**MITHI Sample Concept Plan**

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| **Agency:** | Commission on Filipinos Overseas (CFO)Office of the President of the Philippines |
| **Title:** | BaLinkBayan Web Portal:Overseas Filipinos’ (OF) one-stop online portal for diaspora engagement |
| **Rationale and Proposal Background:** | With increasing inflows of money and with growing awareness on the potential of remittance for daily and long-term sustenance, there is huge advocacy from both government and non- government sectors to transcend the present Filipinos overseas way of consumption- investment motive for remittance to sustainable investment-entrepreneurship purposes. Many of our migrants and their families have expressed interest to invest but do not have the proper knowledge and information on financial literacy, fast processing of business registration and licenses, necessary and strategic economic and business information and research assistance, including investment promotion and facilitation. Concerned government agencies have published online many of this information but do not have proper and/or sufficient web linkages to Filipinos overseas.In 2011, overseas Filipinos remitted about US $20.11 billion to the Philippine economy, an increase of 5.4 percent over the previous year despite the downturn in the global economy (BSP). An effective way of enhancing the value of remittances is by encouraging overseas Filipinos and their dependents to save and invest in the Philippines in general and in their places of origins (communities/town) in particular. We support the Filipino Diaspora entrepreneurs in investing and building sustainable enterprises as well as stimulating trade in their places of origin in the Philippines by linking these investments into convenient online services that the LGUs may offer to their constituents abroad.BaLinkBayan is a new perspective in using technology to link together millions of Filipinos overseas to make a positive contribution to Philippine development wherever they may be. As a portal for diaspora engagement, it seeks to bring together 9.5 million Filipinos in the diaspora into an integrated platform that taps into their knowledge, expertise and financial resources to contribute to the development of the Philippines. It works at two levels, first, it links OFs to development oriented diaspora initiatives in the Philippines and second, it provides options for business and investment opportunities at the hometown linking it to automated transactional processes at the LGU level.Some major problems that can be solved by the BaLinkBayan Portal are the following:1) Lack of a platform for government to promote ties with overseas Filipinos in order to engage diasporas more effectively in diaspora philanthropy, volunteerism and knowledge sharing.2) Address concerns on the tedious process of applying for PRC accreditation for Fil-Am medical mission organizations.3) Address the issue of donor driven diaspora projects by cultivating a needs based approach to the transfer of material and financial assistance from OFs to development projects in the Philippines.It also stands for "Business Advisory Link para sa Bayan” referring to a component of the portal specifically dedicated to serve as an investment and business information gateway for overseas Filipinos who would like to invest in their hometowns.Along this line it shall:4) Lessen the tedious search of overseas Filipinos to get information about investments and business in the Philippines, specifically in their hometowns where they are more inclined to invest.5) Develop and facilitate online transactional services catering to the specific needs of OFs in relation to doing business and investments at the LGU level.6) Serve as a referral & monitoring system among partner agencies that can provide sound business advice to overseas Filipinos.*Number of Words: 534* |
| **Objective(s)/ Expected Results:** | Envisioned as a one-stop portal for diaspora engagement, offering an integrated and unique platform to re-engage with the Philippines through diaspora philanthropy, volunteerism and investment for overseas Filipinos, the BaLinkBayan project has the following specific objectives:1. To streamline needs based donations from overseas Filipinos to targeted communities
2. To deploy an online accreditation process for medical mission volunteers
3. To set-up a government-shared on-line portal for an integrated information system on  investment and business opportunities for Filipinos overseas.
4. To pilot test online processing of business permits for businesses that are included in  the Balinkbayan website
5. To develop an online interactive map of the Philippines that can generate information  on diaspora philanthropy, volunteer opportunities, business and investment options  including identifying contact points per region, province and select municipalities.
