

F. DESIGN CENTER OF THE PHILIPPINES

STRATEGIC OBJECTIVES

MANDATE

The Design Center of the Philippines (DCP) is a technical agency of the Department of Trade and Industry (DTI) 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.

VISION

It shall be the leading advocate of design innovation in the Philippines by 2016

MISSION

DCP shall serve as a contributor and provider of innovative and good designs for global markets, in partnership with government and industries, in delivering prompt and efficient service.

KEY RESULT AREAS

Rapid, inclusive, and sustained economic growth

SECTOR OUTCOME

1. Job generation
2. Global competitiveness

ORGANIZATIONAL OUTCOME

Quality, innovation and competitiveness of Philippine products and services improved

GENERAL APPROPRIATIONS ACT, FY 2014

New Appropriations, by Program/Project

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Current Operating Expenditures

		<u>Personnel Services</u>	<u>Maintenance and Other Operating Expenses</u>	<u>Financial Expenses</u>	<u>Capital Outlays</u>	<u>Total Total</u>
PROGRAMS						
100000000	General Administration and Support	P 5,168,000	P 7,041,000	P 15,000		P 12,224,000
300000000	Operations	14,336,000	47,944,000			62,280,000
	MFO 1: Product Design and Development Services	14,336,000	47,944,000			62,280,000
	Total, Programs	19,504,000	54,985,000	15,000		74,504,000
	TOTAL NEW APPROPRIATIONS	P 19,504,000	P 54,985,000	P 15,000		P 74,504,000

New Appropriations, by Central/Regional Allocation

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Current Operating Expenditures

		<u>Personnel Services</u>	<u>Maintenance and Other Operating Expenses</u>	<u>Financial Expenses</u>	<u>Capital Outlays</u>	<u>Total Total</u>
REGION						
	Regional Allocation	P 19,504,000	P 54,985,000	P 15,000		P 74,504,000
	National Capital Region (NCR)	19,504,000	54,985,000	15,000		74,504,000
	TOTAL NEW APPROPRIATIONS	P 19,504,000	P 54,985,000	P 15,000		P 74,504,000

Special Provision(s)

1. Appropriations for Programs and Specific Activities. The amounts appropriated herein for the programs of the agency shall be used specifically for the activities in the amounts indicated under the Details of the FY 2014 Budget attached as Annex A (Volume 1) of this Act.

PERFORMANCE INFORMATION**KEY STRATEGIES**

1. Intensify the research and development of new materials for Intellectual Property registration and commercialization, providing a source of innovation for Filipino SMEs
2. Level-up the design and technical services to furnitures and handicraft sectors, while expanding and making our services available to high-growth creative sectors such as the animation, game development, comics, etc.
3. Continue developing projects that promote green and sustainable products
4. Develop an online system for sharing of design information to reach out to more SMEs and designers from different provinces throughout the country

MAJOR FINAL OUTPUTS (MFO) / PERFORMANCE INDICATORS**Targets**

MFO 1: PRODUCT DESIGN AND DEVELOPMENT SERVICES

No. of design services/technical assistance provided	7,516
% of clientele assisted who rate the services as satisfactory or better	95%
% of requests for design service/technical assistance responded to within five (5) days	90%
No. of design promotion activities	189
Ave. % of participants who rate promotion activities as satisfactory or better	96%
% of promotion activities that were conducted according to original schedule	90%