

Republic of the Philippines
HOUSE OF REPRESENTATIVES
Quezon City

FIFTEENTH CONGRESS
Third Regular Session

HOUSE BILL No. **6513**



Introduced by Rep. Jorge "Bolet" Banal and Rep. Cesar V. Sarmento

EXPLANATORY NOTE

Design and product development should go hand in hand. In a world where competition is very stiff, promotion and development of product and industry design is something to be seriously considered.

More than its superficial aspect, design promotion has to do with turning products and industries into more competitive ones. While the private sector may pursue this end, the government has a very important role in making sure people, firms and industries get the necessary support. Moreover, government, having the resources, must set the path in developing design on a national scale.

Executive Order No. 133, Issued by former President Corazon C. Aquino, reorganized the Department of Trade and Industry, which included the creation of the Product Development and Design Center of the Philippines (PDDCP). This gave way for more government support and intervention in as far as product design promotion and development is concerned.

So much has changed since 1987, the year when Executive Order No. 133 was issued. So many products and developments have come up, and as technology made possible the entry of a lot of innovations, design improvement had a significant effect on the marketability of these products.

No doubt, there is a need now to review our policy on national design. If we are truly serious about providing support to the millions who work in the various industries and depend on the competitiveness of their firms, we must push for legislation that would promote competitiveness. In the end, what is at stake is the livelihood of our fellow Filipinos.

For Philippine product and industry design to advance towards global competitiveness, the mandate of the PDDCP needs to be reviewed. It has to be strengthened, and for this to happen, there must be an empowering charter that would allow both government and private sector to work together.

By pursuing design development, we take to mind and seriously consider the welfare of the millions of Filipinos who work in our industries and craft their products. Therefore, the passage of this bill is earnestly sought.



JORGE "BOLET" BANAL

CESAR V. SARMIENTO

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HOUSE BILL No. **6513**

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**"AN ACT
PROMOTING COMPETITIVE FILIPINO DESIGN, PROVIDING FOR THE PURPOSE OF A
NATIONAL DESIGN POLICY AND STRENGTHENING AND RENAMING THE PRODUCT
DEVELOPMENT AND DESIGN CENTER OF THE PHILIPPINES (PDDCP) AS THE DESIGN
CENTER OF THE PHILIPPINES AND FOR OTHER PURPOSES"**

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

1 **SECTION 1. Short Title.** – This Act shall be known as the "Philippine Design Competitiveness Act of
2 **2012."**

3 **SECTION 2. Statement of Policy.** – It is the declared policy of the State to enhance the competitiveness
4 and innovativeness of Philippine products and services to drive sustainable economic growth.

5 The State shall also endeavor to promote an economy and society driven by creativity, design and
6 innovation that are responsive to our fast-changing times, while being reflective of the Filipino culture
7 and identity. It shall also advocate the protection of the ideas and innovations of its local talents.

