

# AMBISYON NATIN 2040



A **LONG-TERM**  
**VISION**  
FOR THE **PHILIPPINES**

# About AmBisyon Natin 2040

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

AmBisyon Natin 2040 is a picture of the future, a set of life goals and goals for the country. It is different from a plan, which defines the strategies to achieve the goals. It is like a destination that answers the question *“Where do we want to be?”*. A plan describes the way to get to the destination; AmBisyon Natin 2040 is the vision that guides the future and is the anchor of the country’s plans.

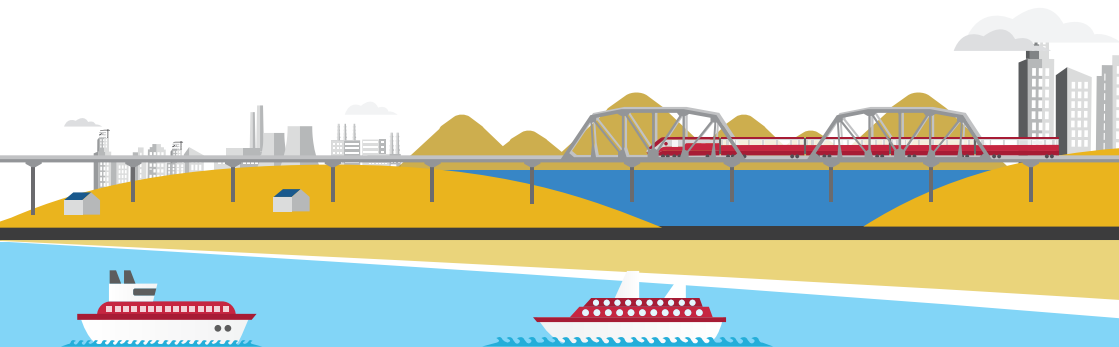
AmBisyon Natin 2040 is the result of a long-term visioning process that began in 2015. More than 300 citizens participated in focus group discussions and close to 10,000 answered the national survey. Technical studies were prepared to identify strategic options for realizing the vision articulated by citizens. The exercise benefitted from the guidance of an Advisory Committee composed of government, private sector, academe, and civil society.

## The life of all Filipinos in 2040:

### *Matatag, Maginhawa at Panatag na Buhay*

By 2040, Filipinos enjoy a strongly rooted, comfortable, and secure life.

*In 2040, we will all enjoy a stable and comfortable lifestyle, secure in the knowledge that we have enough for our daily needs and unexpected expenses, that we can plan and prepare for our own and our children’s future. Our family lives together in a place of our own, and we have the freedom to go where we desire, protected and enabled by a clean, efficient, and fair government.*



**Filipinos are strongly rooted: matatag.** Filipino families live together; there is work-life balance so that there is time to spend with family even for members who work. On weekends, families and friends enjoy time together in parks and recreational centers. It is a high-trust society with a strong sense of community. There are volunteer opportunities, and Filipinos spend time to serve the community, help others who are in need, and contribute to various causes.

**Filipinos are comfortable: maginhawa.** No one is poor, no one is ever hungry. Filipino families live in comfortable homes with the desired amenities and secure tenure. Families and friends are within reach because transport is convenient and affordable, and they can take a vacation together within the country and abroad. Children receive quality education so that they realize their full potentials and become productive members of society. Decent jobs that bring sustainable income are available, including opportunities for entrepreneurship.

**Filipinos are secure: panatag.** Filipinos feel secure over their entire lifetime. They expect to live long and enjoy a comfortable life upon retirement. There are resources to cover unexpected expenses, and there are savings. They feel safe in all places in the country. Filipinos trust their government because it is free of corruption and provides service to all its citizens equally.

### Matatag

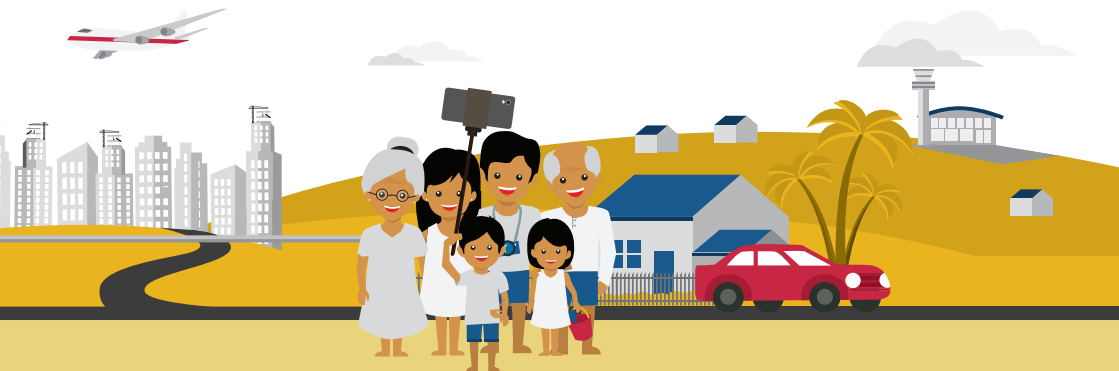
- Family is together.
- Time with friends.
- Work-life balance.
- Volunteering.

