

ARTA Information, Education and Communication (IEC) Materials Guidelines for Reproduction


1. Brochure: WHAT IS ARTA

Stock: Matte C2S 200 gsm

Size: A4 Trifold 11.7 in (w) x 8.3 in (h)

Color: Full color






FRONT






WHAT IS ARTA





The Anti-Red Tape Authority (ARTA) is an attached agency of the Office of the President that is tasked to oversee and implement the national policy on ease of doing business and anti-red tape in the Philippines.

REPUBLIC ACT 11032
 Ease of Doing Business and Efficient Government Service Delivery Act of 2018

-  Signed by President Rodrigo Roa Duterte on 28 May 2018
-  Amended R.A. 9485 or the Anti-Red Tape Act of 2007
-  Established the Anti-Red Tape Authority (ARTA)
-  Streamlined government processes and made doing business in the country easier
-  Covers all government offices under the executive department, including LGUs, GOCCs, water districts, and other agencies outside of the country

NOTABLE SALIENT PROVISIONS

-  **CITIZEN'S CHARTER**
Citizen's guide regarding the services of government agencies
-  **3-7-20**
Standard processing time for all government transactions
 - 3 days if simple
 - 7 days if complex
 - 20 days if highly technical
-  **AUTOMATIC APPROVAL**
For applications with complete requirements and payment that were not acted upon within the prescribed processing time

-  **Streamlined Procedures for the Issuance of Local Business Licenses, Clearances, Permits, or Authorizations**
 - Unified Business Application Form
 - Establishment of Business One Stop Shop (BOSS)
 - Automation of Business Permits and Licenses (LGUs)
 - Barangay clearances and permits are now issued at the city or municipality
-  **Zero Contact Policy**
No contact in any manner with any requesting party concerning any application or request except during submission of documents.
-  **Philippine Business Hub**
(formerly known as Central Business Portal)
DICT to establish Central Business Portal to receive and capture application data on business-related transactions, and provide links to online registration of national government agencies.
-  **Interconnectivity Infrastructure Development**
Processing and approval of licenses, clearances, permits, or authorization for the installation and operation of telecommunication, broadcast towers, facilities, equipment and service shall be expedited.

BACK



PHOTO COURTESY: BONGBONG MARCOS FOUNDATION

What's in it for the transacting public?

➤ **Faster and easier application for:**

- Permits
- Licenses
- Certificates

➤ **Customers are encouraged to provide feedback for service improvement if he/she is not satisfied with the service provided**

Why do we need R.A. 11032?

The law is about streamlining and improving the current systems and procedures of government services. It aims to reduce processing time, cut bureaucratic red tape, and eliminate corrupt practices.



How can businesses benefit?

- Faster
- Easier
- More convenient business permitting process

We continue to harmonize efforts of all Investment Promotion Agencies, government agencies, and local government units to effect greater synergies. **We also continue to help the ease of doing business in the country by enhancing our digital infrastructure in order to streamline the application processes of business permits, licenses and other documentary requirement.**

PRESIDENT FERDINAND "BONGBONG" R. MARCOS, JR.