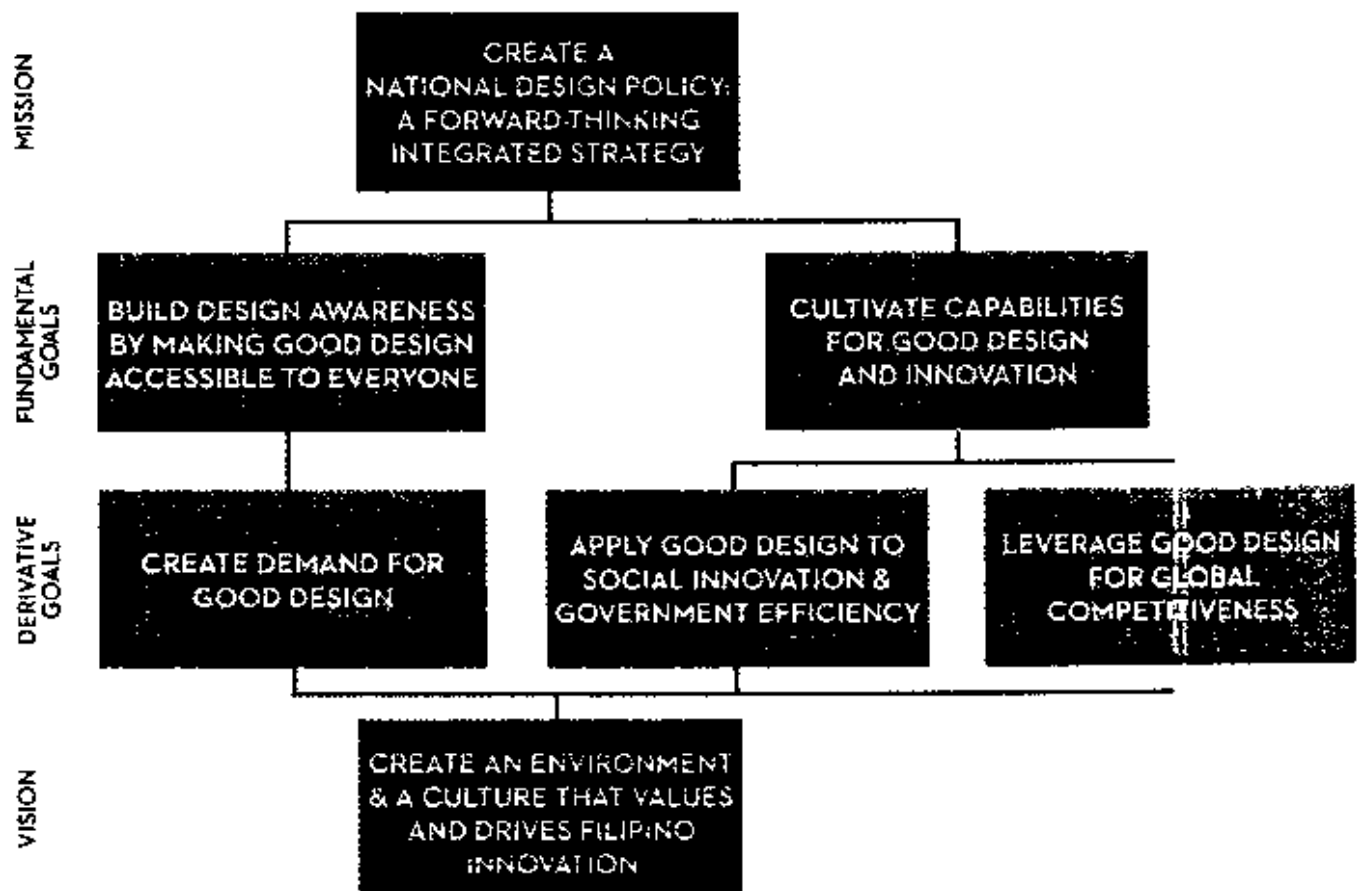
8 The State shall also promote the adaptation of design principles, such as creativity, efficiency, user-
9 centeredness, and sustainability, in government processes and public programs, so that it may channel
10 and use its resources to deliver its services more efficiently and effectively.

11 **SECTION 3. Purpose and Objectives.** - The State shall promote and strengthen the Philippine design
12 industry to achieve the following purpose:

- 13 a. **"Establish a national design policy**, which shall be an integrated, forward-thinking and
14 long-range direction and strategy for the Philippine design industry;
15 b. **Bulld and promote design awareness** to the public by making good design accessible to
16 everyone through different activities and events;
17 c. **Create demand for good design** by integrating design into other industries and aspects
18 of society, thereby extending its impact economically, socially and environmentally;

- d. **Cultivate capabilities and resources of Filipino designers** to produce world-class designs and innovations; so that we may
- e. **Leverage Filipino design for global competitiveness**, consequently establishing a distinct and strategic national brand that reflects our country's culture, heritage and traditions;
- f. **Incorporate design solutions to government processes and public development problems**, thereby making design a priority component in national development and social innovation; and
- g. **Ultimately, create an environment and culture that values and drives innovation** so that the Philippines may leverage our raw materials, natural resources, and creativity to stay ahead of the curve."

