



**NATIONAL COMMISSION FOR CULTURE AND THE ARTS**  
*Excerpts from the Minutes of the Regular Commission Meeting held on*  
*June 16, 2015, NCCA, Manila*  
*and*  
*Confirmed at the Regular Commission Meeting held on*  
*July 22, 2015, NCCA, Manila*  
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***Special Resolution***

[U]pon motion made and duly seconded, the  
Commission approved and confirmed this ***Special Resolution***:

**Resolution No. 2015-442**  
***Approving the NCCA NEFCA Funded Culture and Development***  
***Plan (Action Plan for 2016-2017)***

**RESOLVED**, as it is hereby Resolved, To Approve the  
NCCA NEFCA Funded Culture and Development Plan (Action  
Plan for 2016-2017), herewith attached as Annex A.

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Prepared by:

  
**MYLA T. BUAN**  
Board Secretary

For the Board:

  
**FELIPE M. DE LEON, JR.**  
Chairman



NCCA NEFCA Funded Culture and Development Plan  
Action Plan for 2016 to 2017

Summary of Proposed Programs and Projects

"A consensus is emerging, in the Philippines and abroad that people and the integrity of nature and culture, are at the center of development initiatives. Therefore, a central goal of development is the improvement of human well being, and the quality of life. The development of people and their culture – both as the ultimate end and as a means for attaining that goal – has been the guiding principle for development policies and strategies."

-Philippine Agenda 21

## Introduction

*"The Culture-and-Development Action Plan must promote activities designed to raise the awareness of the culturally diverse populations and the decision-making bodies of the importance of taking into account cultural factors in the process of sustainable development."*

*-Participants of the Action Planning Workshops*

During the period from March to May 2015, the National Commission for Culture and the Arts (NCCA) convened the members of the different National Committees under the four Sub-commissions in a series of action planning workshops focused on the heterogeneity, variations and commonalities of the contexts of the four island-regions, namely --- Luzon, Visayas, Mindanao and the National Capital Region. The planning workshops were conducted with the end view of expanding the contributions of the Culture and Arts Sub-sector relative to the national growth and development strategy of the current administration. At the same time, the workshop envisioned the generation of greater positive impacts of the culture and arts sub-sector to the life of men and women, most specially the vulnerable and marginalized sectors in the various regions of the country.

The collectively devised Culture-and-Development Action Plan was set for a two-year period, from 2016 to 2017, and intended to harmonize the Culture-and-Arts strategic directions with the three sub-sector development outcomes, namely:

- a) **Culture as pillar for sustainable development established;**
- b) **Creativity and diversity of artistic expression advanced; and**
- c) **Strong sense of nationhood and pride in being Filipino through culture and arts promoted**

## Desired Outputs

The overriding objective of the Action Planning workshop was to engage the members of the various committees in identifying the needs of the culture-and-arts sector and build consensus on the priority culture-focused development interventions that should be carried out during the planning period. Specifically, the workshop-series was conducted to provide a venue for the committee members to:

- *Review and/or revisit the current state of Culture-and-Arts in the country;*
- *Discuss and agree on the hierarchy of objectives --- the sub-sector outcomes and outputs with their corresponding indicators of results;*
- *Prioritize the identified strategies (Programs, Plans, Activities) to achieve the agreed-upon targets including the assumptions and risks at hand; and*
- *Harmonize the Regional action plans into a consolidated National Culture-and-Development Plan in consonance with the core development principles adhered to by the NCCA.*

However, the achievement of the envisaged effective coordination of all stakeholders' initiatives in Culture and the Arts is seen as an outstanding challenge, inasmuch as various stakeholders all over the country have existed and have been operating in varying degrees of the effectiveness and innovations within the diverse context and levels of cultural development.



Thus, it was taken into consideration that any planning process must consciously take a systemic approach and involve participation of all stakeholders. Such a process must transcend political and administrative boundaries, and bring together people of various socio-economic backgrounds and ethnicities sharing the same ecosystem.

This is the essence of economic-ecological-cultural integration for inclusive asset enrichment and poverty reduction, which the current NCCA Culture-and-Development Action Plan for 2016 to 2017 desires to deliver.

