

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

TWENTIETH CONGRESS
First Regular Session



HOUSE BILL NO. 8823

**Introduced by REPRESENTATIVE LANI MERCADO-REVILLA,
BRYAN B. REVILLA AND RAMON JOLO REVILLA III**

**AN ACT
INSTITUTIONALIZING THE FILIPINO VALUES INITIATIVE, ESTABLISHING THE
INSTITUTE OF FILIPINO VALUES AND ETHICOLOGY WITHIN THE NATIONAL
COMMISSION FOR CULTURE AND THE ARTS (NCCA), AND PROMOTING THE
INTEGRATION OF FILIPINO VALUES ACROSS SOCIETY, AND FOR OTHER
PURPOSES**

EXPLANATORY NOTE

Every November, our nation observes Filipino Values Month, pursuant to Proclamation No. 479 (s. 1994). This serves as a reminder of the principles that have long defined who we are, such as love for family and community (pagmamahal sa pamilya at pamayanan); faith (pananampalataya); attaining education (pagkamit ng edukasyon); health and wellness (kalusugan at kagalingan); resilience (katatagan); honesty and integrity (katapatan at karangalan); and shared responsibility for the common good (pakikipagkapwa). These values have carried Filipino families and communities through crises, disasters, and national challenges, and continue to guide us as we navigate an increasingly complex and fast-changing world.

Through Proclamation No. 62 (s. 1992), the government launched the Moral Recovery Program to spark a “moral awakening” and strengthen the country’s commitment to values that are uniquely and positively Filipino. Three decades later, this call remains urgent. In an era defined by rapid digitalization, social media conflicts, weakening of morals, and global pressures, the country’s cultural and moral foundation must not be left to chance.

A stronger effort to preserve and transmit Filipino values is more necessary than ever.

This Bill, the Filipino Values Act, establishes the Institute of Filipino Values and Ethicology (IFVE) within the National Commission for Culture and the Arts (NCCA).

The NCCA has a Values Program that can be strengthened into an institution solely dedicated to leading sustained nationwide efforts to study, document, archive, teach, and promote Filipino values as part of our intangible cultural heritage. Notably, in 2021, the NCCA has taken a significant step, having identified the Filipino values upheld across the country through surveys and Focus Group Discussions (FGDs).

The measure also strengthens the integration of Filipino values across society, including education, media and public communications, tourism, and government service, so that these values remain visible and relevant in everyday life. By embedding values in key institutions, the Bill aims to develop citizens who are rooted in identity while ready for a global world.

This Bill is aligned with Chapter 7 of the Philippine Development Plan toward AmBisyon Natin 2040, calling for “the inculcation of values to promote the common good.” Ultimately, this recognizes that Filipino families and communities grow stronger when shared values are preserved, practiced, and passed on.

Upholding Filipino values is not just cultural work, but an investment in the future of our nation. Accordingly, the immediate passage of this Bill is respectfully requested.

References:

Manila Bulletin. (2023, November 18). *Filipino Values Month: A reminder of what binds us*. Retrieved from <https://mb.com.ph/2023/11/18/filipino-values-month-a-reminder-of-what-binds-us>

National Commission for Culture and the Arts (NCCA). (2021). *Filipino values primer* [PDF]. Retrieved from <https://ncca.gov.ph/wp-content/uploads/2021/04/Fil.-Values-Primer-English.pdf>

National Today. (n.d.). *Filipino Values Month*. Retrieved from <https://nationaltoday.com/filipino-values-month/>



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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 “Filipino Values Act.”

SEC 2. Declaration of Policy. – It is the policy of the State to recognize, promote, and preserve Filipino values as an essential component of the nation’s intangible cultural heritage, serving as foundations of our identity, unity, and shared sense of responsibility.

Towards this end, the State shall support efforts to study, document, safeguard, and strengthen these values, ensuring that they are reflected throughout society and transmitted to future generations.

SEC 3. Definition of Terms. – As used in this Act:

a) *Filipino Values* refer to culturally rooted principles, beliefs, norms, and ethical orientations that guide Filipino behavior, decisions, and relationships, which, based on research and national consensus, promote personal well-being, social harmony, civic responsibility, national productivity, and responsible global citizenship. This is inclusive of values from Indigenous Cultural Communities / Indigenous Peoples.

b) *Ethicology* refers to the specialized study of ethics, values, moral reasoning, and behavioural norms as practiced and understood within a cultural community.

c) *National Values Audit* refers to a periodic, nationwide study utilizing qualitative and quantitative methods to document Filipino values, assess value shifts, and identify factors that strengthen or erode these values.

d) *Digital Values Repository* refers to an open-access multimedia archive containing research outputs, historical materials, ethnographies, oral histories, and teaching-learning resource on Filipino values.

