Angkas offers to share standards with new players

By Miguel Hanz L. Antivola

ANGKAS, a pioneer in the motorcycle taxi industry, is ready to share the standards it has developed with emerging competitors, recognizing the importance of collaboration for industry growth, according to its chief executive officer.

"I know that from the outside, this is potentially a lucrative business for everyone," said George I. Royeca, Angkas CEO and co-founder, in an interview with BusinessWorld. "I do invite people to improve on it."

"But let's make sure that the intention is there — to improve the industry," he added.

Angkas, Mr. Royeca also said, has shared all of its proprietary knowledge with competitors, from training modules to insurance products.

"Hopefully we create more standards and share it with everyone else," he said.

"At the end of the day, the more people who are in the space trying to compete, it will improve the market as long as standards are maintained."

HOW IT STARTED

Personal recreational activities that unveil opportunities in the market have the potential to ignite a meaningful social cause to champion.

"I was always a [motorcycle] rider for fun and recreation," Mr. Royeca said. "I don't think any-

body sets out to do an advocacy... I have to admit that was far from mind."

"The business side of it is what made me take a look and start; the advocacy keeps me moving forward," he added.

In 2016, when Angkas was founded, 2.5 million vehicles filled the road network of Metro Manila, according to the Inter-Agency Council on Traffic. This increased to 3.2 million in 2021.

In the 2022 report of Tom-Tom's Global Traffic Index, Manila was ranked second globally with an average travel time of 24 minutes and 30 seconds per 10 kilometers. This represented an increase of one minute and 20 seconds compared to 2021.

There are around 18 million motorcycles being used on the roads, according to the Land Transportation Office. For Mr. Royeca, exploring the potential of these motorcycles and their owners can lead to improved alternatives.

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The company aims to address these challenges by professionalizing the informal sector of habal-habal or motorcycles for hire, he said, highlighting that this mode of transportation has been prevalent not only in his hometown in Mindanao but also in other countries.

A challenge was the establishment of new safety standards and regulations for motorcycle taxis.

"When you're young and you have a great idea, you don't really know the implications of that idea," Mr. Royeca said, reflecting on the solutions brought together by Angkas.

"From both the operational perspective and the public mindset, we ensured that we professionalized the product and made it genuinely safe for everyone," he added.

ADDRESSING STIGMA

According to the Health department, road crash-related injuries from motorcycles were 28,694 in 2016, which decreased to 6,244 in

The national police reported 4,029 motorcycle crash incidents from January to April alone, out of the total of 8,342 for

"It took a lot of tenacity and a lot of convincing. In the beginning, everybody was against it," Mr. Roveca said. To substantiate its safety claims and show

0.003% accident rate, Angkas offers free training for riders before authorizing them to work.

"We fail more than 70% of our applicants because we believe in teaching and training," Mr. Royeca said.

"If these applicants would fail, they could just try again. Every time they try, that's [added] cost to us, but we believe in empowering these guys and really equipping them," he added.

Alongside the creation of safety training modules and the employment of riders, Mr. Royeca started as the company's chief transport advocate before assuming the role of CEO in late 2021.

"We did it one community, one person at a time — one important regulator, politician, influential person, media, just anybody who would listen to us."

Mr. Royeca had played a prominent role in public conversations, lobbying efforts, and hearings with the Technical Working Group of the Transportation department, which reviews and revises guidelines concerning motorcycle taxis.

House Bill No. 10571, also known as the Motorcycle Taxi Bill, was approved during its second reading early last year, granting special provisions for three motorcycle taxi companies - Angkas, JoyRide, and Move It - to operate as part of the government's pilot testing program.

Moreover, Manila 3rd District Rep. Joel R. Chua filed House Bill 7034 in February to legalize and regulate motorcycle taxi operations.

"The regulation of motorcycle taxis as an alternative transport option stands to benefit both the commuting public by addressing mobility issues," Mr. Chua said in his explanatory note.

"And the Filipino families who now have an opportunity to unlock a new income stream and uplift their lives," he added.

TECHNOLOGY

A significant factor in Angkas' mission to democratize transport is its utilization of technology.

"All aspects of monitoring, matchmaking, creating a marketplace, and ensuring the safety of every ride are made possible through technology," said Mr. Royeca.

"However, it's crucial to approach technology with the right mindset and effectively leverage its potential," he added.

Considering the widespread use of technology among the public, Mr. Royeca emphasized the importance of prioritizing service to people.

In addition to its advocacy, Angkas is committed to utilizing its technology as a business to help the public and the government recognize the current opportunities in the transport sector, he

"If we genuinely care about Filipinos and provide them with appropriate training and tools, they can become responsible pillars of the community," he noted.

"I believe we should adopt this approach not only in motorcycle taxis but across all industries."

