

07

Promoting Philippine Culture and Values towards *Bayanihan*



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Culture is a dynamic and multidimensional aspect of development that spans across various sectors and social groups, shaped by their histories, knowledge, and traditions. Values, on the other hand, are the ideals shared by a group or a community regarding what is good or bad, desirable or undesirable, acceptable or unacceptable. The pandemic disrupted the collective way of life of Filipinos and the way they interact with one another. Physical distancing meant limited social gatherings and, for some, isolation from their communities. It may be too early to determine long-term effects of the pandemic to overall social capital. Yet, Filipinos never get tired of finding ways to inspire each other through creative works and creative solutions to respond to the crisis.

In building a high-trust society towards a healthy and resilient Philippines, the Philippine Development Plan (PDP) 2017-2022 acknowledges the role that culture and values play in development. Having a set of values that is shared within a society provides a common ground where greater cohesion can be cultivated. Under the *Malasakit* pillar, this chapter invokes the Filipino spirit of *bayanihan* to enable the whole-of-government and whole-of-society response and recovery from the pandemic by promoting cultural awareness and understanding, inculcating values for the common good through a National Values Formation Program, advancing creativity for social impact, and strengthening culture-sensitivity in governance and development. Hence, culture is the background while shared values are the guiding principles by which policies and programs will be developed to achieve inclusive, sustainable, and people-centered development.

Assessment and Challenges

Assessment: The government's greater awareness and recognition of the role of culture in the country's socioeconomic development prompted significant foundational efforts for the sector. However, the unprecedented impact of the pandemic exposed major policy gaps in the existing governance framework for cultural development and the appreciation for diverse cultural expressions. For one, creative and cultural workers and enterprises, which include the arts, entertainment, and recreation sector, along with allied sectors, such

as tourism and sports and fitness, were among the hardest hit due to the closure of businesses during the community quarantine period. These businesses have traditionally operated around crowds and will need to be reinvented to operate under the new normal.

Challenges: Incidences of discrimination and prevalent disinformation have been reported, due in part to lack of awareness of our diverse cultures. The Philippines has consistently shown generally weak

interpersonal trust even under the “old normal.” Major behavioral shifts, such as the implementation of physical distancing measures and increased citizen engagement online, are expected to further impact on social cohesion and level of societal trust. However, it may be too early to tell the long-term effects of the pandemic to overall social capital,

which also includes institutional trust and civic engagement, among other components.

In transitioning to the new normal, cultural and creative enterprises and workers, especially freelancers in the gig economy, remain vulnerable.

Targets

Recognizing the difficulties in measuring culture outcomes as proxied by the previous set of indicators, a new set of core indicators and corresponding targets have been identified as follows:

Table 7.1 Updated Plan Targets to Promote Philippine Culture and Values

INDICATOR	BASELINE VALUE (YEAR)	TARGETS			
		2020	2021	2022	END OF PLAN
Pride of being Filipino increased (%) ^a	92.2 (2013)	N/A	N/A	N/A	Increased
Legatum Prosperity Index (LPI) - Social Capital pillar score improved ^b	59.4 (2016)	60.5	61.5	62.5	62.5
LPI - Social Capital pillar percentile rank improved ^b	83 (2016)	Top 15%	Top 15%	Top 15%	Top 15%
World Intellectual Property Organization (WIPO) - Creative Outputs score improved ^c	22.1 (2016)	22.6	Increased	Increased	Increased
WIPO - Creative Outputs percentile rank improved ^c	25.0 (2016)	27.0	Increased	Increased	Increased
Number of Regional Development Plans (RDP) with culture components increased (cumulative)	0.0 (2016)	17.0	17.0	17.0	17.0
Percentage of local government units (LGU) with Local Culture and Arts Councils (LCAC) increased: Threshold = 1,715 (cumulative) ^d	22.5 (2018)	36.0	47.2	58.3	58.3
Percentage of LGUs with local cultural inventories submitted increased: Threshold = 1,715 (cumulative) ^e	3.7 (2018)	55.8	75.5	94.8	94.8
Percentage of LGUs with Indigenous Peoples Mandatory Representation (IPMR) increased (cumulative; Threshold of P/C/M = 1,406)	21.4 ^f (2015)	44.2	44.0	56.5	56.5

Notes: 2020 targets were set prior to onset of the COVID-19 pandemic and retained in the midterm update. the 2021, 2022, and end of plan targets were adjusted to take into consideration the effects of the COVID-19 pandemic.