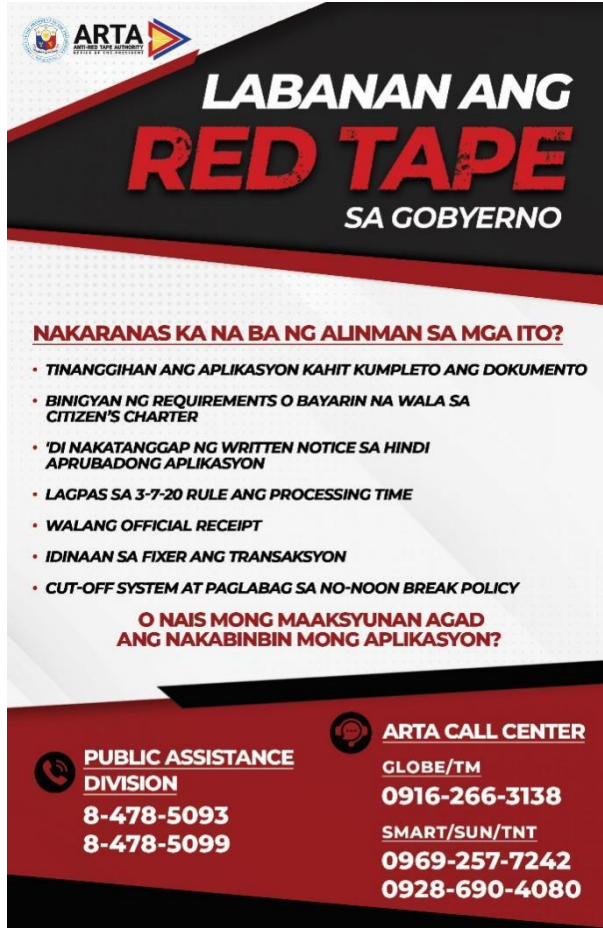
2. Leaflet: LABANAN ANG RED TAPE

Stock: 148gsm, premium satin finish coated paper

Size: 5.5 in (w) x 8.5 in (h)

Color: Full color

FRONT



The front of the leaflet features the ARTA logo at the top left. The main title "LABANAN ANG RED TAPE" is prominently displayed in large, bold, red and white letters, with "SA GOBYERNO" in smaller white text below it. Below the title, a section titled "NAKARANAS KA NA BA NG ALINMAN SA MGA ITO?" lists seven common government service issues. At the bottom, contact information for the Public Assistance Division and the ARTA Call Center is provided, including phone numbers for GLOBE/TM and SMART/SUN/TNT lines.

ARTA
ANTI-RED TAPE AUTHORITY

LABANAN ANG RED TAPE

SA GOBYERNO

NAKARANAS KA NA BA NG ALINMAN SA MGA ITO?

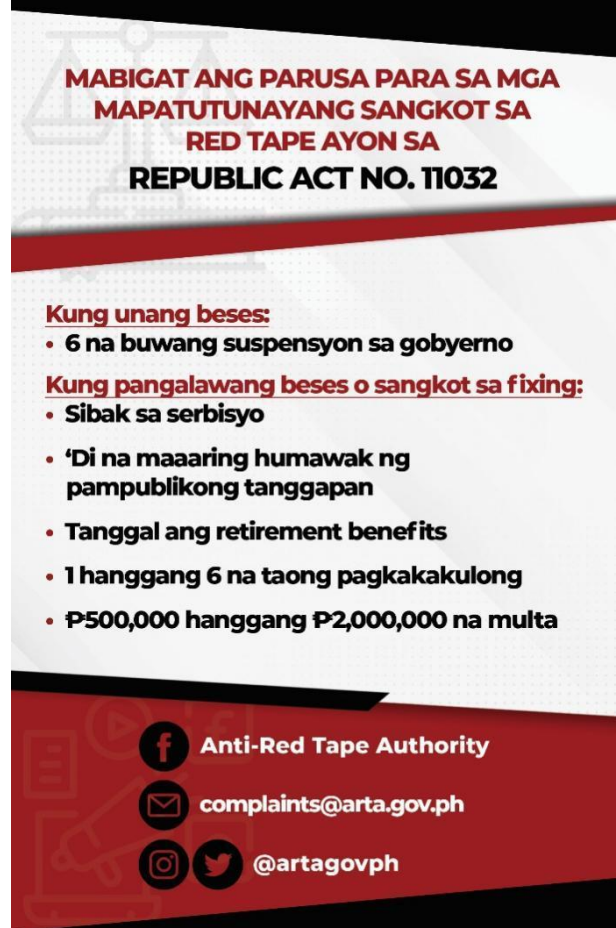
- TINANGGIHAN ANG APLIKASYON KAHIT KUMPLETO ANG DOKUMENTO
- BINIGYAN NG REQUIREMENTS O BAYARIN NA WALA SA CITIZEN'S CHARTER
- 'DI NAKATANGAP NG WRITTEN NOTICE SA HINDI APRUBADONG APLIKASYON
- LAGPAS SA 3-7-20 RULE ANG PROCESSING TIME
- WALANG OFFICIAL RECEIPT
- IDINAAN SA FIXER ANG TRANSAKSYON
- CUT-OFF SYSTEM AT PAGLABAG SA NO-NOON BREAK POLICY

O NAIS MONG MAAKSYUNAN AGAD ANG NAKABINBIN MONG APLIKASYON?

