

Application Form

CATEGORIES IN WHICH YOU WANT TO APPLY THE EXPERIENCE

1: TYPE OF EXPERIENCE: *choose the most important element (choose only one element which you consider the most outstanding of your practice).*

A) Deliberation Citizen assembly / deliberation workshop / lottery / legislative theater / participatory planning	
B) Decision Participatory budget / referendum / consultation / participatory process with vote	
C) Citizenship Citizenship / community action / permanent council / civic education / associationism / other initiatives to reinforce local democracy	X

2: TYPE OF GOVERNMENT: *choose one only.*

A) Up to 50,000 inhabitants (towns, small cities, rural areas).	
B) Cities between 50,000 and 250,000 inhabitants.	
C) Cities between 250,000 and 1,000,000 inhabitants.	
D) Large cities or urban areas of more than 1,500,000 inhabitants.	X
E) Supralocal, regional, provincial governments	

Experience data: *complete the information below in a clear and concise manner.*

Title of the experience: POP QC (Proudly Original Products of Quezon City)
Name of the city or region: Quezon City
Inhabitants of the city or territory: 3,112,436 (2020)
Country: Philippines
Institution presenting the candidacy: Small Business and Cooperatives Development and Promotions Office (Quezon City Government)
Website of the experience or institution: https://quezoncity.gov.ph/

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Profiles in social networks of the experience or the institution: https://www.facebook.com/QCSBCDPO/		
Start date of the experience: October 12, 2019		
End date of the experience: ongoing		
Budget of the experience: (indicate the budget of the experience or the resources mobilized for its development and implementation)		
Type of candidacy <i>(mark with an X in the right column)</i>	New experience	X
	Innovation on an existing experience	
	Continuity of an experience	
Type of experience <i>(mark with an X in the right column, you may choose more than one)</i>	Participatory budgeting	
	Participatory planning	X
	Standing council	
	Workshop / meeting for diagnosis, monitoring, etc.	X
	Public hearing / forum	
	Poll / referendum	
	Assemblies / Citizen juries / Deliberation spaces	
	E-government / Open government / Digital platforms	
	Citizen initiative	X
Other (specify):		
	To achieve higher levels of equality in terms of participation	X
	Including diversity as a criterion for inclusion	X

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Objective of the experience <i>(mark with an X in the right column, you may choose more than one)</i>	Community empowerment		X
	To empower non-organised citizens		X
	To increase citizen's rights in terms of political participation		
	To connect different tools of participation within a participatory democracy "ecosystem"		
	To improve the effectiveness and efficiency of the mechanisms of participatory democracy		
	To improve the quality of public decision-making through the mechanisms of participatory democracy		
	To improve the evaluation and accountability of the mechanisms of participatory democracy		
	To improve any public policy through the active participation of the public		X
Territorial area <i>(mark with an X in the right column, you may choose more than one)</i>	All the territory	Local	X
		Regional	
	District		
	Neighbourhood		
Thematic area <i>(mark with an X in the right column, you may choose more than one)</i>	Governance		
	Education		
	Transport		
	Urban management		
	Health		
	Security		

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	Environment / Climate change and/or urban agriculture	
	Civic associations, grassroots and new social movements	
	Culture	
	Housing	
	Job creation	
	Decentralization	
	Local development	X
	Training / learning	X
	Economy and/or finances	X
	Legal regulations	
	Social inclusion	X
	All	
Other (write the topic)		
Sustainable Development Goals (SDG) associated with the practice <i>(mark with an X in the right column, more than one option can be chosen, you can also add the specific target)</i>	SDG 1 - No poverty	
	SDG 2 - Zero hunger	
	SDG 3 - Good health and well-being	
	SDG 4 - Quality education	
	SDG 5 - Gender equality	X
	SDG 6 - Clean water and sanitation	
	SDG 7 - Affordable and clean energy	

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	SDG 8 - Decent work and economic growth	X
	SDG 9 - Industry, innovation and infrastructure	
	SDG 10 - Reduced inequality	
	SDG 11 - Sustainable cities and communities	
	SDG 12 - Responsible consumption and production	X
	SDG 13 - Climate action	
	SDG 14 - Life below water	
	SDG 15 - Life on land	
	SDG 16 - Peace, justice and strong institutions	
	SDG 17 - Partnership for the goals	

PART 2: DESCRIPTION OF THE EXPERIENCE

Fill in the following fields clearly and concisely. You can add links, images or graphics if you consider it appropriate.

