



I. Project Information

Project Code	QFIER
Project Title	Study on the Feasibility of having a National Certification for Productivity Specialists
Project Start	01 August 2024
Project End	31 December 2024
Project Price	PHP500,000.00
Client Organization	APO DAP Secretariat

II. Project Team

Project Manager	Yuri R. Munsayac
Team Members	Pamela S. Balindan, Jessa Mae L. Bonsol, Christian S. Eparwa
Supervising Fellow	Monica D. Saliendres
Consultants/ Resource Persons	

III. Project Details

Project Description	This project, representing Phase 1 of the Certification Program for Productivity Specialists (CPPS), focused on evaluating the need, benefits, and demand for the certification. It involved a comprehensive desk review, an online survey of past participants from DAP-APO productivity training programs, and stakeholder consultations through workshops, focus group discussions, and key informant interviews. The insights gathered provided valuable input for shaping the development of the certification framework.
Project Objective	The main objective of this project is to conduct a study on the feasibility of having a national certification for productivity specialists.
Focus Area	Public Sector Productivity
Project Type	Regular
Project Beneficiary	Public Sector
Regional Coverage	Nationwide

IV. Project Accomplishments

The following activities were conducted as part of the project accomplishments:

1. CPPS Concept Note

The concept note for the Certification Scheme for Productivity Specialists (CSPS) was formulated to establish a national certification framework, with the Development Academy of the Philippines (DAP) as the proposed APO-accredited certification body. It outlined the rationale for CSPS, citing the Philippines' declining global competitiveness and the need to enhance productivity in both public and private sectors. The concept note detailed a phased implementation plan, beginning with a

feasibility study, followed by the design and development of the certification scheme, and culminating in APO accreditation. It also specified the certification levels, target beneficiaries, key stakeholders, and estimated project costs, emphasizing CSPS's role in strengthening the country's workforce and institutional capacity for productivity improvement.

2. CPPS Research Design

The research design was formulated to assess the need for a CPPS in the Philippines. A cross-sectional survey was developed to gather both quantitative and qualitative data from a targeted sample of 385 respondents, including participants from APO/DAP training, government officials, and productivity consultants. The survey aimed to explore factors influencing the certification process and its potential benefits. Statistical methods, including Chi-Square and logistic regression tests, were used to analyze the data, providing valuable insights into the feasibility and impact of the CPPS in the country.

3. Survey on the Certification Program for Productivity Specialists (CPPS).

The survey evaluating the necessity of a CPPS in the Philippines was successfully executed and completed in the first week of January 2025, yielding critical insights. A total of 216 respondents from 103 agencies participated in the survey, conducted from December 10, 2024, to January 3, 2025, with 212 valid responses. The data collection was facilitated through an online survey distributed via email and professional networks to targeted participants. Respondents comprised professionals from diverse sectors, including government, academia, and private entities, providing a representative sample to assess the need for a productivity certification program in the Philippines.

Key findings:

- 95% of respondents supported the CPPS, and 98% recognized its importance in enhancing workforce quality and productivity across sectors in the Philippines.
- 93% showed interest in applying for or becoming certified under the CPPS, indicating strong demand for the program.
- 67% preferred certification as productivity specialists, while 32.5% were interested in green productivity certification. Among productivity-focused respondents, 90% favored specialization in the public sector.
- For public sector productivity, 38% of respondents prioritized service quality, while 23% were interested in performance management, particularly in Monitoring and Evaluation.
- 79% of respondents recommended a certification fee range of PHP 15,000 to PHP 19,000 to keep the program affordable and accessible.



- Many raised concerns about the cost, especially for government employees and those in underserved areas, suggesting fee reductions, subsidies, or flexible payment options to ensure wider participation and inclusivity.
- Respondents advocated for streamlining the certification process, including minimizing documentary requirements and removing rigid age restrictions, to make the application more accessible.
- Increased promotional efforts were suggested, such as organizing roadshows, leveraging online platforms, and engaging key stakeholders like government agencies, industries, and academic institutions to raise awareness.
- Suggestions for government employees included prioritizing them with discounts, subsidies, or full sponsorships, ensuring better alignment with public sector goals.
- Respondents recommended a well-rounded curriculum with both theoretical and practical components, offering hybrid learning options, real-world case studies, and modules tailored to industry needs.
- To maximize long-term benefits, respondents emphasized the need for post-certification support, such as networking opportunities, professional development, and ensuring the program's recognition across industries.

4. Certification Body Development (CBD) Proposal

The DAP submitted a proposal to the APO to establish a Certification Program for Productivity Specialists (CPPS) by the second quarter of 2025. The program aimed to enhance the country's competitiveness by certifying experts in productivity-related fields such as consultancy, training, promotion, and research. It was designed to support economic growth, align with national development goals, and contribute to the APO's mission of promoting innovation-led productivity in the region. The program would address sector challenges, create a skilled workforce, and drive efficiency, reduce waste, and foster economic resilience.

Project Output/Impact:

1. Developed a concept note outlining the framework for establishing a national certification scheme for productivity specialists, with the DAP as the proposed APO-accredited certification body. This document detailed the rationale, phased implementation plan, target beneficiaries, stakeholders, and estimated project costs.
2. Formulated a research design for assessing the need for a CPPS in the Philippines, including a cross-sectional survey to collect quantitative and qualitative data from a targeted sample of 385 respondents. The data analysis provided insights into the feasibility and potential benefits of the CPPS.
3. Successfully executed and completed a survey in January 2025 with 212 valid responses from 103 agencies, providing critical insights into the demand for the CPPS, preferences for certification types, fee recommendations, and desired



certification process improvements. Key findings included high support for the program and strong interest in public sector specialization.

4. Submitted a proposal to the APO for the establishment of the CPPS, outlining the program's goals, its alignment with national development objectives, and its role in improving the Philippines' competitiveness. The proposal highlighted the program's potential to enhance workforce quality, drive economic growth, and contribute to the APO's regional mission. The proposal was subsequently approved by the APO.

Lesson Learned

- A key lesson learned from the survey was the difficulty in reaching the target number of respondents. This highlighted the need for better outreach strategies, such as using more communication channels and extending the survey period. Ensuring more participants and focusing on quality responses will improve future surveys and provide more reliable insights.

Attachments

- One-point lesson
- Survey Report

Prepared by:


Yuri R. Munsayac
Project Manager

Noted / Approved by:


Arnel D. Abanto
Acting Vice President, PDC

Notes:

1. Project details on Section I-III can be generated thru PMIS based on PMs Inputs.
2. Project Managers are required to accomplish Section IV & provide Section V to reflect the results of project implementation
3. Project Managers can update/adjust the pre-filled sections(I-III) based on actual data