



Republic of the Philippines  
Department of Science and Technology  
**Technology Application and Promotion Institute**

**Applied Communications Unit for Non-Inventors (ACU-N)  
GUIDELINES AND TERMS OF REFERENCE**

**RATIONALE**

The Technology Application and Promotion Institute (DOST-TAPI) was created by virtue of Executive Order Number 128, series of 1987 and is one of the service agencies of the Department of Science and Technology (DOST) whose primary responsibility is to promote the commercialization of technologies and market the services of other operating units of the Department. Per Section 28.0 Executive Order Number 128, series of 1987, DOST-TAPI is mandated to provide grants and/or venture funds to finance new and/or emerging projects.

DOST-TAPI's function was expanded by virtue of the Republic Act (RA) 7459 otherwise known as the "Inventors and Invention Incentives Act of the Philippines" and administers the Invention Development Assistance Fund for the initial experiments and prototype development and other invention-development-related activities, among others.

DOST-TAPI implements an array of programs that would address the specific needs of Filipino technopreneurs in building their enterprise, refining their technologies, and expanding their technology-based businesses.

The Applied Communications Unit for non-inventors (ACU-n) was established to develop and implement marketing and communication strategies that would boost awareness of the potential clients and the public on the available DOST-TAPI programs for non-inventors or technopreneurs. Through ACU-n, DOST-TAPI hopes to increase the utilization of its technopreneurship programs as provided for under the law.

**OBJECTIVES**

To increase public and clients' awareness of the different non-inventor/technopreneurship-related programs of DOST-TAPI and consequently increase the utilization of the funds allocated for non-inventors.

Specifically, ACU-n aims to:

1. Formulate and implement marketing, promotional, and/or communication strategies;
2. Maximization of communication channels across platforms in print, broadcast, and online/digital platform; and
3. Enhance gender responsiveness in the entire operation of the Institute to ensure that the services are participatory, fair, empowering, and sustainable through:
  - a. Increased access of women to all programs and services of the Institute; and
  - b. Updating and continuous enhancement of Gender and Development program in the Institute's policies and procedures.

## DEFINITION OF TERMS

**Monitoring** - an activity that gauges the output of the brand, campaign, and/or message delivered through media channels.

**Non-inventor / technopreneur** - an umbrella term used to describe MSMEs, startups, DOST beneficiaries, adopters, academe and institute-based researchers, and student entrepreneurs. Due to the nature of their affiliation or organization, DOST-TAPI sources its financial aid from the Institute's General Funds and not from the Invention Guarantee Fund (IGF) or the Invention Development Assistance Fund (IDAF).

**Platform** - the medium used in conveying a message, communication, and/or information.

**Press release** - an official statement given to the media, particularly newspapers, which provides information on a specific topic. This may either be news articles or feature articles published by the Institute.

**Publication** - any material used in advertisement and/or information dissemination, including print, visual / audio-visual presentation, digital content, or multimedia materials.

**Requesting party** - an institution/ association / organization/ agency / individual who requests for the conduct of program orientation and/or any other similar assistance.

**Resource person/speaker** - a person who is available to provide relevant information on a specific topic/issue to an audience. The ACU-n team shall be resource persons for discussing DOST-TAPI's non-inventor/technopreneurship programs for the purpose of encouraging proposal submissions.

**Social media** - a form of digital media, which holds and facilitates the sharing of information, ideas, and thoughts through the building of a virtual network and community.

## SCOPE OF WORK OF THE UNIT

### **Marketing, Communication, and Promotional Campaigns**

1. Conceptualizes marketing, communications, and promotional campaigns;
2. Presents the campaign for funding approval, if applicable; and
3. Implements the approved campaign.

### **Press releases or Feature Articles**

1. Research and gathering of information, including the conduct of interviews;
2. Preparation of articles and press releases;
3. Editing of news articles;
4. Submission of material for approval, posting, and/or publication.

### **Audio - Visual Presentations (AVPs)**

1. Conceptualization of story ideas and promotional video campaign format; including preparation of script if necessary;
2. Coordination with concerned units;
3. Production shoot and/or post-production editing if necessary; and
4. Posting of video on the target platform.

