



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

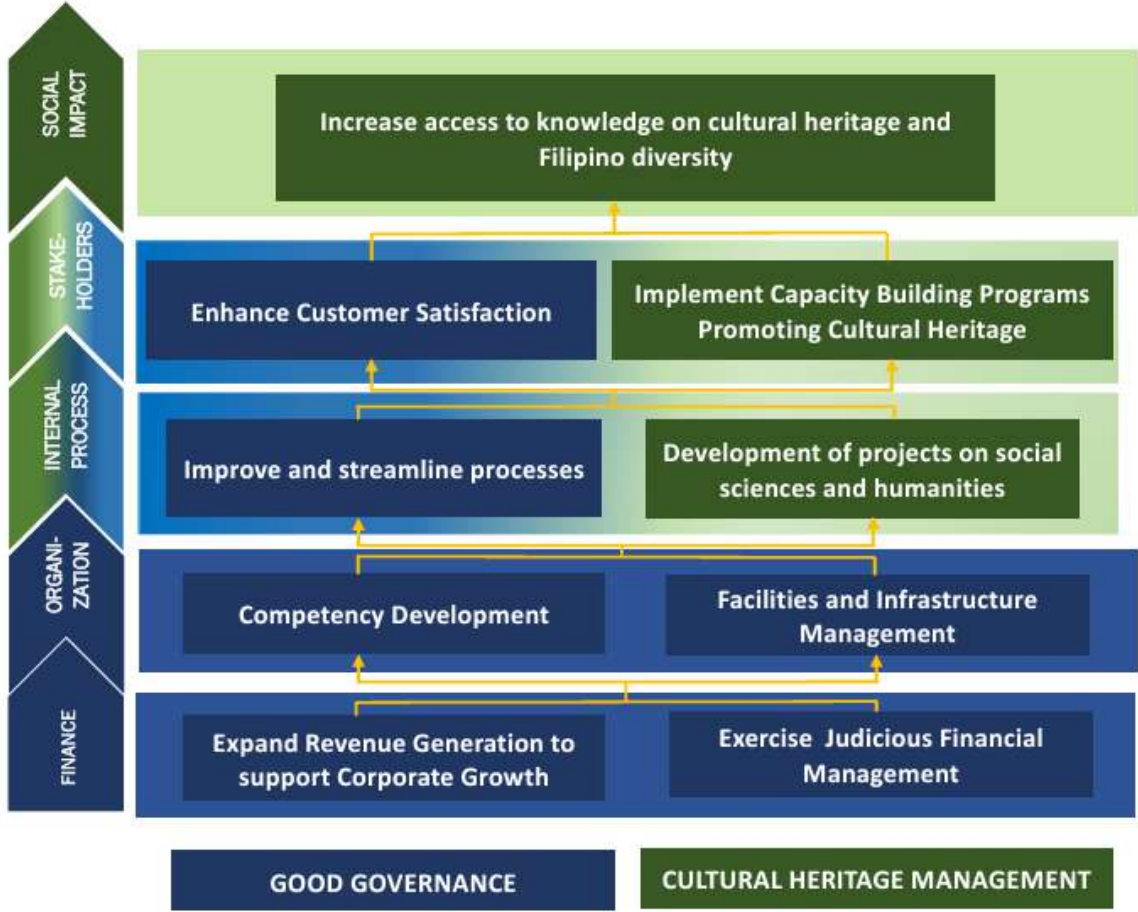
**MISSION**

To establish a cultural hub that inspires Filipino creativity and green spaces for inclusive recreation.

To become the cultural conscience of the Philippine Tourism industry through research, training, and implementation.

