

# Development Policy Research Month / Annual Public Policy Conference 2021

## *Messaging*

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# TARGET AUDIENCE

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- ☐ Policymakers/Decisionmakers, Government
- ☐ Private sector
- ☐ Civil Society
- ☐ Academe/Research
- ☐ General public



# GENERAL CHALLENGES

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- ❑ We live in a more VUCA world.



When will the pandemic end?



Can we still go back to the pre-pandemic normal?

What changes will be permanent and will be part of the new normal?

When will the local and global economy finally rebound?

How can we prepare better for a crisis of the same magnitude?

# GENERAL CHALLENGES

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- ❑ The pandemic has had an overwhelming impact on poverty and inequality, with certain groups bearing the brunt, such as the poor and the marginalized, the informal workers, and those in lower-end jobs and working in temporarily suspended sectors due to quarantine restrictions.



# GENERAL CHALLENGES

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- ❑ Many businesses are struggling to recover. However, the pandemic has displayed how companies can set aside their profit-seeking objective to help their employees and affected communities in times of need.





# GENERAL CHALLENGES

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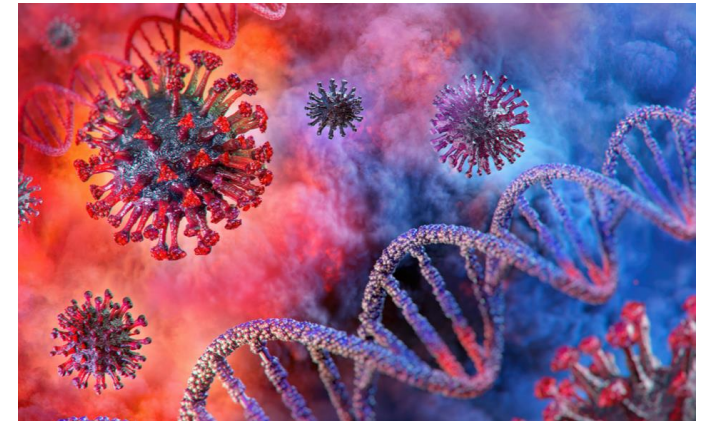
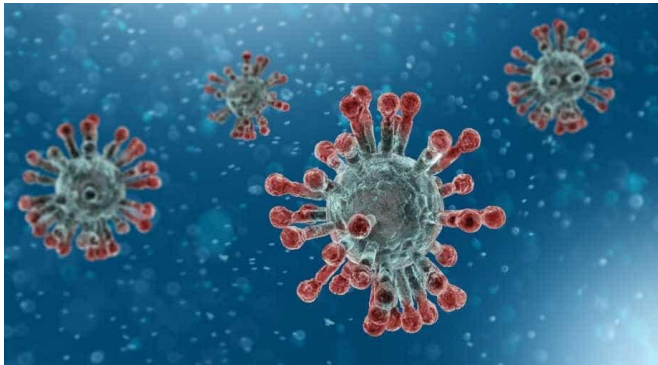
- ❑ While we are fighting this pandemic, climate change and other environmental issues continue to worsen and new problems emerge.



# GENERAL CHALLENGES

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- ❑ The pandemic could become endemic, and there could be another pandemic threat that is making its way.



# DPRM/APPC THEME

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**Reset and Rebuild for a Better Philippines  
in the Post-Pandemic World**

***Muling Magsimula at Magtayo Tungo sa  
Mas Matatag na Pilipinas Pagkatapos ng Pandemya***



# GENERAL MESSAGE

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To rebuild from the COVID-19 pandemic and create a better Philippines, we need to **reset our paradigms and practices by balancing the interests of people, profit, and planet**. The government, business sector, academe, civil society, and the general public should **work together** in pursuing a **shared vision** of an **equitable, sustainable, and resilient** post-pandemic Philippines.



# **SPECIFIC MESSAGE (for Government)**

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**Focus on setting the right policies that**

- remove inequities in accessing essential services;
- protect all segments of the population, especially the poor and the informal workers, from various risks by designing effective social protection systems;
- incentivize businesses to improve participation in climate change mitigation and adaptation; and
- encourage citizens to adopt more sustainable ways of life.

**Improve the country's emergency preparedness, response, recovery, and reconstruction** by addressing governance, capacity, and resource gaps and forging stronger multistakeholder partnerships.

# **SPECIFIC MESSAGE (for Business Sector)**

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**Depart from the traditional operating model of profits over people and the environment by pursuing the “triple bottom line” (economic, social, and environmental value)**

**In line with the times, explore ways and areas where they can be both profitable and socially responsible.**

*We need to emphasize to the business sector that companies that embrace decent work principles, provide the best service to their customers, and show concern for the well-being of people and the environment are more likely to generate broad-based and long-term support from their stakeholders.*

# SPECIFIC MESSAGE (for Civil Society)

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Continue reaching out to sectors that do not have access to government channels.

Strengthen the advocacy for **more accountable and responsive governance and more sustainable business practices.**

# SPECIFIC MESSAGE (for the Academe)

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Ensure that the new modes of education and reskilling delivery are **inclusive** and **do not exacerbate existing inequalities**.

Improve the education curriculum by **imparting knowledge, skills, values, and attitudes that promote social responsibility and environmental stewardship**.



# **SPECIFIC MESSAGE (for the General Public)**

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**Adjust or adopt new practices in work, learning, leisure, and other life facets** to build resilience against the next pandemic.

Start living more **responsibly** by **adopting more sustainable lifestyles**.

# BANNER

**YOUR LOGO HERE**

**AGENCY/ORGANIZATION NAME**  
joins the nation in celebrating the  
**19<sup>th</sup> Development Policy Research Month**  
September 2021

**PIDS**

**RESET AND REBUILD**

**FOR A BETTER PHILIPPINES  
IN THE POST-PANDEMIC WORLD**

Represents a better Philippines

Represents “Stakeholder Capitalism” and “Triple Bottom Line”

Means “Rebuild”

Represents “Robust and Healthy Workforce” which we can achieve by setting the right policies (e.g., inclusive social protection system)

Represents “Green and Inclusive Recovery” by pursuing climate change adaptation and mitigation, more sustainable lifestyles, and other measures

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September 2021

**PIDS**

**MAGSIMULA AT MAGTAYONG MULI**

**TUNGO SA MAS MATATAG NA PILIPINAS  
PAGKATAPOS NG PANDEMYA**

Represents “Mas Matatag na Pilipinas”

Represents “Stakeholder Capitalism” and “Triple Bottom Line”

Means “Magtayong Muli”

Represents “Robust and Healthy Workforce” which we can achieve by setting the right policies (e.g., inclusive social protection systems)

Represents “Green and Inclusive Recovery” by pursuing climate change adaptation and mitigation, more sustainable lifestyles, and other measures



# BANNER (English and Filipino)





Service through  
policy research

# THANK YOU



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