### **Publication Materials**

1. Conceptualization and development of publication material; and

2. Circulation and dissemination of publication material.

#### **Program Orientation**

1. Initiation or action to the request for the conduct of program orientation or program promotion to potential clients or stakeholders;
2. Preparation of presentation materials and other collaterals; and
3. Participation in events as a resource speaker/s.

#### **Social Media Management**

1. Creation of social media contents;
2. Management of the social media page; and
3. Monitoring and evaluation of social media engagement.

#### **Partnerships and Linkages**

1. Initiation of exploratory meetings with potential partners for a collaborative undertaking particularly on program promotion and applications;
2. Presentation of proposed collaboration to DOST-TAPI EXECOM if necessary; and
3. Support in the facilitation and/or execution of collaboration.

#### **Coordination with Technopreneurs, Beneficiaries, or Stakeholders**

1. Screening and selection of technopreneurs, beneficiaries, and/or stakeholders based on the assessment by program managers or concerned division/unit as to appropriateness for inclusion in promotional campaigns;
2. Coordination with the technopreneurs, beneficiaries, and/or stakeholders; and
3. Meeting or Interview with the technopreneurs or beneficiaries.

### **PROGRAMS COVERED**

The ACU-n specifically caters to non-inventor/technopreneur clients, such as MSMEs, startups, DOST beneficiaries, adopters, academe and institute-based researchers, and student entrepreneurs. Hence, the Unit supports the promotional activities and strategies of the following programs

1. Pre-commercialization
  - a. Technology Innovation for Commercialization (TECHNiCOM).
2. Commercialization
  - a. Venture Financing Program 4.0 (VFP 4.0)
3. Investment Training
  - a. Honing Innovations, Research, Agreements and Negotiations of the Government-Funded Technologies Internship Program 2.0 (HIRANG 2.0)

### **ELIGIBILITY FOR TECHNICAL ASSISTANCE**

The ACU-n may accept request that would lead to the development of promotional, communications, and/or marketing campaigns that would communicate, promote, and/or market the programs of assistance and/or initiatives of the DOST-TAPI, including its beneficiaries and assisted technologies, from the following agencies, organizations, and entities:

1. DOST Regional Office
2. Professional Association / Organization
3. Micro, Small, and Medium Enterprise (MSME)

4. Technology Business Incubator (TBI)
5. Private and Public Academic Institution
6. Local Research and Development Institute (RDI)
7. National and Regional Government Agency
8. Non-Governmental Organization (NGO)
9. Foundation
10. Student Organization/Academic Organization

**DOCUMENTARY REQUIREMENT FOR TECHNICAL ASSISTANCE**

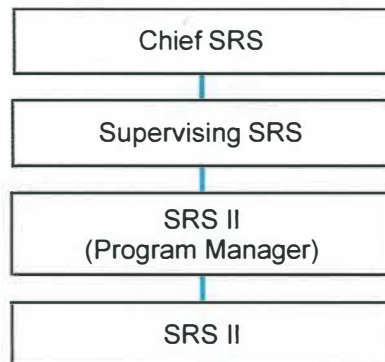
1. Letter request addressed to DOST-TAPI Director

**COVERAGE OF EXPENSE ITEMS FOR CAMPAIGNS**

Expenses that can be charged for the development of promotional, communication and marketing campaigns include the following: professional services, communication expenses, honorarium, token, supplies and materials, printing and binding expenses, equipment and capital outlay, lease of venue, rental expenses, representation expenses, traveling expenses, subscription expenses, advertising expenses, training expenses, transportation and delivery expenses, expenses for semi-expendable items, repair and maintenance, taxes, insurance and other premiums, utilities, survey expenses, awards and prizes, and other maintenance and operating expenses (other MOOE).

