

What is



BAGONG PILIPINAS

1

It is calling the attention of the nation and of the world to everything that is good, noble, distinctive and lovable about the Filipino and the Philippines.

2

It is rejecting the prevalence of negativity including our self-deprecation as a people and perennial distrust of government.

3

It is engaging the people in continuing dialogue, conversation and consultation so that they are co-architects of the future of the country.

4

It is engaging both government and the people in a covenant with both sides assuming responsibilities, and both sides according each other trust and respect.

5

It is the adoption of EXCELLENCE as an uncompromising standard.

6

It is the resoluteness of government about forging ahead on all fronts, particularly in those areas that need most attention -- engaging the private sector so that responsibility for progress is not government's alone!

“Bagong Pilipinas” is the overarching brand of the current administration. It promotes positivity and all that is good about the country and its people. It wants to do away with negativity and even self-deprecation and distrust of government.

It also represents a brand-new version of the Filipino people with changed mindsets, values, and behaviors, which are expected to contribute greatly to the betterment of the country and its future.

#BagongPilipinas

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