderen).

Imagine the synergy as Belgian and Filipino minds converge, bringing unique insights. It's more than just a program; it's a vibrant fusion of cultures, ideas, and enthusiasm!

The day concluded with a return home, followed by a shared Filipino dinner with Belgian friends, fostering discussions and reflections on the day's experiences.



Socialization Night of the Belgians and Marians



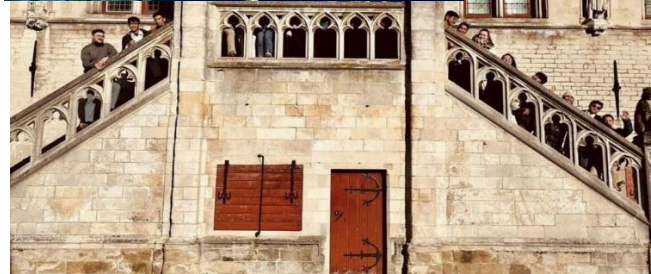
Belgian and Filipino coaches with their chosen Belgian beers during the night-out session





SAINT MARY'S UNIVERSITY  
BAYOMBONG, NUEVA VIZCAYA, PHILIPPINES  
PROMOTIONS, EXTERNAL RELATIONS,  
AND INTERNATIONALIZATION OFFICE

## February 2, 2024: Cultural Visit at Damme



**Damme** is a city and municipality located in the Belgian province of West Flanders, six kilometers northeast of Brugge.

**Maerlant** is a well-known route for cyclists who want to see the highlights of the outdoors in West Flanders and the Netherlands.

Damse Vaart 15-kilometre canal, linking Bruges to the Dutch border town of Sluis, The Netherlands.

The **Damse Vaart** was the brainchild of Naamlos, who wanted an inland means of moving large numbers of goods.

The system was to connect the cities of North Brabant with Antwerp, but the Damme-Sluis portion was incomplete by the time he was out of power.



Damme's historic center is a medieval marvel that will make you feel like you've stepped into a time machine. **Stadhuis**, or Town Hall, looked like something out of a Gothic dream, with its tall clock tower and intricate details.

But the Town Hall had a spooky side too –the “justice stones” that used to hang there, used to punish women who broke the law. Can you imagine having to wear a stone around your neck and walk through the marketplace? Thankfully, they don't do that anymore, but it's a reminder of how different things were in medieval times.



# SAINT MARY'S UNIVERSITY

BAYOMBONG, NUEVA VIZCAYA, PHILIPPINES

## PROMOTIONS, EXTERNAL RELATIONS, AND INTERNATIONALIZATION OFFICE

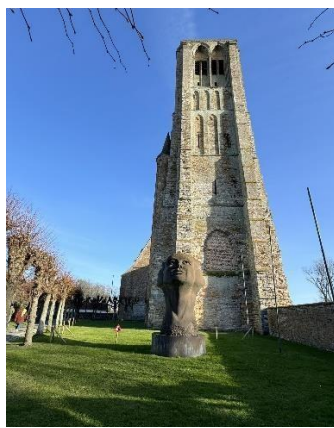
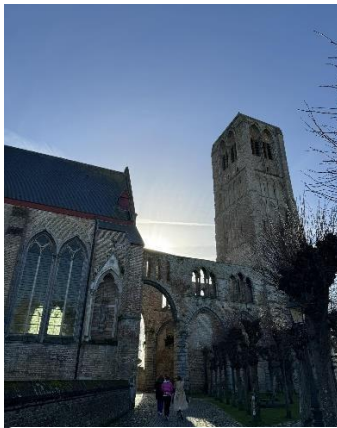


In Damme, the windmills aren't mere relics of the past; they embody the living essence of Dutch heritage, poised to transport you through time. Enveloping these windmills is a landscape so stunning, it evokes a symphony in your heart.

One iconic sight synonymous with Damme is a solitary windmill standing guard along the western bank of the Damse Vaart canal, greeting visitors upon arrival.

The **Schellemolen**, as it stands today, traces its origins to 1867, yet a mill has occupied this site since 1479. Within its walls lie two sets of millstones for grinding grain and one for pressing oil, housed in the basement.

While the Schellemolen ceased its commercial operations in 1963, it found new life when acquired by the province of West Flanders in 1971, recommencing milling activities in 1977.



The majestic Church of Our Lady stands as a timeless beauty, its origins tracing back to the 13th century, where it has loomed over the town and its inhabitants like a medieval guardian angel. Erected in 1225, the Church of Our Lady underwent significant expansion during the 13th century, adopting the Scheldt Gothic style, a fusion of Romanesque and Gothic architectural elements. Despite undergoing various renovations over the years to adapt to contemporary needs, its inherent Gothic allure remains undiminished. A notable reconstruction in 1725 bestowed upon it a rejuvenated appearance, tailored to accommodate Damme's burgeoning population.





**SAINT MARY'S UNIVERSITY**  
BAYOMBONG, NUEVA VIZCAYA, PHILIPPINES  
**PROMOTIONS, EXTERNAL RELATIONS,  
AND INTERNATIONALIZATION OFFICE**



**Sluis** is a city in Zeeland, Netherlands. Sluis is known as a comfortable and atmospheric shopping town. This old fortress town has a rich history and a Burgundian atmosphere.

Sluis probably is the most Flemish town of the Netherlands; the people from Sluis truly boast on their Flemish roots.



