

D. DESIGN CENTER OF THE PHILIPPINES

STRATEGIC OBJECTIVES

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

2017 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)2017 Targets

MFO 1: PRODUCT DESIGN AND DEVELOPMENT SERVICES

No. of design services/technical assistance provided	8,000
% of clients who rate the services as satisfactory or better	95%
% of requests for design service/technical assistance responded to within five (5) days	95%
No. of design promotion activities	191
Ave. % of participants who rate the promotion activities as satisfactory or better	96%
% of promotion activities that were conducted according to original schedule	95%