^a This indicator is taken from the Philippine Statistics Authority's (PSA) Functional Literacy, Education, and Mass Media Survey (FLEMMS), which is only conducted every five years. Results of 2019 FLEMMS will be used as baseline for next Plan period. Reporting on FLEMMS-generated indicators with no comparable 2013 figures will be deferred to the next Plan period. The next round of FLEMMS is expected to be conducted in 2024.

^b New indicator included during the midterm update as proxy for “tolerance and respect for others enhanced.” The Legatum Prosperity Index (LPI) is the identified source for the “Social capital index” adopted by the World Economic Forum's (WEF) Global Competitiveness Index (GCI) 4.0 indicators. This pillar measures performance in terms of social cohesion and engagement (bridging social capital), community and family networks (bonding social capital), and political participation and institutional trust (linking social capital).

^c New indicator included during the midterm update as proxy for “level of awareness of cultural diversity increased.” This sub-index of the World Intellectual Property

Organization's (WIPO) Global Innovation Index (GII) represents the contribution of creativity to the overall innovation-based economy. This pillar measures performance in terms of: intangible assets, creative goods and services, and online creativity.

^d Replaced the indicator “number of arts organizations and arts councils established per region.” LCAC are mandated to draft an annual cultural development plan to be integrated in the local development plan.

^e Replaced the indicator “number of cultural conservation management plans developed across all levels of government.”

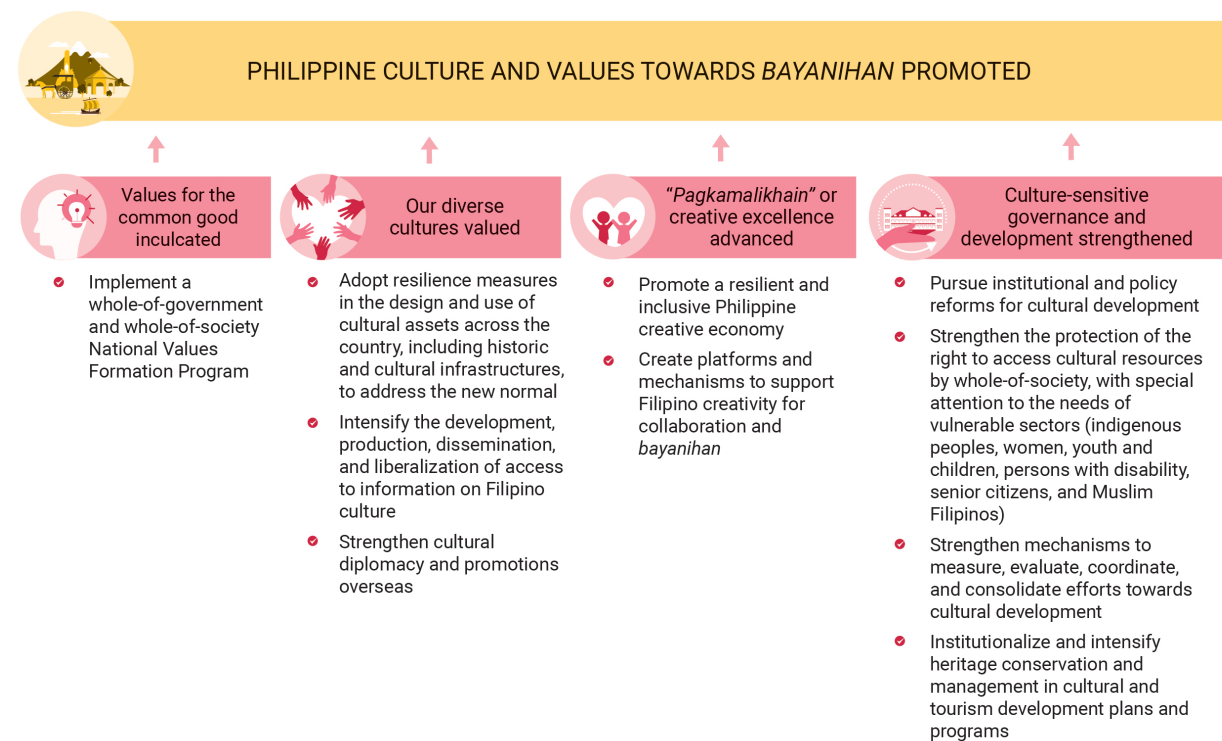
^f Revised baseline during the midterm update from 7.0 percent to 24.1 percent. The 2015 baseline of 7.0 percent (a total of 2,707 LGUs) was based on actual accomplishment upon approval of the Implementing Rules and Regulations (IRR) on IPMR in 2009 until 2015. Revisions to the IPMR Implementing Guidelines were finalized in 2018.

