



**Republic of the Philippines
House of Representatives
Quezon City, Metro Manila**

**Nineteenth Congress
First Regular Session**

HOUSE BILL NO. 7244



Introduced by Representative Rudys Caesar G. Fariñas I

EXPLANATORY NOTE

This bill seeks to implement a strategic program for the development and promotion of Philippine creative industries and local markets by establishing various forms of stimulus, aid, and financing for the creative industries, nurturing creative talent and human resources, creating meaningful employment and dignified work, and providing incentives and an enabling environment to encourage and sustain entrepreneurship in the creative industries towards national economic, social, and cultural development.

Towards this end, this bill creates the Philippine Creative Industry Development Council, which will lead policy-making and partner with the private sector to create a robust market landscape for creative industries. In addition, the Council also leads in the capacity-building of creatives.

Finally, among other salient provisions of this bill, the Philippine Creative Industries Development Plan will be formulated by a select committee headed by the Secretary of Trade and Industry in coordination with the Director General of the National Economic and Development Authority. This Plan will include how the government can support the creative industry by assisting in infrastructure, research and development, and digitalization.

Hence, this representation seeks the passage of this measure.



RUDYS CAESAR G. FARIÑAS I



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**AN ACT
PROVIDING FOR THE PROMOTION AND DEVELOPMENT OF THE
PHILIPPINE CREATIVE INDUSTRIES, AND APPROPRIATING FUNDS
THEREFOR**

Be it enacted by the Senate and House of Representatives of the Philippines in Congress assembled:

**TITLE I
PRELIMINARY PROVISIONS**

1
2
3
4 **SECTION 1. Short Title.** – This Act shall be known as the “Philippine
5 Creative Industries Development Act.”
6

7 **SEC. 2. Declaration of Policy.** – It is the policy of the State to promote
8 and support the development of Philippine creative industries by protecting and
9 strengthening the rights and capacities of creative firms, artists, artisans,
10 creators, workers, indigenous cultural communities, content providers, and of
11 all workers and stakeholders in the creative industries as defined in this Act. It
12 shall also cultivate all national economic activities of the creators, firms, and
13 owners of intellectual property related to technology, arts, and culture.

14 Towards this end, the State shall implement a strategic program for the
15 development and promotion of Philippine creative industries and local markets
16 by establishing various forms of stimulus, aid, and financing for the creative
17 industries, nurturing creative talent and human resources, creating meaningful
18 employment and dignified work, and providing incentives and an enabling
19 environment to encourage and sustain entrepreneurship in the creative
20 industries towards national economic, social, and cultural development.
21

22 **SEC. 3. Definition of Creative Industries.** – As used in this Act, creative
23 industries are trades involving persons, whether natural or juridical, that
24 produce cultural, artistic, and innovative goods, products, and services, where
25 such goods and services originate in individual creativity, skill, and talent and

1 have a potential to create wealth and livelihood through the generation and
2 utilization of intellectual property.

3 Creative industries include those directly or indirectly involved in the
4 creation, production and manufacturing, performance, broadcasting,
5 communication and exhibition, or distribution and sale of works and other
6 subject matter, in accordance with existing laws, rules and regulations on
7 intellectual property rights protection.

8 Creative industries include the following domains that, due to the human
9 capacity for adaptive innovation may each be made up of a non-exhaustive list
10 of industries:

11 (a) *Audiovisual Media Domain* refers to the gamut of recorded and live
12 audio and audiovisual content that are distributed through various broadcast
13 media such as television, radio, cable, satellite broadcasts, digital streaming
14 platforms or exhibited in cinema theaters, including films, television content,
15 animated film productions, vlogs, and other content that utilize motion graphics,
16 two-dimensional, or three-dimensional design technology and animatronics,
17 recorded music, music scores, compositions ready for recording, podcasts, and
18 entertaining audio or audiovisual material or content developed for educational
19 purposes or edutainment content;

20 (b) *Digital Interactive Media Domain* refers to digital software programs,
21 mobile applications and games created for and operated on inter-active digital
22 devices where user input is essential to the experience, including software and
23 mobile apps, video games, computer games, mobile games, virtual augmented or
24 mixed reality games, and digitalized creative content;

25 (c) *Creative Services Domain* refers to demand-driven commercial creative
26 service work done on behalf of commissioning clients for complete creative
27 output or partial outsourcing work, including advertising and marketing,
28 creative research and development, cultural and recreational services, and live
29 creative experiences, which refer to predesigned, real-time artistic performances
30 and experiences aimed at specific audiences, with management and technical
31 services provided to enhance the delivery of the performance and experience;