**SAINT MARY'S UNIVERSITY**  
BAYOMBONG, NUEVA VIZCAYA, PHILIPPINES  
**PROMOTIONS, EXTERNAL RELATIONS,  
AND INTERNATIONALIZATION OFFICE**

**February 3, 2024: Foster Family time of Marian delegates**



Leo with Barbara Deprez



Jyrus and Juan Miguel with Psalm and Ellen Mae



Marcus with Koen Claus



Jehoaquim with  
Sonnie Decloedt

After the mind mapping session, each group was able to finalize a case to focus on in preparation for their project pitching.

the day's session ended in for the checking out from Hostel each student delegate was given a foster family to stay with for the weekend.

The coaches went to stay at Ibis Hotel in the



Dr. Elsa Cajucum @ Ibis Hotel



Shannen with  
Margot van Mol

City of Bruges.





All delegates arrived at the Hostel Groeninghe in Kortrijk at midnight on February 4, 2024, in preparation for the Paris trip from 7 AM - 7 PM.

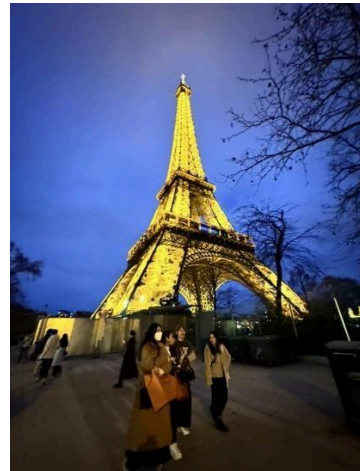
SAINT MARY'S UNIVERSITY  
BAYOMBONG, NUEVA VIZCAYA, PHILIPPINES  
PROMOTIONS, EXTERNAL RELATIONS,  
AND INTERNATIONALIZATION OFFICE



**SAINT MARY'S UNIVERSITY**  
BAYOMBONG, NUEVA VIZCAYA, PHILIPPINES  
**PROMOTIONS, EXTERNAL RELATIONS,  
AND INTERNATIONALIZATION OFFICE**

**February 4, 2024: Cultural Visit to Paris, France**

At 7:00 AM, the bus fetched the delegates at Hostel Groeninghe for the sponsored trip to Paris. Belgian students led the tour. The travel was almost two (2) hours. Upon entering the Paris border, everyone felt excited to see Paris, especially the Eiffel Tower and the Louvre Museum. At 9:00 AM, the delegates arrived in one of the parking spaces in Paris, France. Margot van Mole and Ellen led the tour in Paris and provided insightful information about the scenic spots walked through by the delegates. Eiffel Tower, what a magnificent view indeed!







**SAINT MARY'S UNIVERSITY**  
BAYOMBONG, NUEVA VIZCAYA, PHILIPPINES  
**PROMOTIONS, EXTERNAL RELATIONS,  
AND INTERNATIONALIZATION OFFICE**



Palais Royale Museo



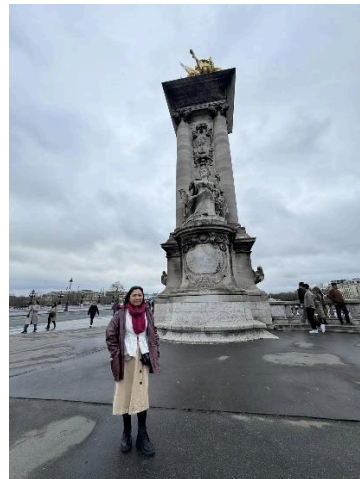
Paris 8<sup>th</sup> Arr.



Louvre Museum



Place del Hotel del Ville



Cours de la Raine



Jardin des Tuileries



Louvre Museum





**SAINT MARY'S UNIVERSITY**  
BAYOMBONG, NUEVA VIZCAYA, PHILIPPINES  
**PROMOTIONS, EXTERNAL RELATIONS,  
AND INTERNATIONALIZATION OFFICE**



Place de la Concorde



Paris 8<sup>th</sup> Arr.



Miss Italia Resto, Jardin Nelson Mandela



Place del Hotel del Ville



Jardin des Tuileries

The **Eiffel Tower** was built by Gustave Eiffel to commemorate the centenary of the French Revolution. It is presented at the Exposition Universelle in Paris in 1889. 324 meters high, it is one of the most visited monuments in the world.

The **Louvre** is the most visited art museum in the world. Located in the heart of Paris, this historic building is a former royal palace, with an area of 210,000 square meters including 60,600 for the exhibitions. The museum is housed in the Louvre, originally a fortress built in the late 12th century under Philip II. The remains of the

Week 2 February 5-9, 2024: At VIVES Campus Kortrijk





**SAINT MARY'S UNIVERSITY**

BAYOMBONG, NUEVA VIZCAYA, PHILIPPINES

**PROMOTIONS, EXTERNAL RELATIONS,  
AND INTERNATIONALIZATION OFFICE**

fortress are visible in the basement of the museum.



**SAINT MARY'S UNIVERSITY**  
BAYOMBONG, NUEVA VIZCAYA, PHILIPPINES  
**PROMOTIONS, EXTERNAL RELATIONS,  
AND INTERNATIONALIZATION OFFICE**



**PROJECT PITCHING**



Each Case Partner chose the best among the ideas presented by the four groups. Plastic Oostende, Plastic Niewpoort, Agroforestry, and de Lochting prepared systems prototypes while the Yacon group produced Yacon mocktails, Yacon fries, & Yacon pickles, and Marketing Plans.