Strategic Framework

Establishing high trust among peoples and in institutions and focusing on the common good are key aspects in our pursuit of a socially-cohesive society that will be vital in building a healthy and resilient Philippines. Recognizing the basic mission of culture and heritage to strengthen values and identity and enhance the quality of life, the revised strategic framework highlights the promotion of Philippine culture and values towards the

Filipino spirit of *bayanihan* to enable a whole-of-government and whole-of-society response and recovery. This will be done by raising awareness and understanding of our diverse cultures, implementing a National Values Formation Program based on our shared values, nurturing Filipino creativity for social impact, and mainstreaming culture-sensitivity in governance and development.

Figure 7.1 Strategic Framework to Promote Philippine Culture and Values towards Bayanihan



Strategies

Inculcating values for the common good

A clearer understanding of our core values can inform the appropriate interventions to influence people's attitudes and behavior towards cultivating a sense of shared responsibility and building a high-trust society.

Government will utilize the findings from the two recently completed studies on Filipino values¹ and the *We Recover as One* report for this purpose.

Implement a whole-of-government and whole-of-society National Values Formation Program. Ongoing values formation programs formulated and implemented by different government agencies will be streamlined under a National Values Formation Program that will focus on the core values which are shared by Filipinos and which contribute to the achievement of the country's development goals. Based on the National Commission for Culture and the Arts (NCCA) *Study on Filipino Values*, these include valuing family, education, faith, health and wellness, basic needs, self, work and livelihood, peace and development, honesty and integrity, resilience, life and purpose, human rights, environment, love for country, happiness, *kapwa*, governance, culture, arts and sciences, and creative excellence.

Concerted action on values formation by all levels of government, in partnership with various sectors, such as mainstream media, the LGUs, and civil society organizations (CSOs), will ensure greater societal impact.

Under this program, the Civil Service Commission (CSC) through its Civil Service Institute, will work toward ensuring that public officials and civil servants not only embody Filipino core values, but

exemplify the highest standards of patriotism, integrity, excellence, and spirituality to increase public trust in institutions (see Chapter 5).

Values of *malasakit*, *bayanihan*, resilience and *pakikipagkapwa* will likewise be emphasized through the use of various channels for values inculcation all throughout the country, such as formal and informal education systems, information campaigns, and values orientation seminars, among others. Volunteerism across various aspects of community life will be vigorously promoted and pursued, in collaboration with LGUs. This includes advocating the principles and practices of volunteering within the family, community, workplace, and greater society.

Finally, as much as values start within the family, values inculcation initiatives will be reinforced through education beginning at children's formative years. Values such as cooperation, discipline, and a sense of shared responsibility as citizens are also better practiced in constant dealings with others outside the family. Hence, under this program, culture and values will be mainstreamed in the curriculum within the basic, technical-vocational, and higher education systems.