32 (d) *Design Domain* refers to the process of envisioning, planning, creation,
33 and manufacturing of symbols, images, and products, whether for industrial and
34 aesthetic purposes, spaces, and systems, whether static or for interactive
35 experiences, at the heart of which is creating solutions that address a need or a
36 problem in various fields such as in architecture, urban landscaping, interior
37 and spatial planning, fashion and accessory making, textile development,
38 furniture making, jewelry making, and toy making;

39 (e) *Publishing, and Printed Media Domain* refers to the creation,
40 publication, and distribution of artistic, journalistic, and commercial literature
41 in traditional print and digital format, including books, blogs, comics, graphic
42 novels, editorials and commentaries, magazines, and other published media;

43 (f) *Performing Arts Domain* refers to all activities involved in the training
44 of performers, the creation, promotion, distribution, exhibition, and preservation
45 of artistic shows, performances, and such other art forms including live music,
46 theatre, musical theatre, dance, opera, circus, spoken word, and puppetry;

47 (g) *Visual Arts Domain* refers to all activities pertaining to the creation,
48 promotion, distribution, and preservation of works that are primarily visual in
49 nature, including paintings, drawings, sculptures, photographs, antiques,
50 performance art, art toys, multimedia, collages, or other similar material;

51 (h) *Traditional Cultural Expressions Domain* refers to tangible products and
52 intangible customs, practices and expressions of traditional Filipino culture and
53 heritage, including arts and crafts, gastronomy and culinary practices, cultural
54 festivals, and celebrations;

1 (i) *Cultural Sites Domain* refers to the physical human-made locations,
2 sites, and monuments that are of vital significance to the objective of promoting
3 Philippine Culture, including historic buildings and town sites, important
4 archaeological sites, and works of monumental sculptures or paintings. This
5 domain encompasses the strategic role and activities of museums, libraries,
6 creative cities, performing arts venues, and cultural exhibitions to promote the
7 country's cultural assets; and

8 (j) Other such domains and industries as may be determined, subject to
9 the guidelines and criteria issued by the Council.

10 TITLE II

11 ORGANIZATION OF THE PHILIPPINE CREATIVE INDUSTRY 12 DEVELOPMENT COUNCIL

13 **SEC. 4. *Creation of the Philippine Creative Industry Development***
14 **Council.** – The Philippine Creative Industry Development Council, herein
15 referred to as the Council, is hereby created as an office administratively
16 attached to the Department of Trade and Industry.

17 The Council shall be composed of seventeen (17) members, nine (9) regular
18 members from the private sector and eight (8) *ex officio* members.

19 The eight (8) members who shall be *ex officio* members of the Council are:

20 (1) Secretary of the Department of Trade and Industry (DTI), as
21 Chairperson;

22 (2) Secretary of the Department of Education (DepEd);

23 (3) Secretary of the Department of Science and Technology (DOST);

24 (4) Chairman of the National Commission for Culture and the Arts (NCCA);

25 (5) Director General of the Intellectual Property Office of the Philippines
26 (IPOPHL);

27 (6) Chairperson of the Commission on Higher Education (CHED);

28 (7) Secretary of the Department of Tourism (DOT); and

29 (8) Secretary of the Department of Information and Communications
30 Technology (DICT).

31 The *ex officio* members of the Council may designate their respective next-
32 in-rank officials as permanent alternates whose acts are considered as the acts
33 of their principals.

34 The nine (9) regular members of the Council are:

35 (1) Private sector representative of the Audio and Audiovisual Domain;

36 (2) Private sector representative of the Digital Interactive Media Domain;

37 (3) Private sector representative of the Creative Services Domain;

38 (4) Private sector representative of the Design Domain;

39 (5) Private sector representative of the Publishing, and Printed Media
40 Domain;

41 (6) Private sector representative of the Performing Arts Domain;

42 (7) Private sector representative of the Visual Arts Domain;

43 (8) Private sector representative of the Traditional Cultural Expressions
44 Domain; and

45 (9) Private sector representative of the Cultural Sites Domain.

46 Every regular member shall be appointed by the President from a list
47 submitted by the Secretary of Trade, upon consultation with the other *ex officio*
48 members of the Council, drawn from a nomination process resulting from public
49 consultations with stakeholders engaged in each respective domain, nominating
50 at least three (3) nominees for every regular member seat: *Provided*, That each
51 of the nominees shall come from the private sector and must have at least ten
52 (10) years of experience in the creative industry domain which the nominee
53 belongs to: *Provided, further*, That each of the nominees shall have been endorsed

1 by a business support organization or creative workers association relative to the
2 creative industry domain sought to be represented: *Provided, finally*, That the
3 list of nominees shall be vetted by a joint task force constituted by the DTI and
4 NCCA representing the industrial and cultural interests of the Filipino people,
5 respectively.