**SAINT MARY'S UNIVERSITY**  
BAYOMBONG, NUEVA VIZCAYA, PHILIPPINES  
**PROMOTIONS, EXTERNAL RELATIONS,  
AND INTERNATIONALIZATION OFFICE**

**DAIRY FARM and OMER BREWERY VISITS**



The delegates visited an Organic Dairy farm in Kortrijk, Belgium. The family owner toured the delegates to the dairy farm's different sections, explaining their mechanisms for raising cows and dairy production.

Also, the delegates visited Omer, a traditional Belgian Blond Abbey Ale, from a family-run brewery with over a century of tradition founded in 1892. Beer-making was discussed.





**SAINT MARY'S UNIVERSITY**  
BAYOMBONG, NUEVA VIZCAYA, PHILIPPINES  
**PROMOTIONS, EXTERNAL RELATIONS,  
AND INTERNATIONALIZATION OFFICE**



For two days, the six (6) groups prepared their prototypes for the juror's judging during the closing program of the NIP 2024. The four cases creatively and collaboratively worked to produce the expected prototypes, such as products, processes, systems, and marketing plans. The project write-up was also required to be submitted to Ms. Lies Versastre.





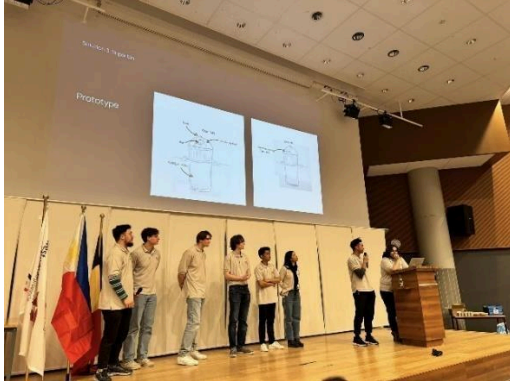
# SAINT MARY'S UNIVERSITY

BAYOMBONG, NUEVA VIZCAYA, PHILIPPINES

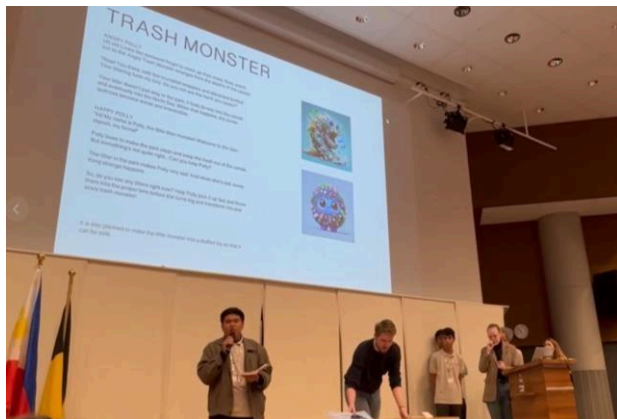
## PROMOTIONS, EXTERNAL RELATIONS, AND INTERNATIONALIZATION OFFICE



### CASE PRESENTATIONS



Leo Christer D. Estocapio presented the super bin, an innovative solution to the overwhelming waste disposal problem in Oostend Beach. Leo explained the planning process of the super bin, and its intended effectiveness through the explanation of its different parts and simple but useful features. This solution also highlighted a more efficient design of the current bins on the beach, which helps encourage more people to use the bins and establish a better waste collection system. Moreover, Leo also worked on the Marketing ventures of another solution, the Trashtogather App, which focuses on engaging with the local community and supporting local businesses.



Meanwhile, Jyrus Bulatao introduced Polly, the Pollution Monster, as the focal point of an Interactive Awareness Campaign targeting plastic pollution in Ganzepoot's canals and estuary. He highlighted Polly's transformation into a frightening trash monster to evoke emotional responses from children and families, discouraging littering. Additionally, he mentioned plans to offer Polly as merchandise, with plushies made from plastic collected at the site, aiming to extend the campaign's message beyond the park. Bulatao also proposed directional signage incorporating QR codes to educate visitors about Belgium's biodiversity, blending entertainment with education throughout the park experience.



**SAINT MARY'S UNIVERSITY**  
BAYOMBONG, NUEVA VIZCAYA, PHILIPPINES  
**PROMOTIONS, EXTERNAL RELATIONS,  
AND INTERNATIONALIZATION OFFICE**



Jehoaquim Cordova elaborated the process regarding their app system for collecting plastics.



Shannen Soliven presented the benefits of cultivating Yacon as well as its feasibility in the Belgian market.



Marcus Ajaban expanded in his presentation the long-term effects of organic farming on crops such as potatoes.



Juan Miguel Llacuna presented the rhubarb and pumpkin, planting maintenance and harvesting cycle of walnut tree & presented the different types of farm machinery to be used.

Subsequently, Juan Miguel Llacuna presented the rhubarb and pumpkin planting maintenance and harvesting method. This can help the farmers solve their problems regarding maximizing the spaces between the gaps in the walnut trees. To reduce the labor intensity, the different types of farm machinery that can help them cultivate and plant faster were proposed; this method leads them to sustainable agroforestry that can help them produce more products and help fight Climate change, too.