**CORE VALUE**

- Inclusive
- Creative
- Integrity
- Innovative
- Sustainable
- Transparent
- Empathic



Component					Baseline		Target		
	Objective/Measure	Formula	Weight	Rating System	2021	2022	2023	2024	
<b>SOCIAL IMPACT</b>	<b>SO 1</b>	<b>Increase access to knowledge on cultural heritage and Filipino diversity</b>							
	SM 1	Increase in number of regions reached	Actual accomplishment	7%	Actual over Target	N/A	N/A	N/A	Seven (7) areas
		<b>Sub-total</b>		<b>7%</b>					
<b>STAKEHOLDERS</b>	<b>SO 2</b>	<b>Implement Capacity Building Programs Promoting Cultural Heritage</b>							
	SM 2	Number of CLI Trainings conducted	Actual accomplishment	7%	Actual over Target	N/A	N/A	N/A	Seven (7) Makanayon Cultural Leadership Training
	SM 3	Number of CLI Courses developed	Actual accomplishment	6%	Actual over Target	N/A	N/A	N/A	3
	<b>SO 3</b>	<b>Enhance Customer Satisfaction</b>							
	SM 4	Percentage of Satisfied Customers	$\frac{\sum \text{No. of Satisfied Repondents}}{\sum \text{No. of Respondents}}$	5%	Actual over Target	0%	0%	90% Satisfactory Rating from Customers	90%
	<b>Sub-total</b>		<b>18%</b>						

Component					Baseline		Target		
	Objective/Measure	Formula	Weight	Rating System	2021	2022	2023	2024	
<b>INTERNAL PROCESS</b>	<b>SO 4</b>	<b>Development of projects on social sciences and humanities</b>							
	SM 5	Knowledge products produced	Actual Accomplishment	3%	Actual over Target	Three (3) knowledge products produced	One (1) digital magazine	Publish one (1) Research journal	One (1) NPF Research Journal
				3%		N/A	N/A	Publish the Makanayon Module	One (1) Published Umpukan sa Nayon Book
				16%		N/A	N/A	10 Creative Multimedia Outputs	20 Creative Multimedia Outputs
	SM 6	Creation of new cultural projects	Actual Accomplishment	5%	Actual over Target	N/A	N/A	N/A	2
	SM 7	Implementation of Ongoing Cultural Projects	Actual Accomplishment	8%	Actual over Target	N/A	N/A	N/A	8
	<b>SO 5</b>	<b>Improve and streamline processes</b>							
	SM 8	Compliance to Quality Management Standards	Actual Accomplishment	7%	All or Nothing	No accomplishment	Conducted various trainings on ISO QMS Clauses	ISO 9001:2015 Certification	ISO 9001:2015 Certification
		<b>Sub-total</b>		<b>42%</b>					

Component					Baseline		Target		
	Objective/Measure	Formula	Weight	Rating System	2021	2022	2023	2024	
ORGANIZATION	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 2023 Baseline
	SO 7	Facilities and Infrastructure Management							
	SM 10	Improvement and Maintenance activities	Actual Accomplishment	8%	Actual over Target	N/A	N/A	N/A	Two (2) planned activities implemented
		<b>Sub-total</b>		<b>13%</b>					
FINANCIAL	SO 8	Expand Revenue Generation to support Corporate Growth							
	SM 11	Percentage of Core Revenues against Total Revenues	<u>Core revenues</u> Total revenues	10%	Actual over Target	N/A	N/A	N/A	1%

Component					Baseline		Target	
	Objective/Measure	Formula	Weight	Rating System	2021	2022	2023	2024
<b>SO 9</b>	<b>Exercise Judicious Financial Management</b>							
SM 12	Budget Utilization Rate (BUR)	Total Actual <u>Disbursement</u> Approved COB Budget for CO and MOOE	5%	Actual over Target	63.36%	91.78%	90%	90%
SM 13	Earnings Before Interest, Taxes, Depreciation, and Amortization (EBITDA) (in millions)	Net Income (Loss) + Taxes + Depreciation + Amortization	5%	Actual over Target	N/A	₱ 33.26 M	₱ 65.47 M	₱ 46 M
		<b>Sub-total</b>	<b>20%</b>					
		<b>TOTAL</b>	<b>100%</b>					