6 The Council shall elect a co-chair among the nine (9) regular members.

7 The regular members of the Council shall serve for a term of six (6) years,
8 unless sooner separated from the service due to death, voluntary resignation, or
9 removal for cause. In case of death, resignation, or removal for cause, their
10 replacements shall serve only the unexpired portion of the replaced members. Of
11 the first set of regular members, five (5) shall hold office for a term of three (3)
12 years and the remaining four (4) for a term of six (6) years.

13 The regular members of the Council shall receive *per diem* every meeting
14 in accordance with existing rules and regulations.

15
16 **SEC. 5. Creative Workers' Welfare Standing Committee.** – There is
17 hereby created a Creative Workers' Welfare Committee, hereinafter referred to as
18 the Committee, which shall be a standing committee attached to the Council.
19 The Committee shall ensure that creative freelancers and creative workers have
20 access to sustainable and dignified livelihood in the creative industries.

21
22 **SEC. 6. Meetings.** – The Council shall meet at least once every quarter, or
23 as often as necessary at the call of the Chairperson or majority of the members.
24 Members of the Council who cannot physically attend or vote at Council
25 meetings can participate and vote through remote communication technologies
26 or other electronic means such as videoconferencing, teleconferencing, or other
27 alternative modes of communication that allow them reasonable opportunities
28 to participate. A majority of the incumbent members of the Council shall
29 constitute a quorum to do business.

30
31 **SEC. 7. Mandate, Powers, and Functions of the Council.** – The Council
32 shall exercise the following powers and functions:

33 PLANNING AND POLICY FORMULATION

34 (a) Define economic goals and key performance indicators for the creative
35 industries including value creation, contribution to gross domestic product, job
36 creation, market creation and expansion, whether domestic or international,
37 investment targets, and creative intellectual property targets, as articulated in
38 the Plan;

39 (b) Review all existing policies, plans, programs, and projects of the
40 government and formulate, in coordination with government agencies,
41 nongovernment organizations, business support organizations and creative
42 workers associations, national policies, plans, and programs that support the
43 creative industries;

44 (c) Create a classification of the creative industries into subsectors based
45 on strategic considerations, and create technical panels, working groups, or task
46 forces that will assist the Council in the performance of its functions, in
47 coordination with the Philippine Statistics Authority (PSA) for its integration in
48 the Philippine Standard Industry Classification;

49 (d) Maintain a database of all relevant data and information regarding the
50 creative industries in conjunction with the PSA and such other agencies that
51 maintain any related database;

52 PRIVATE SECTOR PARTICIPATION

53 (e) Issue guidelines and criteria in identifying the persons and
54 stakeholders in the creative industries who may receive aid from the State in
55 times of national emergencies;

1 (f) Issue guidelines for the accreditation of business support
2 organizations and creative workers associations that may be entitled to the
3 programs of the Council under this Act, as well as create programs that will
4 assist the creative industry stakeholders in establishing such business support
5 organizations and creative workers associations;

6 (g) Maintain a database of accredited business support organizations and
7 creative workers associations in the creative industries, in coordination with the
8 local culture and arts councils (LCAC), pursuant to Section 21 of this Act;

9 (h) Encourage persons in the creative industries to join business support
10 organizations and/or creative workers associations in their respective fields;

11 (i) Establish and promote a culture and mechanism of continuing
12 dialogue between government, business support organization and creative
13 workers association within the creative industries, and the academe on proper
14 planning and evaluation of policies, programs, and projects affecting its
15 stakeholders;

16 MARKETING AND PROMOTION

17 (j) Develop and sustain cooperative exchanges, partnerships, and
18 collaborations with and among government agencies, creative entities,
19 organizations, and associations, locally and overseas, whether from the public
20 or private sector, and coordinate with the Department of Foreign Affairs (DFA)
21 and other pertinent government agencies for overseas cooperative exchanges,
22 partnerships, and collaborations;

23 (k) Endorse to the DTI prospective multi- and bi-lateral international trade
24 agreements that will benefit the Philippine creative industries, as well as United
25 Nations Conference on Trade and Development (UNCTAD) and United Nations
26 Educational, Scientific and Cultural Organization (UNESCO) creative economic
27 activities, conferences, and events for possible country representation, in
28 coordination with the Philippine National Commission for UNESCO (UNACOM);