At the same time, it was emphasized by the community of cultural workers to ensure that wide ownership of projects and programs that are outlined in the Action Plan must be secured through a participatory process, critical to gaining wide support towards its successful implementation.

### **The Hierarchy of Objectives of the Action Plan**

The Philippine Medium-Term Development Plan (PMTDP) of the Aquino Administration outlines the country's goals of reducing poverty and accelerating development, and specifies the strategies and action plans to bring about a better quality of life for the citizenry. The overarching goal statement is stated as: **"Rapid and inclusive growth and poverty reduction"**.

The PMTDP document emphasizes the five (5) major guideposts to the development process, namely:

- *Anti-Corruption/Transparent, Accountable and Participatory Governance*
- *Poverty Reduction and Empowerment of the Poor and Vulnerable*
- *Rapid, Inclusive and Sustained Economic Growth*
- *Just and Lasting Peace and the Rule of Law*
- *Integrity of the Environment and Climate Change Mitigation and Adaptation*

But even as these guideposts for development are in place, the attainment of these goals is hampered by multifarious factors. Foremost is the frequent occurrence of natural and man-made disasters in the country does not only take its toll on the economy, but has implications on our socioeconomic conditions, particularly among the poor and those in remote areas where access to services become even more difficult.

The PMTDP has referred to the Culture and Arts as a sub-sector that is subsumed in the Social Development Sector. The outcome statement of the Sector is stated as: **"Equitable Access to Adequate Quality Social Services and Assets"**.

Moreover, the desired outcome of the subsector (Education, Training, and Culture) is stated: **"Knowledge, Skills, Attitudes and Values of Filipinos to Lead Productive Lives Enhanced"**.

Outlined in the succeeding pages is the narrative summary of the Results-Chain that was agreed-upon by the members of the planning teams in the four island-regions.

## HIERARCHY OF OBJECTIVES / RESULTS CHAIN SUMMARY

### SOCIETAL GOAL

Rapid, inclusive and sustainable growth and development

### SECTOR GOAL

Equitable Access to Adequate Quality Social Services and Assets

### SECTOR OUTCOME

Knowledge, Skills, Attitudes and Values of Filipinos to Lead Productive Lives Enhanced

### SUB-SECTOR OUTCOMES

Culture as Pillar for sustainable Development established	Creativity and diversity of artistic expression advanced			Strong sense of nationhood and pride of Filipinos achieved	
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### OUTCOME INDICATORS

Number of Local Government Units (LGUs) assisted with institutionalized programs on culture and arts	Number of conservation programs / projects implemented [at various stages of conservation work]	10% increase in the no. of new creative works and new cultural studies as compared to 2015 baseline	10% increase in the NEFCA grantees who garnered local and international awards and recognitions	Increase in the no. of experts in arts and culture	Number of institutions using local cultural icon as a symbol of pride of place and sense of nationhood
Increase in the level of awareness for the protection of the environment	Increase in the no. of local / domestic and foreign tourists arrivals	30% increase in the number of audience [direct beneficiaries, direct audience and indirect audience] of NCCA programs / events / activities			Percentage of the participants who had expressed deeper appreciation of Filipino culture and identity

### INTERMEDIATE OUTCOMES

Responsive culture-and-development programs that promote inclusive peace, safeguard shared heritage, mainstream CCA-DRRM strategies and Urban development as well as recognizing cultural rights advanced in both urban and rural areas		Convergence programs and co-initiatives for the enrichment of community-based, youth-oriented art projects, cultural studies and the enhancement of local creative industry in urban and rural areas sustained and generated highest sense of appreciation across generations of peoples with diverse ethnicity		Culture-and-heritage focused convergence programs and projects for mainstream cultural pluralism, heritage conservation and broadest recognition IP rights institutionalized and ably managed by stakeholders in rural and urban areas	
Stakeholders' affirmative actions & responsive policies on the "Culture and the Arts" in place	Community-based collaborative productions and cultural studies expanded	Documented IKSP and Indigenous Political Structures recognized by agencies			
Culture-and-Development Plans, Programs, Policies and Projects mainstreamed by LGUs	Guidebooks for community based integrated cultural work produced	IP concerns and issues on cultural integrity responded to by stakeholders			
Interagency convergence program-support for heritage conservation expanded	Traditional arts and crafts as well as eco-cultural tourism products enriched	Culture-focused programs for organized young men and women implemented			
Networks of artists and cultural workers strengthened and consolidated	Arts-and-craft-focused social enterprises in rural areas sustainably managed	Policy guidelines for culture-focused built-spaces and landscapes established			
Culture-focused CCA-DRRM approaches are contained in regional CA programs & projects	Community based Heritage Conservation Models developed and enhanced	Guidebooks and toolkits on heritage-conservation methods and practices published			

