

**VISION**

By 2034, the Nayong Pilipino Foundation is the leading institution for heritage and cultural tourism.

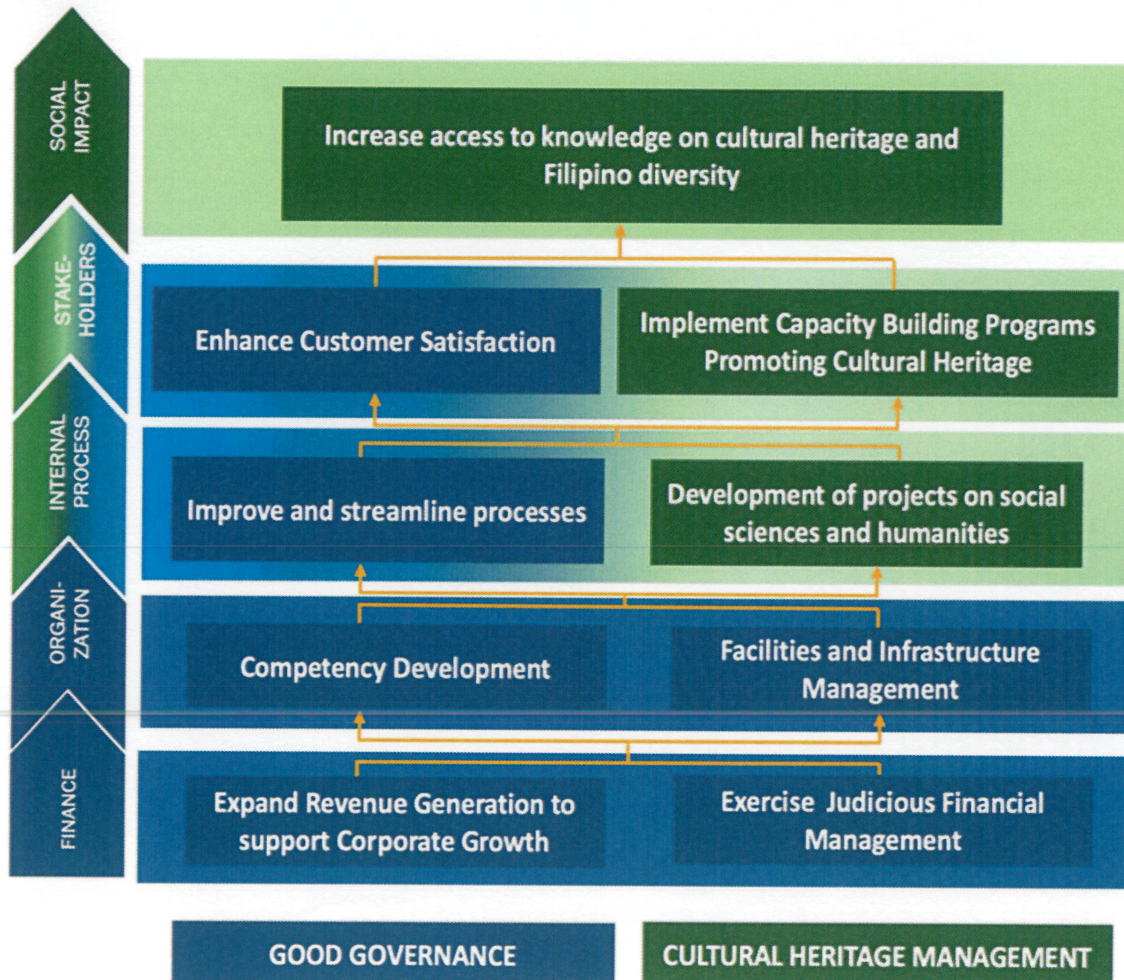
MISSION

To establish a cultural hub that inspires Filipino creativity and green spaces for inclusive recreation including the development of park/s.

To provide cultural support to the Philippine Tourism industry also through research and training.

