



KALINAWA ART FOUNDATION

Question: What is your guiding principle?

Answer: The key element is the commitment of the *Kalinawa Art Foundation* to social entrepreneurship and responsibility through the application of sound business and management practices in order to build a sustainable visual arts industry of the Indigenous Peoples of the Philippines.

There are a variety of perspectives on social responsibility. One that we are using as a guide is from the American Society for Quality. It defines social responsibility as "people and organizations behaving and conducting business ethically and with sensitivity towards social, cultural, economic and environmental issues. Striving for social responsibility helps individuals, organizations and governments have a positive impact on development, business and society." (from the American Society for Quality website at: <http://www.asq.org/social-responsibility/>)

As to the issue of management, former director of the National Commission on Culture and the Arts, Jaime C. Laya, states that in the Philippines, "Culture industries offer great potential. To realize the possibilities, we need to apply the principles of sound management in culture and the arts."

Ensuring the viability of the industry through sound business management framed through a commitment to social responsibility provides the needed catalyst for change toward sustainable development. In turn, this will support the business license to operate, innovate, grow and provide resources for non-income generating activities (further education, conferences, networking, data collection and maintenance, etc.). Through all our activities is a respect for, and celebration of, the diversity of cultures in the Philippines of which the Indigenous Peoples' visual arts are but one component.