Context:

In a **maximum of 300 words**, present the cultural, geographical, historical, institutional and socioeconomic context of the city, region or territory in which the experience takes place.

As the largest city in the metropolis, Quezon City is, in many ways, a microcosm of Metro Manila. Its strategic location and cosmopolitan vibe stem from a long history of world-class urban planning and development, as envisioned by its founder, the late President Manuel Luis Quezon.

For 27 years, Quezon City held the distinct status of being the nation's capital. However, in 1976, Presidential Decree 940 was issued, effectively conferring back the role of the nation's capital to the City of Manila and mandating Metro Manila/National Capital Region as the permanent seat of national government.

In spite of this, over the years, Quezon City has developed into a vast, teeming, highly-urbanized city, hosting top-ranked higher-learning institutions,

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internationally-renowned specialty hospitals and medical centers, media and entertainment networks, the national legislature, and other key national government agencies and offices.

The 16,112-hectare land area of Quezon City is home to over 3 million residents, the largest population in Metro Manila. It has the highest share of total employment in the country (708,369) and comprises 24.0% of total employment in the region.

Quezon City is also one of the largest providers of human resources in the country, contributing up to 1.67 million employable personnel assets. Its economy is dominated by small to medium-scale business establishments and entrepreneurial activities, engaged mostly in manufacturing, distribution of finished products, and provision of basic services.

While the high numbers of employment and human resources seem relative to the city's large population, there remains a significant amount of people still living below the poverty threshold. Given the difficulties experienced during the pandemic, poverty incidence among the Quezon City population rose from 2.4% in 2018 to 3% in 2021. Because of this, the Quezon City Government continues its efforts to boost employment and incentivize livelihood and entrepreneurship.

Precedents:

*Explain the precedents and origins of the experience: if it is the innovation of an existing experience, what are its origins; if it is a new experience, what are the antecedents in participation in your city, region or territory. You can also indicate if you have been inspired by experiences in other cities/countries. (In a **maximum of 300 words**).*

In October 2019, the Quezon City Small Business and Cooperatives Development and Promotions Office (QC-SBCDPO) launched one of its flagship programs, POP QC. It began as an artisan mini trade fair featuring 10 invited local businesses and their products, such as handcrafted bags, fashionwear, accessories, and decor, which are all proudly made in Quezon City.

While trade fairs are far from new, what makes POP QC different is its branding and what it stands for, Proudly Original Products of Quezon City. When the first POP QC trade fair kicked off, so did the vision of creating a community of micro and small businesses with unique products that proudly represent the city.

Since then, the POP QC vision has been made real and continues to grow. Almost a hundred micro enterprises have been discovered from over 1,000 businesses that have registered to join the program.

In the implementation of POP QC, the QC-SBCDPO incorporates its three core competencies of money, market, and mentorship. Market is carried out through POP QC public market events, which promote the businesses and their products. A total of eight POP QC public market events recently took place since they resumed last December 2022. Money or resources are available to entrepreneurs to fund and improve their businesses through the POP QC Digital Package Program and capital assistance. 19% of POP QC members have already received PhP10,000-20,000 grant to support the growth of their businesses, and QC-SBCDPO plans to increase this number to 95-100%. Mentorship

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opportunities are now being offered to entrepreneurs through specialized training conducted with the help of national government agencies and partner organizations.

At the heart of everything POP QC, the goal is not just supporting small businesses, but taking pride in the quality of their products.

Objectives of the experience:

*What is the objective listed in Part 1 that you think is the most important, and indicate other outstanding objectives of the experience. (In a **maximum of 100 words**).*

The most important objective of POP QC is to empower non-organized citizens and communities. POP QC gives aspiring entrepreneurs free access to resources, mentorship, and exclusive market events where they can promote themselves and earn more income. Through POP QC, business owners are empowered to learn and continuously develop their businesses.