### Maginhawa

- Free from hunger and poverty.
- Secure home ownership.
- Good transport facilities.
- Travel and vacation.

### Panatag

- Enough resources for day-to-day needs, unexpected expenses and savings.
- Peace and security.
- Long and healthy life.
- Comfortable retirement.







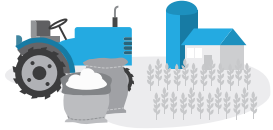
### Education Services

Formal education and re-tooling services.



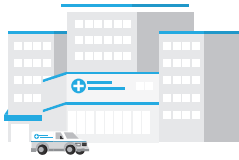
### Tourism and Allied Services

Resort, rest-recreation hotels, accommodation, travel and tour cultural shows, heritage sites, etc.



### Agriculture

Food production, commercial and industrial crop, agricultural biotechnology, etc.



### Health and Wellness Services

Primary, secondary, and tertiary care, pharmaceuticals, wellness facilities, sports and fitness facilities, etc.



### Financial Services

Consumer financing, enterprise financing, and insurance savings mobilization.

Government must also ensure that economic growth is broad-based across sectors and regions; it must result in a more equal income distribution. Moreover, there should be aggressive interventions to increase opportunities for the poor to participate in the growth process even as they are protected against the negative impact of economic and political instabilities, natural and man-made calamities. Poverty must be eradicated by 2040, if not earlier.

It must also be recognized that certain individuals cannot immediately participate in the growth process. For infants and children, there is the requisite care, guidance, health and education services until they become mature enough. It is important that parents and families are able to provide these, although government should stand ready to fill the gap. A major intervention, therefore, is for parents to adequately prepare for having a family.



## ***Filipinos live a long and healthy life.***

A long and healthy life allows people to realize their full potential and to enjoy the attainment of their **AmBisyon** for many years. This is borne out of healthy lifestyle choices. New products and processes that are safer and cleaner, and certainly products that promote good health, are needed as well.

Policies that promote work-life balance can reduce the strain on people's health. Filipinos must also be given more affordable, clean and safe options for rest and recreation, like open spaces, nature parks and public sports and fitness facilities. In case of illness, Filipinos must have access to affordable and good quality healthcare.

Ensuring the quality of health care and health-related products and the safety of other products is the responsibility of government as well.



## ***Filipinos are smart and innovative.***

Well-educated, innovative Filipinos will continuously improve the quality of life in the Philippines. If education is the process of facilitating the “acquisition of knowledge, skills, values, beliefs and habits”<sup>1</sup>, formal education is the structured method of facilitating the acquisition of a select set of such knowledge, skills, values, beliefs and habits. Government, therefore, must be proactive in setting the agenda for education. It is, after all, about molding the future Filipino and creating the future Philippine society.



More than ensuring that Filipino students acquire the foundational literacies (reading, numeracy, scientific literacy, ICT literacy, economic and financial literacy, cultural and civic literacy), the formal education system must also ensure that students obtain competencies (critical thinking, problem-solving, creativity, communication, collaboration) and develop character qualities (curiosity, initiative, persistence and grit, adaptability, leadership, social and cultural awareness)<sup>2</sup>. This may require a revision of the curriculum content, but more importantly, the mode of delivery. At the same time, there must be access to lifelong learning opportunities so that competencies are continuously upgraded and updated.

### ***Filipinos live in a high-trust society.***

A high-trust society allows Filipinos to enjoy a *panatag na buhay* together with their families. Extending to the bigger community, a high trust society equals a *matatag na pamayanan*.

A high-trust society allows people to see to their economic pursuits, secure in the knowledge that they will be able to enjoy the fruits of their labor. However, societal ties must be strengthened where every Filipino cares for the plight of his fellow Filipino. Every Filipino must feel upset if another Filipino is found hungry and poor, or unable to recover from unfortunate events.

A caring society does not evolve overnight; it must be cultivated. Venues and opportunities for interpersonal interaction must be provided. But usually, it takes root from building trust in established institutions like government. Government must therefore begin the process of confidence-building by being clean, fair and citizen-centered. After all, a high-trust society is the most durable bedrock for vibrant, culturally diverse, and resilient communities of the Philippines by 2040-- hopefully, sooner.





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