MARKETING

Even in terms of marketing its services, Angkas has stuck to its guns in connecting with the public.

Known for its quirky social media presence and gimmicks, Angkas said that it continues to adopt the style of communication that resonates with young audiences.

"I think it's about the authenticity. For us, that's always been our goal," Mr. Royeca said on the company's marketing strategy.

"A lot of marketers really try to put their best foot forward, and what we really want to do is talk to our audience." he added.

Mr. Royeca noted the turbulent journey of the company and coupled it with the "genius resilience" of Filipinos to develop such a philosophy for communicating with its users.

"No matter how hard life is, we still find humor in everything, and I think that's always been not just our strategy but philosophy," he said.

This was also driven by the excitement of pioneering a new market in the country.

"That was the underlying theme: the excitement to make this work no matter what, despite a lot of the naysayers, a lot of people not believing in this at the beginning," Mr. Royeca said.

"We've always known deep inside that there was something there, and we could really use technology for good," he added.



JOB SEEKERS attend the mega job fair organized by the Public Employment Service Office at the Universidad de Manila (UDM) covered court.

Skills-first hiring seen to address PHL employment challenges

UNEMPLOYMENT and job mismatch in the Philippines can be addressed by putting skills at the forefront of hiring strategies and changing the education approach, a human capital solutions company said.

A shift in mindset is needed to tackle the skills challenge in the workforce, Viventis Search Asia Executive Director Yu Mung Chin told BusinessWorld on the sidelines of the company's conference on June 7.

"We used to focus heavily on the role-based type of career matching," he said. "The transition of that will be very important; on an organizational level, you now need to look at skills rather than tenure."

"You will see that, in the next 2 to 3 years, the approach will change. There is untapped talent that has relevant skills to fill up skillsbased jobs, so the ability to unearth that becomes important," he added.

He also said that micro, small, and medium enterprises (MSMEs) in the Philippines are in a better position to take on a skills-based approach than big companies, which are more weighed down by years of tradition.

In 2022, the Philippine Labor department pointed out how important MSMEs are in 'driving growth, employment generation, and creating income opportunities for workers."

Mr. Chin noted that the ability of a country to ensure gainful employment in a very proactive and forceful way — by promoting productive use of skills and talent - is very

He said that the key to addressing the skills challenge lies in three main aspects: attracting talent with the right skills for specific jobs, investing in talent development through reskilling and upskilling initiatives, and utilizing appropriate career technology to enable the acquisition and application of skills.

These three pillars play a crucial role in creating meaningful career opportunities for individuals in the workforce, Mr. Chin said.

Deloitte's 2022 Analysis of Skills-Based Organization survey found that organizations that adopt a skills-based approach are 63% more likely to achieve results than those who

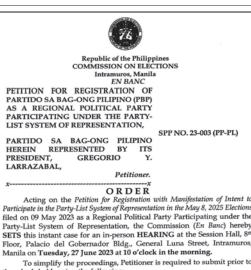
Viventis Search Asia's partnership with skills intelligence platform iMocha gives businesses across all industries access to skills-

iMocha's skills intelligence cloud is equipped with job role listings in various departments and skills mapped for each role, plus skill profiles of all employees to help determine their next path or role.

"A skills intelligence cloud, which uses a multi-channel approach through AI to regularly update an employee's skill profile, lets us move beyond just skills assessment," said Amit Mishra, co-founder and chief executive officer of iMocha, at the conference.

The strategies and technologies aimed at talent attraction and management are now accessible to the Southeast Asian market.

Brontë H. Lacsamana



 The names and e-mail addresses of two (2) witnesses who shall be the Chairperson or President, and Secretary General of the party, organization or coalition;
 Judicial affidavits of the witnesses; and 3. Proof of publication. ssion of documents by the Petitioner for presentation during ail to the Office of the Clerk of the before the scheduled hearing. Immediately after filling through e-mail, the same documents shall be sent in four (4) hard copies to the Office of the Clerk of the Commission, 8th Floor, Palacio del Gobernador Bldg., General

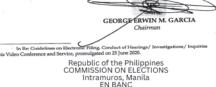
submitted not later than three (3) days prior to the scheduled hearing.

Meantime, all evidence on file with the records of the Commission and to be presented by the Petitioner shall be pre-marked, including evidence to prove compliance with the jurisdictional requirements, before the Office of the Clerk of the Commission on Monday, 26 June 2023, 2 of clock in the afternoon at the Session Hall. Counsel shall manifest during the marking his/her appearance and that the same be entered in the minutes. In no case shall representatives of parties, other than counsel, for purposes of marking be allowed. Further, counsel is requested to prepare a nary of Exhibits as a guide during the marking(s) thereof.

The Commission further REQUIRES the Petitioner to PUBLISH at its own expense in three (3) daily national newspapers of general circ

The Petition; and
 The instant Order of the Commission re with the date of the scheduled hearing.