POP QC also values equality and diversity. Any business owner from Quezon City can register online to join POP QC. Through events, such as the Women's Month Bazaar and the Mother's Day Bazaar, the equality and diversity of business owners in the city is celebrated.

Methodology:

*Describe the methodology of the experience: phases of the process, participation channels. (In a **maximum of 300 words**).*

First, interested entrepreneurs are invited to register for POP QC online using Google Forms. On the registration form, entrepreneurs must input complete details of their business and upload photos of their products. After the registration period, out of all who registered, the QC-SBCDPO selects businesses with most unique products and promising potential. If a theme has already been decided on for the next event, businesses relevant to the theme may be invited.

Then, the QC-SBCDPO contacts the entrepreneurs whose businesses were chosen for the next POP QC event. If they confirm their participation, they are invited to the orientation for POP QC. During the orientation, the entrepreneurs are made aware of the benefits of being a POP QC member, such as participation in future events, training, and assistance for their businesses. They may also bring samples of their products and give their list of required manpower and equipment.

Next, the entrepreneurs set up their booths and products for the event launch. They may only sell during the prescribed hours at the designated venue. They are expected to be present on all days of the event and are required to provide a daily sales report.

After completing their first event, the entrepreneurs are considered fully fledged members of POP QC and are invited to join the Facebook group. In the group, they can freely share

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their feedback about POP QC. Information will also be shared on future events and training activities members can participate in. The QC-SBCDPO also contacts POP QC members to assist them in applying for necessary business permits. Current group members may be invited or may declare to participate in more events depending on the event needs. The purpose of the POP QC Facebook group is to disseminate information and create a sense of community among members.

Innovation:

*Explain what you consider as the most innovative aspect(s) in the practice. (In a **maximum of 150 words**).*

POP QC began innovating when online registration opened, widening its reach to anyone from QC willing to join. Thus, more budding businesses were discovered.

Themed POP QC events highlight different businesses and products. The Chinese New Year Bazaar featured Chinese food/products, the Eco Market Bazaar showcased environmentally-friendly products, and the Women's Month and Mother's Day Bazaars celebrated businesswomen and mom-preneurs. POP QC entrepreneurs can also be invited to events of other local government offices.

POP QC entrepreneurs can avail capital assistance or a smartphone for business through the Digital Package Program. They can also undergo specialized training led by the Food and Drug Administration, Department of Science and Technology, and Department of Trade and Industry on topics like good manufacturing practice, food safety, and basic marketing. Through POP QC Kolab, the Philippine Fashion Coalition and Fashion Accessory Makers of the Philippines are mentoring aspiring fashion designers from vulnerable communities.

Inclusion:

*Point out the importance of including as many groups and diverse populations as possible, and how you have achieved it. (In a **maximum of 150 words**).*

As a local government office, it's crucial to include as many groups and diverse populations as possible to uphold impartiality in serving all residents of the city. By opening online registration, anyone from the city can easily access and join POP QC. This is especially relevant since many businesses have shifted to digital during the pandemic. For other entrepreneurs who aren't as technologically savvy, they can easily visit the QC-SBCDPO to register.

Inclusion and diversity are also crucial in sustaining POP QC. Different businesses participate in each event, giving equal opportunities to all entrepreneurs who are part of the POP QC roster. Themed events also provide special opportunities for unique businesses to be featured. The Christmas and New Year Bazaar, Chinese New Year Bazaar, Kyusi Food Bazaar, Local Artisans' Fair, Women's Month Bazaar, Eco Market Bazaar, Mother's Day Bazaar, and Summer Food Bazaar altogether featured a total of 147 businesses.

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Communication:

*What has been the strategy and communication channels of the experience for engaging the population. (In a **maximum of 150 words**)*

First, interested entrepreneurs are invited to register for POP QC online using Google Forms. The registration link is posted on the QC Small Business and Cooperatives Development Promotions Office Facebook page, which has over 99,000 followers, and it's also shared on the Quezon City Government Facebook page, which has over 876,000 followers.