29 (l) Ensure the promotion, marketing, distribution, export, and
30 consumption of creative industry outputs in both local and international
31 markets in coordination with the Board of Investments (BOI), Export
32 Management Bureau (EMB), Foreign Service Trade Corps (FSTC), and the Center
33 for International Trade, Expositions, and Missions (CITEM), among other
34 pertinent government agencies: *Provided*, That the programs dealing with
35 cultural properties shall be coordinated with the NCCA, pursuant to Republic
36 Act No. 10066 or The National Cultural Heritage Act of 2009;

37 (m) Support local and international creative festivals, exhibitions, trade
38 shows, and other similar activities for the purpose of promoting the broadest
39 dissemination and consumption of Filipino creativity as a tool for sociocultural
40 and economic development;

41 (n) Assist the Department of Tourism pertaining to the integration of the
42 Philippine Creative Industries in the national tourism development plan;

43 (o) Conduct a nationwide information dissemination and campaign on the
44 promotion of this Act;

45 CAPACITY-BUILDING

46 (p) Assist in the monitoring and protection of intellectual property rights
47 of Filipino creative industry stakeholders;

48 (q) Assist in the protection of the indigenous traditional cultural properties
49 that are being utilized for commercial purposes, in coordination with the
50 National Commission for Indigenous Peoples (NCIP);

51 (r) Provide training, capacity-building, and support to stakeholders in the
52 Philippine creative industries in areas such as business development, financial
53 literacy, ethics, digital skills, taxation, design thinking, contracts, negotiations,
54 and entrepreneurship, in partnership with the private sector;

1 (s) Generate and mobilize resources from domestic and foreign sources,
2 receive and accept donations and other conveyances including funds, materials
3 and services, by gratuitous title, and rationalize the use and the equitable
4 distribution of such resources to the various creative industries through
5 mechanisms including competitive grants;

6 (t) Enter into, and carry out contracts of every kind and description with
7 any person, firm or association or corporation, domestic or foreign, and sue or
8 be sued relative to the contracts entered into;

9 (u) Acquire, utilize or dispose of, in any manner recognized by law, real or
10 personal property in the Philippines or elsewhere necessary to carry out the
11 purposes of this Act;

12 (v) Raise or borrow, within the limitation provided by law, and subject to
13 the approval or opinion of the Monetary Board of the *Bangko Sentral ng Pilipinas*
14 (BSP) and the Department of Finance (DOF), as the case may be, adequate and
15 necessary funds from local or foreign sources, to finance its projects and
16 programs under this Act and for this purpose, issue bonds, promissory notes
17 and other forms of securities, and secure the same by a guarantee, pledge,
18 mortgage, deed of trust or an assignment of all or part of its property or assets;

19 (w) Adopt, alter, and use a corporate seal;

20 (x) Delegate, from time to time, any of the powers of the Council which
21 may be lawfully delegated pursuant to existing laws, to the Executive Director,
22 or in the absence of the Executive Director, to any of the deputy executive
23 directors, upon such terms as may be deemed fit;

24 (y) Create ad hoc committees or technical working groups representing
25 different creative industries and appropriate government agencies to discuss
26 specific issues relative to each creative industry, provide sound advice, and
27 recommend policies or programs to the Council; and

28 (z) Promulgate such rules and regulations and exercise such other powers
29 and functions as may be necessary to effectively carry out the attainment of the
30 purposes and objectives of this Act.

31 In the exercise of its powers and functions, the Council shall, at all times,
32 coordinate and synergize its plans and programs with the National Cultural
33 Policy and Plan and those of the national government agencies (NGAs) that have
34 existing mandates in culture and the arts, and the plans and programs of the
35 various creative industry domains that are defined in Section 3 of this Act, as
36 well as those of NGAs that may be similarly mandated under future legislation
37 or government reorganization, including the following:

38 (1) Film Development Council of the Philippines;

39 (2) National Council for Children's Television;

40 (3) Design Center of the Philippines;

41 (4) Cultural Center of the Philippines;

42 (5) National Museum; and

43 (6) National Book Development Board.

44 To this end, the Council may invite the NGAs to present their proposed
45 plans, and programs during its regular meetings.

