

What is the meaning of the logo?



The logo uses an eye icon to symbolize vision. It also serves as an eye-opener for Filipinos, reminding them that each citizen plays an equally important role in achieving the long-term vision. The four eyelashes attached to the eye resemble the sun’s rays, suggesting a bright future for the Philippines. Basic colors are used to evoke familiarity, as most are the colors of the Philippine flag.

How can this long-term vision be sustained in the next four administrations?

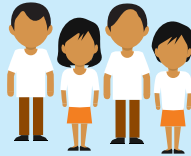


The long-term vision follows the idea of a progressive realization. This means that when an administration is in power, it needs to gain and establish ground so that succeeding administrations will have something to build on, until the end goal is reached. This involves setting milestones, having medium-term targets, and matching the vision with international timelines such as the Sustainable Development Goals of the United Nations, among others.

Also, after ten years, NEDA may conduct another survey to evaluate how far or close we are from fully realizing the 2040 vision and whether and to what extent aspirations have changed.



How can the public support or advocate for AmBisyon Natin 2040?





We are encouraging the public to use AmBisyon Natin 2040 as a topic for discourse and study in the academe, basis for goal-setting of projects and programs in our communities, among others. The public is also free to use (without major alterations) the visual materials and information posted on the AmBisyon Natin 2040 website and Facebook page. We are also open to talk about AmBisyon Natin 2040 in relevant external events and gatherings. There will be a string of public events in the coming months where the public is invited to join.

Where can we get more information and updates?



All information and related presentations, videos, photos, infographics, publications, speeches and survey results highlights can be accessed through the official Ambisyon Natin 2040 website, 2040.neda.gov.ph. The executive summaries of the technical papers and other additional resource materials will also be posted on the website. All updates on Ambisyon Natin 2040 including related articles, event coverages and press statements are linked and posted on the official Ambisyon Natin 2040 Facebook page, www.facebook.com/AmbisyonNatin2040.

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FREQUENTLY
ASKED
QUESTIONS (FAQs)

What is AmBisyon Natin 2040?

AmBisyon Natin 2040 represents the collective long-term vision and aspirations of the Filipino people for themselves and for the country for the next 25 years. It describes the kind of life that people want to live, as well as how the country will look like by 2040. As such, it will serve as an anchor for development planning across at least four administrations.

What is the difference between a plan and a vision?

A vision is a picture of the future, a set of life goals and goals for the country, while a plan is a set of strategies to achieve these goals. In simple terms, a vision may be likened to a destination and thus answers the question “Where do we want to be?” while a plan lays out the pathways and modes for getting to the destination.

Thus, Ambisyon Natin 2040 is the vision that will be the guide and anchor of the country’s plans for the future.

Why did NEDA start this long-term vision for the Philippines? Why only now?

We know that development is a long-term process. It takes many years, even decades, for a country to reach a higher level of development so as to significantly raise living standards and, subsequently, eradicate poverty. But because of the current political system, government planning has traditionally been bound by the six-year term of a presidency. This has often led to discontinuity of even good policies and programs. Thus, stakeholders have been clamoring for a long-term development plan that will ensure sustainability and continuity of good policies, programs, and projects beyond the term a political administration.

How did NEDA come up with AmBisyon Natin 2040? What was the process behind it?



How the AmBisyon Natin 2040 process unfolded was a result of a consultative process. An Advisory Committee composed of representatives from the government, private sector, the academe, and civil society guided the overall implementation of the visioning exercise. Experts from different fields of development were also consulted, especially on the thematic technical papers. Guided by the Advisory Committee, NEDA led the development of the project’s various components, including public consultations through focus group discussions, national survey, technical studies, and communication and advocacy.

Is the vision of “a simple and comfortable life” too low for the Filipino people?

A simple and comfortable life to the Filipino people means having a car of their own, a house of their own, and enough money and savings to send their children to school and to afford leisure like travel – a middle class lifestyle. Upon closer look, these aspirations are achievable to many but not for all in the immediate term. And they may not be achievable simultaneously. Nonetheless, as people’s aspirations are driven by their current conditions, they may change eventually and gradually as their lives continue to improve.

Were all stakeholders involved in the visioning process?

People’s ownership of something like AmBisyon Natin 2040 is critical to its sustainability. It is important that the vision is widely shared and resonates with the majority.

What better way to do it than to let it come from the people themselves? Thus, NEDA undertook methodical public consultations to discover what they want for themselves and for the country.



Forty-two (42) focus group discussions (FGDs) across the country were conducted, primarily with poor and marginalized groups whose voices are seldom heard. These include fisherfolk, farmers, the urban poor, disaster survivors, OFW families, indigenous people (IPs), students, formal workers, government workers, out-of-school youth and persons with disability (PWDs) in 10 different regions across Luzon, Visayas, and Mindanao.

The FGD results informed the design of the questionnaire for a national survey with a sample size of 10,000. The survey includes Filipinos, 15-50 years old, from all walks of life, regardless of ethnicity, class, or occupation. To help draw up strategies for realizing the long-term vision of Filipinos, several technical papers on areas or sectors widely known to affect a country’s development and people’s quality of life are now being drafted. These papers will help set the goals and milestones for each administration, even while leaving ample room for flexibility, especially in terms of strategies and programs.