Lastly, Marcus Ajaban discussed potatoes as their main crop during the third year as part of their 5-year plan in a 4-hectare land area from transitioning traditional farming to organic farming. 2 representatives from the company- De Lochting themselves, came to watch their presentation. Although they had arguably the most challenging case, positive feedback was given by the company representatives as they were pretty impressed that the group could construct some concrete 5-year crop plan while also presenting innovative solutions for drought and flooding all in a week.





**SAINT MARY'S UNIVERSITY**  
BAYOMBONG, NUEVA VIZCAYA, PHILIPPINES  
**PROMOTIONS, EXTERNAL RELATIONS,  
AND INTERNATIONALIZATION OFFICE**



**AWARDING and CLOSING PROGRAM of NIP 2024**



Before the case presentations, the closing program was conducted on the morning of February 09, 2024, at Aula, VIVES, Kortrijk Campus. Jaime Victor B. Ledda, the Philippine Ambassador to Belgium, gave his welcome words to the NIP delegates, sponsors, and case partners.

Before his welcome speech, a breakfast meeting with Ambassador Ledda was conducted at the Bistro't Forum, VIVES Kortrijk. Together with him was Dhr: Rhonny de Blaere, the Consulate General of the Philippines to the West Flanders. During the meeting, the ambassador extended his gratitude to the continuing partnership of the four (4) HEIs and two (2) Belgian universities through the Synergy Programme of West Flanders.



The courtesy call meeting was attended by the administrators of VIVES and HOWEST, as well as the Filipino and Belgian coaches.



**SAINT MARY'S UNIVERSITY**  
BAYOMBONG, NUEVA VIZCAYA, PHILIPPINES  
**PROMOTIONS, EXTERNAL RELATIONS,  
AND INTERNATIONALIZATION OFFICE**



During the awarding, the Marian student delegates and the faculty coach received their medals and certificates in jubilation in recognition of finishing the two-week Intensive Programme.

As the highlight of the closing program, the Jurors Award and Audience Award for the Best NIP Case were announced by Lies Versastre and assisted by Joke Calcoen. The juror's award came from the consolidated scores of the case partners and coaches. The Audience Award came from the poll in which the delegates voted on the best NIP Case.



The Agroforestry group of Juan Miguel Llacuna won the JURORS Award.

Meanwhile, the AUDIENCE Award was bagged by the Plastic Nieuwpoort group of Jyrus Alain Bulatao.





# SAINT MARY'S UNIVERSITY

BAYOMBONG, NUEVA VIZCAYA, PHILIPPINES

## PROMOTIONS, EXTERNAL RELATIONS, AND INTERNATIONALIZATION OFFICE

Below are the other momentous photos taken after the awarding, a time to say goodbyes to the delegates.







**SAINT MARY'S UNIVERSITY**  
BAYOMBONG, NUEVA VIZCAYA, PHILIPPINES  
**PROMOTIONS, EXTERNAL RELATIONS,  
AND INTERNATIONALIZATION OFFICE**

**ACCOMMODATIONS**

**Week 1 : Hostel Del Karmel in Brugge, Belgium**



**Week 2: Hostel Groeninghe in Kortrijk, Belgium**







SAINT MARY'S UNIVERSITY  
BAYOMBONG, NUEVA VIZCAYA, PHILIPPINES  
PROMOTIONS, EXTERNAL RELATIONS,  
AND INTERNATIONALIZATION OFFICE

### Socialization Night: Bowling Activity







**SAINT MARY'S UNIVERSITY**  
BAYOMBONG, NUEVA VIZCAYA, PHILIPPINES  
**PROMOTIONS, EXTERNAL RELATIONS,  
AND INTERNATIONALIZATION OFFICE**

What a fantastic North Intensive Program experience! But of course, there was also time for cultural and inspiring trips!

**OTHER CULTURAL TRIPS: AMSTERDAM**







**SAINT MARY'S UNIVERSITY**  
BAYOMBONG, NUEVA VIZCAYA, PHILIPPINES  
**PROMOTIONS, EXTERNAL RELATIONS,  
AND INTERNATIONALIZATION OFFICE**

**CULTURAL TRIPS: KOLN, GERMANY**

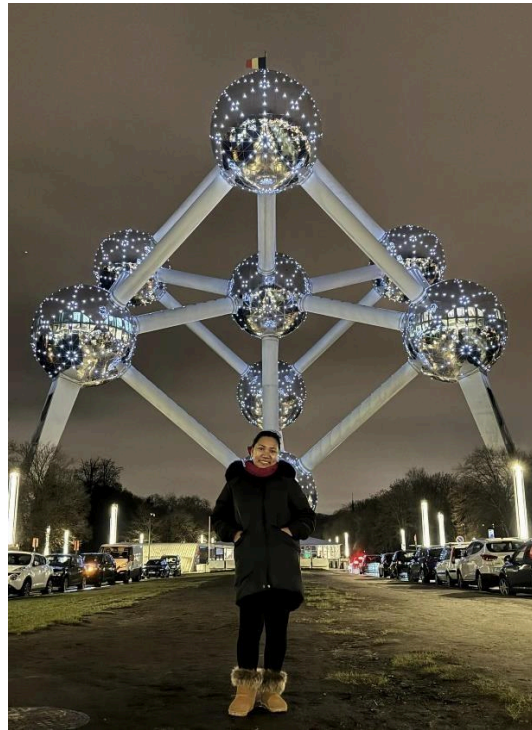






**SAINT MARY'S UNIVERSITY**  
BAYOMBONG, NUEVA VIZCAYA, PHILIPPINES  
**PROMOTIONS, EXTERNAL RELATIONS,  
AND INTERNATIONALIZATION OFFICE**