In the filing of pleadings and other submissions, the Petitioner is nply with the directives embodied in COMELEC



COMMISSION ON ELECTIONS
Intramuros, Manile
EN BANC
IN RE: PETITION FOR ACCREDITATION AND REGISTRATION OF "PARTIDO
SA __BAG-ONG PILIPINO (PBP)" AS REGIONAL POLITICAL
SPP NO.
SPP NO.
SPP NO.

iDO SA BAG-ONG PILIPINO (PBP)" HEREIN REPRESENTED BY ITS DENT GREGORIO Y. LARRAZABAL. ÉSIDENT GREGORIO Y. LARRAZABAL. PETITION FOR REGISTRATION WITH MANIFESTATION OF INTENT TO ARTICIPATE IN THE PARTY-LIST SYSTEM OF REPRESENTATION IN THE

PPARTIDO SA BAG-ONG PILIPINO (PBP)" HEREIN REPRESENTED BY ITS PRESIDENT GREGORIO Y. LARRAZABAL.

PETITION FOR REGISTRATION WITH MANIFESTATION OF INTENT TO PARTICIPATE IN THE PARTY-LIST SYSTEM OF REPRESENTATION IN THE MAY 8, 2025 ELECTIONS

Petitioner PARTIDO SA BAG-ONG PILIPINO (PBP) by undersigned counsel, and duly represented by its President, GREGORIO Y. LARRAZABAL(1), a Filipino, of legal age with address and postal address at 331 Cataag St., ormoc City, most respectfully states that: 1. This is a petition for registration as a Regional Political Party in accordance with Paragraph 5, Section 2 (c) of Article IX of the 1987 Constitution, in relation to Rule 32 of the COMELEC Rules of Procedure, Republic Act No. 7941 otherwise known as "Party-List Act," COMELEC Resolution No. 9366 as amended, the ruling of the Honorable Supreme Court in Atung Paglaum vs. Commission on Elections, et al.(2) and other pertinent laws, rules and regulation. 2. The full name of Petitioner is PARTIDO SA BAG-ONG PILIPINO. Its acronym is PBP. 3. Petitioner's headquarters and post office address for election purposes is Brgy. Bag-ong Lungsod, Tandag City, Surigao del Sur. 4.PARTIDO SA BAG-ONG PILIPINO (PBP) is a POLITICAL PARTY, as it is an organization of qualified and registered voters who are residents of the five provinces comprising the Caraga Administrative Region, advocating an ideology or platform, principles and policies for the general conduct of government and which, as the most immediate means of securing their adoption, regularly nominates and supports certain of its leaders and members as candidates for public office. For purposes of the National and Local legislative position but intends to participate under the Party-List System of Representation. 5. Petitioner's constituency is the CARAGA ADMINISTRATIVE REGION consisting of the five (5) provinces of Agusan del Sur. The Region comprises six (6) cities, seventy (70) municipalities and about one thousand three hundred ten (1, 310) baragays. 6. PARTIDO SA BAG-ONG PILIPINO