### SUB-SECTOR OUTPUTS

### PROGRAMS

Program on Culture and Sustainable Development	Program on Creativity and Artistic Development	Program on Culture and National Identity
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Summary of the Harmonized Programs and Projects in the Island Regions

SECTOR OUTCOMES	Culture as Pillar for sustainable Development established	Creativity and diversity of artistic expression advanced	Strong sense of nationhood and pride of Filipinos achieved through culture and the arts programs
	↑	↑	↑
PROGRAMS/ Components	Program on Culture and Sustainable Development	Program on Creativity and Artistic Development	Program on Culture and National Identity <i>(covers the strengthening of culturally-sensitive constituencies and publics)</i>
Luzon	Increased Sustainable Development and Advocacy for Luzon Communities	Enhanced Creativity and Artistic Expression for Luzon  Enhanced Heritage Mgm't., Conservation, & Popularization	Revitalization of Indigenous Knowledge Systems and Practices (IKSP) of Luzon  Enhanced Heritage Management, Conservation and Popularization
Visayas	Enhancing Rehabilitation and Developing Resilience and Sustainability	Advancing Visayas Creativity and the Creative Industries	Managing, Protecting and Celebrating Heritage Resources  Developing Culturally-Sensitive and Empowered Publics
Mindanao	LAHUTAY-MINDANAO: Advancing Culture in the Sustainable and Inclusive Peace and Development in Mindanao	HULAGWAY-MINDANAO: Imaging Mindanao's Creative Diversity	PAG-ALIM-MINDANAO: Safeguarding Mindanao's Cultural and Natural Heritage  GO, GO, KULTURA-MINDANAO (#GGKM): Promoting Mindanao's Culture, Arts and Heritage Programs
NCR	Research and development on culture and the arts	Urban Community Development: Likhang Sining Bayan	Urban Community Development: Community-based Heritage Conservation Model  Communication and Marketing Strategy Plan

Towards the successful implementation of the above-mentioned priority programs and projects, the prospective project partner implementers are encouraged to be guided by the following cross-cutting themes, principles and approaches in development work: *Gender-and-Development, Promotion of Green Culture and Environment Conservation, addressing the concerns for climate-change adaptation and strengthening resilient communities, adherence to cultural pluralism as well as compliance on the requisites for broadened constituency guided by the "Do-No-Harm" policy and methods of work*



## COMPONENT 1: Program on Culture and Sustainable Development

*"Sustainable development and the flourishing of culture – the ever-changing flow of human meanings, memories and bonds – should be seen as interdependent."*

-World Commission on Culture and Development

This component envisions the institutionalization of responsive, area-focused, adaptive, proactive as well as sustaining and resilient programs on Culture-and-Development in both urban and rural areas. These programs are likewise designed to advance inclusive and sustainable peace-and-development as well as intensify the recognition of cultural rights of the Filipinos through convergence and collaborative efforts of all stakeholders.

On the other hand, the Program on Culture and Sustainable Development gives emphasis on the empowerment of peoples and communities in harnessing their creativity in order to consolidate and forge ways of living together with others and with the end-view of facilitating genuine human development and the transition to a culture of peace and non-violence.

