

## E. 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, 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

DCP 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

1. National design culture promoted
2. Quality and competitiveness of SME products and services improved through good design and innovation

## 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

ORGANIZATIONAL OUTCOMES (Oos) / PERFORMANCE INDICATORS (PIs)	BASELINE	2015 TARGETS
National design culture promoted		
% increase in the number of designers trained	60	15% (69)
Quality and competitiveness of SME products and services improved through good design and innovation		
% increase in manufacturers assisted with commercialized products	40	15% (46)
% increase in the number of products developed that were commercialized	40	15% (46)
MAJOR FINAL OUTPUTS (MFOs) / PERFORMANCE INDICATORS (PIs)	2015 Targets	
MFO 1: PRODUCT DESIGN AND DEVELOPMENT SERVICES		
No. of design services/technical assistance provided		7,516
% of clients 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%