46 47 **TITLE III**

48 **PHILIPPINE CREATIVE INDUSTRIES DEVELOPMENT PLAN**

49
50 **SEC. 8. *The Philippine Creative Industries Development Plan.*** – A
51 committee headed by the Secretary of Trade and Industry, in coordination with
52 the Director General of the National Economic and Development Authority
53 (NEDA) and representative organizations of the nine (9) creative industry
54 domains identified in Section 3 of this Act, shall formulate the Philippine Creative
55 Industries Development Plan, hereinafter referred to as the Plan, that sets forth

1 the objectives, targets, strategies, and activities on the growth and development
2 of Philippine creative industries. The Plan must be submitted to the President of
3 the Philippines for approval within one (1) year after the effectivity of this Act and
4 shall be subject to mandatory review every three (3) years.

5 The Plan shall include a three (3)-year, six (6)-year, and ten (10)-year
6 development timeline and shall enunciate its vision, mission, goals, and
7 milestones.

8 The Plan shall include the following components, among others, as may
9 later be determined by the Council:

10 (a) Well-defined and measurable economic goals and key performance
11 indicators for the creative industries including value creation, contribution to
12 gross domestic product, job creation, market creation and expansion, whether
13 domestic or international, investment targets, and creative intellectual property
14 targets;

15 (b) A review of the existing governance and policy framework under which
16 the Plan may be implemented;

17 (c) Current data and findings of scientific, interdisciplinary and policy-
18 oriented research on technological advancements, methodologies, distribution
19 models, product lines, and value chains pertaining to creative industries in aid
20 of the implementation of the Plan;

21 (d) Analyses of current and emerging trends and changes in technology,
22 trade, consumption, demography, the environment, and health that impacts the
23 labor market for creative talent, and identification of skills gaps, in coordination
24 with the private sector;

25 (e) Areas of possible strategic investments which will provide an enabling
26 environment for micro, small, and medium enterprises (MSMEs) in the creative
27 industries to compete and sustainably grow and scale their businesses;

28 (f) Financial assistance programs, investments schemes, loan programs,
29 and guarantees for MSMEs in the creative industries;

30 (g) Technical, technological, and financial assistance programs for the
31 development, processing, commercialization and marketing of goods and
32 services generated by the creative industries;

33 (h) Programs that promote stronger linkages and collaborations across the
34 various creative industries and government, including networking events;

35 (i) Programs and areas of investment to incubate, encourage, and
36 promote the development of original creative content and talent in the relevant
37 creative industry domains;

38 (j) Strategies that allow creative industries to develop greater capacity and
39 greater access to both national and international markets and harness their
40 talents, skills, and know-how in the creative industries;

41 (k) Possible Special Economic Zones that support the inclusive growth and
42 development of various creative industries in accordance with Republic Act No.
43 7916, otherwise known as "The Special Economic Zone Act of 1995," as
44 amended, and other special economic zones for the creative sector, as part of a
45 digital-creative economy nexus;

46 (l) Programs that promote the hiring and employment, occupational
47 safety, and welfare of workers in the creative industries, in coordination with the
48 Department of Labor and Employment (DOLE), creative workers organizations,
49 and other creative workers associations;

50 (m) Programs that promote a stronger intellectual property ecosystem
51 among and across creative industries;

52 (n) A comprehensive digital acceleration plan for Philippine creative
53 industries;

54 (o) Programs that establish a coordinative relationship with the National
55 Disaster Risk Reduction and Management Council to ensure that players of the

1 creative economy are covered, involved, and included in all aspects of disaster
2 risk reduction and mitigation planning and management, and resilience
3 building; and

4 (p) Guidelines, programs, and strategies for the proper management of the
5 creative industry development fund as provided for under Section 18 of this Act.
6

7 **SEC. 9. Secretariat to the Philippine Creative Industries**
8 **Development Council.** – A Secretariat to the Council shall be established
9 within the DTI-Competitiveness and Innovation Group (DTI-CIG), herein referred
10 to as the Secretariat, to be headed by an Executive Director IV (Salary Grade 29)
11 who shall be appointed by the President of the Philippines. The Secretariat shall
12 be under the control and supervision of the DTI Secretary. The Executive
13 Director IV shall be at least thirty (30) years of age at the time of appointment,
14 must possess good moral character, be a person of proven integrity, is a holder
15 of a college degree in a related field of discipline, a person of proven
16 administrative proficiency, independence, experience, knowledge, and
17 commitment to the promotion and development of Philippine creative industries
18 and who has served in a position of leadership for at least ten (10) years in at
19 least one (1) creative industry sector prior to the date of appointment. The
20 Executive Director IV shall be nominated by the Council.