CORE VALUE

Inclusive
Creative
Integrity
Innovative
Sustainable
Transparent
Empathic



NAYONG PILIPINO FOUNDATION, INC. (NPF)
2025 Performance Scorecard

Component						Baseline		Target	
	Objective/Measure		Formula	Weight	Rating System	2022	2023	2024	2025
SOCIAL IMPACT	SO 1	Increase access to knowledge on cultural heritage and Filipino diversity							
	SM 1	Number of sectors reached in workshops, seminars, and other learning activities	Actual Accomplishment	4%	Actual over Target	N/A	N/A	N/A	Four (4) sectors reached (Women, LGBTQIA+, Indigenous People, Youth)
		Sub-total		4%					
STAKEHOLDERS	SO 2	Implement Capacity Building Programs Promoting Cultural Heritage							
	SM 2	Number of Cultural Leadership Institute (CLI) Trainings Conducted	Actual Accomplishment	4%	Actual over Target	N/A	N/A	7 MakaNayon Cultural Leadership Training Conducted	Seven (7) (MakaNayon Cultural Leadership Trainings)
	SM 3	Implemented income generating cultural and heritage activities	Actual Accomplishment	12%	Actual over Target	N/A	N/A	8 implemented projects	Six (6) implemented projects



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INTERNAL PROCESS	SO 3	Enhance Customer Satisfaction							
	SM 4	Customer Satisfaction Survey (CSS)	$\frac{\sum \text{No. of Satisfied Respondents}}{\sum \text{No. of Respondents}}$	5%	Actual over Target 0% = if less than 80%	0%	Non-compliant with ARTA	90% Satisfactory Rating from Customers	90%
		Sub-total		21%					
	SO 4	Development of Projects on Social Sciences and Humanities							
	SM 5	Knowledge Products Produced	Actual Accomplishment	12%	All or Nothing	N/A	10 Creative multimedia outputs Publish 1 Research Journal Publish the MakaNayon Module	20 multimedia outputs 1 research journal 1 Umpukan sa Nayon	Compendium of the NPF Programs for the Conceptual Masterplan of NPF Park
				10%	Actual over Target	1			25 Creative multimedia outputs



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ORGANIZATION	SM 6	Number of CLI Courses developed	Actual Accomplishment	10%	Actual over Target	N/A	N/A	3 New Courses Developed	Eight (8) MakaNayon Modules updated and published
	SO 5	Improve and streamline processes							
	SM 7	Compliance to Quality Management Standards	Actual Accomplishment	7%	All or Nothing	No accomplishment	No accomplishment	ISO 9001:2015 Certification	ISO 9001:2015-1st Surveillance Audit Passed
	SM 8	Development and Implementation of Disaster Risk Reduction and Management (DRRM) Plan	Actual Accomplishment	3%	All or Nothing	N/A	N/A	N/A	Board-approved Public Service Continuity Plan (PSCP)
		Sub-total		42%					
	SO 6	Competency Development							
	SM 9	Percentage of Employees with required competencies met	Actual Accomplishment	5%	Actual over Target	0%	Board Approved Competency Tool	Establish Baseline	Improvement from the 2024 Baseline (7 out of 10 Baseline)



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FINANCIAL	SO 7	Facilities and Infrastructure Management							
	SM 10	Improvement and Maintenance Activities	Actual Accomplishment	8%	Actual over Target	N/A	N/A	Two (2) Planned Activities Implemented	Two (2) Planned Activities Implemented (Museum and ISSP)
		Sub-total		13%					
	SO 8	Expand Revenue Generation to support Corporate Growth							
	SM 11	Percentage of Core Revenues against Total Revenues	$\frac{\text{Core Revenues}}{\text{Total Revenues}}$	10%	Actual over Target	N/A	N/A	1% Core Revenue	2% Core Revenue
	SO 9	Exercise Judicious Financial Management							
	SM 12	Budget Utilization Rate (BUR)	Total Disbursement amount over Total Budget as per DBM Approved COB (Both net of PS Cost)	5%	Actual over Target	91.78%	76.20%	90% Budget Utilization Rate	90%



Component						Baseline		Target	
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	SM 13	Earnings Before Interest, Taxes, Depreciation, and Amortization (EBITDA) (in millions)	Net Income (Loss) + Taxes + Depreciation + Amortization	5%	Actual over Target	₱ 33.26 M	₱ 40.45 M	₱ 46.00 M	₱ 20.00 M
		Sub-total		20%					
		TOTAL		100%					
BONUS STRATEGIC MEASURE									
		GAD Budget Utilization	Actual Disbursement from GAD-related activities / Total COB	1%	All or Nothing	N/A			5 % of Total Budget

For GCG:


ATTY. BRIAN KEITH F. HOSAKA
Commissioner

For NPF:


HON. GERTRUDES DURAN-BATOCABE
Executive Director