**CULTURAL TRIPS: BRUSSELS, BELGIUM**







**SAINT MARY'S UNIVERSITY**  
BAYOMBONG, NUEVA VIZCAYA, PHILIPPINES  
**PROMOTIONS, EXTERNAL RELATIONS,  
AND INTERNATIONALIZATION OFFICE**

**CULTURAL TRIPS: VATICAN CITY and COLOSSEUM, ROME, ITALY**







**SAINT MARY'S UNIVERSITY**  
BAYOMBONG, NUEVA VIZCAYA, PHILIPPINES  
**PROMOTIONS, EXTERNAL RELATIONS,  
AND INTERNATIONALIZATION OFFICE**

## **CULTURAL TRIPS: LUXEMBOURG & TRIER, GERMANY**







**SAINT MARY'S UNIVERSITY**  
BAYOMBONG, NUEVA VIZCAYA, PHILIPPINES  
**PROMOTIONS, EXTERNAL RELATIONS,  
AND INTERNATIONALIZATION OFFICE**

**END OF TRIP:** ARRIVAL at the NAIA Terminal 3 on February 13, 2024 at 4:00 PM



In conclusion, the North Intensive Program 2024 has been an enriching and transformative experience. Through Case presentations, we have gained valuable insights into smart Agriculture and resilient enterprises and communities and developed essential skills. The connections we have made with fellow participants and faculty coaches have been invaluable, and we are grateful for the support and camaraderie throughout the program.

Reflecting on my journey during this intensive program, I am reminded of the growth and personal development that has occurred. The challenges I have encountered (including long walks) have served as opportunities for learning and self-discovery. I am leaving this experience with a renewed sense of purpose and determination.

We sincerely thank the SMU Administration, especially the University President, Dr. John Octavious S. Palina, for giving me this once-in-a-lifetime opportunity. Also, I offer deep gratitude to the SMU Promotions and External Relations Office headed by Dr. Clara M. Gonzales for the trust and confidence that I can lead Team SMU. Heartfelt thanks too to Ms. Lies Versastre of VIVES University for the warm accommodation and all-out support.

Moving forward, I'm excited to apply the knowledge and skills gained from this intensive program to future research projects. The experiences and lessons learned will continue to shape my personal and professional endeavors in the future.

Viva VIVES! Viva SMU!

Thank you! Dios Mabbalat.



**SAINT MARY'S UNIVERSITY**  
BAYOMBONG, NUEVA VIZCAYA, PHILIPPINES  
**PROMOTIONS, EXTERNAL RELATIONS,  
AND INTERNATIONALIZATION OFFICE**

**APPENDIX A: Meet Up with the VIVES and HOWEST Administrators**







**SAINT MARY'S UNIVERSITY**  
BAYOMBONG, NUEVA VIZCAYA, PHILIPPINES  
**PROMOTIONS, EXTERNAL RELATIONS,  
AND INTERNATIONALIZATION OFFICE**

**APPENDIX B: Nursing Facilities Benchmarking at VIVES-Kortrijk**



**SAINT MARY'S UNIVERSITY**  
BAYOMBONG, NUEVA VIZCAYA, PHILIPPINES  
**SCHOOL OF HEALTH AND NATURAL SCIENCES**

Document Code	HNS-FO-004
Revision	01
Effectivity Date	2022/11/17
Page/s	1 of 4

**NARRATIVE REPORT**

<b>Title of Activity</b>	Benchmarking Visit at VIVES University of Applied Sciences
<b>Date</b>	February 7-8, 2024
<b>Venue</b>	Kortrijk campus, VIVES University of Applied Sciences, West-Flanders, Belgium
<b>Objectives of the Activity</b>	<ul style="list-style-type: none"><li>• To conduct a comprehensive assessment of the nursing laboratory facilities at VIVES University, including infrastructure, equipment, and technology.</li><li>• To evaluate the effectiveness of high-fidelity simulators in providing realistic and immersive learning experiences for nursing students.</li><li>• To identify best practices in nursing education and pedagogy employed at VIVES University for potential adaptation and integration into the curriculum at Saint Mary's University (SMU).</li><li>• To explore opportunities for academic collaboration, research partnerships, and student exchange programs between SMU and VIVES University in the field of nursing education.</li><li>• To foster intercultural understanding and global perspectives among faculty and students through cross-cultural exchange and collaboration in an international academic setting.</li></ul>
<b>Participants (total no.)</b>	Dr. Elsa L. Cajucom, Director, Center for Natural Sciences, SMU Marcus Angelo B. Ajaban, BSN 3, Student Nurse, SMU Nurse Educators in the Nursing School at Kortrijk campus, VIVES University of Applied Sciences

**Proceedings:**

In a collaborative effort between Saint Mary's University (SMU) and VIVES University of Applied Sciences, a benchmarking activity was conducted at the Kortrijk campus in West-Flanders, Belgium, from February 7 to February 8, 2024. Dr. Elsa L. Cajucom, Director of the Center for Natural Sciences at SMU accompanied Marcus Angelo B. Ajaban, a third-year nursing student.

