

**[ DESIGN CENTER OF THE PHILIPPINES,  
December 11, 2015 ]**

**IMPLEMENTING RULES AND REGULATIONS OF REPUBLIC ACT  
NO. 10557, 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**

*Adopted: 05 October 2015  
Date Filed: 11 December 2015*

**RULE I – GENERAL STATEMENT**

**Section 1. Purpose and Coverage.** – This Implementing Rules and Regulations (IRR), herein after called “IRR,” is promulgated pursuant to Section 12 of Republic Act No. 10557, otherwise known as the “Philippine Design Competitiveness Act of 2013” for the purpose of prescribing the necessary rules and regulations for promoting and strengthening Filipino Design.

**Section 2. Construction.** – All doubts in the interpretation and implementation of these rules shall be liberally construed and resolved in favor of this Act.

**Section 3. Statement of Policy.** – It is the declared policy of the State to:

- a) Enhance the competitive and innovative quality of Philippine products and design Services;
- b) Create market-responsive design services, while advocating for economic and environmental sustainability;
- c) Promote an economy and society driven by design and creativity responsive to our fast-changing times and reflective of the Filipino culture and identity;
- d) Advocate the protection of intellectual property rights to these ideas and innovations.

**Section 4. 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/or 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, culturally 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.

**Section 5. Definition of Terms** – For the purposes of this IRR, the following terms or words and phrases shall mean or be understood as follows:

a) Advisory Board. Shall refer to the Design Advisory Council herein referred to as the DAC under Rule IV Section 5 which shall be created to assist the DCP in the formulation and implementation of policies, and these Rules.

b) Design. Shall refer to a way of thinking and a problem-solving process that is user-centered, collaborative, multi-disciplinary and makes ideas tangible, whether in the form of products, services or experiences.

c) Design Network. Shall refer to a supportive system of sharing design- related information and services among individuals and groups.

d) Design Promotion. Shall refer to promoting awareness regarding the benefits of design, drive up demand for design services and put design at the heart of economic growth.

e) Design Research. Shall refer to the process of collecting, preserving and disseminating information by whatever means, for purposes of furthering the development of design skills and knowledge, and advancing the theory and practice of design.

f) Intellectual Property Rights. Shall refer to those rights recognized and protected in Republic Act No. 8293 or the "Intellectual Property Code of the Philippines," as amended.

g) National Design Policy. Shall refer to the State's strategy in promoting design as a driving force towards a sustainable economic growth and development and a catalyst for increasing the competitiveness of the country in the global market.

h) Policy. Refers to a principle or rule as chosen by a government or other authoritative body to direct the affairs or society towards the realization of predetermined goals or objectives.

i) Design Development. Shall refer to the creation of design with new or different characteristics that offer new or additional

benefits. It may involve the processes such as but not limited to the following:

- 1) New Design Strategy Development
- 2) Idea Generation
- 3) Screening and Evaluation
- 4) Business Analysis
- 5) Development
- 6) Testing
- 7) Commercialization

j) Public-private partnership. Shall refer to the partnership between government and private entities that shall assist the DCP in the formulation and implementation of policies herein referred to as the DAC and such other functions as stated in these Rules.

k) Stakeholders of DCP. Industry associations, manufacturers, designers, design academe, design students, government offices and any other beneficiaries of the services of the DCP.

## **RULE II -REORGANIZATION OF PDDCP**

**Section 6. Renaming and Re-engineering PDDCP.** – 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 DCP. It shall be attached to the Department of Trade and Industry (DTI).

For this purpose, the DCP shall have the authority to organize its current structure, to achieve greater efficiency, and economy in its operations.

### **Section 7. The Structure of the DCP.**

- a) The DCP shall be headed by an Executive Director.
- b) The DCP shall be organized in accordance with the new mandates and functions, as provided by law:

#### **1. Policy Making: National Design Policy**

- i. Research and Dialogue
- ii. Formulation (NDP and 5-year plans)
- iii. Evaluation (Monitoring and measuring impact)

#### **2. Design Awareness & Culture.**

- i. Design Promotion (Local and global, online and offline)
- ii. Design Integration (Intra and inter-industry)
- iii. Design Protection (Innovation and Technology Support Office)

#### **3. Design for Development.**

- i. Design for Social Innovation (Design for Public Good)
- ii. Design for Government
- iii. Design for Sustainability

#### **4. Design and Innovation.**

- i. Research and Development
- ii. Skills Development and Mentoring for Competitiveness
- iii. Brand of Design Excellence

#### **5. Design Education.**

#### **6. International Relations.**

**Section 8. DCP Mandates.** – The DCP is mandated to:

a) 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.

b) It is further mandated to:

1. 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).
2. Conduct continuing research on product and product packaging design trends, materials and processing technologies.
3. Create, develop, promote and upgrade the design of all Philippine products and services, including those created by the SMEs.
4. Conduct seminars and workshops on product design and development.
5. Set up design exhibitions.
6. Publish design-related materials.
7. Ensure protection of Filipino design ideas, products and other outputs of creative talents.
8. Promote design education throughout the country to meet the needs of Philippine industries; and
9. Promote Philippine design here and all over the world.

#### **Section 9. Power and Functions of the DCP.**

##### **National Design Policy.**

- a) Formulate the National Design Policy, herein referred to as the NDP, aligning it with the government's economic agenda.
- b) 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, in accordance with the

new mandates and functions, as provided by law.

c) 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.

To monitor the efficiency and effectiveness of policies, rules or other methods in policy statements or plans with the aid from design sectors and government agencies, the DCP shall:

1. Undertake a review of provisions of the NDP and plans at a frequency prescribed by the Executive Director.
2. Monitor environmental results expected from policy statements and plans to assess outcomes.
3. Collect data and supplementary information from industry sectors.
4. Combine council databases to include all useful existing information and feedback to policy and other plan provisions.

The DCP shall be responsible in updating the NDP with regards to both domestic and international market condition.

d) Establish an evaluation system through which the results of the NDP (as well as singular projects and programs) could be assessed and improved.

NDP evaluation should be coordinated and prioritized by senior management. Critical review is the cornerstone of learning, improved performance and accountability. The guidelines for evaluation of NDP are as follows:

1. Identify and describe the policy, program or set of actions to be evaluated.
2. Outline program objectives, targets and milestones.
3. Describe program performance to date, including any problems and opportunities or improvement.
4. Assess the impacts and achievements of the program (a summative evaluation).
5. Determine ways of improving the program (a formative evaluation).

e) 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.

f) Establish dialogue with designers to encourage them to actively engage in the implementation of design policy.