

Comments on SBN 2218 - Tatak Pinoy (Proudly Filipino) Act; SBN 176 - Gawang Pilipino, Para sa Pilipino Act of 2022; and SRN 4 - Inquiry on Government's Industrialization and Employment Generation Initiatives"

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The Bill lays the groundwork for the whole-of-government approach to implementing the Tatak Pinoy Strategy (TPS), clearly articulating the pillars, identifying the roles of various agencies in these pillars, and leveraging existing plans/roadmaps.

However, the Bill can be more specific on certain aspects.

On ways to promote the adoption of the TPS: *Provide incentives and support.*

1. Incentives

- to encourage expansion and diversification (e.g., subsidies for local enterprises in the target sectors/economic activities)
- to encourage innovation (e.g., rewards for local enterprises that win international awards/recognition)
- to encourage the promotion of TPS (e.g., SUCs promoting/adopting TPS to be granted priorities in accessing services/facilities/grants/training; LGUs to obtain the Seal of Good Local Governance)

2. Research: Consider including in Sec. 10 the conduct of research on priority sectors/economic activities to establish a baseline and periodically evaluate the sectors' performance to improve the TPS and disseminate best practices non-priority sectors/economic activities can learn from.

3. Support: Explore including a mandate to establish, maintain, and update a TPS website, providing comprehensive resources and information on agency reports, accomplishment reports, programs/initiatives, opportunities, markets, research/visualization, and tools/training. Such a website may be critical to giving the TPS a digital identity, but more importantly, to empowering stakeholders (i.e., Empowerment comes from having the correct information, which should be publicly/widely available).

On the Human Resources pillar: *Explore if creating a Commission on Skills and Lifelong Learning can complement the TPS.* The Commission will be responsible for crafting a national

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framework for skills/lifelong learning, harmonizing current initiatives/programs and strategies (including digitization, greening the economy, TPS, etc.), and developing new ones as the global and local economy evolves.

On investments: *Explore mainstreaming technology transfers from FDIs (especially investments with high value-adding or activities at the higher end of the value chain) through a training and learning component.*

On access to financing: How about innovative financing models such as crowdfunding?