Valuing our diverse cultures

Adopt resilience measures in the design and use of cultural assets across the country, including historic and cultural infrastructures, to address the new normal. Although strict physical distancing measures will limit the use of existing public cultural structures (i.e., museums, libraries, and performance venues), they can still be reconfigured for other purposes such as for heritage preservation and conservation or as workspaces for cultural workers who may not fully

¹ The study commissioned by the NCCA titled "NCCA Study on Filipino Values," identified a set of values shared by Filipinos which contribute to the attainment of *AmBisyon Natin 2040*, while the study commissioned by the NEDA titled "A Study on the Dimensions of Philippine Culture," measures aspects of culture that influence the achievement of national development goals.

transition to digital processes. Spaces that will not immediately reopen to the public may be redesigned for such purposes, notwithstanding digitization efforts in these institutions.

To ensure safe reopening of cultural spaces and eventual resumption of cultural and creative activities, cultural agencies will coordinate with the Department of Health (DOH), the Department of Labor and Employment (DOLE), and the Department of Trade and Industry (DTI), in crafting health and sanitation guidelines. These include safety protocols for production shoots, cinema and exhibition venues, museums, and libraries, among others, to minimize the risk of transmission of COVID-19.

The redesign or establishment of cultural structures, especially open-space cultural parks or hubs in the regions, will be supported. This will be done in collaboration with concerned agencies, such as the NCCA, the Film Development Council of the Philippines (FDCP), the National Library of the Philippines (NLP), and the Philippine Sports Commission (PSC) to ensure compliance with industry standards for such facilities and ensure the health and safety of the general public. The establishment of culture hubs in Bohol and Davao Region, and the establishment of open-space cultural parks and hubs in other parts of the country will be pursued in collaboration with LGUs.

Intensify the development, production, dissemination, and liberalization of access to information on Filipino culture. Relevant agencies will develop resource materials more extensively to ensure greater public access to knowledge on culture and history. This is to curb the lack of understanding of the diverse Philippine cultures which lead to misrepresentation, bias, and discrimination, especially of indigenous peoples (IP) and Muslim Filipinos. Technology will be used to ensure effective knowledge dissemination and wider reach. To this end, the development of the Culture Portal under the National Government Portal Project will be hastened.

Documentation and research on both tangible and intangible heritage will be improved through interagency research initiatives. Mechanisms to

consolidate research works by relevant government agencies and independent organizations will be established to ensure that all documentations is captured and used as bases for government interventions. The involvement of the academe and other research institutions in partnering with indigenous cultural communities (ICCs) and IPs as primary participants in indigenous knowledge systems and practices (IKSPs) documentation initiatives will also be encouraged. This is while ensuring that researchers are properly briefed on the free, prior, and informed consent (FPIC) process and communal intellectual property rights. On the other hand, the National Commission on Indigenous Peoples (NCIP) will continuously review and enhance the guidelines on research and documentation of IKSPs, as well as the FPIC process to balance the protection of IPs while implementing projects. At the same time, NCIP will continue to work with agencies and other partner-stakeholders to facilitate and implement necessary reforms to safeguard cultural expressions and uphold the cultural integrity of ICCs/IPs.

Strengthen cultural diplomacy and promotions overseas. Cultural cooperation agreements will be continuously forged to foster greater appreciation of Philippine culture and Filipino talents overseas. Efforts to promote Philippine culture and history, especially among overseas Filipinos (OFs), will be strengthened. Trainings on cultural diplomacy for foreign service officers and foreign service staff handling culture diplomacy activities will also be intensified in collaboration with the Department of Foreign Affairs (DFA), the DTI, the Department of Tourism (DOT), and culture agencies.

OFs will be encouraged and tapped to serve as cultural ambassadors in destination countries. Given the limitations brought by physical distancing measures, the government will carry out cultural diplomacy and promotions overseas through digital means as a way for OFs to maintain their connection to their culture (*also in Chapter 21*). In cases where racism and discrimination against migrant communities escalate abroad, cultural diplomacy programs will become vehicles in raising awareness and understanding of Philippine culture and cultural diversity among non-Filipinos.