21 The Executive Director IV shall be assisted by two (2) Deputy Executive
22 Directors IV (Salary Grade 28) and an Administrative Staff consisting of the
23 following officers and employees:

- 24 (a) Policy Development Manager (Salary Grade 24);
25 (b) Research and Analytics Manager (Salary Grade 24);
26 (c) International Trade Development Manager (Salary Grade 24);
27 (d) Domestic Creative Industries Development Manager (Salary Grade 24);
28 (e) Project Manager: Creative Zones (Salary Grade 24);
29 (f) Project Manager: Digital Shared Services (Salary Grade 24);
30 (g) Project Manager: Training and Development (Salary Grade 24);
31 (h) Intellectual Property and Legal Specialist (Salary Grade 22);
32 (i) Financial Services (Salary Grade 22); and
33 (j) Administrative and Secretariat (Salary Grade 18).
34

35 **SEC. 10. Duties and Functions of the Executive Director.** – The
36 Secretariat shall execute, administer, and implement the policies, plans, and
37 measures approved by the Council and perform such other functions as may be
38 necessary to carry out specific responsibilities in connection with said plans and
39 measures.
40

41 **TITLE IV** 42 **STATE SUPPORT TO THE CREATIVE INDUSTRIES**

43 **SEC. 11. Infrastructure Support.** – Accredited entities from the creative
44 industries may avail of shared service facilities from the DTI and the
45 infrastructure support programs under Republic Act No. 11293, otherwise
46 known as the “Philippine Innovation Act”. Further, the Council shall create
47 subsidized rental schemes for studios and venues, and provide co-working
48 spaces and other similar facilities and hardware that may be utilized by multiple
49 creative industry stakeholders towards the creation, cultivation, and promotion
50 of their goods or services: *Provided*, That a preference for MSMEs shall be
51 observed and practiced in the provision of such support.

52 Shared service facilities refer to machinery, equipment, tools, systems,
53 accessories and other auxiliary items, skills, and knowledge that are being
54 provided by the DTI under a combined and collective system to its target
55 beneficiaries. The DTI shall promulgate guidelines on availing its shared

1 facilities, including the manner of selecting its beneficiaries, in coordination with
2 the Council.

3
4 **SEC. 12. *Research and Development (R&D) and Innovation Support.***

5 – Accredited entities from the creative industries may avail of the research and
6 development support program of the Department of Science and Technology
7 (DOST) that provides financial support to research projects which address
8 industry needs through science and technology interventions, accelerate the
9 transfer and commercialization of generated technologies, and strengthen the
10 capability of human resources and institutions to undertake research and
11 development. Research grants may be availed of by government research and
12 academic institutions as well as local companies and startups, subject to the
13 evaluation and approval of the DOST.

14
15 **SEC. 13. *Digitalization of the Creative Industries.*** – Accredited entities
16 from the creative industries shall be granted access to digital services and digital
17 training platforms. Technical and financial assistance programs shall also be
18 provided to Filipino entities that endeavor to create digital content distribution
19 platforms and other digital innovations benefitting the creative industries.
20 Dedicated high-speed infrastructure and bandwidth shall be provided by the DICT
21 and the National Telecommunications Commission to the accredited entities, to
22 ensure that such services, platforms, and programs are delivered efficiently to
23 creative industry enterprises. The DICT shall promulgate guidelines to implement
24 this program, including the manner of selecting its beneficiaries, in coordination
25 with the Council.

26
27 **SEC. 14. *Creative Voucher System.*** – A Creative Voucher System shall
28 be established to systematize the granting of support, aid, and other incentives
29 to creative industry entities, with a preference towards MSMEs. To this end,
30 creative vouchers shall be issued to stakeholders from accredited business
31 support organizations and creative workers associations in the creative
32 industries, which entitle them to receive the support, aid, and incentives from
33 the various government agencies. The Council shall promulgate guidelines to
34 implement the Creative Voucher System.

35
36 **SEC. 15. *Creative Industries Investment Priority Plan.*** – The Council
37 shall create a Creative Industries Investment Priority Plan (CIIPP) that shall
38 contain a listing of specific activities in the creative industries that may qualify
39 for incentives. The CIIPP must be duly supported by the studies on existing and
40 prospective demands for such products and services in light of the level and
41 structure of income, production, trade, prices and relevant economic and
42 technical factors of the regions as well as existing facilities.

43 The BOI or the leading national agency charged with the creation of the
44 government’s investment priorities plan under Executive Order No. 226, as
45 amended, otherwise known as the “Omnibus Investment Code of 1987,” or
46 successor legislation, shall classify creative industry enterprises as preferred
47 areas of investment under the Investment Priorities Plan (IPP) pursuant to the
48 CIIPP issued by the Council, subject to other pertinent rules and regulations.

