

Republic of the Philippines
HOUSE OF REPRESENTATIVES
Quezon City

FIFTEENTH CONGRESS
First Regular Session

H. B. No. **5779**



Introduced by HONORABLE JUAN EDGARDO "SONNY" M. ANGARA

EXPLANATORY NOTE

The Philippines is brimming with creative and ingenious talents. Design and innovation are concepts that are grasped even by ordinary people. A quick tour around the country will show how the creativity and ingenuity of ordinary Filipinos are expressed in their everyday lives, from the lowly yet colorful jeepney to the magnificent architecture of the Banaue Rice Terraces.

In the international scene, the likes of Kenneth Cobunpue, Budji Layug, Josie Natori, Bea Valdes and Monique Lhuillier are but a few of the Filipino designers enjoying world-class recognition. Their successful careers do not only instill national pride and inspiration but also create economic opportunities for them and the country.

But unlike its neighboring countries like Singapore and South Korea, the Philippines has yet to get its act together and tap into this abundance of talent in creative and ingenious design. Thus, it is high time that a Design Council be set up in the country to form a collective group of bright and creative minds. The purpose of which is to focus on harnessing talents, strengthen design as an integral part of the Filipino culture, not only for purposes of national identity and catapult the country as a design hub in Asia, but also for economic gain.

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


JUAN EDGARDO "SONNY" M. ANGARA
Representative
Lone District, Province of Aurora

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HOUSE BILL NO. **5779**

Introduced by: **HONORABLE JUAN EDGARDO M. ANGARA**

AN ACT
CREATING THE DESIGN COUNCIL OF THE PHILIPPINES, DEFINING ITS
POWERS AND FUNCTIONS, APPROPRIATING FUNDS THEREFOR, AND FOR
OTHER PURPOSES

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

SECTION 1. *Short Title.* - This Act shall be known as the "*Design Council of the Philippines Act of 2011.*"

SECTION 2. *Statement of Policy.* - It is hereby declared the policy of the State to prioritize, strengthen, and promote a design-driven economy by investing on our creative capital. The State shall also endeavor to develop the Philippines as the "design hub" of Asia.

SECTION 3. *Definition of Terms.* - For purposes of this Act, the following terms shall mean:

A) "*Design*" - shall refer to the product of creativity and innovation. It shall also mean the problem-solving mechanism that fuses art, culture, business, science and technology towards the paramount purpose of improving the quality of human life;

B) "*Design Industry*" - shall refer to a sector of the Creative Industry which is chiefly dedicated to the following endeavors: (1) Environmental Design; (2) Industrial, Product, and Fashion Design; (3) Advertising and Visual Communications Design; and (4) Software Design; and

C) "*Mapping*" - shall mean identifying individuals, corporations, partnerships, associations, and other informal groups working in design-related industries; categorizing their services and competencies; finding their respective locations in the country; quantifying their potential for inducing socio-economic growth; evaluating design-related challenges, needs and issues; and determining how each could contribute to the design-driven economy of the country.

D) "*Designer*" - shall refer to all individual or group of individuals, who generates new ideas (creativity), successfully exploits these new ideas (innovation), and utilizes design as a strategic tool to link the two.

SECTION 4. *The Design Council of the Philippines.* - The Design Council of the Philippines, hereinafter referred to as the Design Council, is hereby established to provide clear and positive direction towards harnessing and advancing the country's design-driven economy.

SECTION 5. *Purpose and Objectives of the Design Council.* - The Design Council shall promote and develop the design industry of the Philippines by developing, through relevant consultations with stakeholders, a National Design Policy, hereinafter referred as NDP, for the Philippines. Likewise, the Design Council is tasked to ensure the proper implementation of the NDP.

SECTION 6. *The National Design Policy.* - The NDP shall be the state's strategy to launching and sustaining an innovation-driven and design-savvy nation. The NDP shall be crafted in such a way to achieve the following national goals:

- (a) To expand the design culture nationwide;
 - (a. 1.) To create a demand and an appreciation for good design not only among citizens, but also within government institutions
 - (a.2) To conceive effective and sustainable design-related promotional strategies that take social, environmental and economic considerations into account
- (b) To propagate design as problem-solving;
 - (b.1) To conceive effective and sustainable design-related strategies to drive economic growth (employment and trade) and social innovation (sustainability, efficiency, access)
 - (b.2) To establish mentoring and support system to introduce the process and the benefits of the strategic use of good design in business administration, commerce, trade, enterprises, as well as government administration
 - (b.3) To make government invest in good design
- (c) To boost competitiveness of the Filipino Design Industry;
 - (c.1) To build capabilities of Filipino designers by improving design education
 - (c.2) To establish programs & events that will continually challenge designers' capabilities, i.e. competitions help government solve challenges/issues that could benefit from design thinking
 - (c.3) To establish networks & resources for knowledge exchange, capability development & content creation on design
 - (c.4) To provide more avenues for Filipino designers to showcase their talent locally & Internationally
 - (c.5) To create a demand for good design
 - (c.6) To increase the country's design capacity by creating opportunities for design education and design research, and by creating and investing on infrastructure and technology to support design
 - (c.8) To promote the growth, professionalization and globalization of the Filipino Design Industry
- (d) To build a strong National Identity; and
- (e) Other goals analogous to the foregoing.