Advancing *pagkamalikhain* or creative excellence

Promote a resilient and inclusive Philippine creative economy. The creative economy roadmap will be completed to serve as a policy framework to strengthen resilience of cultural and creative industries and address specific concerns of creative and cultural workers, especially freelancers in the gig economy. The roadmap will consider the challenges posed by the Fourth Industrial Revolution (FIR) and the transition to a digital economy (*see Chapter 9*), as well as the current labor situation among creatives. To ensure a whole-of-country approach to develop and promote the creative industries, the establishment of appropriate coordinating mechanisms across different agencies and stakeholders will be supported.

To strengthen cultural and creative enterprises and workers' resiliency against disruptions, capacity building interventions will be supported. For creative enterprises, programs such as business continuity planning, digitizing operations, knowledge transfer, and information sharing will be implemented. For creative workers especially freelancers, skills retooling and upskilling programs along with continuing income support programs, such as the NCCA Assistance Program and the FDCP Disaster/Emergency Assistance and Relief, will be made available.

Proper interventions to integrate creatives into the formal economy and ensure their welfare will also be pursued. This includes coordination with relevant agencies, such as the DOLE, the DTI, the Social Security System (SSS), and the Bureau of Internal Revenue (BIR), to facilitate the registration of creatives and freelancers, and provide the creative sector greater potential for economic advancement and better social protection.

The Philippines' accession to the United Nation's (UN) Educational, Scientific, and Cultural

Organisation (UNESCO) 2005 Convention on the protection and promotion of the diversity of cultural expressions will be hastened. Being a party to the convention will provide the country's creative industries, artists, and culture workers with opportunities to further build their capabilities and capacities for creative production and distribution across the world. Philippine cities, which aim to become part of the UNESCO Creative Cities Network, will also be actively and adequately supported. Industry linkages with international stakeholders will likewise be promoted as a venue for the Philippine creative economy to be apprised of global trends and to optimize opportunities for marketing and distribution of creative content, products, and services.

A national branding strategy will also be adopted as a unified framework to promote the Philippines and the Filipino identity to the rest of the world. Different government agencies and the private sector will work toward the convergence of various branding and promotion campaigns of the government for investments and trade, tourism, education and sports, culture, and diplomacy, among others. The brand will articulate our collective aspirations as a nation and serve as a consistent marketing strategy for Philippine goods and services (*see Chapter 15*).

Creativity will be cultivated as a vital skill and integrated in other disciplines to equip an agile workforce (*see Chapter 10*). Along this line, the transformation of the Department of Education's (DepEd) Science, Technology, Engineering, and Mathematics (STEM) program to Science, Technology, Engineering, Arts, and Mathematics (STEAM) is a welcome development. Secondary level schools that offer special program for the arts will also be equipped with facilities and well-trained teachers while establishing regional arts academies. At the tertiary level, young people will be encouraged to take specialized programs on cultural education and arts to become future culture and arts managers. Graduates of culture-

related qualifications² under the Technical Education and Skills Development Authority (TESDA) will also be connected to industries and markets to promote creative excellence and for them to enjoy income security.

Create platforms and mechanisms to support Filipino creativity for collaboration and *bayanihan*. Creativity for social impact is a growing trend within the industry and will be encouraged further. As the country lays down plans and policies that will formally and strategically ensure the economic and social benefits of supporting the creative sector, programming will focus on ensuring that digital and online platforms are maximized to provide Filipino creatives due exposure through events, fairs, exhibits, shows, and competitions. A showcase of the works of Filipino creatives elicits national pride and increases awareness and appreciation of the country's diverse cultures. As part of the online and digital shift, mechanisms to address cybersecurity concerns, such as copyright infringement, especially on film and audiovisual content, will be established.