AN OVERVIEW OF THE PURPOSE AND OBJECTIVES OF THE DESIGN COMPETITIVENESS ACT OF THE PHILIPPINES

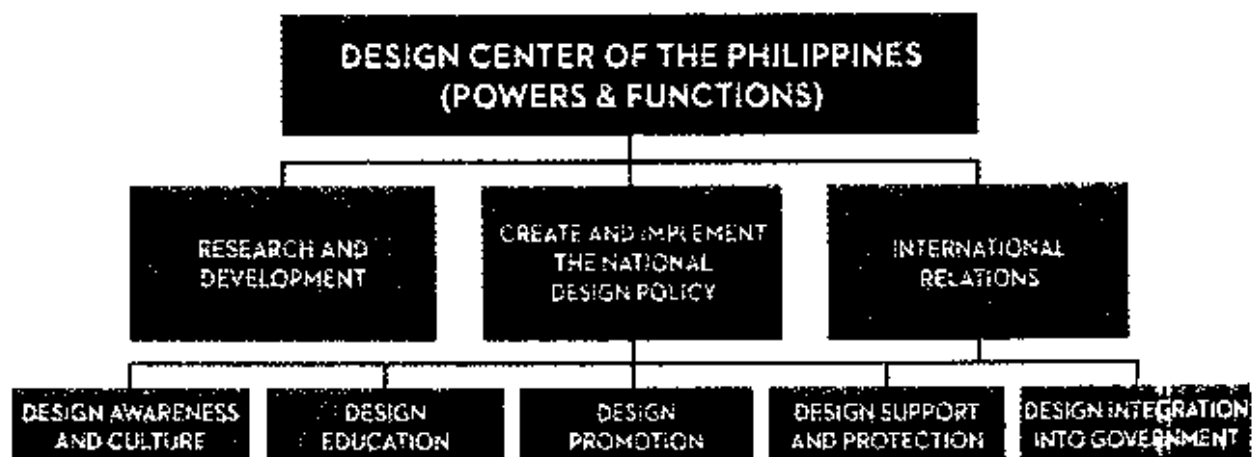


SECTION 4. Strengthening the Product Development and Design Center of the Philippines and Strengthening its Mandate. – The Product Development and Design Center of the Philippines (PDDCP) is hereby reengineered and renamed into the Design Center of the Philippines, herein referred to as the Design Center.

The Design Center is mandated to be the primary policy, planning, coordinating, implementing, regulating, and administrative entity of the executive branch of government that will promote and develop the Philippine design industry.

As the national center for design, It will spearhead the creation and implementation of the National Design Policy, with a vision to create a culture of design-driven innovation in the Philippines.

To effectively carry out this mandate, the Design Center shall exercise the following powers and functions:



1. Create the National Design Policy

- Formulate the National Design Policy, herein referred to as NDP, aligning it with the Government's economic agenda;
- Continuously formulate 5-year-plans that are in line with the general NDP, but reflective of the changing conditions in both the domestic and international environments;
- Coordinate, monitor, and assess the implementation of the NDP, and, when necessary, update the NDP in the light of changing market conditions in both the domestic and international environments;
- Establish dialogue with designers and industry stakeholders to encourage them to actively engage with the crafting and implementation of the design policy;
- Establish an evaluation system through which the results of the NDP (as well as singular projects and programs) could be assessed and improved.

2. Implement the National Design Policy

- Spearhead the implementation of the NDP, with the purpose of achieving its goals, as expounded in Section 9 of this bill. The NDP goals that the Design Center is expected to achieve can be broadly classified into the following categories:
 - o Design Awareness & Culture
 - o Design Education
 - o Design Promotion
 - o Design Support & Protection

63 o Design Integration into Government

- 64 - Part of carrying out this policy, the Center must regularly publish and report on all of its
65 activities and programs through an official website. This shall serve as central hub of
66 information for the country's design industry, and will keep the local and international
67 public up-to-date with the Philippine design scene. This must also be accomplished to
68 uphold the value of government transparency: all information on the agency's activities
69 must be made accessible and understandable, so that the citizens may see where their
70 money is being spent, and if it is being spent efficiently.