brought about as effects of the COVID 19 pandemic, the officers and members of PBP met again on November 25, 2022 at Brgy. Bag-ong Lungsod Gym, Tandag City, Surigao del Sur. and there and then resolved to present, at the earliest period allowed by the Honorable Commission on Elections its Petition for Registration as Regional Political Party for purposes of the 2025 National and Local Elections and other elections thereafter. Minutes of the General Assembly held on November 25, 2022, is hereto attached as Annex "D" 10. On December 16, 2022, PBP filed a Petition for Registration with the Honorable Commission on Elections. Said Petition was however withdrawn by way of a Motion(4) filed on March 2023. In an Order(5) issued April 3, 2023, the Honorable Commission granted the withdrawal without prejudice to the filing of a new Petition. 11. By reason of the foregoing, and in order once more to comply with the requirement of informing the officers and members of the PBP about the filing of a new Petition for Registration and obtaining their consent thereto, a general assembly was called on April 24, 2023 at Brgy. Bag-ong Lungsod Gym, Tandag City, Surigao del Sur. 12. During said meeting, CARLO C. GONZAGA resigned as President, and as his successor, ATTY. GREGORIO Y. LARRAZABAL was elected. The same set of officers remained as incumbent. The officers of PB at the time of the filing of this Petition are: I Position - Name-Address I President - Gregorio Y. Larrazabal - 331 Cata-ag St., Ormoc City I External Vice-President - Anthony P. Herrera - Brgy. Cogon, Ormoc City, Leyte | Internal Vice-President - Felimon A. Navarro - San Franciso, Agusan del Sur I Sec.-Gen. - Ryan C. Bontod - Madua, Tandag City, Surigao del Sur I Treasurer - Donald P. Colongan - Purok 1, Libertad, Bunawan i Spokesperson - Elizabeth P. Amoc - Santa Josefa, Agusan del Sur I 3. In the General Assembly of April 24, 2023, all officers and members of PARTIDO SA BAG-ONG PILIPINO (PBP) has established its Regional theadquarters in Brgy. Bag-ong Lungsod, T ONG PILLIPINO (PBP) had counted within its fold members the number of which showed representation of all the provinces of the CARAGA Administrative Region. The list of said members is hereto attached as Annex "K", 15. From its organization on December 27, 2019 up to its resurgence and present existence in 2023, PARTIDO SA BAG-ONG PILIPINO (PBP) had involved itself in activities of service to the constituents of the Caraga Administrative Region such as, but not limited to the following: I initiating simple programs of action which would alleviate the poverty of its marginalized constituents such as Conducting seminars on financial stability and information drives on income producing home industries; ii. Conducting medical missions and other health care activities such as blood-letting and vaccination drives; iii. Cooperating with appropriate agencies of the local government units such as the barrangay included in a participation in the conduct of government functions; v. Actively conducting activities intended to promote sustainability of the environment such as tree planting, reforestation, re-cycling, clean-up drives, and information drives on disaster management; vi. Distribution of vegetable seeds for backyard gardens of the constituents to help in easing shortages in basic food needs; viii. Help assuage the damage wrought by COVID-19 and other natural disasters like the very recent Typhono Odette on the marginalized and poverty-stricken constituents by distributing relief goods and other supplies. The track record of PARTIDO SA BAG-ONG PILIPINO (PBP) as an active and working advocacy-based political party are attached to this Petition as Annex T. 1.6. Petitioner is intending to participate as a intent to Participate, which is hereto attached as Annex M- It shall submit its list of nominees within the period which the Honorable Commission would set 1.7 Petitioner is not an existence of PARTIDO SA BAG-ONG PILIPINO (PBP) in all the five (5) Provinces comprising the Caraga Administrative Region, Petitioner is n Luna Street, Intramuros, Manila through the fastest means available including registered mail or any courier service. The hard copies must be

WHEREFORE, premises considered, petitioner most respectfully prayed that, after verification, publication and hearing, this petition be GiVEN due course and GRANTED and that Petitioner, PARTIDO SA BAG-ONG PILIPINO, be ISSUED a Certificate of Registration as a duly registered and accredited Political Party and Party-List Organization with the Caraga Administrative Region Regional Constituency. Petitioner prays for such other reliefs as may be just and equitable under the premises. City of Manila, 7 May 2023.

LARRAZABAL LAW OFFICE

**Counsel for Retitioner Particles as Baye-ong Pilipino (PBP) 701- Retitio

Tel. No. 8709-9791

Brail: Instrapolate/w.com/pmail.com

VERIFICATION AND CERTIFICATION ON NON-FORUM SHOPPING

I, GREGORIO Y. LARRAZABAL, Filipino, of legal age, and a resident of 33 I. Cataag St., Ormoc City, after being sworn to in accordance with law, do hereby depose and state that: 1.1 am the President of the petitioner (PARTIDO SA BAG-ONG PILIPINO (PBP) in the instant petition for registration; 2.1 am duly authorized to file the instant Petition and sign the verification portion thereof as evidenced by Certification containing Resolution No. 001-2023 and Resolution No. 002-2023, a copy of which is attached to the petition as Annex G and H. 3. I caused the preparation and the filing thereof in accordance with the authority granted me; 4. I have read the contents of the Petition and acknowledged the same and everything therein to be true and correct based on my personal knowledge and authentic documents at hand; 4. I hereby certify that PARTIDO SA BAG-ONG PILIPINO (PBP) have not commenced any similar action or proceeding involving the same issues in the Supreme Court, the Court of Appeals, or different Divisions thereof, or any other court, tribunal or agency and that to the best of my personal knowledge, no such similar action or proceeding is pending in the Supreme Court, the Court of Appeals, or different Divisions thereof, or any other court, tribunal or agency except the instant Petition; and S. Should I learn that a similar action or proceeding has been filed or is pending before the Supreme Court, the Court of Appeals, or different Divisions thereof, or any other court, tribunal or agency as the similar action or proceeding has been filed or is pending before the Supreme Court, the Court of Appeals, or different Divisions thereof, or any other court, tribunal or agency sxcept the instant Petition; and S. Should I learn that a similar action or proceeding has been filed or is pending before the Supreme Court, the Court of Appeals, or different Divisions thereof, or any other court, tribunal or agency

UBSCRIBED AND SWORN to before me this 09 day of MAY 2023 in MANILA. Affiant exhibited to me his driver's license no. H03-89-010585 as competent proof of his identity.



i.R. No. 203766, 2 April 2013. ee Annex "B"