Once the theme and the list of entrepreneurs have been finalized for the event, the promotional materials including the dates and the venue are posted on Facebook at least 4 days before launching and this continues, counting down the days leading to the event launch to build people's interest. When the event launches, photographers are present to take pictures, which will be posted on Facebook to show what the event looks like and what products are being sold, and to encourage people to visit and support the businesses.

Articulation with other actors:

*Explain how the experience was articulated with different actors and simultaneous or pre-existing processes. What roles did these participants assume? Explain the degree of success of this articulation. (In a **maximum of 150 words**)*

In the Philippines, certain permits are required for micro and small businesses to operate legitimately. The QC-SBCDPO assists businesses with obtaining these permits. It works with barangay units and the city government for Barangay Business Permits, Barangay Micro Business Enterprise certificates, and Mayor's Permits. It also works with the national government including the Department of Trade and Industry (DTI) and Securities and Exchange Commission for entrepreneurs availing Business Name Registration and SEC registration. Thus far, 40 total businesses have been assisted: 8 with Barangay Business Permit, 19 with BMBE registration, and 13 with Business Name Registration.

As mentioned, the QC-SBCDPO works with the Food and Drug Administration, Department of Science and Technology, and DTI for specialized training involving good manufacturing practice, food safety, and marketing basics, and also the Philippine Fashion Coalition/Fashion Accessory Makers of the Philippines to mentor aspiring fashion designers from vulnerable communities in POP QC Kolab.

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Evaluation:

*What evaluation mechanisms have been implemented? Develop whether the citizenry has participated in the evaluation of the practice. (In a **maximum of 300 words**).*

To communicate to, engage with, and receive feedback from entrepreneurs who have participated in POP QC, a Facebook group was created with all POP QC merchants as members. In this group, a survey was conducted to collect feedback and better understand their needs. At present, a total of 112 merchants have answered the survey.

One of the key questions indicated on the survey tackled the types of assistance from the QC-SBCDPO that they look forward to. The types of assistance arranged from most chosen to least chosen are capital assistance (92 votes/82.9%), marketing and promotion (70 votes/63.1%), business registration and product development (tied 51 votes/45.9%), branding (42 votes/37.8%), tax compliance (37 votes/33.3%), and food safety/food handling (26 votes/23.4%). This shows that though POP QC has helped with exposure and income, many entrepreneurs still hope to have additional capital to improve their businesses and for their businesses to be recognized by more people.

As of writing, the survey has been available online for 12 days. Entrepreneurs participating in the latest Summer Food Bazaar, which launched last May 11, were able to take part in the survey when it was posted on May 19. The feedback of the survey was overwhelmingly positive. Majority of the respondents were thankful for the opportunity to sell their products at prime locations in city hall and in local malls and hope to be invited to sell at more events in the future.

As the QC-SBCDPO seeks to improve and expand POP QC, the POP QC Facebook group will continue to serve as an essential tool to bring the community together, listen to members' concerns, and empower them to actively participate in the program.

Impacts and results

*Describe the impacts and results of the process. How many people have participated, and what are their profiles? What have been the impacts on public policies, the functioning of the administration, and the citizenry? (In a **maximum of 300 words**).*

Since December 2022, 147 businesses have participated across 8 POP QC events: 40 in the Christmas and New Year Bazaar, 16 in the Chinese New Year Bazaar, 11 in the Kyusi Food Bazaar, 5 in the Local Artisans' Fair, 8 in the Women's Month Bazaar, 13 in the Eco Market Bazaar, 27 in the Mother's Day Bazaar, and 27 in the Summer Food Bazaar.

Out of all POP QC businesses, 59% sell food and 41% are non-food businesses broken down further into 20% selling handicrafts, 13% selling clothing and fashion accessories, and the rest selling cosmetics and general merchandise.

Of the entrepreneurs who participated, 83% are female and 17% are male. 90% of them attained secondary education or higher with 50% having graduated college, and the

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remaining 40% having finished high school. Given the trends, it can be observed that more women are turning to entrepreneurship as a source of income than men.