71 **3. Research and Development**

- 72 - Perform country mapping for the Philippine design industry, in order to obtain extensive
73 and thorough information on the details and demographics of where our nation is in terms
74 of design awareness and capabilities. This should also identify our strengths and assets, and
75 therefore help craft the priority action steps and sub-industries that we should highlight in
76 the NDP;
- 77 - Develop and maintain a creative research and development program on trends and
78 technologies pertaining to the design, development, and improvement of Philippine
79 products and services, including those created by small and medium enterprises (SMEs);
- 80 - Create a skill development, mentoring and support system for individuals, corporations,
81 partnerships, or associations, particularly Small and Medium-sized Enterprises (SMEs), who
82 want to benefit from the strategic use of good design in business administration, commerce,
83 trade, and other enterprises; and
- 84 - Continually undertake research and development on manipulation and development of
85 indigenous raw materials, so we can be able to come up with first-in-the-world and uniquely
86 Filipino innovations.

87 **4. International Relations**

- 88 - Collaborate internationally with similar design policy advisory bodies of other countries to
89 establish long-term partnerships, exchange knowledge, and gain insights on how successful
90 design practices in other countries can be transferred and adapted in the context of our
91 local industry.

92 **SECTION 5: Creation of the Design Advisory Council.** – There shall be created a Design Advisory Council,
93 herein referred to as DAC, which shall be a public-private partnership that will serve as an Advisory
94 Council to the Design Center. The DAC shall advise the Design Center in the formulation and
95 implementation of policies that will enhance the quality and competitiveness of Philippine products and
96 services and shall support the Philippine Government in its efforts to enhance the level of innovation
97 and creativity in Philippine industries.

98 **SECTION 6: Powers and Functions of the Design Advisory Council.** – The Design Advisory Council shall
99 advocate and promote the strategic role of design in strengthening sustainability of Philippine socio-
100 economic growth and competitiveness. It shall exercise the following powers and functions:

- a. Provide advice and insights imperative in pursuing the mandate of the Design Center by effectively representing the collective views of both the public and the private sectors;
- b. Advocate for full consideration of design's contribution to program effectiveness and innovation in government policy decisions;
- c. Review and promote policies where design is a key component;
- d. Act as a liaison among the professional design, design education and government design stakeholders;
- e. Provide advice and guidance to design education institutions on the development and standardization of course syllabus ensuring the propagation of high quality education in design in all regions across the country;
- f. Promulgate government regulations relevant to the implementation of the NDP.

SECTION 7: Composition of the Design Advisory Council. - "The DAC shall be composed of eighteen (18) members. Nine (9) of its members shall be representatives from the following government departments or offices:

1. Department of Trade and Industry (DTI)
 - a. Secretary of DTI
 - b. Center for International Trade Expositions and Missions (CITEM)
 - c. Intellectual Property Office (IPO)
2. National Commission for Culture and the Arts (NCCA)
3. Department of Tourism (DOT)
4. National Economic Development Authority (NEDA)
5. Department of Education (DepEd)
6. Department of Foreign Affairs (DFA) – Cultural Office
7. Department of Science and Technology (DOST)

