



## HOUSE OF REPRESENTATIVES

**H. No. 10107**

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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**

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

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

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

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

1 skill, and talent and 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 creation, production  
4 and manufacturing, performance, broadcasting, communication and exhibition, or distribution and  
5 sale of works and other subject matter, in accordance with existing laws, rules and regulations on  
6 intellectual property rights protection.

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

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

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

20 (c) *Creative Services Domain* refers to demand-driven commercial creative service work  
21 done on behalf of commissioning clients for complete creative output or partial outsourcing work,  
22 including advertising and marketing, creative research and development, cultural and recreational  
23 services, and live creative experiences, which refer to predesigned, real-time artistic performances

1 and experiences aimed at specific audiences, with management and technical services provided to  
2 enhance the delivery of the performance and experience;

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

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

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

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

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

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

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

9 **TITLE II**

10 **ORGANIZATION OF THE PHILIPPINE CREATIVE INDUSTRY**  
11 **DEVELOPMENT COUNCIL**

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

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

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

- 18 (1) Secretary of the Department of Trade and Industry (DTI), as Chairperson;  
19 (2) Secretary of the Department of Education (DepEd);  
20 (3) Secretary of the Department of Science and Technology (DOST);  
21 (4) Chairman of the National Commission for Culture and the Arts (NCCA);  
22 (5) Director General of the Intellectual Property Office of the Philippines (IPOPHL);  
23 (6) Chairperson of the Commission on Higher Education (CHED);  
24 (7) Secretary of the Department of Tourism (DOT); and

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

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

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

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

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

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

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

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

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

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

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

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

14 Every regular member shall be appointed by the President from a list submitted by the  
15 Secretary of Trade, upon consultation with the other *ex officio* members of the Council, drawn  
16 from a nomination process resulting from public consultations with stakeholders engaged in each  
17 respective domain, nominating at least three (3) nominees for every regular member seat:

18 *Provided*, That each of the nominees shall come from the private sector and must have at least  
19 ten (10) years of experience in the creative industry domain which the nominee belongs to:

20 *Provided, further*, That each of the nominees shall have been endorsed by a business support  
21 organization or creative workers association relative to the creative industry domain sought to be

22 represented: *Provided, finally*, That the list of nominees shall be vetted by a joint task force

1 constituted by the DTI and NCCA representing the industrial and cultural interests of the Filipino  
2 people, respectively.

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

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

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

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

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

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

1 PLANNING AND POLICY FORMULATION

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

6 (b) Review all existing policies, plans, programs, and projects of the government and  
7 formulate, in coordination with government agencies, nongovernment organizations, business  
8 support organizations and creative workers associations, national policies, plans, and programs  
9 that support the creative industries;

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

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

16 PRIVATE SECTOR PARTICIPATION

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

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



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

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

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

10 **MARKETING AND PROMOTION**

11 (j) Develop and sustain cooperative exchanges, partnerships, and collaborations with and  
12 among government agencies, creative entities, organizations, and associations, locally and  
13 overseas, whether from the public or private sector, and coordinate with the Department of Foreign  
14 Affairs (DFA) and other pertinent government agencies for overseas cooperative exchanges,  
15 partnerships, and collaborations;

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

22 (l) Ensure the promotion, marketing, distribution, export, and consumption of creative  
23 industry outputs in both local and international markets in coordination with the Board of

1 Investments (BOI), Export Management Bureau (EMB), Foreign Service Trade Corps (FSTC),  
2 and the Center for International Trade, Expositions, and Missions (CITEM), among other pertinent  
3 government agencies: *Provided*, That the programs dealing with cultural properties shall be  
4 coordinated with the NCCA, pursuant to Republic Act No. 10066 or The National Cultural  
5 Heritage Act of 2009;

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

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

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

### 13 CAPACITY-BUILDING

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

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

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

1 OTHER FUNCTIONS

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

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

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

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

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

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

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

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

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

- 10 (1) Film Development Council of the Philippines;
- 11 (2) National Council for Children’s Television;
- 12 (3) Design Center of the Philippines;
- 13 (4) Cultural Center of the Philippines;
- 14 (5) National Museum; and
- 15 (6) National Book Development Board.