6. To deploy an online client referral monitoring system.
7. To deploy an investor and mentor interface system and online forum.

*Number of Words: 151* |
| **Operational Concept, Schedule & Deliverables:** | The BaLinkBayan portal’s database and main information system will be managed by CFO. The services of the BaLinkBayan will be divided four major areas.1. Diaspora Philanthropy
2. Medical Mission Coordination
3. Business and Investments
4. Pilot Testing at LGU’s

For the Diaspora Philanthropy, the BaLinkBayan Project will develop an online application linked to the LINKAPIL (Link for Philippine Development) Information System of the CFO wherein Overseas Filipinos can donate and/or fund development projects (livelihood , classroom, scholarship, waterwell, etc) and monitor its progress online.For the Medical Mission Coordination, the BaLinkBayan Project will develop an online application linked to the Professional Regulation’s Commission’s (PRC) professional license issuance system to facilitate accreditation and issuance of temporary PRC license to overseas Filipinos and Foreign medical professionals so they can conduct medical missions to places that are in need of medical services.For the Business and Investments, the BaLinkBayan Project will develop an online investment guide for Filipinos Overseas. Services shall include an online business permit facilitation, business name registration, One town One Product Information, business advisors database, product development database.Ultimately the BaLinkbayan Portal will be shared to the seven agencies, but in the first year of implementation, such services will be tested in the province of Ilocos Norte and Nueva Ecija. The project will develop an online system that will enable overseas Filipinos to register their business, apply for a permit, register as advisors and register as a trainor online.The database of partner agencies will be virtually connected with the main BaLinkBayan database. Representatives from participating agencies will be given an access to upload the information to the portal on a regular.*See Annex A for System Architecture Diagram*The features of the portal:1. A map –based online database using GIS (Geographic Information System) that:
* Identifies and prioritizes the areas in need of development assistance  through the community based monitoring system (CBMS);
* Identifies priority needs using the Millennium Development Goals  (MDGs) framework in target communities;
* Provides information on available volunteer opportunities for OFs;
* Prioritize areas for medical missions;
* Links to all available country-wide business opportunities;
* Provides a directory of Business Advisory Circle Advisors at the  hometown level;
* A map-based OTOP (One Town One Product) online database
1. Online payment system for real property taxes of overseas Filipinos;
2. Online processing of local business permits and investment requirements;
3. Scheduled live feeds from hometown business leaders and government  representatives;
4. Online registration and processing of PRC accreditation for medical mission  groups
5. Online donation system for causes that OFs care about i.e. feeding programs,  scholarship fund, classroom projects, relief operations
6. One-stop registration system for volunteering opportunities i.e. balik turo or  knowledge sharing initiatives
7. A one-stop registration system for interested Filipino investors that is localized  per province, per industry and per product linked to partner agencies available  support services
8. Monthly on-line newsletter on business opportunities, training opportunities,  best practices and success stories.
9. Online forum in doing business and philanthropy work in the Philippines.
10. Frequently Asked Questions (FAQs) in Doing Business and philanthropy work in  the Philippines.
 |
|  | **Project Phases** | **Description** | **Specific Outputs** |
|  | Assessment | This phase involves consultation and dialogue with partners on the following matters:1. Develop the mechanism of assistance focusing on the needs of overseas Filipinos.
2. Conduct an inventory of available data on investments, philanthropy and business  regulations as compiled and published by partner government agencies, civil societies  and other relevant organization.
3. Assess the availability of technical requirements needed like data infrastructure, IT  equipment and technical capabilities of partner agencies.
4. Determine financial and manpower support and/or requirements.
 | * OFW assistance process and procedures
* Data inventory
* Requirements analysis and feasibility study results
 |
|  | Strategic Direction | This phase deals with the following activities:1. Implementation in accordance with the Philippine Development Plan.
2. Refinement of objectives.
3. Determination of financial resources and logistical requirements.
4. Data processing capabilities and Information and Communication Technology (ICT)  solutions.
5. Project responsibility and accountability matrix.
6. Project timelines.
 | * Project plan
* System design and resource requirements documentation
 |
|  | Project Development and Management | CFO shall develop the working model of the portal with inputs from partner agencies. It shall embed a self-monitoring mechanism to track users. CFO shall organize three working groups, each vested with specific responsibilities and expected outputs. The head of the group will also act as the project manager of specific project components.Representatives from the partner agencies will be requested to participate in the three working groups which are:1. **Systems Development Group** shall be responsible for the design of the website. It shall also supervise the development and testing of the project.
2. **Data and Investment Group** shall be responsible for the content of the website. It shall acquire appropriate, useful and updated content from participating agencies as well as from other sources.