**STRUCTURE**

The ACU-n is under the Technology Information and Promotion Division (TIPD) headed by the Chief Science Research Specialist (SRS). The unit structure for permanent staff is as follows:



**TERMS OF REFERENCE**

**Development of Press Releases or Feature Articles**

1. ACU-n team conceptualizes/ researches content based on program accomplishments, marketing trends, strategies, and/or coordination with program managers/ clients/ stakeholders;
2. ACU-n facilitates the writing of press release or article and forwards draft to the Supervising SRS who forwards the same to the Chief SRS;
3. The Chief SRS may already clear the same or forward the draft to the concerned division for comments or suggestions. The concerned division may clear the material through its Division Manager (DM) and/or Program Managers

(PM). Subsequently, the concerned division may return the draft to TIPD or forward it directly to the Office of the Director;

4. If draft is returned to TIPD, ACU-n makes necessary revisions before forwarding the document to the Office of the Director for further comments and/or approval;
5. The Office of the Director comments/approves and forwards the draft to TIPD;
6. ACU-n revises and finalizes the press release or feature article and forwards the same together with pictures to DOST-TAPI's website administrator/s for posting on DOST-TAPI website/s;
7. Once posted on DOST-TAPI website/s, ACU-n may:
  - a. Post the press release or article on social media with corresponding media card or graphics; and/or
  - b. Forward the finalized press release or article to DOST-STII or the Corporate Communications Unit of DOST-TAPI.

#### **Development of Audio - Visual Presentation (AVP) Materials**

1. ACU-n conceptualizes story ideas, content, and/or promotional video campaign formats. The Unit facilitates the writing of the script, planning of execution strategies for production and post-production, and/or coordination with concerned units/stakeholders;
2. ACU-n facilitates the production within the DOST premise and/or outside the DOST premise depending on the need and/or situation;
  - a. For videos based on creative/artistic direction such as but not limited to short film, station id, music video, magazine show, teaser, campaign, news, documentary, full-length feature, and other similar materials, the Program Manager shall approve the same;
  - b. For corporate videos such as explainer videos of programs / institutional AVP, FAQs, and similar materials, the material shall be cleared by concerned division. The concerned division may clear the material through its Division Manager (DM) and/or Program Managers (PM). This is then forwarded to the Office of the Director for approval.

#### **Development of Publication Material**

1. ACU-n conceptualizes content and/or format depending on marketing platforms and/or strategies;
2. ACU-n facilitates the development of publication material:
  - a. For social media copies and digital content such as teasers, comics, creative/inspirational posts, quote cards, and similar materials, the Program Manager approves the same; and
  - b. For corporate materials that requires printing such as brochure, magazine, newsletter, book, and similar materials, the material shall be

cleared by the concerned division. The concerned division may clear the material through its Division Manager (DM) and/or Program Managers (PM). The material is then forwarded to the Office of the Director for approval;

3. For digital and printed materials, ACU-n facilitates distribution to partners, beneficiaries, and other stakeholders.

#### **Facilitation of Partnership and Linkages**

1. ACU-n coordinates with potential partners for exploratory meetings on possible collaborative opportunities, particularly for the promotion of technopreneurship programs;
2. ACU-n coordinates with program managers and/or requests their attendance in meetings, if necessary;
3. ACU-n presents proposed collaborative undertakings to DOST-TAPI EXECOM for approval, if necessary; and
4. ACU-n provides support to the collaborative undertaking, if necessary.

#### **Management of Social Media Pages**

1. ACU-n manages the campaign page and promo collaterals for the Call for Proposals and/or other related activities on DOST-TAPI website and Facebook page;
2. ACU-n regularly posts and shares content on the official social media page;
3. For general inquiries, PAO shall accommodate the concern. Otherwise, inquiries should be emailed to the official email address of DOST-TAPI at [info@tapi.dost.gov.ph](mailto:info@tapi.dost.gov.ph) and addressed to the DOST-TAPI Director.

#### **EFFECTIVITY**

The Guidelines and Terms of Reference shall be effective immediately and shall remain effective unless superseded by new protocols or guidelines or otherwise terminated by the DOST-TAPI.

City of Taguig, \_\_\_\_\_

Approved by:

  
**ATTY. MARLON IV D. DOSEÑA**  
Director