Final Report

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**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
<table>
<thead>
<tr>
<th>REGION</th>
<th>CITY / MUNICIPALITY</th>
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<tbody>
<tr>
<td>NCRO</td>
<td>Marikina City, Quezon City</td>
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<tr>
<td>Region 1</td>
<td>Vigan, Ilocos Sur, Dagupan, Pangasinan</td>
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<tr>
<td>Region 3</td>
<td>San Fernando City, Pampanga, Bacolor, Pampanga</td>
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<tr>
<td>Region 6</td>
<td>Iloilo City, Iloilo</td>
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<tr>
<td>Region 7</td>
<td>Tagbilaran City, Bohol</td>
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<tr>
<td>Region 10</td>
<td>Cagayan de Oro City, Misamis Oriental</td>
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<tr>
<td>MIMAROPA</td>
<td>Puerto Princesa, Palawan</td>
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VISION

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

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
STORIES OF 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.
STORIES OF IMPACT

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.
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
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, Indonesia
Let’s Give our Creative Champions a Home

Let’s Build a Creative Hub in each Creative City