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

### 18 TITLE III

#### 19 PHILIPPINE CREATIVE INDUSTRIES DEVELOPMENT PLAN

20 **SEC. 8. *The Philippine Creative Industries Development Plan.*** – A committee headed  
21 by the Secretary of Trade and Industry, in coordination with the Director General of the National  
22 Economic and Development Authority (NEDA) and representative organizations of the nine (9)  
23 creative industry domains identified in Section 3 of this Act, shall formulate the Philippine

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

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

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

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

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

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

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

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

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

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

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

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

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

16 (k) Possible Special Economic Zones that support the inclusive growth and development  
17 of various creative industries in accordance with Republic Act No. 7916, otherwise known as “The  
18 Special Economic Zone Act of 1995,” as amended, and other special economic zones for the  
19 creative sector, as part of a digital-creative economy nexus;

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

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

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

4 (o) Programs that establish a coordinative relationship with the National Disaster Risk  
5 Reduction and Management Council to ensure that players of the creative economy are covered,  
6 involved, and included in all aspects of disaster risk reduction and mitigation planning and  
7 management, and resilience building; and

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

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

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

23 (a) Policy Development Manager (Salary Grade 24);

- 1 (b) Research and Analytics Manager (Salary Grade 24);
- 2 (c) International Trade Development Manager (Salary Grade 24);
- 3 (d) Domestic Creative Industries Development Manager (Salary Grade 24);
- 4 (e) Project Manager: Creative Zones (Salary Grade 24);
- 5 (f) Project Manager: Digital Shared Services (Salary Grade 24);
- 6 (g) Project Manager: Training and Development (Salary Grade 24);
- 7 (h) Intellectual Property and Legal Specialist (Salary Grade 22);
- 8 (i) Financial Services (Salary Grade 22); and
- 9 (j) Administrative and Secretariat (Salary Grade 18).

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

#### 14 **TITLE IV**

#### 15 **STATE SUPPORT TO THE CREATIVE INDUSTRIES**

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



1 Shared service facilities refer to machinery, equipment, tools, systems, accessories and  
2 other auxiliary items, skills, and knowledge that are being provided by the DTI under a combined  
3 and collective system to its target beneficiaries. The DTI shall promulgate guidelines on availing  
4 its shared facilities, including the manner of selecting its beneficiaries, in coordination with the  
5 Council.

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

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

1           **SEC. 14. *Creative Voucher System.*** – A Creative Voucher System shall be  
2 established to systematize the granting of support, aid, and other incentives to creative industry  
3 entities, with a preference towards MSMEs. To this end, creative vouchers shall be issued to  
4 stakeholders from accredited business support organizations and creative workers associations in  
5 the creative industries, which entitle them to receive the support, aid, and incentives from the  
6 various government agencies. The Council shall promulgate guidelines to implement the Creative  
7 Voucher System.

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

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

19           **SEC. 16. *Fiscal Incentives to Enterprises in the Creative Industries.*** – The  
20 creative industries may avail of the fiscal incentives provided within the boundaries of a  
21 performance-based, time-bound, and transparent system of incentives under the National  
22 Internal Revenue Code, as amended: *Provided*, That the activities of the creative industries shall  
23 undergo the standard processes involved in the identification of preferred activities under the

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

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

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

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

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

22 (c) Nonformal learning modalities provided by the government and the private sector shall  
23 be entitled to technical and financial assistance from the Council, including Filipino-made online

1 learning platforms, workshops and other capacity-building programs whether physical or online,  
2 creative arts residences, and schools of living traditions.

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

8 **SEC. 20. *The Creative Industry Development Fund.*** – There is hereby established a  
9 Special Account in the General Fund with the National Treasury to be called the Creative Industry  
10 Development Fund, herein referred to as the Fund. The purpose of the fund is for research and  
11 development, marketing and trade promotion, human resource development in the creative  
12 industry and for programs to ensure the welfare of artists, workers and other stakeholders through  
13 accredited business support organizations and creative workers associations. The Fund shall be  
14 capitalized and administered by the Council in accordance with existing government budgeting,  
15 accounting and auditing rules and regulations. The Fund shall be sourced from the loans,  
16 contributions, grants, bequests, gifts, and donations whether from local or foreign sources:  
17 *Provided*, That acceptance of grants, bequests, contributions and donations, whether from local or  
18 foreign sources, shall be subject to the approval of the President upon recommendation of the  
19 Secretary of the DFA.

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

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

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

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

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

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

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

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

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

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

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

6 (d) Formulate, plan, coordinate, implement, and assess policies, programs, activities, and  
7 projects that promote and develop the locality's creative industries, in coordination with the  
8 Council; and

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

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

16 The Negosyo Centers shall provide electronic means of access and registration for creative  
17 industry MSMEs or entrepreneurs, in accordance with the provisions of Republic Act No. 9485,  
18 otherwise known as the “Ease of Doing Business and Efficient Government Service Delivery Act  
19 of 2018,” as amended.

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



1 concerned government agencies, the industry representatives and nongovernment organizations,  
2 promulgate the necessary rules and regulations for the effective implementation of this Act.

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

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

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

Approved,