The primary focus of the benchmarking visit was to evaluate the nursing laboratory facilities and the equipment used for educational purposes. Upon arrival at the VIVES campus, student nurse Marcus Ajaban was warmly welcomed by the faculty and staff, who provided a comprehensive tour of the nursing facilities.

The first stop of the visit included an extensive tour of the nursing laboratory, where Dr. Cajucom and Marcus Ajaban had the opportunity to assess the available resources. The laboratory featured state-of-the-art hospital beds and high-fidelity simulators, which are essential for hands-on training and simulation exercises for nursing students.

Marcus Ajaban meticulously examined the functionality and quality of the equipment, noting their suitability for enhancing the educational experience of nursing students. They engaged in discussions with VIVES faculty members to gain insights into best practices and innovative approaches in nursing education.

*Inspired by Mission,  
Driven by Excellence*

UB115, First Floor, Constant Jurgens Building  
SMU Main Campus, Ponce Street  
Bayombong, 3700 Nueva Vizcaya, Philippines  
[www.smu.edu.ph](http://www.smu.edu.ph) | [shans@smu.edu.ph](mailto:shans@smu.edu.ph)  
(078)392-8108 | (+63)936-286-7269



# SAINT MARY'S UNIVERSITY

BAYOMBONG, NUEVA VIZCAYA, PHILIPPINES

## PROMOTIONS, EXTERNAL RELATIONS, AND INTERNATIONALIZATION OFFICE



### SAINT MARY'S UNIVERSITY

BAYOMBONG, NUEVA VIZCAYA, PHILIPPINES

SCHOOL OF HEALTH AND NATURAL SCIENCES

Document Code	HNK-01.004
Revision	01
Effectivity Date	2022/11/17
Page/s	2 of 4

During the benchmarking activity, Dr. Cajucom and Marcus Ajahan exchanged ideas and experiences with their counterparts at VIVES University, fostering a spirit of collaboration and knowledge sharing between the institutions. The visit not only provided valuable insights into the infrastructure and resources available at VIVES but also facilitated the exploration of potential areas for future collaboration and partnership between the two universities.

Marcus Ajahan participated in specific benchmarking activities from February 7 to February 8, 2024, focusing on his role as a nursing student. This period allowed him to delve deeper into the practical aspects of nursing education at VIVES University, further enriching his learning experience and providing valuable insights for SMU's nursing program.

As the benchmarking activity concluded, Dr. Cajucom expressed her gratitude to the faculty and staff of VIVES University for their hospitality and willingness to share their expertise. She emphasized the importance of such collaborative initiatives in advancing the quality of education and preparing nursing students for real-world challenges in healthcare.

The benchmarking visit at VIVES University of Applied Sciences was a productive and enlightening experience, highlighting the commitment of both institutions to excellence in nursing education and fostering international partnerships for mutual growth and development.

#### Documentation



*Inspired by Mission,  
Driven by Excellence*

UB115, First Floor, Constant Jurgens Building  
SMU Main Campus, Ponce Street  
Bayombong, 3700 Nueva Vizcaya, Philippines  
[www.smu.edu.ph](http://www.smu.edu.ph) | [shans@smu.edu.ph](mailto:shans@smu.edu.ph)





**SAINT MARY'S UNIVERSITY**  
BAYOMBONG, NUEVA VIZCAYA, PHILIPPINES  
**PROMOTIONS, EXTERNAL RELATIONS,  
AND INTERNATIONALIZATION OFFICE**



**SAINT MARY'S UNIVERSITY**  
BAYOMBONG, NUEVA VIZCAYA, PHILIPPINES  
**SCHOOL OF HEALTH AND NATURAL SCIENCES**

Document Code	HNS-F0-004
Revision	01
Effectivity Date	2022/11/17
Page/s	3 of 4



*Inspired by Mission,  
Driven by Excellence.*

USHS, First Floor, Constant Jurgens Building  
SMU Main Campus, Ponce Street  
Bayombong, 3700 Nueva Vizcaya, Philippines  
[www.smu.edu.ph](http://www.smu.edu.ph) | [sharad@smu.edu.ph](mailto:sharad@smu.edu.ph)



**SAINT MARY'S UNIVERSITY**  
BAYOMBONG, NUEVA VIZCAYA, PHILIPPINES  
**PROMOTIONS, EXTERNAL RELATIONS,  
AND INTERNATIONALIZATION OFFICE**



**SAINT MARY'S UNIVERSITY**  
BAYOMBONG, NUEVA VIZCAYA, PHILIPPINES  
**SCHOOL OF HEALTH AND NATURAL SCIENCES**

DOCUMENT CODE	SHNS-PH-004
Revision	01
Effectivity Date	2022/11/17
Page/s	4 of 4



PREPARED BY: Dr. Elsa L. Cajucom

*Inspired by Affection,  
Driven by Excellence*

USMIS, First Floor, Constant Jurgens Building  
SMU Main Campus, Ponce Street  
Bayombong, 3700 Nueva Vizcaya, Philippines  
[www.smu.edu.ph](http://www.smu.edu.ph) | [shns@smu.edu.ph](mailto:shns@smu.edu.ph)  
0928092-0091 | 0928092-288-2269



# CHOPSUEY CHIPS

(DELIGHTFULLY ORGANIC FROM THE MOUNTAINS)



**SAINT MARY'S UNIVERSITY/NORTH LUZON CLUSTER**





SAINT MARY'S UNIVERSITY

# about our chopsuey chips

- The product development of Chopsuey Chips is under the **Food and Agribusiness Category**.

