

Accelerating Growth of MSMEs in the Philippines

Creative AGE for SDGs: Accelerating Growth of MSMEs in the Philippines Consultation Workshop and Culminating Event

Updated as of March 1, 2023

I. BACKGROUND

Micro, Small and Medium-sized Enterprises (MSMEs) are the engine of job creation, economic growth, and poverty reduction in the Philippines. However, the creative industry sector and MSMEs active in this sector area are vulnerable to economic shocks and uncertainties from disasters, especially the outbreak of the COVID-19 pandemic and natural disasters. In addition, the World Risk Index 2022 ranks the Philippines as first (1st) in the world in its vulnerability against natural disasters. These circumstances have highlighted the urgent need to implement robust policies and good practices aimed at strengthening MSME resilience.

Bringing onboard relevant MSME stakeholders in the Philippines in an inclusive manner, the consultation workshop will disseminate the impact of the Creative AGE for SDGs programme among MSME entrepreneurs filling up identified gaps for women and youth-led MSMEs, as well as strengthening the action plan and the result monitoring framework with inclusive stakeholder input. All these shall accelerate the progress and bolster SDGs towards the areas specifically on poverty reduction, inclusive economic growth and decent work, gender equality and sustainable cities and communities.

II. OBJECTIVE

The primary objective of the consultation workshop and culminating event is to gather key stakeholders in the creative industry in the Philippines to present and discuss the updates on the implementation of the Philippine Creative Industries Development Act (PCIDA), exchange ideas and/or develop an action plan on the integration of the 2030 Agenda for Sustainable Development in strategies supporting the creative sector, and presenting the outputs and good practices of the MSME Creative Champions from the “Creative AGE for SDGs: Accelerating Growth of MSMEs in the Philippines” Programme. Key stakeholders will be representative of national and local government agencies plus members of the private sector. The 4-day event will also explore potential gaps and challenges constraining MSME resilience and their contributions to the shared sustainable goals, especially of women and youth-led MSMEs in the creative industries.

Results of the activities will also feed policy recommendations on the drafting of the MSME Development Plan 2023-2028.

Through intensive knowledge exchange and dialogue among attendees and stakeholders, the event will:

- Facilitate strategic discussions on how creative MSME enablers will accelerate support to the creative sector while incorporating the 2030 agenda in its strategies;
- Showcase the new and innovative business model of the MSME Creative Champions and document good practices to other MSMEs and stakeholders;
- Recommend appropriate actions required to develop and implement criteria and indicators in fostering Creative Champions to other cities/municipalities in the Philippines.

III. ATTENDEES

It is anticipated that there will be a total of sixty (60) participants to the consultation workshop and culminating program, including the MSME Creative Champions together with their DTI creative focals who supported them throughout the programme.

The DTI-Competitiveness and Innovation Group (CIG) along with selected Local Government Unit (LGU) stakeholders from the eight (8) localities will be invited to participate in the discussion of the programme results and presentation by the beneficiaries. Selected representatives of LGUs that are in a position to share good practices will also be invited.

ORGANIZATION		ATTENDEES
Days 1 and 2: National Consultation Workshop		
Project Consultant Team	1	Jaime Noel Santos, National Consultant
	2	Katrina Angela May Mallillin, Project Assistant
	3	Chino Carlo Aricaya, Project Assistant
Department of Trade and Industry (DTI)	4	Undersecretary Blesila Lantayona, Regional Operations Group
	5	Undersecretary Rafaelita Aldaba, Competitiveness and Innovation Group
	6	Creative industry lead from the Competitiveness and Innovation Group (TBC)
	7	OIC Director Emma Asusano, Bureau of Small and