3. **Administrative Service Group** shall be responsible for providing overall administrative services which will include financial management, budgeting, acquisition of equipment and other ICT resources; conduct of meetings and documentation among others.
 | * Working groups composition
* Website design
* Website content
* System modules
 |
|  | Testing and Implementation | A pilot test will be conducted for at least two months whereby the project will be fully tested. The project will be continuously enhanced based on the feedback given during the pilot testing. An assessment protocol will also be employed to test the accessibility and retrieval of information/data. | * Assessment protocol and test cases
* User feedback
* Revised system
 |
|  | Final Implementation | This will consist of the actual launch of the portal. It will be promoted in the media, overseas Filipinos, Filipino organizations and other stakeholders. After a year, the project will be initially assessed as to reach, hits generated, queries served, among others. It shall list which investments were preferred and how many businesses were established in which sector and location in the Philippines. | * Fully-implemented portal
* User feedback and assessment
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|  | *See Annex B for Gantt Chart* |
| **Scope and Estimated Cost:** | The BaLinkBayan Project is a medium scope national government project developed in cooperation with seven (7) national government agencies. General supervision of the project will be limited to a core group of specialist from the partner government agencies, technical consultants, key overseas Filipino specialists and business advisers. The CFO will hire contractual ICT workers to help in building the system, and take the lead in the in-house development of the system. |
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|  | **Phase or Component and Activities** | **Resources (these are the cost items like PCs, Servers, Server OS, Internet Subscription, Training, other services, etc.)** | **Estimated Cost (PhP)** |
|  |  | 1. Hardware/Equipment
 |  |
|  | All phases* Documentation
* Programming
* Testing
 | 1. Laptops
 | 3,000,000.00 |
|  | Project Development, Testing, and Implementation | 1. Server
 | 2,000,000.00 |
|  | 1. Tablet PC
 | 1,600,000.00 |
|  |  | 1. Software
 |  |
|  | All phases* Documentation
 | 1. Office productivity software
 | 1,000,000.00 |
|  | Project Development, Testing, and Implementation | 1. Database development software
 | 500,000.00 |
|  | Project Development, Testing, and Implementation | 1. Server OS
 | 100,000.00 |
|  | Project Development, Testing, and Implementation | 1. Systems Development
 | 4,000,000.00 |
|  |  | 1. Networking
 |  |
|  | Project Development, Testing, and Implementation | 1. Internet subscription
 | 2,000,000.00 |
|  | 1. Webhosting
 | 250,000.00 |
|  |  | 1. Personnel Cost
 |  |
|  | All phases* Consultation
* Data Encoding
* Programming
* Testing
 | 1. Consultancy fees
 | 1,000,000.00 |
|  | 1. Unskilled
 | 850,000.00 |
|  | 1. Skilled
 | 2,200,000.00 |
|  | 1. Honoraria
 | 1,600,000.00 |
|  | Project Development and Implementation | 1. Training
 | 4,000,000.00 |
|  | All phases | 1. Civil Works
 | 2,200,000.00 |
|  | All phases | 1. Materials, Supplies and other Operating Expenses
 | 2,750,000.00 |
|  | All phases | 1. Taxes
 | 3,000,000.00 |
|  | All phases | 1. Contingency Costs
 | 1,400,000.00 |
|  | All phases | 1. Other Investment Costs
 | 1,500,000.00 |
|  | **TOTAL COST (PhP)** | **34,950,000.00** |
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| **Issues/Risks:** | **Issue Identified** | **Possible Solution(s)** |
|  | 1. Not all investment and business information from participating agencies are in digital format which cannot be published on-line
 | * Available hard copy information will be encoded and /or scanned
 |
|  | 1. Issue of system integration between participating agencies (different ICT platforms)
 | * Bridge information systems and database will be developed that has the capability to integrate databases on investments and business from the participating agencies
* The proposed platform is well understood by the project team and any technical difficulties that emerge are likely to be handled in-house
 |
|  | 1. Extent of Department Heads’ commitment to the project and the outcomes
 | * Department Heads will be fully committed and have openly endorsed the project through the MOA
 |
|  | 1. Coordination with external resources
 | * The systems development will be managed by the lead implementing agency inside its premises. System will be developed in- house. Programmers will be hired to do systems development inside CFO premises
 |
|  | 1. Promotion of the project
 | * All participating agencies will endorse and promote the BaLinkBayan Portal in all of their websites
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| **Performance Measurement Framework (PMF):** | **Hierarchy of targeted results** | **Objectively verifiable indicators (OVI)** | **Baseline data** | **Specific Outcome/ Indicator Targeted in PDP 2011-2016 Results Matrices** |
|  | **Ultimate Outcome***Refers to changes in condition as a result of the implementation of the ICT project.* |
|  | * Productive use of overseas remittances
 | * Increase in migrant owned business or investments
 |  | Industry and services sectors made globally competitive and innovative |
|  | * Overseas Filipinos have sustainable socio- economic activities in the Philippines
 | * Improved standard of living of migrants and their dependents
* Census figures on increased household income
* Decrease of poverty rate
 |  | Human development status improvedImproved access to quality social protection services |
|  | * Investment, entrepreneurial activities and development projects in areas where there are many Overseas Filipino families
 | * Increased businesses recorded in the Philippine Business Registry
* Increase in taxes
* Increase in number of people employed
 |  | Financial system made resilient and inclusiveEnhanced labor market conditions conducive to growth |

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|  | **Intermediate Outcome***Refers to changes in behavior of targeted stakeholders as a result of the implementation of the ICT project.* |
|  | * High awareness between ‘needs’ versus ‘wants’
 | * Target clients and their dependents will not automatically splurge their remittances on consumerist behaviors.