The timely and measured interventions that comprise this component including the corresponding policies developed and/or harmonized will bring about impacts that will link to the NCCA sub-sector goal on establishing ***"culture and the arts as pillars for development"***. The established indicators of outcomes include the following:

- *Number of Local Government Units (LGUs) assisted with institutionalized programs on culture and arts*
- *Number of conservation programs / projects implemented at various stages of conservation work*
- *Increase in the level of community awareness for safeguarding the natural and cultural heritage and the environment*
- *Increase in the no. of local / domestic and foreign tourists arrivals or increase in the number of heritage and ecotourism sites enhanced; and*
- *Increase in the number of heritage sites / ecotourism destinations supported and enhanced (as proxy indicator)*

### **Desired Outputs and Strategies (2016-2017)**

**Component 1** stresses the need to establish a stronger link between culture policy and broadest participation of peoples in the cultural practice. It is expressed that the essential aims of cultural policy are to establish objectives, create structures and secure adequate resources in order to create an environment conducive to human fulfillment.

In line with the above premises, the component endeavors to achieve the following desired outputs:

- 1) The findings of the conducted comprehensive assessments on the "State of Culture and the Arts (Regional and National)" are responded to by all stakeholders;
- 2) Partner Local Government Units have mainstreamed Culture-and-Development Plans, Programs, Policies and Projects in their respective areas of jurisdictions;
- 3) Interagency convergence / collaboration that support community-based programs for heritage conservation in identified priority heritage sites are in place;
- 4) Cultural workers and artists are actively engaged in the development of a long-term National Culture and Development Program that will impact on well-informed structures, plans, policies and programs and projects of Local Government Units and National Line Agency Clusters; and
- 5) Integration of Culture-and-Development Plans in Regional Development Plans as well as the mainstreaming culture-based CCA-DRRM programs and approaches in development administration;

### **Program Strategies:**

As signified, the access to and participation of peoples in the cultural life of a community is a fundamental right of individuals and thus, governments have a duty to create conditions for the full exercise of this right. To realize this, the following program strategies are pursued by the Action Plan:

- Technical and funding Assistance provided to Local Government Units;
- Collaborative arrangements exist between the NCCA and the cluster of national line agencies to assist in the program implementation (e.g. NCCA-MINDA-DOT in Mindanao);
- Strengthening and consolidating the networks of cultural workers and artists in the island-regions, including the facilitation of their representation in the Regional Development Councils (RDCs); and
- Engagement of a consortium of partner Civil Society Organizations (area-based NGOs and POs) as project implementers



**Targets:**

By 2016:

- Culture-and-Developments Policies and Programs institutionalized in fifty (50) partner LGUs
- Piloting of interagency convergence programs on heritage conservation for livelihood diversification in identified priority sites
- Capability-building and establishing of base-lines / benchmarks for the enrichment of creative industry conducted in identified sites
- Culture-based CCA-DRRM Toolkits for capability-building for vulnerable sectors and grassroots communities developed
- Research and Development focused on the “State of Culture and the Arts” completed
- Ten (10) new policies formulated to advance Culture-in-Development

By 2017:

- A Summit on “State of Arts and Culture: Regional and National” is conducted
- At least fifty (50) LGUs are engaged in sustaining Culture-and-Development Programs
- Mainstreamed community-managed and culture-based CCA-DRRM interventions in priority heritage sites and/or ecotourism destinations
- Key Stakeholders have endorsed “The Philippine Culture and Development Strategic Plan: 2018 to 2028” as successor plan of the NCCA

**Island-cluster Programs and Projects under Component 1:**

LUZON	VISAYAS	MINDANAO	NCR
<b>Increased Sustainable Development and Advocacy for Luzon Communities</b>	<b>Enhancing Rehabilitation and Developing Resilience and Sustainability</b>	<b>Advancing Culture in the Sustainable and Inclusive Peace and Development in Mindanao</b>	<b>Research and Development Program on Culture and the Arts in Urban Areas</b>
1. Policy Review and/or Policy Development and Cultural Sensitivity Trainings for LGUs and NGAS	1. Institutionalizing Arts and Culture Programs in LGUs and NGAs as well as enacting culture-friendly legislations and forging strong partnerships with LGUs	1. Institutionalization of LGU Culture, Arts & Heritage Programs and formulation/localization of cultural policies	1. Assessment and Research on the state and development on culture and the arts in the NCR
2. Conferences on Issues Facing Cultural Communities: Tongtongan and Anyare	2. Cultural Profiling and Community Heritage Assessment in selected sites in the Visayas regions	2. Interagency Convergence program on heritage-conservation and ecotourism enrichment for livelihood diversification	2. Program Development for Capacity Building NCCA Secretariat
3. Representation of Culture and Arts Networks in the Regional Development Councils	3. Organization of Provincial Heritage Councils	3. Formation and strengthening of regional culture and arts council	3. Program Development for Capacity Building for Artists, Cultural workers and Media