		Medium Enterprise Development
	8	CTIDS Edwin Pasahol, Bureau of Small and Medium Enterprise Development
	9	SupTIDS Michelle Maramag, Bureau of Small and Medium Enterprise Development
	10	TIDS Joseph Ronald Reyes, Bureau of Small and Medium Enterprise Development
LGU Representatives of the 8 Creative Champions	11 to 18	LGU Representatives
Members of the Philippine Creative Industries Development Council (PCIDC)	19 to 37	PCIDC Representatives (<i>total number for confirmation</i>)
Creative Champions	38	Ely Rose Edullan - Marikina City
	39	Roweliza Landicho - Marikina City
	40	Christian Paul Naparota - Tagbilaran City
	41	Christine Virtucio - Tagbilaran City
	42	Donna Camaya - San Fernando, Pampanga
	43	Crystal Joice Herrera - Bacolor, Pampanga
	44	Ilya Angela Salveron - Iloilo City
	45	Maggerose Carado - Iloilo City
	46	Gloria Lim - Puerto Princesa
	47	Nathalie Marie Mariano - Cagayan De Oro City
	48	Rowelda Conception - Vigan City
	49	Marigrace Reano - Quezon City
	50	R. Benjamin Jose Ilagan - Quezon City
DTI Creative Points	51	Darby Raul L. Bognot - Region III
	52	Artlene Aromin - Region I
	53	Paul Jerome A. Sañez - NCR
	54	Florenda Octoberiana C. Abian - Region VI
	55	Lirio T. Maalihan - MIMAROPA Region

	56	Marilyn C. Tancinco - Region VII
	57	Lichelle Van S. Pasimio - Region X
Roundtable Resource Speakers	58	Michelle Lim, Dual Story
	59	Steffi Go, SGMN Architects
DTI Region 07 Officials and Creative MSMEs from Cebu	60	Regional Director Ma. Elena Arbon, DTI-Region 07 MSMEs from Cebu (max of 10)

ORGANIZATION		ATTENDEES
Days 4 and 5: Capacity Building Workshops		
Project Consultant Team	1	Jaime Noel Santos, National Consultant
	2	Katrina Angela May Mallillin, Project Assistant
	3	Chino Carlo Aricaya, Project Assistant
DTI		
Invited MSMEs	40	

IV. DRAFT PROGRAMME

Event Venue: Cebu (Exact venue to be discussed)

Accommodations: (To be discussed depending on the budget of UN DESA in consideration of the number of target attendees)

National Consultation Workshop

TIME	ACTIVITY
Day 1 (May 23, 2023)	
08:30 AM - 09:00 AM	Registration
09:00 AM - 09:10 AM	Preliminaries and Acknowledgement of Participants
09:10 AM - 09:30 AM	Opening Remarks Mr. Amson Sibanda

	<p>Chief, National Strategies and Capacity Building Branch Division for Sustainable Development Goals United Nations Department of Economic and Social Affairs</p> <p>Ms. Blesila Lantayona Undersecretary, Regional Operations Group Department of Trade and Industry</p>
09:30 AM – 09:40 AM	<p>Welcome Remarks</p> <p>Ms. Ma. Elena Arbon Regional Director Department of Trade and Industry, Region 07</p>
09:40 AM – 09:55 AM	<p>Introduction on DESA’s MSME Project</p> <p><i>This session will introduce two projects of DESA on enhancing the potential of MSMEs for achieving SDGs in the Philippines.</i></p> <p>Mr. Clark Ke Liu Sustainable Development Officer National Strategies and Capacity Building Branch Division for Sustainable Development Goals United Nations Department of Economic and Social Affairs</p>
09:55 AM – 10:10AM	Mixer and Getting-to-Know-You Workshop
10:10 AM – 10:15 AM	Group Photo and Networking Break
10:15 AM – 11:00 AM	<p>Session 1: Updates on the Philippine Creative Industries Development Act (PCIDA)</p> <p>Ms. Rafaelita Aldaba Undersecretary, Competitiveness and Innovation Group Department of Trade and Industry</p>
11:00 AM – 11:45 AM	<p>Session 2: Knowledge sharing on the results / impact of the Creative AGE Programme</p> <p>Mr. Joel Santos National Consultant National Strategies and Capacity Building Branch, Division for Sustainable Development Goals United Nations Department of Economic and Social Affairs</p>
11:45 AM – 12:00 NN	Open Forum
12:00 NN – 1:00 PM	Lunch Break

