



Republic of the Philippines
HOUSE OF REPRESENTATIVES
Quezon City, Metro Manila

Fifteenth Congress
First Regular Session
HOUSE BILL NO. 4297

Introduced by Honorable Erico B. Aumentado

EXPLANATORY NOTE

This bill seeks to promote the *Adopt-a-Local-Artist* Program as a way of strengthening corporate social responsibility among private enterprises.

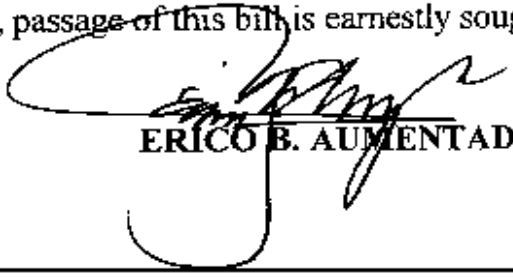
As enshrined in Article XIV, Section 14 of the 1987, "*the State shall foster the preservation, enrichment, and dynamic evolution of a Filipino national culture based on the principle of unity in diversity in a climate of free artistic and intellectual expression.*"

Aptly so, the arts enrich our culture, reflect diversity of the different communities and shape the distinctive features of the different provinces or regions in the country.

These fete and lure of arts, however, have remained unrealized for the local artists as they are often buffeted with an array of financial and information barriers – meager salaries, high costs of specialized equipments, unaffordable travels – which prevent them from accessing cultural facilities and engaging in deeper artistic expressions.

To put flesh into Article II, Section 20 of the 1987 Constitution which recognizes the indispensable role of the private sector, this bill proposes to build a partnership between society and the business sector through an *Adopt-a-Local-Artist* Program. We believe that this is an effective tool to synergize the efforts of both the corporate and social sectors towards sustainable growth and development of societal objectives at large.

In view of the foregoing, passage of this bill is earnestly sought.


ERICO B. AUMENTADO



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AN ACT
PROMOTING THE ADOPT-A-LOCAL-ARTIST PROGRAM AS A
WAY OF STRENGTHENING THE CORPORATE SOCIAL
RESPONSIBILITY OF PRIVATE ENTERPRISES AND PROVIDING
INCENTIVES THEREFOR

Be it enacted by the Senate and House of Representatives of the Philippines in Congress assembled:

SECTION 1. **Short Title.** – This Act shall be known as the
“*Adopt-A-Local-Artist Act.*”

SEC. 2. **Declaration of Policy.** – The State recognizes the vital role of the private sector in nation building and shall encourage its active participation in fostering sustainable economic development in the country. Towards this end, local government units shall be mobilized to work hand in hand with the private sector for the integration, promotion, and strengthening of corporate social responsibility among private enterprises through programs like adopt-an-artist.

SEC. 3. *Corporate Social Responsibility.* – Any private enterprise, whether domestic or foreign, doing business in the Philippines, is hereby encouraged to observe corporate social responsibility (CSR) through an *Adopt-a-Local-Artist* Program to complement the performance of its business in the country.

For purposes of this Act, “*corporate social responsibility*” refers to the continuing commitment by private enterprises to contribute to the economic development of the local community while improving the quality of life of its workforce and their families, its customers and the society at large.

SEC. 4. *Adopt-a-Local-Artist Program.* – There is hereby established the “*Adopt-a-Local-Artist Program*” which will allow private enterprises to assist local artists in, but not limited to the production, exhibition, public performances, publication, or research about a specific art.

A Memorandum of Agreement (MOA) specifying the details of the adoption shall be entered into between and among the business enterprise, the local artist and the Coordinating Council established under this Act. The MOA shall last for one (1) year with the possibility of extension: *Provided*, That such period may be shortened only in cases when the adopting business enterprise is dissolved before the end of such period.

SEC. 5. ***Coordinating Council.*** – A Coordinating Council, hereinafter referred to as the Council, shall be formed in every city and province to ensure the coordination and implementation of the *Adopt-a-Local-Artist* Program under this Act. The Council shall be composed of the following:

- a) The city mayor or provincial governor, as chairman;
- b) Chairman of the Committee on Arts and Culture of the city or province;
- c) Two (2) representatives from the local artists; and
- d) Two (2) representatives from the local private enterprises participating in the program of adopting local artists, as members.

SEC. 6. ***Powers and Functions.*** – The Council shall exercise the following powers and functions:

- a) Formulate policies and guidelines for the selection of an artist to be supported by a local private enterprise;
- b) Maintain a list of applicant-artists from where private enterprises may choose its adoptee;
- c) Extend whatever assistance is necessary to participating private enterprises in their exercise of supporting an adopted artist;

d) Formulate policies on the recognitions, rewards and incentives to a private enterprise for the support it has contributed to an adopted local artist;

e) Receive for the program, grants, donations, contributions, bequests, gifts in cash or in kind and formulate policies for the administration thereof;

f) Create a trust fund where cash donations to the Council shall be deposited and used in accordance with the provisions of this Act; and

g) Establish and maintain linkages with national, international, governmental and non-governmental organizations, institutions and counterpart agencies involved in or relevant to programs for Filipino gifted and talented artists.

SEC. 7. *Incentives.* – (a) Gifts or bequests in the form of cash from private entities or individuals in support of the program, as certified by the Council, shall be exempt from the donor's tax: *Provided, however,* That not more than thirty percent (30%) of said gifts shall be used by the Council for administration purpose. Said tax exemption shall be granted in accordance with the provisions of the National Internal Revenue Code, as amended; and

(b) In recognition of the contributions and support of a private enterprise to the development of an adopted local artist, the President of the Philippines may declare one week each year as *Local Artists' Week* to award both the artist and the adoptive private enterprise.

SEC. 8. ***Periodic Report*** – A participating private enterprise shall submit an annual report to the Council containing the names of a maximum of three artists it has supported and the total value of the financial support it has provided in accordance with the size of the business or value of its assets.

The Council may set the minimum value of financial support to be given by a small, medium, or large enterprise, as defined under existing laws.

The report shall be taken into consideration in the assessment of the application for tax exemption by the adopting business enterprise.

SEC. 9. ***Implementing Rules and Regulations***. – Within sixty (60) days from the approval of this Act, the Secretary of the Interior and Local Government, in coordination with the National Commission for Culture and the Arts, shall promulgate rules and regulations for the effective implementation of this Act and shall regularly monitor strict compliance therewith.

SEC. 10. *Separability Clause.* – If any provision of this Act is declared invalid or unconstitutional, the remaining provisions not affected thereby shall continue in full force and effect.

SEC. 11. *Repealing Clause.* – All laws, decrees, executive orders, proclamations, rules and regulations, and other issuances, or parts thereof, which are inconsistent with the provisions of this Act are hereby repealed or amended accordingly.

SEC. 12. *Effectivity.* – This Act shall take effect fifteen (15) days after publication in the Official Gazette or in two (2) national newspapers of general circulation.

Approved,