Artistic-scientific-technological collaborations will be strengthened to stimulate innovations for the common good (*see Chapter 14*). Examples of such programs are the DTI-Design Center of the Philippines' (DCP) GoodDesignPhilippines and the DepEd's National Festival of Talents. Collaboration and partnerships with the academe and private sector, including startups and creative hubs, will be nurtured to facilitate the sharing of best practices in technological adaption and other innovations within the sector. Where possible, these linkages can also serve as a venue for Filipino creatives to promote and distribute their works and establish networks with other groups.

Strengthening culture-sensitive governance and development

Pursue institutional and policy reforms for cultural development. Existing governance structures and mechanisms for culture and the arts need to be strengthened. Thus, organizational structures within and institutional arrangements among culture agencies will be reinforced and challenges in coordination, especially on policy and program implementation, will be addressed. These are likewise seen to greatly improve government's ability to protect, preserve, and promote our cultural and natural heritage in line with the country's overall development goals.

With the inclusion of culture and arts in the Seal of Good Local Governance (SGLG), the LGUs are expected to be more proactive in heritage management by incorporating heritage preservation, protection, and promotion efforts into their local development plans. Land use plans should also integrate protection and preservation of heritage. Capacity building programs and activities to ensure the full functionality of LCAC will also be institutionalized through collaborative work among the NCCA, the LGUs, and the regional development councils (RDC). These include developing capabilities for heritage documentation, cultural mapping, planning, policy-making, and development. The LGUs are especially encouraged to utilize a portion of their internal revenue allotment (IRA) based on the Department of Budget and Management's (DBM) Local Budget Memorandum No. 78, s. 2019 for local heritage management efforts. In implementing all these, the NCCA and the Department of the Interior and Local Government (DILG) will be vigilant in the monitoring of the LGU compliance with the National Cultural Heritage Act (Republic Act [RA] 10066).

² TESDA, in collaboration with the NCCA, has developed culture-related NC II qualifications in nine areas: (1) handloom weaving (upright loom); (2) handloom weaving (backstrap loom); (3) beadworks and accessories making; (4) mat weaving and diversified product making; (5) basket weaving; (6) embroidery; (7) wood carving; (8) paper mache making; and (9) pottery.

The engagement of ICCs especially in the formulation of policies and measures that concern their ancestral domains, will be upheld so that IKSPs are respected and valued in terms of ensuring environmental sustainability since cultural heritage is inextricably linked to biodiversity heritage. This is especially important for disaster risk reduction and building resilience in communities. The effective implementation of the IPs Rights Act (RA 8371) especially on the mandatory representation of IPs in local legislative councils and policy-making bodies, will be ensured through the full implementation of the new IPMR Guidelines.

Strengthen the protection of the right to access cultural resources by whole-of-society, with special attention to the needs of vulnerable sectors (IPs, women, youth and children, persons with disability [PWD], senior citizens, and Muslim Filipinos). All Filipinos, regardless of age, gender preference, or socioeconomic situation, must have access to cultural resources that enrich their minds, develop their talents, build their identities, and promote the core Filipino values. Online and digital culture, arts, and heritage programs will be designed to inspire *bayanihan* and support lifelong learning, creative collaboration, mental health and well-being, and cultural and heritage tourism, among others.

Existing Knowledge Development Centers (KDC), Institutes and Schools of Living Traditions (ILT/SLT), *Sentro Rizal*, arts centers, museums, and cultural centers will improve on digital and online programs to continue their respective work of transmitting knowledge and skills and cultural dissemination. KDCs may already be integrated within the system of libraries and wherever information technology (IT) resources are accessible at the local levels, KDC online will be pursued. Necessary modifications on the design of ILT/SLTs will be made in line with physical distancing protocols to ensure the health and safety of culture bearers and the general public.

Programs designed specifically for the needs of vulnerable sectors will be enhanced in line with

the principle of respect for cultural diversity and cultural rights, notwithstanding community quarantine protocols that limit social gatherings. Particular attention will be given to groups with diminished mobility under stricter quarantine rules and those who have limited or no access to the internet.

