

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

20th Congress
First Regular Session

House Bill No. **675**



Introduced by **REPRESENTATIVE EMIGDIO P. TANJUATCO III**

EXPLANATORY NOTE

With culture and the arts at the core of our national identity, it is the policy of the State to preserve and develop Filipino culture. Arts and culture express a people's collective memory, values, and imagination. In the Philippines, this expression is seen through a vibrant mosaic of indigenous traditions, languages, crafts, music, literature, and performing arts. Yet, despite its richness, Filipino culture faces growing threats from globalization, rapid urban development, and insufficient public investment.

To safeguard our legacy, this bill seeks to establish a National Endowment Fund for Culture and the Arts - a permanent and strategic mechanism for sustaining and revitalizing the country's cultural life. To be sourced from corporations that enter into endorsement contracts with foreign personalities, this undertaking not only allows for sustainable and independent cultural funding, but also provides local artists extra leverage against their foreign counterparts.

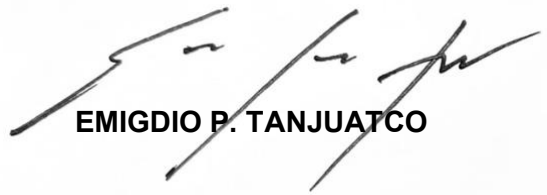
If properly managed, a robust endowment would also play a critical role in enhancing cultural education and public participation. Fund initiatives could foster cultural literacy, creativity, and civic engagement, particularly among the youth, and contribute to building culturally cohesive and resilient communities.

Furthermore, Filipino culture, when showcased through high-quality productions and international exchanges, has the power to foster global understanding and appreciation. Philippine participation in international exhibitions, performances, and artist residencies would not only boost the country's global profile but also create new avenues for cultural exports and partnerships.

Finally, the cultural and creative industries are vital sectors that contribute significantly to employment, innovation, and tourism. Cultural promotion and a successful creative industry would drive economic activity, even in underserved and rural areas. It would align with global trends recognizing the economic potential of the creative sector as a driver of sustainable development.

The establishment of a National Endowment Fund for Culture and the Arts is a visionary, strategic, and necessary step for the Philippines. It reflects a profound commitment to cultural sovereignty, national unity, and inclusive development. More than a funding mechanism, it is an investment in the soul of the nation—one that will preserve the richness of Filipino heritage, empower the country's creative forces, and inspire future generations.

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



EMIGDIO P. TANJUATCO

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AN ACT
ESTABLISHING THE MANDATORY CONTRIBUTION TO THE NATIONAL ENDOWMENT
FUND FOR CULTURE AND ARTS BY PRIVATE ENTITIES ENGAGING THE SERVICES
OF FOREIGN PERSONALITIES AS ENDORSERS, AMENDING FOR THE PURPOSE
REPUBLIC ACT NO. 7356 ENTITLED, “AN ACT CREATING THE NATIONAL
COMMISSION FOR CULTURE AND THE ARTS, ESTABLISHING THE NATIONAL
ENDOWMENT FUND FOR CULTURE AND THE ARTS, AND FOR OTHER PURPOSES”

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

Section 1. Amendatory Provision. Section 20 of Republic Act No. 7356 entitled, “An Act Creating the National Commission for Culture and the Arts, Establishing The National Endowment Fund for Culture and the Arts, and for Other Purposes,” is hereby amended to read as follows:

“Sec. 20. *The National Endowment Fund for Culture and the Arts.* A National Endowment Fund for Culture and the Arts (the Fund) is hereby established exclusively for Philippine art and cultural programs, projects, and activities all over the country.

“X X X”

c) The private portion of the fund shall be raised from the MANDATORY CONTRIBUTIONS OF CORPORATIONS THAT ENTER INTO ENDORSEMENT CONTRACTS WITH FOREIGN PERSONALITIES EQUIVALENT TO FIVE PERCENT (5)% OF THE CONTRACT AMOUNT, AS WELL AS donations and other conveyances including funds, materials, property, and services, by gratuitous title;

“X X X.”

Sec. 2. Effectivity Clause. This Act shall take effect upon its approval.

Approved,