Nueva Vizcaya is a significant producer of temperate upland vegetables such as cabbage, pechay, baguio beans, broccoli, cauliflower, chayote, bell pepper, young corn, snow pea (sitsaro), and carrots. These crops are key ingredients in traditional dishes like **chopsuey**. In 2017, the province cultivated these vegetables on 1,853.21 hectares with an annual yield of nearly 9,978.46 metric tons (Nueva Vizcaya Provincial Development & Physical Framework Plan 2017-2030).



FILIPINNOVATIONS

2025





SAINT MARY'S UNIVERSITY

# problem statement



Substantial wastage of organic vegetables is experienced by organic traders in the province, with an estimate of 5 to 10% of produce. This issue arises from limited promotion of organic farming practices and low consumer awareness of their benefits. Inadequate market access for organic produce exacerbates the problem, leading to significant financial losses for farmers.

2025

FILLIPINOVATIONS





SAINT MARY'S UNIVERSITY

FILIPINNOVATIONS

2025



# proposed Innovative Product

**Chopsuey chips** provides a sustainable solution to vegetable waste by utilizing surplus produce that would otherwise spoil. It also creates economic opportunities for farmers by establishing them as consistent suppliers of raw materials. By transforming excess vegetables into value-added products, Nueva Vizcaya reduces waste while strengthening its agricultural economy.





# market opportunity

The project also plans to reach a broader consumer base through wholesale and retail outlets, including the province's OTOP hub for tourists, while exploring expansion to other regions and international markets.

01

The Chopsuey Chips project intends to expand through strategic partnerships, wider distribution, and continuous product innovation. Initially, it will work with the Agrizkaya Cooperative Federation to introduce the product to Department of Education schools and local outlets in Nueva Vizcaya, utilizing the cooperative's existing market connections.

02





## Revenue Generation Strategy

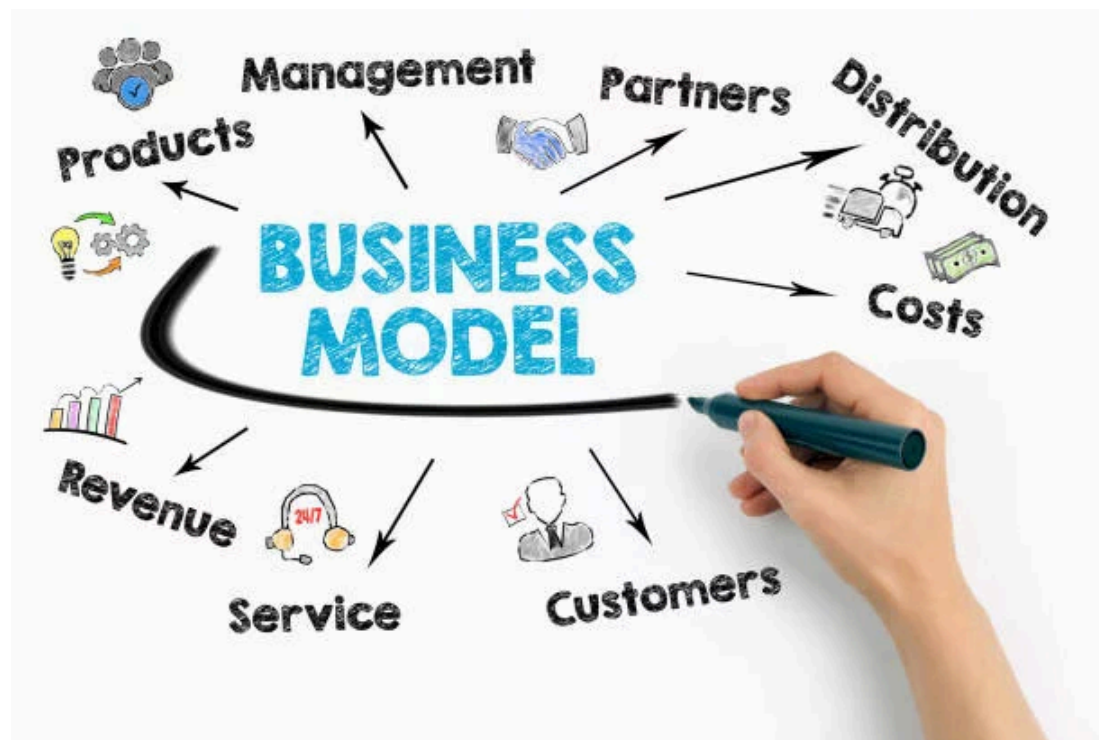
- Direct Sales: Revenue from online and in-store sales.
- Business to Business Partnerships: Supplying chopsuey chips to local cooperatives, schools, and province's one-town one product hub.

## Pricing Strategy

- Markup Pricing is used to set product prices by adding a percentage to the cost of the product.