49
50 **SEC. 16. *Fiscal Incentives to Enterprises in the Creative Industries.***

51 – The creative industries may avail of the fiscal incentives provided within the
52 boundaries of a performance-based, time-bound, and transparent system of
53 incentives under the National Internal Revenue Code, as amended: *Provided,*
54 That the activities of the creative industries shall undergo the standard processes
55 involved in the identification of preferred activities under the Strategic

1 Investments Priorities Plan (SIPP) and shall be accompanied by a cost-benefit
2 analysis showing the need for incentives.
3

4 **SEC. 17. Access to Credit and Financial Instruments.** – Government-
5 owned, -controlled, or -supported financial institutions shall give priority to
6 creative industries in providing credit assistance and guarantee schemes,
7 subject to the rules and regulations of the concerned financial institutions.
8

9 **SEC. 18. Creative Instruction and Education.** – The following NGAs
10 shall establish a Creative Educational Plan and other policies, programs, and
11 strategies geared towards human resource development, audience capacity-
12 building, and consumer empowerment in the country’s creative industries, in
13 partnership with the private sector and the academe:

14 (a) DepEd and the CHED shall, among others, support and develop
15 relevant programs related to creative industries and provide scholarships and
16 other relevant programs to deserving basic education and college and post-
17 graduate students, respectively, enrolled in programs and courses related to the
18 creative industries: *Provided*, That priority shall be given to underprivileged
19 students. The CHED shall also identify Creative Centers of Excellence and
20 establish criteria for such identification, in partnership with the private sector
21 and the academe;

22 (b) The Technical Education and Skills Development Authority (TESDA),
23 among others, shall provide talent, skills, and technical-vocational training
24 through scholarship programs in courses related to creative industries for
25 entrepreneurs, workers, trainees, and stakeholders in the creative industries, as
26 well as provide continuous education, talent and skills training, and capacity-
27 building for other stakeholders in the creative industries; and

28 (c) Nonformal learning modalities provided by the government and the
29 private sector shall be entitled to technical and financial assistance from the
30 Council, including Filipino-made online learning platforms, workshops and other
31 capacity-building programs whether physical or online, creative arts residences,
32 and schools of living traditions.
33

34 **SEC. 19. Data and Information Management.** – The Council and the
35 National Secretariat shall be in close coordination with the PSA and other
36 relevant NGAs in the setting up of a satellite account for creative industries, as
37 well as its data collection and management. The collection and management of
38 data must be conducted diligently to maintain the accuracy of the country’s
39 national income accounting.
40

41 **SEC. 20. The Creative Industry Development Fund.** – There is hereby
42 established a Special Account in the General Fund with the National Treasury
43 to be called the Creative Industry Development Fund, herein referred to as the
44 Fund. The purpose of the fund is for research and development, marketing and
45 trade promotion, human resource development in the creative industry and for
46 programs to ensure the welfare of artists, workers and other stakeholders
47 through accredited business support organizations and creative workers
48 associations. The Fund shall be capitalized and administered by the Council in
49 accordance with existing government budgeting, accounting and auditing rules
50 and regulations. The Fund shall be sourced from the loans, contributions,
51 grants, bequests, gifts, and donations whether from local or foreign sources:
52 *Provided*, That acceptance of grants, bequests, contributions and donations,
53 whether from local or foreign sources, shall be subject to the approval of the
54 President upon recommendation of the Secretary of the DFA.

1 The program of expenditure for the programs, projects, and activities to be
2 funded by the Fund shall be itemized on a project-to-project basis and submitted
3 annually to Congress. In the identification and prioritization of specific
4 programs, projects, and activities, the Council shall conduct prior consultation
5 with the representatives of the industry.

6 The Fund shall be valid for five (5) years and shall be subject to review of
7 the Council. Any remaining balance thereafter shall be reverted to the General
8 Fund.

9
10 **SEC. 21. Public-Private Partnerships.** – Public-private partnerships
11 shall be promoted towards infrastructure development for creative industries,
12 subject to the provisions of Republic Act No. 6957, as amended, otherwise known
13 as the “Philippine Build-Operate-Transfer (BOT) Law.”

14
15 **SEC. 22. The Philippine Creative Cities Network.** – There is hereby
16 established a Philippine Creative Cities Network (PCCN) which is a permanent
17 program of the Council that shall serve as an avenue of mutual support,
18 exchange of ideas, and collaboration among the country’s cities. The PCCN shall
19 have the following objectives:

20 (a) To incubate cities that want to explore their creative resources and
21 opportunities for growth in the creative field; and

22 (b) To accelerate cities that are emerging as creative cities towards
23 accreditation by the UNESCO to form part of the UNESCO Creative Cities
24 Network.

