

CREATIVE AGE FOR SDGS

Accelerating Growth of MSMEs in the Philippines

A PROJECT BY:



DEPARTMENT OF
ECONOMIC AND
SOCIAL AFFAIRS



About the Program

DTI recognizes the critical role that MSMEs in the creative industries play in enabling innovation and collaboration with local stakeholders for social impact and sustainable development.

With support from the UN DESA, we will be launching the **“Creative AGE for SDGs: Accelerating Growth of MSMEs in the Philippines”**



About the Program

PROGRAM OBJECTIVE:

Co-Create and Co-Develop Policies and Roadmaps to strengthen Creative Industries of selected Cities/Municipalities

STRATEGY

Identify and Select Cities/Municipalities with high potential in the Creative Industries to be models of accelerated growth in creative enterprises

Qualifications of Cities / Municipalities

- ✓ Current DTI Regional Office and Local Government Unit want to support and/or prioritize the Creative Industries.
- ✓ There are Schools/trade schools/learning centers in the locality where one may go to receive training for creative skills.
- ✓ There are identified existing or potential creative champions (from public office and/or private organizations) in the locality who can lead initiatives for the creative industries.



Qualifications of Cities / Municipalities

- ✓ There is existing local data or information about the creative industry in the locality.
- ✓ There is an existing or planned gathering, summit or conference for stakeholders in the creative industries.
- ✓ For cities they must be a signatory of the Philippine Creative City Network (PCCN) manifesto



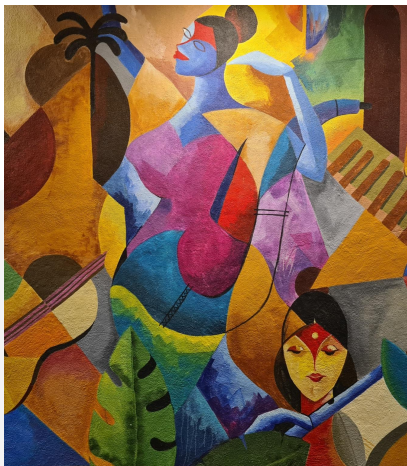
FOCUS

3 Philippine Creative Industries Development Act (PCIDA) Creative Domains



Design and Creative Services Domain

(graphic design, fashion and accessory making,
furniture making, jewelry making, footwear
making, etc.)



Traditional Cultural Expressions Domain

(fine arts, crafts, photography)



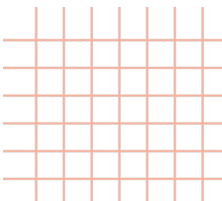
Digital Interactive Media Domain

(film, tv and radio, internet podcasting, video
games, animation)



Participants

- Each city/municipality must endorse **two (2) Creative MSME Champions**
- Each participant must be running an enterprise under the identified three (3) creative domains.
- Must be Youth (18-30 years old) or Women (no age limit)-led MSME Creative Champions



Participating Areas

| REGION | CITY / MUNICIPALITY |
|-----------|--|
| NCRO | Marikina City Quezon City |
| Region 1 | Vigan, Ilocos Sur Dagupan, Pangasinan |
| Region 3 | San Fernando City, Pampanga |
| Region 4B | Puerto Princesa City, Palawan |
| Region 6 | Iloilo City, Iloilo Bacolod City |
| Region 7 | Tagbilaran, Bohol |
| Region 10 | Cagayan de Oro City |

About the Program

Module 1

VUCA, Macro and Micro Analysis, Business Transformation, The Creative Economy in the Fourth Industrial Revolution

DEC

Module 2

Application of Design Thinking Framework, Value Proposition Canvas, Business Innovation

JAN

Module 3

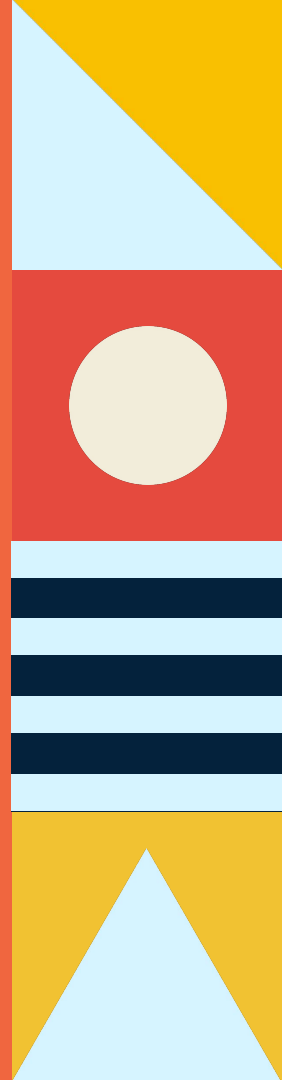
Intellectual Property, Law and Taxation, and Business Structure

JAN

Module 4

Strategic Marketing and Pitching

FEB



Output

→ **New, innovative business model**

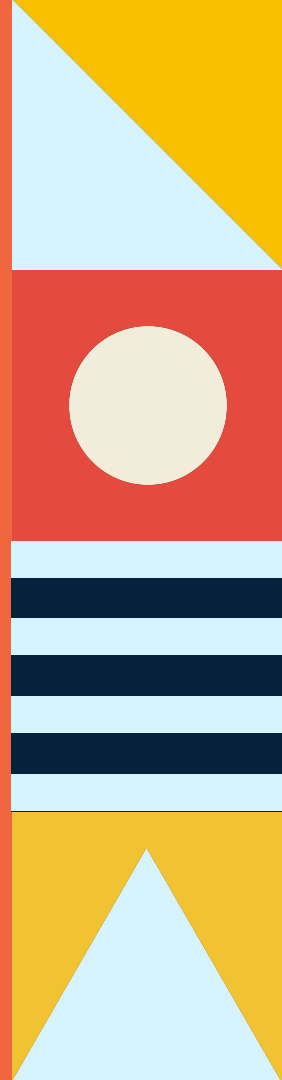
FEB

→ **Business Pitch**

FEB

→ **Each city/municipality group to make their own review and study of their city's creative industries and MSMEs**

MAR



CREATIVE AGE FOR SDGS

Accelerating Growth of MSMEs in the Philippines

A PROJECT BY:



DEPARTMENT OF
ECONOMIC AND
SOCIAL AFFAIRS