

CREATIVE CITIES MANIFESTO

This 9-point manifesto outlines the core tenets and intents of the PCCN which aim to nurture and leverage the country's creative industries to drive inclusive, innovative, and sustainable growth in the Philippines.

1. We believe that the Filipino is inherently creative, and that creativity can exist anywhere, every day and in everyone. This creativity is manifested in a myriad of ways and is as diverse as the crafts, traditions, landscapes and languages that make up the different locales of the Philippine archipelago.
2. We believe that creativity is the ultimate sustainable resource and will align our initiatives with the United Nations' Agenda 2030 so our efforts will be consistent with the UN's Sustainable Development Goals.
3. We have full confidence in the ideals and goals of the UNESCO Creative Cities Network (UCCN) and will strive to incubate and accelerate progressive Philippine LGUs that are interested in attaining UCCN designation.
4. We always strive to improve the full human development of every Filipino enshrined in Article XIV of the 1987 Philippine Constitution providing the platforms of individual and national progress in Education, Science and Technology, Arts, Culture and Sports, that all these can be further enhanced by creativity.
5. We acknowledge that creative skills are essential in numerous allied industries such as agriculture, manufacturing, real estate, retail and tourism, among others, and will collaborate with stakeholders in these sectors at the local, regional, national, and interregional/international levels.
6. We recognize the importance of inclusivity and cooperation and will endeavor to foster enabling environments to develop the creative industries in each of our cities that will involve national and local government units, the academe, grassroots movements, civic society, and the private sector.
7. We will launch platforms to facilitate resource and knowledge exchange amongst member cities to encourage impactful, innovative, and sustainable collaboration and realize force multipliers that would not have been possible otherwise. We will also attempt to collectively bridge gaps and align initiatives as much as possible so that redundancies are reduced and synergies are achieved.
8. We will strive to make sure that every Filipino understands the significance of creativity in our daily lives and how they are critical to our collective futures. As

such, we will conduct more research to continuously quantify the impact of the creative industries in our individual cities and surrounding municipalities.

9. We will endeavor to institutionalize the creative agenda at all levels of policy formulation and decision making so that the creative industries are allocated the appropriate resources and support to be widely acknowledged as amongst the Top 3 industries in the Philippines by 2026.

HON. CHRISTOPHER V.P. DE VENECIA

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Lead Convenor, Arts and Culture and
Creative Industries Bloc of the 18th
Congress

HON. EVELIO R. LEONARDIA

Bacolod City Mayor
National President, League of Cities of the
Philippines

HON. [NAME OF CITY MAYOR]

[City]