 |  | Financial system made resilient and inclusive |
|  | * Streamlined needs based donations from overseas Filipinos to targeted communities
 | * Improvement of the socio-economic status of poverty-stricken provinces.
 |  | Financial system made resilient and inclusive |
|  | * Alternative investments made
 | * Increase in savings or investments in financial instruments offered by financial institutions (such as banks, cooperatives)
 |  | Financial system made resilient and inclusive |
|  | **Immediate Outcome***Refers to changes in institutional capabilities of the Agency in adopting/utilizing the ICT system developed or installed* |
|  | * Enhanced IT capability
 | * In-house IT capability of CFO will be greatly enhanced which can lead to undertaking major future IT projects on its own
 |  | Human development status improved |
|  | * Investments by overseas Filipinos can be tracked
 | * Number of registered business and investment are recorded by appropriate agencies of government
 |  | Improved access to quality social protection servicesFinancial system made resilient and inclusiveHuman development status improved |
|  | * Technology transfer and absorption from OF’s who will settle and start entrepreneurial activities
 | * Technology acquisition are applied in entrepreneurial ventures
 |  | Industry and services sectors made globally competitive and innovative |
|  | * Mentors are deployed to assist OFs in business set up and operations
 | * Number in the Roster of Advisors
 |  | Human development status improved |
|  | **Outputs***Related to the installation/implementation of the ICT project in the agency within the lifetime of the project. These are completed deliverables of the project.* |
|  | * BaLinkBayan Portal is accessible worldwide by overseas Filipinos
 | * Number of website hits and queries made
* Number of investments facilitated
 |  | Industry and services sectors made globally competitive and innovativeImproved access to quality social protection services |
|  | * Online accreditation process for medical mission volunteers
 | * Number of facilitated transaction and license issued
 |  | Improved access to quality social protection services |
|  | * Investment and business opportunities identified
 | * List of investment and business opportunities published
 |  | Industry and services sectors made globally competitive and innovative |
|  | * Online client referral monitoring system
 | * Number of clients referred to other agencies who wants to invest in the Philippines
 |  | Industry and services sectors made globally competitive and innovative |
|  | * Investment & Business Databases are accessible
 | * Number of shared databases of partner agencies
 |  | Industry and services sectors made globally competitive and innovative |
|  | * Interactive maps and FAQs are updated
 | * Number of website hits of the interactive map
 |  | Industry and services sectors made globally competitive and innovative |
|  | **Inputs***Refers to resources to be provided by the EGF-ICT project* |
|  | * Development and sustainability of the portal
* Equipment, materials and civil works
* Development of human resources
 | * Portal design and operations developed that are responsive to OF’s needs Installed system
* Design of training and encounters
 |  | Industry and services sectors made globally competitive and innovativeHuman development status improved |
|  | * Pilot test online processing of business permits for businesses
 | * Pilot test on two LGU’s
 |  | Industry and services sectors made globally competitive and innovative |
|  |  |  |  |  |
| **Sustainability Plan:** | The following are the four (4) major steps to ensure project sustainability:1. Program visibility,