25 The PCCN shall be implemented in coordination with the DFA,
26 UNACOM, The League of Cities of the Philippines, DTI, and the
27 Department of the Interior and Local Government (DILG).

28
29 **SEC. 23. Local Culture and Arts Councils.** – All local government units,
30 in coordination with the Council and the DILG, shall establish a Local Culture
31 and Art Council (LCAC). The LCAC shall exercise the following functions and
32 powers in addition to those provided under existing statutes, memoranda, and
33 other issuances:

34 (a) Support the Council in all of its functions as provided for in Section 6
35 of this Act;

36 (b) Report to the Council the development and status of the
37 implementation of programs at the local level;

38 (c) Regularly maintain a database of business support organizations and
39 creative workers associations within the territorial jurisdiction of the local
40 government unit where the LCAC is located and transmit such data to the
41 Council;

42 (d) Formulate, plan, coordinate, implement, and assess policies,
43 programs, activities, and projects that promote and develop the locality’s creative
44 industries, in coordination with the Council; and

45 (e) Perform such other duties and functions as the Council may direct.

46
47 **SEC. 24. One-Stop Registration Center.** – The Negosyo Centers in local
48 government units established under Republic Act No. 10644, otherwise known as
49 the “Go Negosyo Act,” shall extend its services as a one-stop shop to assist creative
50 industry MSMEs or entrepreneurs in availing government services that are
51 applicable to the creative industries, including intellectual property registration,
52 product and business registration, loans, grants and benefits programs. There
53 shall be a special lane in all Negosyo Centers for this purpose.

54 The Negosyo Centers shall provide electronic means of access and
55 registration for creative industry MSMEs or entrepreneurs, in accordance with

1 the provisions of Republic Act No. 9485, otherwise known as the “Ease of Doing
2 Business and Efficient Government Service Delivery Act of 2018,” as amended.

3
4 **SEC. 25. *Philippine Creative Industries Month.*** – To promote the
5 goods, products, and services promulgated by the Philippine creative industries,
6 and to raise awareness on their role in nation-building and socioeconomic
7 advancement, the celebration of “Philippine Creative Industries Month” shall be
8 held for the whole month of September of every year.

9 The Secretariat is hereby designated to ensure the successful annual
10 celebration of the “Philippine Creative Industries Month” throughout the
11 country, in partnership with the private sector and the academe. The
12 mechanism, programs, and activities for the celebration shall be laid down as
13 part of the implementing rules and regulations (IRR) of this Act.

14 All departments, agencies, and instrumentalities of the national
15 government, including government-owned and -controlled corporations, local
16 government units, and the private sector, are directed to extend their full support
17 and active participation in the programs and activities for this purpose.

18
19 **TITLE V**
20 **FINAL PROVISIONS**

21
22 **SEC. 26. *Annual Report.*** – The Council shall submit to the President of
23 the Philippines and both Houses of Congress, not later than the 30th of April of
24 every year following the effectivity of this Act, a report giving a detailed account
25 of the implementation of this Act, including recommendations for legislation, if
26 necessary.

27
28 **SEC. 27. *Mandatory Review.*** – This Act shall be reviewed at least once
29 every five (5) years or as often as may be deemed necessary by the Congress of
30 the Philippines, with the primary objective of enacting necessary reforms to
31 respond to emerging needs and developments in the creative industry, which
32 may include a review of existing governance structures.

33
34 **SEC. 28. *Appropriations.*** – The amount necessary for the immediate
35 implementation of this Act shall be included in the annual General
36 Appropriations Act.

37
38 **SEC. 29. *Implementing Rules and Regulations.*** – Within sixty (60) days
39 from the effectivity of this Act, the Secretary of Trade and Industry shall, in
40 consultation with other concerned government agencies, the industry
41 representatives and nongovernment organizations, promulgate the necessary
42 rules and regulations for the effective implementation of this Act.

43
44 **SEC. 30. *Separability Clause.*** – If any part or provision of this Act is
45 declared unconstitutional, the remaining parts or provisions not affected shall
46 remain in full force and effect.

47
48 **SEC. 31. *Repealing Clause.*** – All laws, presidential decrees, executive
49 orders, rules and regulations and other issuances or parts thereof inconsistent
50 with the provisions of this Act are hereby repealed or amended accordingly.

51
52 **SEC. 32. *Effectivity.*** – This Act shall take effect fifteen (15) days after its
53 publication in the *Official Gazette* or in a newspaper of general circulation.

Approved,