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4. Creative Entrepreneurship Training	4. Arts-based Resilience Training and Psychosocial support for Vulnerable Sectors including Culture-based Ecological Education for Communities	4. Consortium program on Culture-of-Peace: Inter and Intra cultural dialogues through the art	4. Formulation of the Cultural Development Plan 2017-2021
5. Tiripon 2016: First International Conference on the Luzon Cultural Agenda	5. Managing Multi-stakeholder Partnership for Regional and Organizational Harmonization	5. Mindanao Summit on Culture-and-Sustainable Peace and Development in Mindanao	5. Culture and Arts Summit in NCR
			6. Formulation of a framework on professionalization of artists and cultural workers
			7. Formulation of scholarship grants policy
2016 Budget: <b>Php8.7 M</b>	2016 Budget: <b>Php 8.387 M</b>	2016 Budget: <b>Php 8.5 M</b>	2016 Budget: <b>P10.0 M</b>
Inter-regional / National Projects:			
Consolidated Policy Formulation / Legislative Action Agenda focused on Culture and the Arts NCCA Successor Plan: Philippine Culture-and-Development Framework Plan – 2018 to 2021			

## COMPONENT 2: Program on Creativity and Artistic Development

*“...By creating culture, human beings recreate their world...to deny people their role as cultural producers is to deny them the power to shape their reality.”*

*-Julles Hollege and Kaliwat*

One of the chief aims of human development is the social and cultural fulfillment of the individual. It is along this truism that the second component is designed and developed. The second component asserts the irreversible roles of creativity and artistic diversity in achieving the goals of total human development. This program substantiates the premise that: *“by creating culture, people recreate a better and fairer world.”*

Moreover, art, as often described, is not merely a product of spontaneous expression. Art and culture *“create space for imagination, dialogue and interpretation”*.

*Artists and writers all over the world are exploring, commenting on, and giving shape to reality. Artists are searching, individually and collectively, for alternative solutions and other values. A free society needs cultural innovation. But art is also an aim in itself, as a mirror and interpreter of our existence. (NCCA VMGO Statement)*



As envisioned, this Program Component focuses on realizing the second sub-sector outcome --- *“Creativity and Diversity of Artistic and Cultural Expressions advanced”* --- thereby generating the following evidences or verifiable indicators:

- *Increase in the number of new creative works [productions, performances, art works (traditional and contemporary)] and new cultural studies*
- *Increase in the number of artists who garnered local and/or international awards and recognitions; and*
- *Increase in the number of audience for NCCA’s programs , events, activities*
- *Number of community-managed arts-focused social enterprises and/or evidence in the enrichment of the local creative industry (proxy indicator)*

### **Desired Outputs (2016-2017)**

The core interventions of **Component 2** for the period 2016 to 2017 give emphasis on the effective management of creative diversity towards a substantial increase in the number artistic productions and, in a more sustainable manner, the enhancement of creative industry. As such, this component primarily positions itself in achieving the following desired concrete outputs:

- Increase in number of community-based or sector-focused collaborative productions, performances, workshops, exhibits, literary works, cultural studies and other creative processes;
- Production and dissemination of modular guidebook for community based integrated cultural work thereby raising the levels of effective innovations and incisive approaches;
- Expansion of inter-agency collaborative projects for the comprehensive training on local crafts and for the enrichment of eco-cultural tourism products;
- Increasing numbers of community self-help groups who are capacitated for the successful establishment and management arts-and-craft-focused social enterprises in rural areas leading to the growth of local creative Industry for livelihood diversification;
- Development and showcasing of community based Heritage Conservation Models in urban areas
- Evidence of effective marketing, promotions and increment in the investment for the community-managed creative Industries benchmarked and replicated