SEC 4. The Institute of Filipino Values and Ethicology. – There is hereby created within the National Commission for Culture and the Arts (NCCA), the Institute of Filipino Values and Ethicology, hereinafter referred to as the “Institute”.

a) Purpose. – The Institute shall serve as the lead national body for research, documentation, archiving, and dissemination of Filipino values. It shall have the following powers and functions:

- 1) Conduct the National Values Audit every five (5) years;
- 2) Develop and maintain the Digital Values Repository;
- 3) Undertake continuing interdisciplinary research on Filipino values;
- 4) Document values expressed in Philippine languages, oral traditions, literature, indigenous customary laws, historical narratives, and contemporary contexts;
- 5) Collaborate with relevant government agencies on Filipino values integration;
- 6) Facilitate public engagement programs, including exhibitions, conferences, and youth fellowships;
- 7) Provide guidance and technical support to agencies in implementing Filipino values initiatives; and
- 8) Perform such other functions necessary to carry out the intent of this Act.

b) Officers. – The Institute shall be administered by a Director and Assistant Director, both appointed by the NCCA Chairperson.

The Director and Assistant Director must have a master’s degree or higher in ethics, philosophy, sociology, anthropology, cultural studies, education, public administration, or a related field, with at least three (3) years of relevant experience in research, policy development, cultural preservation, education, or program management. They must also demonstrate knowledge of Filipino cultural values, indigenous practices, and interdisciplinary methods, as well as leadership and management competence.

Both officers shall be responsible for overseeing the operations, programs, and research activities of the Institute.

c) Staff. – The Institute shall have a regular staff of researchers and administrative personnel.

SEC 5. *Integration of Filipino Values in Education.* – The Department of Education (DepEd) shall ensure that Filipino values documented and endorsed by the Institute are integrated into the Good Manners and Right Conduct (GMRC) and Values Education (VE) curriculum, consistent with Republic Act No. 11476, otherwise known as the GMRC and Value Education Act.

The DepEd, in partnership with the Institute and Commission on Higher Education (CHED), shall develop mandatory teacher training and certification on Filipino Values Pedagogy for all GMRC/VE teachers, guidance counsellors, and school heads. Learning resources, including textbooks and digital modules, shall be updated to reflect Filipino values.

SEC 6. *Integration of Filipino Values in Media and Public Communications.* – Filipino values shall be reflected in media and public communications.

The National Council for Children's Television (NCCT) shall develop guidelines for television and digital content promoting Filipino values. It shall also encourage and provide incentives for the production of programs, series, and content that are culturally grounded and values-oriented.

The Philippine Information Agency (PIA) shall integrate Filipino values in nationwide communication campaigns and public information programs. Likewise, it shall disseminate educational and values materials produced by the Institute through regional and community channels.

SEC 7. *Integration of Filipino Values in Tourism.* – The Tourism Promotions Board (TPB) shall promote Filipino values in tourism programs, campaigns, and activities. Tourism-related training, promotion, and initiatives shall reflect and encourage the practice of Filipino values among professionals, communities, and visitors.

SEC 8. *Integration of Filipino Values in Government Service.* – Filipino values shall be embedded in the operations and culture of government service, in particular:

a) The Civil Service Commission (CSC) shall integrate core Filipino values into the Civil Service Examinations, eligibility assessments, and competency frameworks.

b) Government agencies shall incorporate Filipino values into Performance Management Systems to recognize and reward ethical behavior, civic responsibility, and public service values.

c) All public service training programs, including induction, continuing education, and leadership development modules, shall include mandatory instruction on Filipino values.

SEC 9. *Whole of Government Approach.* – For the effective institutionalization of the Filipino values initiatives, a whole of government approach shall be adopted.

SEC 10. *Filipino Values Month.* – The month of November of every year is hereby declared “Filipino Values Month” to promote awareness, appreciation, and practice of Filipino values across all sectors of society.

SEC 11. *Appropriations.* – Funding for the Institute of Filipino Values and Ethicology shall be drawn from the current year’s appropriations and other internally generated income of the NCCA, and shall thereafter be included in the annual General Appropriations Act.

This funding mechanism shall likewise apply to other concerned agencies mandated under this Act.

SEC 12. *Implementing Rules and Regulations.* – Within sixty (90) days from the effectivity of this Act, the NCCA, in coordination with the DepEd, CHED, NCCT, PIA, TPB, CSC, National Library of the Philippines (NLP), National Archives of the Philippines (NAP), National Historical Commission of the Philippines (NHCP), Komisyon sa Wikang Filipino (KWF), National Commission on Indigenous Peoples (NCIP), National Youth Commission (NYC), and other relevant stakeholders as may be determined by the NCCA, shall promulgate the necessary rules and regulations for the effective implementation of this Act.

SEC 13. *Separability Clause.* – If any provision or part hereof is held invalid or unconstitutional, the remainder of the law or the provision or part not otherwise affected shall remain valid and subsisting.

SEC 14. *Repealing Clause.* – Any law, presidential decree or issuance, executive order, letter of instruction, administrative order, rule, or regulation contrary to or inconsistent with the provisions of this Act are hereby repealed, modified, or amended accordingly.

SEC 15. *Effectivity.* – This Act shall take effect fifteen (15) days after its publication in the Official Gazette or in a newspaper of general circulation.

Approved,