

National Capacity Building Workshop on Enhancing the Resilience of Micro-, Small and Medium-sized Enterprises (MSMEs) in the Creative Industry Sector for Accelerating Progress towards the 2030 Agenda in the Philippines

(draft) Concept Note

Date: 2-5 July 2024

Venue: Metro Manila, Philippines

I. Background

Micro, small, and medium-sized enterprises (MSMEs) are critical for the Philippine economy, fostering job creation, innovation, and inclusive economic growth. The Philippine Statistics Authority (PSA) reports that there are over 1.08 million businesses in the country, with MSMEs accounting for approximately over 99% of all business establishments across various sectors, including manufacturing, retail, wholesale trade, services, and the rapidly growing creative industry.

The creative industry sector holds immense potential, motivating innovation and inclusive and sustainable economic growth in the Philippines. In 2021, the creative industry sector created 11.6% of total employment of the country. Additionally, the creative industry sector played a crucial role in Philippine trade, with creative goods and services amounting to US\$4.2 billion, representing 6.57% of the country's total trade volume. In 2022, the sector's value amounted to Philippine Peso 1.60 trillion, contributing 7.3% to the country's Gross Domestic Product (GDP), marking a 12.1% increase from 2021 (Philippine Statistics Authority, 2023). One significant challenge facing MSMEs in the Philippines is the vulnerability of MSMEs to both economic shocks and natural disasters. The archipelagic nature of the Philippines makes it highly prone to various hazards such as typhoons, earthquakes, and floods. The devastating impacts of these disasters can disrupt business operations, damage infrastructure, and jeopardize the livelihoods of MSME owners and employees.

In collaboration with the Division for Sustainable Development Goals, United Nations Department of Economic and Social Affairs (DSDG/DESA), Department of Trade and Industry (DTI) of the Philippines, through the Bureau of Small and Medium Enterprise Development (BSMED), launched the "Creative AGE for SDGs: Accelerating Growth of MSMEs in the Philippines" Programme on December 6, 2022. The first phase of the programme has strengthened capacities and enhanced the business resilience of women and youth-led MSMEs in the creative industry sector and provided in-depth insights on how to better support MSMEs in expanding their contributions to achieving SDGs. Thirteen creative MSME champions successfully completed the programme. They have received continuous support from various MSME-support organizations.

As the Government ventures into a new phase of supporting MSMEs in the creative industry sector, with a key focus on empowering youth and women-led MSMEs, DTI and DSDG/DESA have renewed their collaborations to formulate a training manual, consisting of interlinked modules to elevate resilience of MSMEs in the Philippines, unlocking their full potentials in accelerating progress towards Sustainable Development Goals (SDGs) in the Philippines.

Through joint efforts with a national expert, a draft of the training manual has been completed. This workshop takes place in this backdrop.

II. Objectives and expected output

Capitalizing on the Creative AGE for SDGs programme launched under the collaboration between the Department of Trade and Industry (DTI) and DSDG/DESA, this workshop aims to validate and finalize the training manual with inputs from participating national and sub-national stakeholders, including policymakers, MSME entrepreneurs, representatives from MSME associations and development partners. In addition, the workshop will also support the DTI formulating a group of “master trainers”, who will be capacitated to disseminate the training manual and facilitate its adoption as a living document in the Philippines. With these two objectives, the workshop expects to support the effective implementation of the Creative AGE for SDGs programme. The workshop will reach the following outputs:

- 1) Provide national and sub-national policymakers and MSME entrepreneurs with holistic knowledge and skills to both survive and thrive despite the confluence of crises and shocks
- 2) Finalize the training manual, as a living document, to be disseminated across the Philippines to enhance the resilience of MSMEs in the creative industry sector, unlocking full potentials of MSMEs in accelerating progress towards SDGs
- 3) Strengthen the Creative AGE for SDGs programme, among others, identify and consolidate its linkage with the Philippines- United Nations Sustainable Development Cooperation Framework (SDCF)

The initial programme below is proposed to streamline the workshop process.

III. Participant profile

The workshop expects to receive 65 in-person participants, including national and sub-national policymakers, and MSME entrepreneurs. Priorities will be given to women, youth and persons with disabilities entrepreneurs. 30 participants will join the workshop from different provinces and municipalities. 35 will be from Manila. Department of Trade and Industry (DTI) will share domestic travel costs for the 30 participants from out of Manila.

IV. Initial Programme

Time	Activity	Responsible
DAY ONE (2 July)		
09:00 AM - 09:30 AM	Registration	Secretariat
09:30 AM - 10:00 AM	Opening Remarks <ul style="list-style-type: none"> • Department of Trade and Industry (DTI) • United Nations’ Resident Coordinator’s Office • Division for Sustainable Development Goals, United Nations Department of Economic and Social Affairs (DSDG/UNDESA) 	
10:00 AM - 12:00 PM	Introductory Module: Enhancing Entrepreneurship in the Creative Industry Sector in the Digital Age: Navigating Opportunities and Challenges	

12:00 PM – 13:00 PM	Lunch Break
13:00 PM - 14:00 PM	Introductory Module: Enhancing Entrepreneurship in the Creative Industry Sector in the Digital Age: Navigating Opportunities and Challenges
14:00 PM - 17:00 PM	Group work and presentations: Enhancing MSME Resilience in the Creative Industry Sector in the Digital Age
DAY TWO (3 July)	
09:00 AM - 10:30 AM	Practice module: Applying SDGs in Business Models of MSMEs in the Creative Industry Sector
10:30 AM - 12:00 PM	Group work and presentations: applying SDGs in Business Models of MSMEs in the Creative Industry Sector
12:00 PM - 13:00 PM	Lunch Break
13:00 PM - 15:00 PM	Practice module: Enhancing the resilience of MSMEs in the creative industry in a changing world with confluence of crises and uncertainties
15:00 PM - 17:00 PM	Group work and presentations: Enhancing the resilience of MSMEs in the creative industry in a changing world with confluence of crises and uncertainties
DAY THREE (4 July)	
09:00 AM - 10:30 AM	Practice module: Applied imagineering for product development
10:30 AM - 12:00 PM	Group work and presentations: Applied imagineering for product development
12:00 PM - 13:00 PM	Lunch Break
13:00 PM - 14:30 PM	Practice module: Enhancing marketing skills for MSMEs in the creative industry
14:30 PM - 17:00 PM	Group work and presentations: Enhancing marketing skills for MSMEs in the creative industry
DAY FOUR (5 July)	
09:00 AM - 10:30 AM	Practice module: Enhancing financing and accounting management skills for MSMEs in the creative industry
10:30 AM - 12:00 PM	Group work and presentations: Enhancing financing and accounting management skills for MSMEs in the creative industry
12:00 PM - 13:00 PM	Lunch Break
13:00 PM - 14:30 PM	Practice module: Enhancing Artificial Intelligence (AI) and Digitization Technology for MSMEs in the creative industry

14:30 PM - 17:00 PM	Group work and presentations: Enhancing Artificial Intelligence (AI) and Digitization Technology for MSMEs in the creative industry
17:00 PM - 17:30 PM	Closing and Certificate Awarding Session