### Program Strategies

To realize the above-stated outputs within the project life, the consortium of project implementers must employ measured approaches in cultural organizing work and ensures that the following key strategies are embraced in the implementation process:

- Constituency building through informed multi-stakeholders' participation in community-based cultural action engagements;
- Mobilizing inter-agency collaboration / convergence for the enrichment of the local creative industry and heritage or ecotourism products; and
- Development and utilization of new and significant toolkits and learning processes ensuring the vigorous participation of the grassroots communities --- as innovative producers or as critical viewers of creative products.

### Targets

By 2016:

- Production of 2,200 new creative works and/or new cultural studies;
- Community-based and integrated framework on cultural work developed and an initial modular guidebook for community based integrated cultural work disseminated
- At least 630 artists and cultural workers (traditional and contemporary) recognized/ garnered local and/or international awards and recognitions
- At least 90,000 participated in NCCA programs, events, activities most especially from grassroots communities

By 2017:

- 10% increased in the production new creative works and/or new cultural studies (*based on 2016 baseline*);
- 10% increase in the number of artists and cultural workers (traditional and contemporary) recognized and garnered local and/or international awards and recognitions
- 10% increase in the number of multi-cultural and multi-sector audiences who participated in NCCA programs, events and activities;
- Existence of published modules on urban community development through arts and culture



**Island-cluster Programs and Projects under Component 2:**

LUZON	VISAYAS	MINDANAO	NCR
<b>Enhanced Creativity and Artistic Expression for Luzon</b>	<b>Advancing Visayas Creativity and the Creative Industries</b>	<b>Imaging Mindanao's Creative Diversity</b>	<b>Urban Community Development through Culture &amp; the Arts: Likhang Sining at Pamanang Bayan</b>
	Assessment of Creative Industries and Developing LGU Collaboration and Support for the Promotion of Creative Industries		
Establishment of a Community Arts Center and Programs	Production of New Creative Works Using Local Character in the different disciplines	Production of new, community-based and collaborative artistic works and/or cultural studies	
Community Arts Center Training series	Skills Training in the Artistic and Integrated Use of Local Culture in all the disciplines	Community-based arts orientation and related skills training and/or cultural exchanges	Likhang Sining Bayan demonstrated and implemented
Documentation of iconic indigenous dances	Inter-Agency Collaboration in comprehensive training on local crafts and on enrichment of eco-cultural tourism		Community based Heritage Conservation Models
Creation of expressions of livelihood and ecology	Creativity and Local Artistry Festivals showcasing different disciplines	Sub-regional and Mindanao-wide festival on culture, heritage and the arts	Heritage and human rights concepts and practices
	Cultural Management: Marketing, Promotions and Investment Plan for the Creative Industries	Management of audience mobilization and promotions of culture and arts events	Civic heritage concept and practices, established
	Pilot Run of Creative Industries: Crafts and Eco-Cultural Tourism the sites		
2016 Budget: <b>P8.7 M</b>	2016 Budget: <b>P8.436 M</b>	2016 Budget: <b>Php 12.55 M</b>	2016 Budget: <b>Php 6.0M</b>





### **COMPONENT 3: Program on Culture and National Identity**

*"There should be a law that mandates public structures, at least, to humanize and Filipinize their internal and external environments with images and sounds of Filipino heritage and cultural expressions."*

*- Felipe de Leon Jr., Chairperson, NCCA.*

The UNESCO advocated for the need to broaden the development paradigm in ways that embrace the fullness of the human and cultural dimension of development. The World Commission on Culture and Development in UNESCO expressed that: *"the challenge to humanity is to adopt to new ways of thinking... new ways of living... to promote different pathways of development informed by a recognition of how cultural factors share the way in which societies conceive their own futures and choose the means to attain these futures."*

The NCCA has adopted a general policy which aims to give the cultural and natural heritage a function in the life of the community and to integrate the protection of that heritage into comprehensive planning programs. The conservation of the Filipino shared cultural and natural heritage is a compelling pathway in strengthening a *"strong sense of nationhood and pride in being Filipino"*.