2. Community involvement,
3. Creation of a diverse based program funding and support, and
4. Promote system change.

The CFO will promote BaLinkBayan through the Global Filipino Diaspora Council, diplomatic offices, and Filipino organizations/associations abroad including media in the country and overseas. The team will develop its own marketing plan and strategies to promote the portal initially through the respective websites of the participating government agencies as well as their bureaus, offices and attached agencies nationwide.The project team will conduct training programs for officers of participating government agencies on the operation and maintenance of the system. A community of trainors, advisors and mentors will be involved in collaborative and resource sharing activities thus extending the network within BaLinkBayan.The project will continue to be a collaborative program of the CFO and the participating agencies even after the project has concluded. The CFO will be the main repository of the data and main administrator of the portal. As data repository, the CFO will secure the intellectual property right of the system including core project documents, specifications user guides, technical documentation, troubleshooting guides etc. |
| **Previous e-Gov’t/ ICT Experience:** | The Commission on Filipinos Overseas has a very effective and efficient Management and Information Systems Division (MISD). All information systems used by the agency was developed in-house by the CFO-MISD. The CFO has also and approved Information Systems Strategic Plan for 2010-2012 which made a way for the agency to automate all of its frontline services, administrative services and data processing. On May 14, 2012, the National Computer Center endorsed the CFO Information Systems Strategic Plan for 2013-2015. Some of the ICT projects developed and implemented by the agency are the following: |
| **Name of Project** | **Brief Description** | **Status** |
|  | 1 | Commission on Filipinos Overseas Website (www.cfo.gov.ph) | Commission on Filipinos Overseas official website. The website is interactive and database driven. It is composed of systems that can interface to the need of the client. There are 20 sub domains for the CFO hosted in this website. | Fully Operational |
|  | 2 | 1343 Actionline Against Human Trafficking | The 1343 Action Hotline Against Human Trafficking was developed and established by the Commission on Filipinos Overseas having been appointed as chair of the Advocacy and Communications Committee of the Inter-Agency Council Against Human Trafficking (IACAT). The goal of the 24/7 action hotline is to address the gap in services of the different government agencies and non-government organizations in assisting victims of human trafficking.The system is now used by IACAT.In order to report a trafficking case. You can dial 1343 on your telephone in Manila, (02) 1343 when using a cellular phone or when calling outside Manila.The Actionline has a website also developed by the CFO accessible at www.1343actionline.cfo.gov.ph | Fully Operational |
|  | 3 | Guidance and Counseling Information System (GCIS) | This information system is used in the frontline services and stores the records of Filipino spouses and other partners of foreign nationals. Within the GCIS is the CFO watch list that contains information on serial and multiple sponsors, and those with records of abuse or violence. Based on the stored data, statistical reports on Filipino spouses and other partners of foreign nationals can be generated. These reports include the demographic profiles of Filipino spouses and other partners of foreign nationals as well as the comparative demographic profiles between the Filipinos and their foreign partners. Generated data will then be submitted to the President and Congress for national policy making on overseas Filipinos. | Fully Operational |
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| **Agency Endorsement:** | We, the undersigned, have reviewed and endorsed the concept paper for the project as described above. |
|  | **Head of Agency:** | **Signature over Printed Name and Date** |
|  | **Chief Information Officer:** | **Signature over Printed Name and Date** |

**Annex A: System Architecture Design**



**Annex B: Gantt Chart**

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| **Project Phase/Activities** | **Deliverables** | **2014** | **2015** | **2016** |
| 1 | 2 | 3 | 4 | 1 | 2 | 3 | 4 | 1 | 2 | 3 | 4 |
| Assessment | OFW assistance process and procedures |  |  |  |  |  |  |  |  |  |  |  |  |
| Data inventory |  |  |  |  |  |  |  |  |  |  |  |  |
| Requirements analysis and feasibility study results |  |  |  |  |  |  |  |  |  |  |  |  |
| Strategic Direction | Project plan |  |  |  |  |  |  |  |  |  |  |  |  |
| System design and resource requirements documentation |  |  |  |  |  |  |  |  |  |  |  |  |
| Project Development and Management | Working groups composition |  |  |  |  |  |  |  |  |  |  |  |  |
| Website design |  |  |  |  |  |  |  |  |  |  |  |  |
| Website content |  |  |  |  |  |  |  |  |  |  |  |  |
| System modules |  |  |  |  |  |  |  |  |  |  |  |  |
| Testing and Implementation | Assessment protocol and test cases |  |  |  |  |  |  |  |  |  |  |  |  |
| User feedback |  |  |  |  |  |  |  |  |  |  |  |  |
| Revised system |  |  |  |  |  |  |  |  |  |  |  |  |
| Final Implementation | Fully-implemented portal |  |  |  |  |  |  |  |  |  |  |  |  |
|  | User feedback and assessment |  |  |  |  |  |  |  |  |  |  |  |  |