PUBLIC ASSISTANCE DIVISION
8-478-5093
8-478-5099

ARTA CALL CENTER
GLOBE/TM
0916-266-3138
SMART/SUN/TNT
0969-257-7242
0928-690-4080

BACK



The back of the leaflet features the title "MABIGAT ANG PARUSA PARA SA MGA MAPATUTUNAYANG SANGKOT SA RED TAPE AYON SA REPUBLIC ACT NO. 11032" in bold red and black text. Below this, two sections list consequences for government employees: "Kung unang beses:" (First offense) and "Kung pangalawang beses o sangkot sa fixing:" (Second offense or fixing). The bottom section contains social media icons and contact information for the Anti-Red Tape Authority.

MABIGAT ANG PARUSA PARA SA MGA MAPATUTUNAYANG SANGKOT SA RED TAPE AYON SA REPUBLIC ACT NO. 11032

Kung unang beses:

- 6 na buwang suspensyon sa gobyerno

Kung pangalawang beses o sangkot sa fixing:

- Sibak sa serbisyo
- 'Di na maaaring humawak ng pampublikong tanggapan
- Tanggal ang retirement benefits
- 1 hanggang 6 na taong pagkakakulong
- P500,000 hanggang P2,000,000 na multa

Anti-Red Tape Authority
complaints@arta.gov.ph
@artagovph

3. Leaflet: 3-7-20

Stock: 148gsm, premium satin finish coated paper

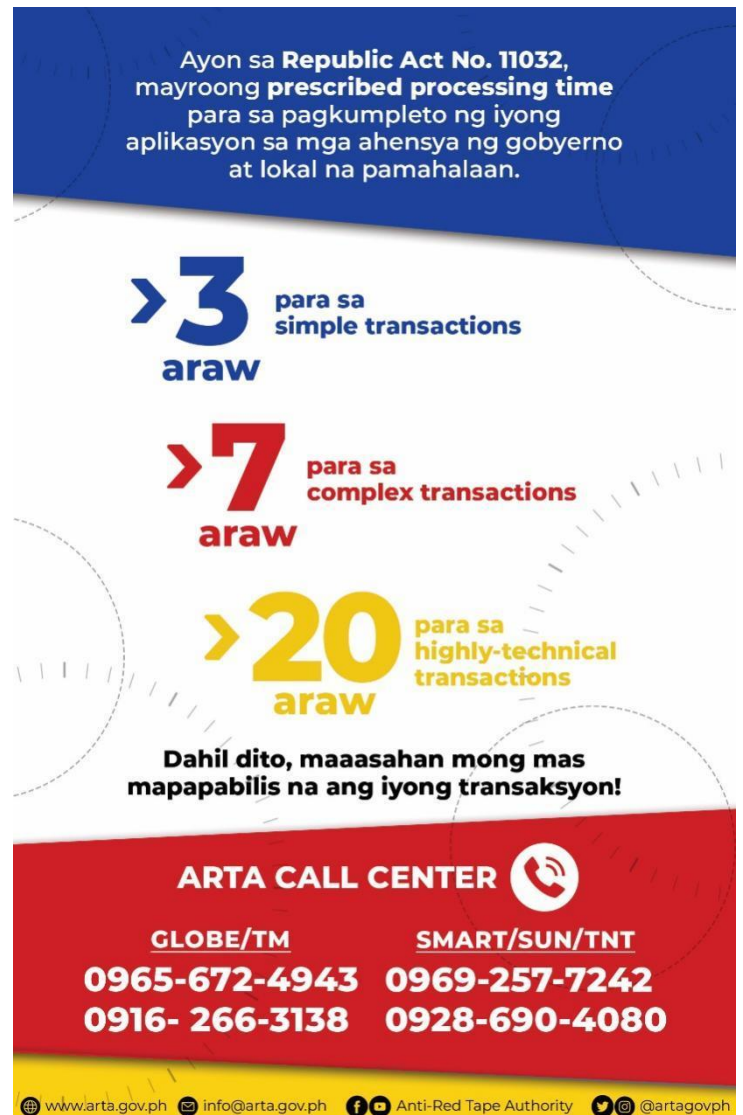
Size: 5.5 in (w) x 8.5 in (h)

Color: Full color

FRONT



BACK



4. Poster: BAWAL ANG RED TAPE

Stock: Matte C2S 220 gsm

Size: A1 23.4 in (w) x 33.1 in (h)

Color: Full color

