

## **E. DESIGN CENTER OF THE PHILIPPINES**

### **STRATEGIC OBJECTIVES**

#### **SECTOR OUTCOME**

1. Economic opportunities in industry and services expanded
2. Access to economic opportunities in industry and services for MSMEs, cooperatives and Overseas Filipinos increased

#### **ORGANIZATIONAL OUTCOME**

Strong design culture cultivated and global competitiveness of Philippine products improved through design

**PERFORMANCE INFORMATION**

**ORGANIZATIONAL OUTCOMES (OOs) / PERFORMANCE INDICATORS (PIs)**

**BASELINE**

**2023 TARGETS**

Strong design culture cultivated and global competitiveness of  
Philippine products improved through design

**DESIGN INNOVATION, PROMOTION, AND INDUSTRY DEVELOPMENT PROGRAM**

**Outcome Indicator(s)**

1. Percentage increase in the number of products developed that were commercialized	376	10% (414)
2. Percentage increase in the number of designers and SMEs trained	63	11% (70)
3. Percentage of clients who rate the services as satisfactory or better	96%	96%

**Output Indicator(s)**

1. Number of design services and technical assistance provided	2,500	2,500
2. Number of intellectual property applications filed	8	89
3. Number of design promotion activities provided	201	201