Accordingly, Component 3 adheres to the commitment of the agency in generating vital impacts of cultural work as indicated by the following major evidences:

- *Percentage of the participants who had expressed deeper appreciation of Filipino culture;*
- *Number of institutions (LGUs, church, academe, organizations, etc.) using local cultural icons as a symbol of pride of place and sense of nationhood; and*
- *Increase in the number of experts on arts and culture*

#### **Desired Outputs (2016-2017)**

The third program or component of the Action Plan strives in setting-up expanded services for the protection, conservation and presentation of the cultural and natural heritage. The following are the desired outputs:

- Documentation focused on Indigenous Knowledge Systems and Practices as well as on Indigenous Political or Governance Structures are conducted in priority sites or ancestral territories;
- Island-region series of conferences and stakeholders summits that focus on Indigenous Peoples concerns and issues on cultural integrity are convened;
- Active engagements of at least four (4) networks of organized and multi-cultural young men and women in heritage conservation programs;





- Establishment of sets of policy guidelines on built-spaces and landscapes that portrays the cultural character of the place, locality or region;
- Publication of heritage-conservation methods and practices such as:
  - Journal on Philippine Standards on Cultural Heritage Disaster-preparedness (Visayas);
  - Digitalization of cultural heritage resources (Luzon);
  - Toolkit for the establishment of community-managed heritage hubs and IP data-centers (Mindanao); and
  - Modular guidebooks on heritage, cultural work and human rights and on Civic Heritage (NCR)
- Development and showcasing of community based Heritage Conservation Models

### **Program Strategies**

In addition to the strategies laid down in the second component (i.e. constituency building, interagency convergence and knowledge management), this particular component endorses the following identified program strategies:

- Consistent and favorable collaborative actions with grassroots institutions and media practitioners;
- Utilization of innovative methodologies and embracing multiple perspectives in working with grassroots communities, e.g. appreciative inquiry;
- Effective use of the “new media” in knowledge generation and knowledge sharing; and
- Developing champions among the organized Indigenous People’s communities to forward long-lasting effect in policy reform and/or policy harmonization on issues affecting them.

### **Targets**

By 2016:

- Community-based heritage conservation models or packages established in at least twenty (20) identified priority sites;
- Successful conduct of documentation of IKSP and/or IPS by all project implementers;
- 40 institutions (LGUs, church, academe, organizations, etc.) that would identify/use /adapt the cultural icons to symbolize pride of place and sense of nationhood; and
- 50 culture and arts experts and workers accredited by relevant accrediting institutions / organizations

By 2017:

- Establishment of cultural policies affirming the plural legalism in Culture-and-Governance (most especially in culturally diverse communities --- IPs, Bangsamoro, Cordillera, etc.)
- Community-based heritage conservation models or packages are enhanced by project stakeholders in all fifteen (15) expansion sites;
- 80 institutions (LGUs, church, academe, organizations, etc.) that would identify/use /adapt the cultural icons to symbolize pride of place and sense of nationhood; and
- 100 culture and arts experts and workers accredited by relevant accrediting institutions / organizations