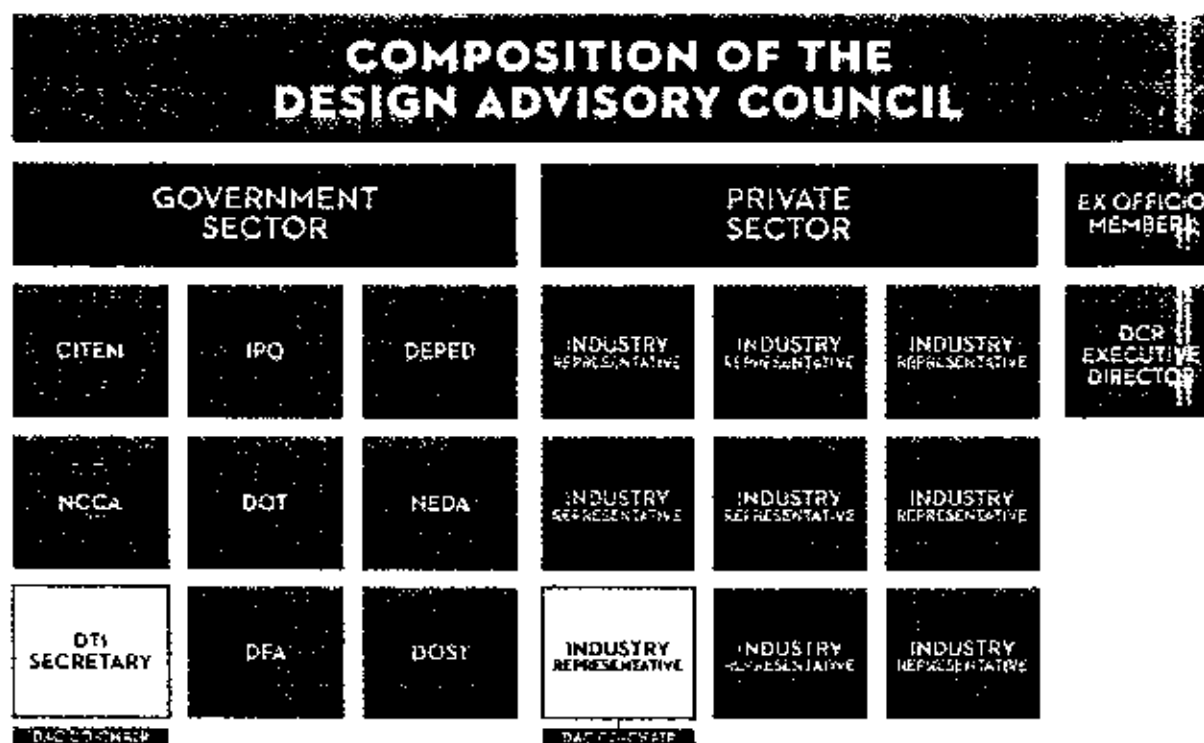
The other nine (9) remaining members of the DAC shall come from the organized associations involved in the sector, academic community engaged in design courses and representatives of the private sectors including but not limited to visual communications, industrial design, interior design, information design, new media and technology, fashion design, environmental design, food design, furniture design and similar areas, provided that at least one (1) of the remaining nine (9) members shall be from the University of the Philippines who is involved in teaching or researching on design-related areas and who shall be recommended by the University Board of Regents. All the remaining nine (9) members shall be appointed by the President of the Philippines.

The Council shall be chaired by the Secretary of the DTI and co-chaired by a representative from the cluster of academic and private sector members of the DAC to be appointed by the President.

The Executive Director of the Design Center who shall be a Filipino citizen, of good moral character and a recognized expert in any of the fields of art and design shall be an ex officio member. The Executive Director shall be appointed by the President of the Philippines for a term of six (6) years, upon recommendation of the Council.

The presence of ten (10) members shall constitute a quorum and all decisions of the Council shall require the concurrence of the majority of such quorum. The representatives of the academic and private sector shall receive a reasonable per diem for every meeting attended.

The Design Center shall act as the Secretariat of the Council.