The events arranged from least to most sales are Eco Market Bazaar (PhP 146,460 in 3 days), Local Artisans' Fair (PhP 166,300 in 5 days), Women's Month Bazaar (PhP 173,363 in 3 days), Chinese New Year Bazaar (PhP 192,540 in 1 day), Mother's Day Bazaar (PhP 440,936 in 7 days), Summer Food Bazaar (PhP 1,141,420 in 6 days; ongoing), Christmas and New Year Bazaar (PhP 3,653,991 in 20 days), and Kyusi Food Bazaar (PhP 5,090,983 in 60 days). Overall, POP QC businesses across all events made PhP 11,005,993 worth in total sales.

The sales show the high turnout and continuing success of POP QC. This is also felt in the positive feedback from the entrepreneurs. One seller was immensely grateful for her earnings which helped her take care of her aging mother. Such inspiring stories serve as motivation for our city to continue innovating for our people.

PART 3: EXPERIENCE SUMMARY

*A summary of the experience: origins, objectives, operation, results, monitoring, and evaluation. (Do not hesitate to repeat aspects that have already been written before. This summary will be shared on the digital platform for open evaluation and in the publication of the award). (In a **maximum of 500 words**).*

In October 2019, the Quezon City Small Business and Cooperatives Development and Promotions Office (QC-SBCDPO) launched POP QC. While trade fairs are far from new, what makes POP QC different is its branding and what it stands for, Proudly Original Products of Quezon City. When the first POP QC trade fair kicked off, so did the vision of creating a community of micro and small businesses with unique products that proudly represent the city.

The most important objective of POP QC is to empower non-organized citizens and communities. POP QC also values equality and diversity. Any business owner from Quezon City can register online to join POP QC. Through events, such as the Women's Month Bazaar and the Mother's Day Bazaar, the equality and diversity of business owners in the city is celebrated.

To join POP QC, interested entrepreneurs are invited to register online. Then, the QC-SBCDPO contacts the entrepreneurs whose businesses were chosen to participate in the next POP QC event. Next, the entrepreneurs set up their booths and products for the event launch. After completing their first event, the entrepreneurs are considered fully fledged POP QC members and are invited to the POP QC Facebook group. There are over 100 businesses that are current permanent members of POP QC.

In the implementation of POP QC, the QC-SBCDPO incorporates its three core competencies of money, market, and mentorship. This is how business owners are empowered to learn and continuously develop.

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Since POP QC public market events resumed last December 2022, 147 businesses have participated across 8 POP QC events: Christmas and New Year Bazaar, Chinese New Year Bazaar, Kyusi Food Bazaar, Local Artisans' Fair, Women's Month Bazaar, Eco Market Bazaar, Mother's Day Bazaar, and Summer Food Bazaar. Overall, POP QC businesses across all events made PhP 11,005,993 worth in total sales.

Mentorship opportunities are now being offered to entrepreneurs through specialized training on topics, such as good manufacturing practice, food safety, and basic marketing conducted with the help of the Food and Drug Administration, Department of Science and Technology, and the Department of Trade and Industry. A new program called POP QC Kolab was also launched to form a collaboration between designers from the Philippine Fashion Coalition/Fashion Accessory Makers of the Philippines and aspiring fashion designers from vulnerable communities.

Apart from the success seen in the total sales numbers, a survey was conducted in the POP QC Facebook group and answered by 112 members. The feedback of POP QC itself was overwhelmingly positive. Majority of the respondents were thankful for the opportunity to sell their products at prime locations in city hall and in local malls and hope to be invited to sell at more events in the future.

At the heart of everything POP QC, the goal is not just supporting small businesses, but taking pride in the quality of their products, which can match or exceed bigger business competitors. Most importantly, POP QC pursues to inspire people that every big success starts small.

See more of POP QC in our supporting documents: [POP QC BAZAARS \[PHOTOS & VIDEOS\] - Google Drive](#)

We invite you to share annexes that allow you to better illustrate your experience: videos, photographs, documents... These can be sent through a file transfer service, such as WeTransfer, Dropbox or Google Drive.

Thank you for participating!