

CREATIVE AGE FOR SDGS

Accelerating Growth of MSMEs in the Philippines



Final Report

by Joel Santos

National Consultant for Creative AGE for SDGs



17 May 2023



Background of Creative Industry in Philippines

11.6% of employment in 2021 (13M people)

\$4.2B of Creative goods / services

Dominated by MSMEs and Freelancers

Agent for Job creation and Export Earnings

Susceptible to Economic Shocks



Background of Creative Industry in Philippines

Philippine Creative Industry Development Act (PCIDA) 2022

Game - changing policy and law that
will hopefully lead to the exponential
growth of the creative industry





Objectives of The Creative AGE for SDGs

Seeks to review, examine, and provide insights on how the micro-, small, and medium-sized enterprises (MSMEs), in the **creative industry** in the Philippines, can be a **major driving force for job creation, inclusive economic growth, and poverty reduction** in the country and contribute effectively to accelerating progress towards Social Development Goals.





Methodology

ACTION LEARNING APPROACH



Methodology for Transformation

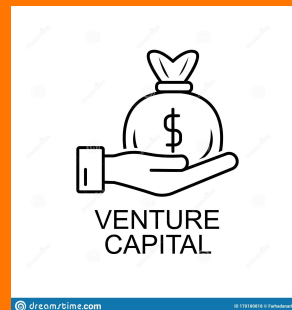
Train-Apply-Reflect-Iterate-Train



Methodology

Some TOPICS in TRAINING MODULES

Design Thinking
Business Innovation
Micro and Macro analysis
Strategic Marketing
Legal (Structure, Intellectual Property)
Finance
Pitching
Lean Canvas



18 Creative Champions (MSMEs) And DTI Focal Person

REGION	CITY / MUNICIPALITY
NCRO	Marikina City Quezon City
Region 1	Vigan, Ilocos Sur Dagupan, Pangasinan
Region 3	San Fernando City, Pampanga Bacolor, Pampanga
Region 6	Iloilo City, Iloilo
Region 7	Tagbilaran City, Bohol
Region 10	Cagayan de Oro City, Misamis Oriental
MIMAROPA	Puerto Princesa, Palawan



VISION

Developing Creative MSMEs in the Philippines as the key drivers and regional models in fulfilling the United Nation's Sustainable Development Goals.



SDG IMPACT

1 NO
POVERTY



5 GENDER
EQUALITY



8 DECENT WORK AND
ECONOMIC GROWTH



9 INDUSTRY, INNOVATION
AND INFRASTRUCTURE

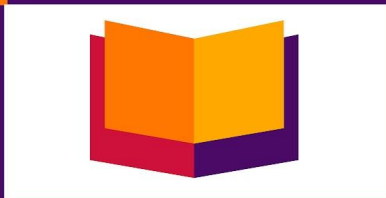
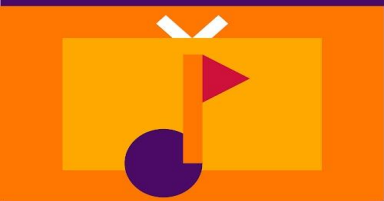


10 REDUCED
INEQUALITIES



11 SUSTAINABLE CITIES
AND COMMUNITIES





RESULTS



RESOURCES FOR MSMEs

City Level Best Practices by DTI & LGU

1. Marketing & Promotion
2. Capacity Building & Training
3. Access to Machineries, Tools, & Equipment
4. Product Development
5. Livelihood Support
6. Community Building





Gaps to Resiliency and Growth



Finance - need to acquire additional funding to become more financially resilient, especially during times of crisis.



Staffing - Most of the participants operate their businesses alone and would require additional team members to become more resilient.



Technology - difficulty in adapting their brick-and-mortar business into an online shop and/or taking advantage of digital marketing strategies.



Business structure - need to shift from being a sole proprietorship to a single corporation in order to access financing from banks and investors



Physical Infrastructure- need to have maker spaces (Pampanga), warehouses/ leather tannery (Iloilo), manufacturing equipment (NCR), and even their own DTI FABLAB (MIMAROPA)



DTI - ProXgrams specifically target creative communities and creative domain. There is a gap on where concepts can be prototyped, and eventually be linked to a manufacturer.





POSITIVE IMPACT OF CREATIVE AGE for SDG PROGRAM

Creatives Champions can now **BETTER**:

1. Adjust to Volatile, Unpredictable World
2. Manage Finance
3. Build New Products
4. Understand Technology
5. Impact Communities
6. Pitch their Ideas & Companies





POSITIVE IMPACT OF CREATIVE AGE for SDG PROGRAM

Creatives Champions **NOW BELIEVE:**

1. Transform their corporate structure
2. Raise more Resources
3. Expand Faster
4. Access New Markets





POSITIVE IMPACT OF CREATIVE AGE for SDG PROGRAM

Creatives Champions **NOW BELIEVE** they can
GROW and **HELP** more communities and have
MORE IMPACT





SHOE-MAKERS OF MARIKINA

NCR - MARIKINA

Ely Rose Edullan - Ely Knows Enterprises

Roweliza Landicho - Fashion Purveyor Enterprise

Around 180 registered shoemakers impacted in Marikina (a lot more are not yet registered)