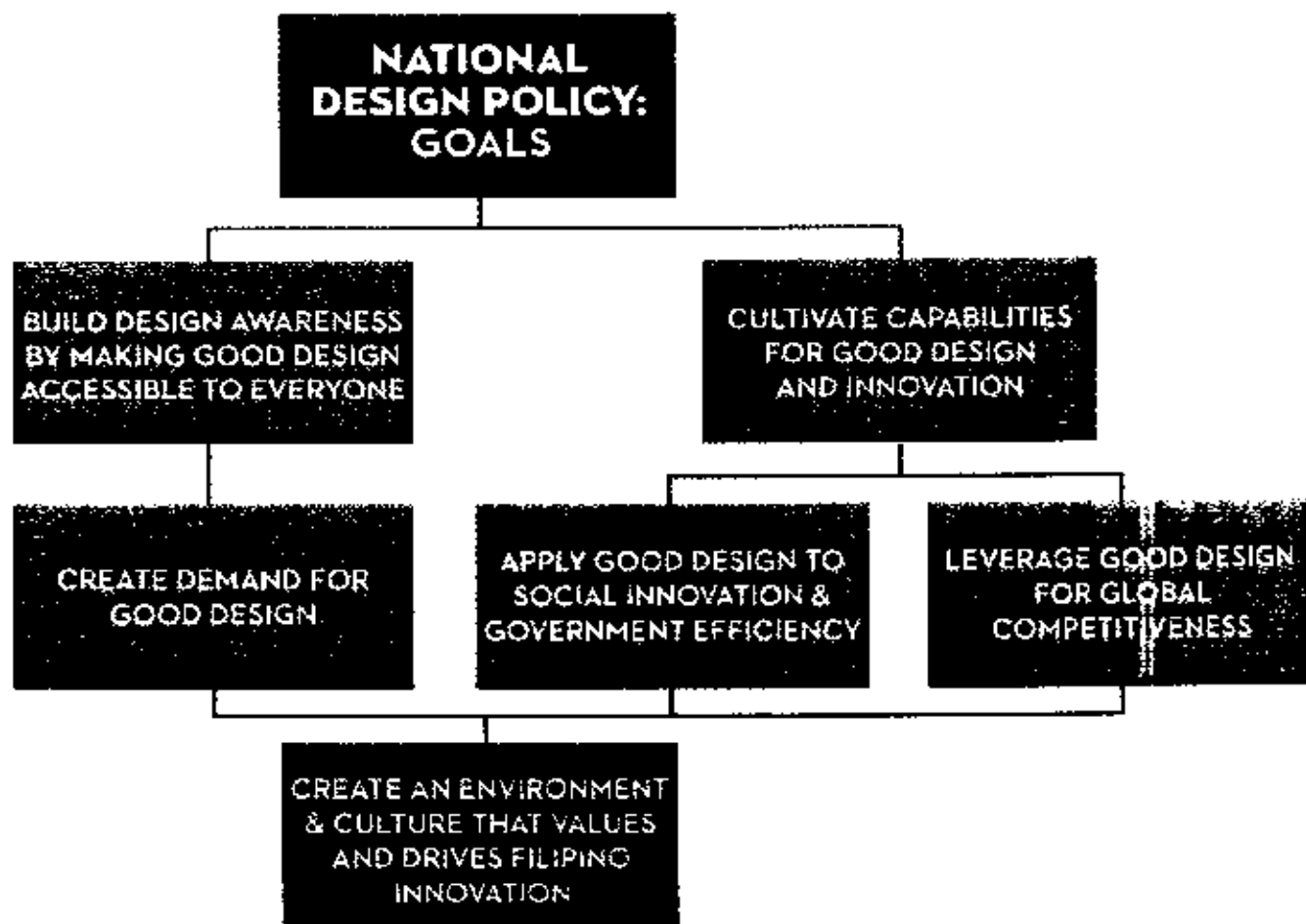


SECTION 8. Powers and Functions of the Executive Director of the Design Center. – The Design Center shall have an Executive Director, who shall be appointed by the President, and shall execute, administer and implement the policies, plans and measures approved by the Council and perform such other functions as may be necessary to carry out specific responsibilities in connection with said plans and measures.

A quarterly report of the accomplishments of the Center shall be submitted by the Executive Director to the Council. The Council shall submit an annual report to the President of the Philippines, not later than one month after the end of each year.

The annual report shall be regularly published in the Center's website.

SECTION 9. The National Design Policy. – The National Design Policy shall serve as the state's strategy in promoting design as a driving force towards a sustainable economic growth and development and a catalyst for increasing the competitiveness of the country in the global market. The NDP shall be created to meet the following goals:



A. BUILD AND PROMOTE DESIGN AWARENESS TO THE PUBLIC

- Make good design more accessible to everyone
- Help people recognize good design and its value, importance and impact by creating public design programs and activities (exhibitions, showcases, competitions, conventions, etc.)
- Establish public design centers and creative zones/environments in vital central hubs in different regions across the country.

B. CREATE DEMAND FOR GOOD DESIGN

- Set standards for great Filipino design, as well as encourage designers to continuously aim to produce breakthrough, innovative creations, by recognizing and awarding industry achievers;
- Cultivate a demand for good design across all sectors (i.e. business, education, government) – by creating programs and partnerships that will encourage them to employ and invest in good design (i.e. business – for competitive advantage, government – for more effective communication of services);
- Create networks and establish avenues where all industries could interact in design dialogues and workshops, thereby promoting cross-disciplinary knowledge exchange, capability development, collaborative content creation, and therefore, greater innovation;
- Nurture an environment that encourages public and private collaborations regarding design, competitiveness, governance and innovation.