01:00 PM – 03:00 PM	Session 3: Creative Champions Pitch Presentations MSME Creative Champions Selected Panel Members
03:00 PM – 04:00 PM	
04:00 PM – 04:15 PM	Day 1 Synthesis
Day 2 (May 24, 2023)	
08:30 AM – 09:00 AM	Registration
09:00 AM – 09:15 AM	Day 1 Recap
09:15 AM – 10:30 AM	Session 4: Action Planning Workshop: Integrating 2030 Agenda in strategies supporting the creative sector, especially women-led and youth-led MSMEs All Participants Facilitated by Mr. Joel Santos
10:30 AM – 11:30 AM	Session 5: Best practices on supporting women-led and youth-led creative enterprises
11:30 AM – 12:00 NN	Open Forum
12:00 NN – 01:00 PM	Lunch Break
01:00 PM – 02:00 PM	Session 6: Roundtable on The Creative Entrepreneurial Journey to highlight women-led MSMEs and effective partnerships with government Invitees: <ul style="list-style-type: none"> Michelle Lim, Dual Story Steffi Go, SGMN Architects
02:00 PM – 02:30 PM	Presentation of Action Plans
02:30 PM – 03:30 PM	Synthesis and Next Steps Awarding of Certificates and Photo Opportunity Take-away messages from attendees

Capacity Building Workshop

TIME	ACTIVITY
Day 3 (May 25, 2023)	
08:30 AM - 09:00 AM	Registration
09:00 AM - 09:10 AM	Preliminaries and Acknowledgement of Participants
09:10 AM - 09:30 AM	Opening Remarks Mr. Amson Sibanda Chief, National Strategies and Capacity Building Branch Division for Sustainable Development Goals United Nations Department of Economic and Social Affairs Ms. Blesila Lantayona Undersecretary, Regional Operations Group Department of Trade and Industry
09:30 AM - 09:40 AM	Welcome Remarks Ms. Ma. Elena Arbon Regional Director Department of Trade and Industry, Region 07
09:40 AM - 09:55 AM	Introduction on DESA's MSME Project <i>This session will introduce two projects of DESA on enhancing the potential of MSMEs for achieving SDGs in the Philippines.</i> Mr. Clark Ke Liu Sustainable Development Officer National Strategies and Capacity Building Branch Division for Sustainable Development Goals United Nations Department of Economic and Social Affairs
09:55 AM - 10:10AM	Mixer and Getting-to-Know-You Workshop
10:10 AM - 10:15 AM	Group Photo and Networking Break
10:15 AM - 10:30 AM	Introduction to the Creative AGE Programme Mr. Joel Santos National Consultant National Strategies and Capacity Building Branch, Division for Sustainable Development Goals United Nations Department of Economic and Social Affairs

10:30 AM - 12:00 NN	Session 1: Context Setting or Business Model Canvas / 10 Types of Innovation
12:00 NN - 1:00 PM	Lunch Break
01:00 PM - 02:00 PM	Session 2: Business Structures and Funding Sources
02:00 PM - 03:00 PM	Session 3: Strategic Marketing
03:00 PM - 04:00 PM	Session 4: Pitch Your Story (How to Pitch)
04:00 PM - 04:15 PM	Day 1 Synthesis
Day 4 (May 26, 2023)	
08:30 AM - 09:00 AM	Registration
09:00 AM - 09:15 AM	Day 1 Recap
09:15 AM - 10:30 AM	Session 5: Roundtable on The Creative Entrepreneurial Journey to highlight women-led MSMEs and effective partnerships with government Invitees: <ul style="list-style-type: none"> • Michelle Lim, Dual Story • Steffi Go, SGMN Architects
10:30 AM - 11:30 AM	Open Forum
11:30 AM - 12:00 NN	Break to work on Pitches
12:00 NN - 01:00 PM	Lunch Break
01:00 PM - 03:00 PM	Pitch Presentations by selected attendees Facilitated by: Mr. Joel Santos with selected panellists
03:30 PM - 04:30 PM	Synthesis and Next Steps Awarding of Certificates and Photo Opportunity Take-away messages from attendees

Facilitator: Katrina Mallillin

Master of Ceremonies: Joseph Ronald Reyes, Michelle Maramag