SECTION 7. *Powers and Functions of the Council* - The Design Council shall exercise the following powers and functions in order to carry out its mandate:

- (a) Create the National Design Policy of the Philippines, which will be integrated into government policies to achieve national development;
- (b) Coordinate, monitor, and assess the implementation of the NDP, and, when necessary, recommend appropriate adjustments thereon in the light of changing conditions in both the domestic and international environment;
- (c) Conduct a comprehensive mapping of individuals or groups working in the design and creative industries in conjunction with a comprehensive mapping of their needs.
- (d) Design a mentoring and support system for individuals, corporations, partnerships or associations, particularly Small and Medium-sized Enterprises (SMEs), who want to benefit from the strategic use of good design in business administration, commerce, trade and other enterprises;
- (e) Initiate design-led projects and competitions for the private sector to help government solve socioeconomic challenges;
- (f) To raise greater public awareness and appreciation of the socioeconomic value of good design through exhibitions, among others;
- (g) Establish networks and resources for knowledge exchange, capability development and content creation on design;

(b) Recommend to Congress any proposed legislation that would contribute to advancement of design; and

(i) Perform such other powers and functions as may be necessary, incidental or proper to its mandate.

SECTION 8. *Composition of the Design Council* - The members of the Design Council shall be composed of twelve (12) design practitioners and two (2) representatives from the Design Academe. A set of two (2) design practitioners shall each represent the following six (6) sectors of the Design Industry, namely: 1) Visual Communications; (2) Information Design; (3) New Media & Technology; and (4) Fashion Design; (5) Industrial Design; and (6) Environmental Design; while the Education & Training sector of the Design Industry will be represented by two (2) representatives of the Design Academe.

The Secretary of Trade and Industry and one (1) representative from the aforementioned fourteen (14) members shall be Co-Chairs of the Design Council.

The co-chair chosen from the fourteen (14) members shall be ex officio Chief Design Officer, who will head the design strategy across the Design Council's various projects.

SECTION 9. *Term of service* - All fourteen (14) members of the Design Council shall be appointed by the President of the Philippines, with a term of six (6) years.

SECTION 10. *Domicile of the Design Council* - The principal office of the Design Council shall be established in Metro Manila, Philippines.

SECTION 11. *Advisory Board to the Design Council* - The Advisory Board shall be composed of the heads of the following government agencies, who will act as such, during their tenure:

- (a) Department of Trade and Industry;
- (b) Department of Science and Technology;
- (c) Department of Labor and Employment;
- (d) Intellectual Property Office;
- (e) Department of Education;
- (f) Commission on Higher Education;
- (g) Technical Education and Skills Development Authority;
- (h) Technology and Livelihood Research Center;
- (i) National Commission for the Culture and the Arts;
- (j) Product Development and Design Center of the Philippines;
- (k) Center for International Trade, Expositions and Missions; and
- (l) National Economic Development Authority

The Advisory Council shall also include one (1) representative from the business sector. He shall be appointed by the President of the Philippines, with a term of six (6) years.

SECTION 12. *Purpose and Objectives of the Advisory Board* - The Advisory Board would advise the Design Council on how to cultivate design into one of the key pillars of the country's socioeconomic growth.

SECTION 13. *Powers and Functions of the Advisory Board* - The Advisory Board shall exercise the following powers and functions:

- (a) Provide the advice and insight essential to pursuing the mandate of the Design Council by collectively representing the views of the public sector;
- (b) To serve as the forum for synthesizing problems and recommendations of common interest to the Design community in general;
- (c) Provide leadership and guidance on how the government could achieve the NDP;
- (d) Promulgate government regulations relevant to the implementation of the NDP; and
- (e) Provide advice and insight on how the business sector could capitalize on design and thereby contribute to the economy.

SECTION 14. *Secretariat* - The Design Council shall organize a Secretariat which shall report directly to it and shall be managed by two (2) Directors for Operations, one representing the Design Council and the other representing the Advisory Board.

SECTION 15. *Annual Report.* - The Design Council shall submit an annual report to Congress on the status of the implementation of this Act and the developments and significant achievements of the Design Council during the past year not later than December 31 of each year.

SECTION. 16. *Implementing Rules and Regulations.* - The Design Council shall issue and promulgate the necessary implementing rules and regulations within thirty (30) days upon the approval of this Act.

SECTION 17. *Appropriations Clause.* - The Design Council shall be provided with an initial appropriation of Thirty Million Philippine pesos (PhP30,000,000.00) to be drawn from the National Government. Appropriations for the succeeding years shall be included in the General Appropriations Act.

SECTION 18. *Separability Clause.* - If any provision or section of this Act or the application thereof to any person or circumstance is held to be invalid, the other provisions or sections of this Act, and the application of such provision or section to other persons or circumstances, shall not be affected thereby.

SECTION 19. *Repealing Clause.* - All laws, decrees, executive orders, rules and regulations, or parts thereof as are inconsistent with this Act, are hereby repealed, amended or modified accordingly.

SECTION 20. *Effectivity.* - This Act shall take effect fifteen (15) days after its complete publication in the Official Gazette or in at least two (2) national newspapers of general circulation.

Approved,