## Distribution Channel Plan

- Online Platforms: E-commerce websites and social media for direct sales.
- Specialty Food Stores: Organic and health food stores.
- Farmers' Markets: Direct interaction with environmentally conscious consumers.
- Nueva Vizcaya OTOP hub
- Local Cooperatives and DEPED schools



# business model





SAINT MARY'S UNIVERSITY

FILIPINNOVATIONS

2025

# Projected Revenue and Expenses

	Year 1	Year 2	Year 3
Revenue	2,106,000	2,808,000	3,510,000
Expense	1,833,000	2,444,000	3,055,000



SAINT MARY'S UNIVERSITY

FILIPINNOVATIONS

2025

## Fundings Needs

### 1. Initial Investment

- Production Equipment
- Raw Materials
- Branding and Marketing

### 2. Operational Costs

- Ongoing Raw Material Costs
- Labor Costs
- Logistics and Distribution

### 3. Research and Development

- Product Innovation
- Market Research

### 4. Regulatory Compliance

- Licenses and Permits
- Quality Control Measures

### 5. Scaling and Expansion

- Increased Production Capacity
- Market Expansion

# business model





SAINT MARY'S UNIVERSITY

FILIPINNOVATIONS

2025

# sustainability and **impact**

## 1. Environmental Sustainability

- Reduced Waste
- Eco-Friendly Packaging
- Organic Production

## 2. Social Impact

- Supporting Local Farmers
- Job Creation
- Community Engagement

## 3. Economic Impact

- Market Opportunities
- Innovation and Competitiveness
- Supply Chain Efficiency

## 4. Health and Nutrition Impact

- Nutritional Value:
- Promoting Healthy Eating





SAINT MARY'S UNIVERSITY

# meet our team



**ALINDAYU, JEFRIE T.**  
(Dept. Head, Civil  
Engineering and  
Architecture (in-charge,  
packaging and labelling))

**SAGABAEN, TEOFILO**  
Technology Transfer and  
Business Development  
Office Head (in-charge of IP  
Registration)

**CAJUCOM, ELSA**  
(Director, Center for  
Natural Sciences)  
(in-charge, nutrient  
analysis)

**PALINA, JOHN OCTAVIOUS**  
University President  
General Manager

**VILLANUEVA, HARRISON**  
Assistant Director,  
Institutional Development and  
Quality Assurance Office (  
team lead and in-charge,  
Marketing)

**IBARRA, JOHN MICHAEL**  
Dept. Head, Hospitality and  
Tourism Management  
(product developer)





SAINT MARY'S UNIVERSITY

# thank you

SAINT MARY'S  
UNIVERSITY

BAYOMBONG, PHILIPPINES

*Inspired by Mission, Driven by Excellence*







## Innovation in School Health Initiative Award

This certificate of recognition is given to

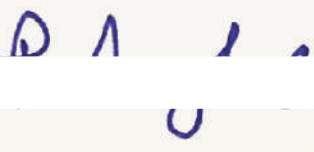
**Saint Mary's University of Bayombong  
Philippines**

For having been awarded the

**First Prize**

Given this 8<sup>th</sup> day of September 2021 by

**SEAMEO TROPMED Network**

  
(Sgd) Dr. Pratap Singahsivanon  
Secretary General/Coordinator





## The MARIAN's Post



The MARIAN

September 8, 2021 · 🌐



### SMU WINS South East Asian **AWARD FOR CHSF IMPLEMENTATION**

As we celebrate today the Feast of the Nativity of our University Patroness, Mama Mary, it is also with joyous heart that we celebrate the recognition given to Saint Mary's University as First Prize Winner of SEAMEO TROPMED Network's Innovation in School Health Initiative Award 2021. Participated by SEAMEO members, the awarding took place via Zoom on September 8, 2021, 10:00AM (9:00AM Bangkok Time).

---

Saint Mary's University's most commended program – the Clean, Healthy, Safe and Friendly (CHSF) Environment – brought home the first prize in Southeast Asian Ministers of Education Tropical Medicine and Public Health (SEAMEO TROPMED) Network's Innovation in School Health Initiative Award 2021.

Documents were prepared and submitted by the Lingkod Maria Community Development and Advocacy Center (LMCDAC) to inform that the CHSF Program has been operational since 1997. Its implementation could well be attributed to the Marian community with the former university president, Rev. Jesse Hechanova, CICM as its proponent. Its supervision is led by the different offices namely: Office of the Dean of Students Affairs and Services, Physical Plant Properties Development and Maintenance Office, and Community Extension Services now known as LMCDAC.

"I think this was the reason why SMU won – because it has been a continuously implemented program that ensures a healthy environment," said Dr. Allen Marquez, LMCDAC Director.

"It is actually not me saying, but SEAMEO implying to us that the program should continue; that it should not come to an end; that Marians should always practice CHSF," he added.

SEAMEO TROPMED Network is a regional cooperation network established in 1966 for education, training, and research in tropical medicine and public health under the Southeast Asian Ministers of Education. The Network serves as a focal point in higher education and research in tropical medicine and public health.

The award received from SEAMO TROPMED Network will be recognized at the Online Recognition on Wednesday, Sept. 8 via Zoom as its platform.

Report by Trumwin Paras  
Layout by Anqelo Aban



## SMU WINS 'INNOVATION IN SCHOOL HEALTH INITIATIVE' AWARD FOR CHSF IMPLEMENTATION

The **MARIAN**  
NEWS

themariansmu  
themarian@smu.edu.ph