

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****2024 TARGETS**

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

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

1. Percentage increase in the number of products developed that were commercialized	376	48% (556)
2. Percentage increase in the number of designers and SMEs trained	63	41% (89)
3. Percentage of clients who rate the services as satisfactory or better	96%	98%

Output Indicators

1. Number of design services and technical assistance provided	2,500	3,100
2. Number of intellectual property applications filed	8	93
3. Number of design promotion activities provided	201	268