The Community-based Skills Development Program for IPs and ICCs under the TESDA and the NCCA will be supported under a blended learning modality, as it enhances existing SLTs by developing trainers from different regions. Access to cultural resources for Muslim Filipinos will be improved, so they can participate in cultural life without fear of prejudice. Cultural infrastructure and resource materials will be made accessible to PWDs through technology and innovative design. Programs that are responsive to this strategy, such as the PSC's children's games, differently-abled sports for Life, IPs' games, and women in sports, will have to be repackaged in light of community quarantine guidelines.

Strengthen mechanisms to measure, evaluate, coordinate, and consolidate efforts towards cultural development. The Philippine Cultural Statistics Framework (PCSF) will be implemented as this generates the needed cultural statistics and indicators for evidence-based planning, policy-making, and programming. All agencies and CSOs that are directly engaged in any of the PCSF dimensions will be mobilized toward this end. Given the vulnerability of IP culture, the conduct of ethnographies of Philippine IPs will be a priority. Similarly, statistics on Muslim Filipinos will be developed. Cultural and creative industry mapping will be intensified by the DTI and the NCCA to better inform planning and programming for the sector through adequate funding and LGU-level trainings.

Registries for the sector have become even more necessary in order to account for individuals and firms affected by crises and for government to provide them appropriate support. To supplement the development of a registry of vulnerable persons, agencies such as the NCIP, the National Commission on Muslim Filipinos (NCMF), the

NCCA, the DTI-DCP, and the FDCP, will improve the generation of registries for IPs, Muslim Filipinos, creative and cultural workers, and freelancers, and coordinate the same with other social protection programs of the government (*see Chapter 11*).

Institutionalize and intensify heritage conservation and management in cultural and tourism development plans and programs.

Heritage serves as the holder of our collective memories and identity as a nation, and a reminder of our shared stories and experiences of resilience. As the country transitions into the new normal, heritage conservation will be institutionalized through cultural and tourism development plans. Responsible entities mandated to preserve heritage structures and owners of cultural properties will then ensure the development of conservation management plans and stronger implementation of related policies in preserving heritage structures. Plans and programs on the development of heritage preservation and conservation experts will be initiated.

Legislative Agenda

In the two remaining years of Plan implementation, the Planning Committee on Culture will exert its efforts toward the enactment of the following key legislations:

Table 7.2 Legislative Agenda to Promote Philippine Culture and Values towards Bayanihan

LEGISLATIVE AGENDA	RATIONALE
Strengthening the NCCA	<p>This will amend RA 7356 to strengthen and enable the NCCA to lead the protection, preservation, and promotion of our cultural and natural heritage and the creative arts for inclusive development.</p> <p>The amendments will pertain mainly to (a) establishing subnational offices that can promote, develop, and implement culture-related plans and programs at the local level and (b) reinforcing the NCCA's coordinative functions so that it can more effectively shepherd and direct activities towards the achievement of culture outcomes, including the development of cultural and creative industries.</p>
UNESCO Convention on the Protection and Promotion of the Diversity of Cultural Expressions	Ratifying this Convention will further promote and protect the works of the creatives in the country as the Convention focuses on the protection of the diversity of cultural expressions all over the world. It highlights the creative industries, which have become important drivers in the cultural and economic development of nations.
Modernization Act for the NLP	Establishing the charter of the NLP will standardize public libraries across the country and ensure adequate funding to improve access to information and strengthen digital services, thereby promoting full intellectual and cultural development of the Filipino people.
Film Industry Development Act	The proposed legislation seeks to encourage the production of quality films, strengthen competitiveness of Filipino content and creative outputs in a digital landscape, address concerns on the welfare and capacity building for local film and audiovisual artists, technicians, and workers, and enhance film preservation and archiving.
<i>Komisyon sa Wikang Filipino</i> (Commission on the Filipino Language) Act	The proposed amendments to certain provisions of the Commission on the Filipino Language Act (RA 7104) will help strengthen the protection and conservation of intangible heritage (i.e., languages in the Philippines) and will also serve as the enabling law that will operationalize Article XVI, Sections 6 and 7 or the language provisions of the 1987 Constitution, following the recent Supreme Court ruling that such provisions are not self-executory.