C. CULTIVATE CAPABILITIES AND RESOURCES OF FILIPINO DESIGNERS

- Elevate design education and design research in the Philippines to global standards of excellence;
- Develop strong partnerships with design academe and design education institutions in order to further develop the capabilities of students, teachers and professionals

D. LEVERAGE FILIPINO DESIGN FOR GLOBAL COMPETITIVENESS

- Create a strong branding strategy for Philippine design, in order to establish a distinct and recognizable identity for Philippine products and services
- Increase opportunities for Filipino designers to showcase their talent locally and internationally, through exhibitions, showcases, events, conventions, etc.
- Assist remarkable industry achievers in representing the country in international events/competitions, or in launching and expanding their product/service in the global market, by provide government support
- Create a strong skill development, mentoring and support system for SMEs who want to benefit from the strategic use of good design as a competitive advantage

E. INCORPORATE DESIGN SOLUTIONS TO GOVERNMENT PROGRAMS AND DEVELOPMENT ISSUES

1. Design for Government

- Employ design as a fundamental tool for communicating a strong, singular identity of the country
- Actively push for the integration of design and innovation in government offices and departments, with the objective of coming up with programs and processes that will enable the government to simplify and streamline its systems, so it can deliver its services more effectively and efficiently
- Develop a culture of creativity, innovation and efficiency in government institutions by running basic design trainings and programs that will encourage proactive and creative problem-solving through design approaches
- Maintain a standard of sustainable design in all projects undertaken by the Design Center

2. Design for Development & Social Innovation

- Develop the government and the stakeholders' capabilities to approach social and developmental problems with design solutions: solutions that are grounded in principles of creativity, efficiency, user-centeredness, and sustainability
- Scale successful design projects for national impact, by identifying best practices in design for social innovation that are currently being implemented in small communities, and seeing how these could be adapted in other communities and regions
- Encourage design for social innovation by conducting design-led approaches and competitions for the design industry to help solve socio-economic and environmental challenges
- Promote public participation and collaboration by creating programs that will empower citizens to take part in generating design solutions for problems/issues within their own communities (i.e. competitions, challenges, etc.)

F. CREATE AN ENVIRONMENT AND CULTURE THAT VALUES AND DRIVES INNOVATION

- Integrate Philippine culture, traditions and indigenous materials into the creation of original designs and distinctly Filipino innovations;
- Strategically leverage our country's biodiversity by continually undertaking research and development on the manipulation and development of raw materials that are indigenous to the Philippines;
- Establish strategic design sharing partnerships with design firms and institutions from other countries to facilitate exchange of expertise and technology;
- Put a premium on the value of Filipino ideas and innovations, by arming our designers with proper knowledge and access to registration of intellectual property rights, to ensure the protection of their creative outputs.

SECTION. 10. *Design Industries Linkages with the Educational System.* – To ensure a continuous supply of creative talents and to stimulate design creativity and innovation among students at all levels of education, the Department of Education, the Commission on Higher Education, and the Technical Education and Skills Development Authority, in consultation with and assistance of the Center, shall formulate measures to establish a stronger connection between arts, culture, education, training and to harness potentials of the youth.

SECTION 11. *Appropriations Clause.* – To carry out the provision of this Act, an additional budget of one hundred million pesos (Php 100,000,000.00) will be appropriated in addition to the existing budget appropriated for the existing Design Center.

The amount necessary for the effective implementation of the objectives of the Act shall be incorporated to the annual regular budget of Design Center.

SECTION 12. *Repealing Clause.* – Executive Order No. 133 is hereby amended accordingly. All other laws, decrees, executive orders, rules and regulations, or parts thereof as are inconsistent with this Act, are hereby repealed, amended or modified accordingly.

SECTION 13. *Separability Clause.* – The provisions of this Act are hereby declared separable and in the event any of its provisions declared unconstitutional, the other provisions which are not affected thereby shall remain in force and effect.

SECTION 14. *Effectivity.* - This Act shall take effect fifteen (15) days after publication in the Official Gazette or in at least two (2) national newspapers of general circulation in the country.

Approved,