SDG 8 - Decent Work and Economic Growth

SDG 9 - Industry, Innovation, and Infrastructure

ASPIRATIONS TO GROW - Plans to digitize their business, create a e-commerce platform for other shoe businesses in Marikina, have access to machineries and product development facilities

“TRASHION”

BOHOL

Christine Virtucio - VIRTUCIO

Tons of trash that is recycled - 5 metric tons/woman in the cooperative (35 women are involved in the production)

SDG 5 - Gender Equality

SDG 8 - Decent Work and Economic Growth

SDG 9 - Industry, Innovation, and Infrastructure

SDG 11 - Sustainable Cities and Communities

SDG 12 - Responsible Consumption and Production

ASPIRATIONS TO GROW - Access to market and facilities, more involvement from LGUs ,and increased product development opportunities.





IP WEAVING COMMUNITY

ILOILO

Maggerose Corrado - Modern Ilongga
Helping 35 IP women weavers from the Mountains of Sitio Nagpana, Barotac Viejo and Calinog, Panay, Bukidnon since 2019. Collaborated with 27 artists for painting bags.

SDG 1 - No Poverty

SDG 8 - Decent Work and Economic Growth

SDG 11 - Sustainable Cities and Communities

ASPIRATIONS TO GROW - Plans to digitize their business, trainings and equipment for product development, create the first leather tannery in the Visayas region.



United Nations
Department of Economic and Social Affairs



**With their Potential for Impact
HOW can WE SUPPORT MORE
our CREATIVE MSMEs**

HOW can WE SUPPORT MORE our CREATIVE MSMEs

Recommendations:

Philippine Creative Industry Development
Act (PCIDA) 2022

Game - changing policy and law

**NEEDS TO BE IMPLEMENTED SOONER
THAN LATER**

It addresses all key gaps especially in
financing & capacity building

HOW can WE SUPPORT MORE our CREATIVE MSMEs

Recommendations:
Setting-up
Local Government Units (LGU)
Sponsored CREATIVE HUBS
In Philippine Creative City Network
(PCCN)

HOW can WE SUPPORT MORE our CREATIVE MSMEs

NEDA endorsement of Creative Hubs

"We need more creative hubs where we can develop pools of creative talents and create opportunities for them. While Filipino creativity seems to be an intangible concept, its development has a huge contribution to the Philippine economy."

HOW can WE SUPPORT MORE our CREATIVE MSMEs

LGU Creative Hubs Jumpstarts PCIDA Implementation

- **One-Stop-Shop Services for Creatives currently within Negosyo Centers.**
- **Creative Industry Needs its own dedicated "One-stop-Shop" Center to ensure prioritization and focus**

HOW can WE SUPPORT MORE our CREATIVE MSMEs

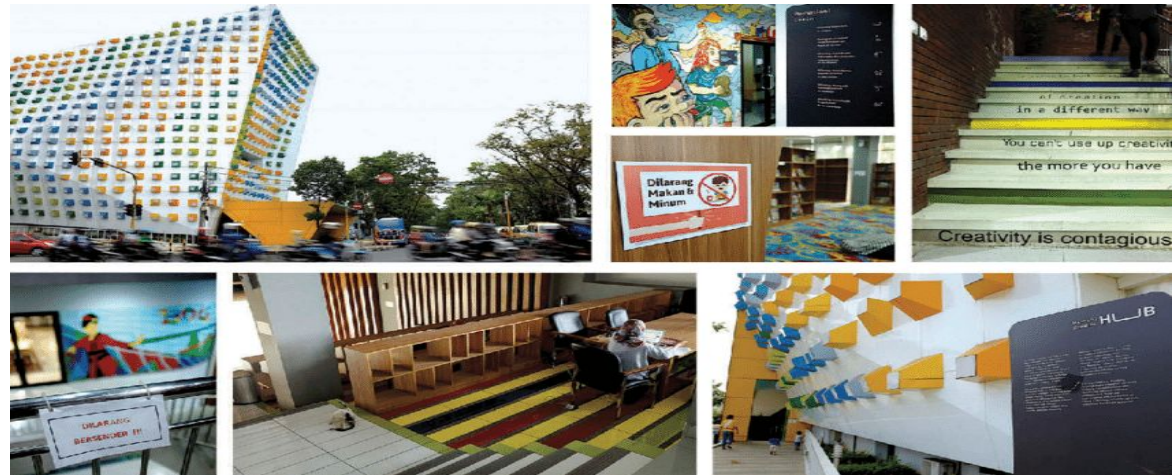
Other Countries Expanding Creative Hubs

Indonesia Case Study :

- **2022 Government Announcement by Ministry of Tourism & Creative Economy to increase to five (5) Cities**
- **Existing Hubs (Jakarta, Bandung, Surabaya, and Denpasar)**
- **New one in Labuan Bajo**

CONCLUSION

1. PCIDA immediate Implementation addresses gaps of Creative Industry
2. LGU “one-stop-shop” Creative Hubs in PCCN is key to PCIDA implementation



Bandung Creative Hub



United Nations
Department of Economic and Social Affairs



Bandung Creative Hub , Indonesia



Let's Give our Creative Champions a Home

Let's Build a Creative Hub in each Creative City



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