**Island-cluster Programs and Projects under Component 3:**

LUZON	VISAYAS	MINDANAO	NCR
<b>Enhanced Heritage Management, Conservation, and Popularization</b>	<b>Managing, Protecting and Celebrating Heritage Resources</b>	<b>Safeguarding Mindanao's Cultural and Natural Heritage</b>	<b>Urban Community Development through Culture &amp; the Arts: Likhang Sining at Pamanang Bayan</b>
Installation of Markers of local identity	Cultural Profiling and Community Heritage Assessment & Assessment of Heritage Institutions	LAGDA-MINDANAO: Establishment of sets of guidelines for built-environment and landscapes	Community based Heritage Conservation Models
Cultural Mapping of Priority areas and Taoid Sites	Developing Collaboration and support with LGUs and NGAs on Cultural Heritage Conservation programs: Policies, Venues, Assistance, etc.	Inter-agency support for community-managed heritage conservation programs / initiatives	Civic heritage concept and practices established
	Consolidation of <i>Inabaknon</i> lexicons and English Translation of three (3) Bisayan-Spanish dictionaries		Heritage and human rights concepts and practices
SLT/Community Festival	Expanding SLTs in the Visayas	Up-scaling, expanding and sustaining Schools for Living Traditions	
Heritage Training for Youth and Sectors of Societies - Summer Youth Heritage Camp	Youth Heritage Camps and mentorship with Local Heritage and Arts Leaders	Youth-oriented and culture-focused formation program (Moro and IP communities)	
Digitalization of cultural heritage resources of Luzon	Publication of Philippine Standards on Cultural Heritage Disaster-preparedness	Establishment of community-managed heritage hubs and IP data-centers	
IKSP Conferences: Bodong and Healer's Congress	Upgrading Local Heritage Conservation and Management Practice	Conduct of training for IP Leaders and/or Mandatory Representatives	
Documentation and publication of IKSP	Inventory on local crops, soil management, indigenous farming practices and tools	Documentation or community-led researches on Indigenous Political Structures (IPS)	
Conference: Tongtongan: IPs and Cultural Communities Congress	<b>SAKAYAN</b> and multi-media, multi-lingual on Bisayan local culture and language exhibit	Holding of the Mindanao Indigenous Peoples Summit	
	Heritage Reconstruction and Rehabilitation Programs with Community Participation	Integration of Mindanao cultures and history in all levels of formal education	
2016 Budget: <b>Php 13.1 M</b>	2016 Budget: <b>P5.806 M</b>	2016 Budget: <b>Php 8.75 M</b>	2016 Budget: <b>Php 4.0 M</b>





#### **Component 4: Developing Culturally-Sensitive and Informed Publics**

Culture-sensitivity and sense of pride and nationhood start from the raised levels of awareness among the diverse populations and decision-making bodies --- on the importance of taking into account cultural factors in the process of sustainable development in the Philippine context. This is achieved through the broadest dissemination of culture-and-arts projects and activities through quad-media as well as in organizing activities that are designed to promote national unity while preserving cultural diversity.

This component, which reinforces the preceding components, shall promote and expand, in extensive scope, the use of various forms of media, including social media --- "electronic and indigenous media" --- as creative channels for the inculcation of values and propagation of responsive citizenship, leadership, moral recovery, gender sensitivity, increased productivity and a culture of peace and unity."

#### **Targets: 2016 to 2017**

In addition to the Targets set in Component 3, this particular components endeavor to influence 30,000 participants who expressed deeper appreciation of Filipino culture and identity *[after experiencing NCCA sponsored cultural activities]*, the annual increment is pegged at 20% within the project life.

#### **Island-cluster Programs and Projects under Component 4:**

LUZON	VISAYAS	MINDANAO	NCR
Developing Culturally-Sensitive, Informed and Empowered Publics in Luzon	Developing Culturally-Sensitive, Informed and Empowered Publics in the Visayas	Promoting Mindanao's Culture, Arts and Heritage Programs	Communication
Culture and Arts Promotions	Communications Research and Communications Plan for Audience Development including production of "Environment, Arts and Culture Programs" in Radio and TV using local languages	Development and implementation of a focused communication plan on culture-and-development designed for culturally-pluralistic communities	Communication and Marketing Strategy for Culture and the Arts
Cultural Sensitivity Trainings for LGUs and the Media sector	Arts and Cultural Campaigns in Public Spaces / Community celebration of local heroes	Development of modules and conduct of training on culture-and-development and/or cultural sensitivity	
Launching of the International Journal on Culture and Arts	Training in Arts Criticism and Publication of Arts and Culture Reviews	NCCA-Mindanao Awards of Excellence in Culture, Arts and Heritage	
"Tiripon 2016: First International Conference on the Luzon Cultural Agenda"	Culture-in-education programs	Mainstreaming Mindanao Culture, Arts and History in all levels of formal education	
2016 Budget: <b>Php 3.3 M</b>	2016 Budget: <b>Php 4.144 M</b>	2016 Budget: <b>Php 5.2 M</b>	2016 Budget: <b>Php 5.0 M</b>

