

**[ REPUBLIC ACT NO. 10557, May 15, 2013 ]**

**AN ACT PROMOTING AND STRENGTHENING FILIPINO DESIGN, PROVIDING FOR THE PURPOSE A NATIONAL DESIGN POLICY AND RENAMING THE PRODUCT DEVELOPMENT AND DESIGN CENTER OF THE PHILIPPINES INTO THE DESIGN CENTER OF THE PHILIPPINES AND FOR OTHER PURPOSES**

*Be it enacted by the Senate and House of Representatives of the Philippines in Congress assembled:*

SECTION 1. *Short Title.* – This Act shall be known as the “Philippine Design Competitiveness Act of 2013”.

SEC. 2. *Statement of Policy.* – It is the declared policy of the State to enhance the competitiveness and innovation of Philippine products, create market-responsive design services, while advocating for economic and environmental sustainability. The State shall also endeavor to promote an economy and society driven by design and creativity responsive to our fast-changing times and reflective of the Filipino culture and identity, while concurrently advocating the protection of intellectual property rights to these ideas and innovations.

SEC. 3. *Objectives.* – The State shall promote and strengthen the Philippine design industry to achieve the following objectives:

- (a) Create integrated, forward-thinking and long-range direction and strategy for the design industry;
- (b) Provide long-term guidance to promote national awareness on the use of design as a strategic tool for economic competitiveness and social innovation;
- (c) Integrate design into other industries and aspects of society in order to create a demand for good design, and to extend its impact economically, socially and environmentally;
- (d) Incorporate design as a priority component in national planning and development; and
- (e) Ultimately, encourage and drive innovation so that the Philippines may use as leverage our raw materials, natural resources and creativity to stay ahead of the curve.

SEC. 4. *Reengineering the Product Development and Design Center of the Philippines and Strengthening its Mandate.* – The Product Development and Design Center of the Philippines (PDDCP) is hereby reengineered and renamed into the Design Center of the Philippines, herein referred to as the Design Center. It shall be attached to the Department of Trade and Industry (DTI). It is mandated to promote

design as a creative tool for improving the quality and competitiveness and branding of Filipino products in the global market; as a strategic tool of value creation for sustainable economic growth and development; and as an innovative tool for enhancing the quality of human life.

The Design Center is further mandated to:

- (a) Develop and maintain a creative research and development program on product design, development and improvement of Philippine products and services, including those created by the small and medium enterprises (SMEs);
- (b) Conduct continuing research on product and product packaging design trends, materials and processing technologies;
- (c) Create, develop, promote and upgrade the design of all Philippine products and services, including those created by the SMEs;
- (d) Conduct seminars and workshops on product design and development;
- (e) Set up design exhibitions;
- (f) Publish design-related materials;
- (g) Ensure protection of Filipino design ideas, products and other outputs of creative talents;
- (h) Promote design education throughout the country to meet the needs of Philippine industries; and
- (i) Promote Philippine design here and all over the world.

To effectively carry out this mandate, the Design Center shall exercise the following powers and functions:

#### National Design Policy

- (1) Formulate the National Design Policy, herein referred to as the NDP, aligning it with the government's economic agenda;
- (2) Continuously formulate five (5)-year plans that are in line with the general NDP, but reflective of the changing conditions in both the domestic and international environments;
- (3) Coordinate, monitor and assess the implementation of the NDP, and, when necessary, update the NDP in the light of changing market conditions in both the domestic and international environments;
- (4) Establish an evaluation system through which the results of the NDP (as well as singular projects and programs) could be assessed and improved;
- (5) Collaborate internationally with similar design policy advisory bodies of other countries and gain insights and investigate on how successful design practices in other countries can be transferred and adapted in the context of Filipino creative and knowledge-based industries as well as transition to the conceptual-based economy;

(6) Establish dialogue with designers to encourage them to actively engage in the implementation of design policy;

(7) Provide a forum for design stakeholders on current and emerging issues in the design profession;

#### Design Awareness

(8) Promote the design profession and the value of design;

(9) Build awareness of the importance of design to the public, through local and international exhibitions, conferences, competitions, community and school activities and other design-related events;

(10) Promote awareness on the protection of intellectual property rights;

(11) Establish more public creative zones and environments in Metro Manila and other central hubs in different regions across the country;

#### Design Integration

(12) Create networks and establish venues where all industries could interact in design dialogues and workshops, thereby promoting knowledge exchange, capability development and collaborative content creation;

(13) Identify and encourage public and private collaborations regarding design, competitiveness, governance and innovation to promote networking, business and partnership opportunities;

#### Design for Development

(14) Conduct design-led approaches and competitions for the design industry to help government solve socioeconomic and environmental challenges;

(15) Actively push for the use of design and innovation in government offices and departments, with the objective of coming up with programs and processes that will enable the government to simplify and streamline systems, so it can deliver its services more effectively and efficiently;

(16) Maintain a standard of sustainable design in all projects that are undertaken by the Design Center;

(17) Employ design as a fundamental tool for communicating a strong, singular identity of the country;

#### Design and Innovation

(18) Create a skill development, mentoring and support system for individuals, corporations, partnerships or associations, particularly SMEs, who want to benefit from the strategic use of good design in business administration, commerce, trade and other enterprises; and

(19) Undertake research and development on the different design strengths and assets of the Philippines (i.e. manipulation and development of raw materials that are indigenous to the country) so we can be able to come up with globally relevant yet uniquely Filipino innovations.

SEC. 5. *Creation of the Design Advisory Council.* – There shall be created a Design Advisory Council, herein referred to as the DAC, which shall be a public-private partnership that will serve as an Advisory Council to the Design Center. The DAC shall advise the Design Center in the formulation and implementation of policies that will enhance the quality of competitiveness of Philippine products and services and shall support the Philippine government in its efforts to enhance the level of innovation and creativity in Philippine industries.

SEC. 6. *Powers and Functions of the Design Advisory Council.* – The DAC shall advocate and promote the strategic role of design in strengthening sustainability of Philippine socioeconomic growth and competitiveness. It shall exercise the following powers and functions:

- (a) Provide advice and insights imperative in pursuing the mandate of the Design Center by effectively representing the collective views of both the public and the private sectors;
- (b) Advocate for full consideration of design's contribution to program effectiveness and innovation in government policy decisions;
- (c) Review and promote policies where design is a key component;
- (d) Act as a liaison among the professional design, design education and government design stakeholders; and
- (e) Provide advice and guidance to design education institutions on the development and standardization of course syllabus, ensuring the propagation of high quality education in design in all regions across the country.

SEC. 7. *Composition of the Design Advisory Council.* – The DAC shall be composed of fifteen (15) members from the following government departments or offices:

- (a) Department of Trade and Industry (DTI):
  - (1) Secretary of the DTI;
  - (2) Center for International Trade Expositions and Missions (CITEM); and
  - (3) Intellectual Property Office (IPO);
- (b) National Commission for Culture and the Arts (NCCA);
- (c) Department of Tourism (DOT);
- (d) Department of Education (DepED);
- (e) Commission on Higher Education (CHED); and
- (f) Department of Science and Technology (DOST).

The Executive Director of the Design Center shall be an *ex officio* member of the Council to be appointed by the President.

The other six (6) remaining members of the DAC shall come from the organized associations involved in the sector, academic community engaged in design courses and representatives of the private sector including, but not limited to, visual