

20 25

Accomplishment Report



BaLinkBayan
Overseas Filipinos' One-Stop Online Portal for Diaspora Engagement



**BaLinkBayan:
the Overseas
Filipinos'
One-Stop Online
Portal for Diaspora
Engagement**

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Overview of the Project

01

The BaLinkBayan Project is a locally-funded e-government project of the Commission on Filipinos Overseas (CFO) that endeavors to link Non-Resident Filipinos (NRFs) with the Philippines in a comprehensive online platform and encourage them to become development partners in building communities in the country. It also aims to assist NRFs in conducting various activities in the Philippines, such as investments, donations, and skills transfer.

The project has gone through

several phases: Phase 1: Development of the BaLinkBayan Portal and its Content, Phase 2: Expanding Partnerships with Local Government Units (LGUs), and Phase 3: Collaborating with Filipino Associations Overseas (FAOs).

Phase 1 focused on the conceptualization and development of the BaLinkBayan portal as a one-stop-shop online platform for diaspora engagement. The portal was developed with main features such as “Start a Business,” “Donate and Volunteer,” and “Access Online

Government Services.” This phase involved collaboration with various Partner Resource Agencies and Organizations (PRAO) composed of government and non-government entities to ensure accurate and relevant content, alongside continuous system enhancements to improve user experience and functionality.



After the creation of the main portal, Phase 2 was commenced to expand the project through partnerships with Local Government Units (LGUs), enabling the localization of BaLinkBayan Project. Through a systematic process involving the selection of potential LGU partners, project pitch, partnership agreements, and conduct of capacity-building activities, the localized websites were established to reflect the unique opportunities and needs of specific areas.

To further extend the project's reach, Phase 3 is designed to establish partnerships with Filipino Associations Overseas (FAOs). FAOs represent communities of Filipinos overseas, which are recognized and selected for their extensive

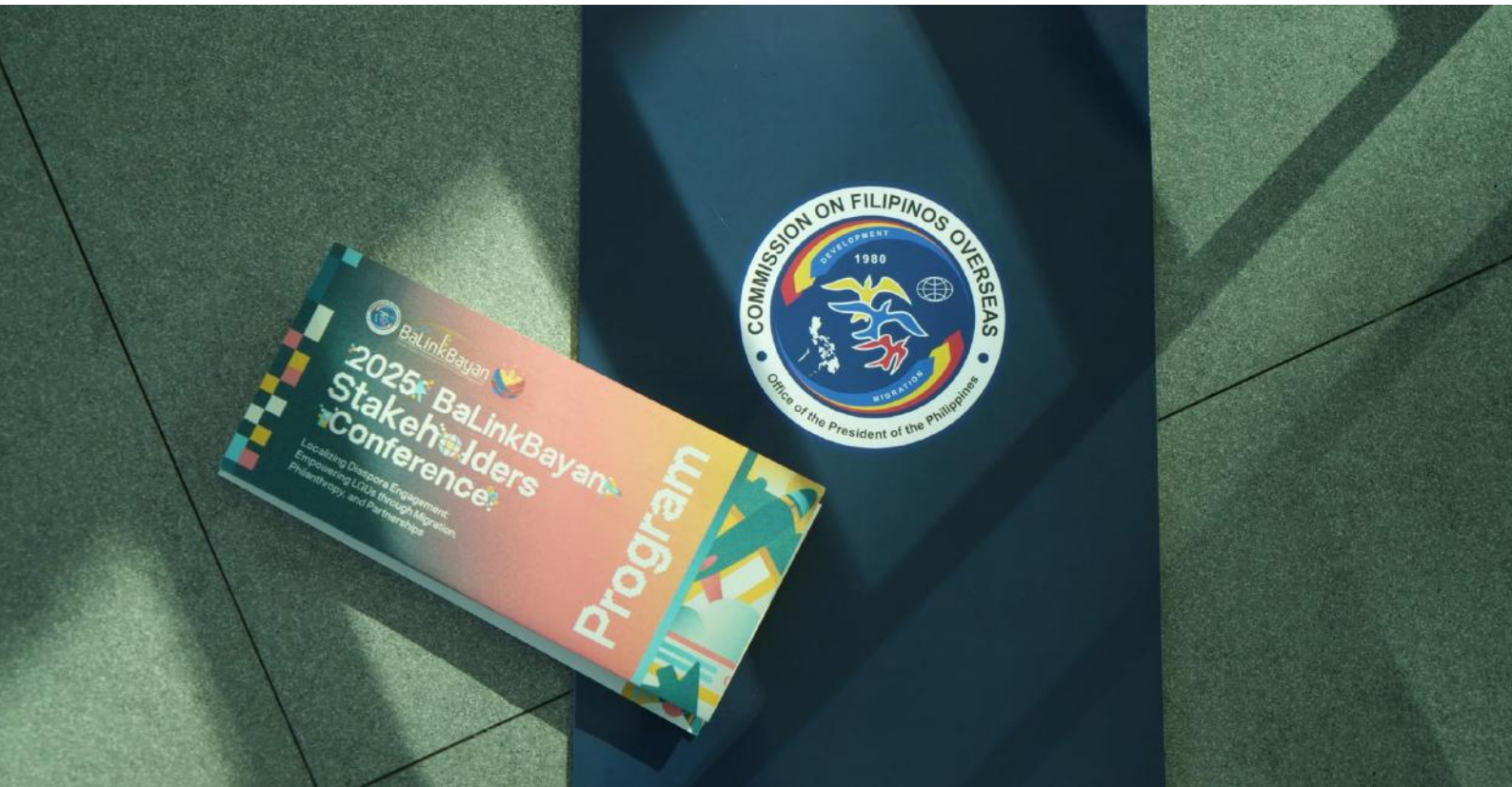
networks. By collaborating with these organizations, BaLinkBayan Project aims to leverage existing communities of the diaspora and connect them to opportunities here in the Philippines.

Since the project began in 2013, the CFO has established partnerships with fifty-seven (57) LGU across the Philippines, formed collaborations with ten (10) FAOs in five (5) countries, and secured official partnerships with various Partner Resource Agencies and Organizations (PRAOs), including the Department of Trade and Industry (DTI), the Philippine National Volunteer Service Coordinating Agency (PNVSCA), the Philippine Retirement Authority (PRA), Go Negosyo, and the Philippine Stock

Exchange (PSE). As of today, the CFO is continuously seeking partnerships to support and enhance the project's multifaceted objectives. This involves identifying and engaging with potential collaborators who can contribute valuable resources, expertise, or strategic advantages, and mainstreaming the project at the local level. By fostering these relationships, the CFO aims to align the interests of all stakeholders involved and ensure a comprehensive approach to achieving the project's diverse aims.

2025 Key Accomplishments

03



In 2025, the BaLinkBayan Project of the Commission on Filipinos Overseas (CFO) continued to enhance diaspora engagement by improving its digital platform, forming strategic partnerships, and empowering local stakeholders to actively participate in migration and development initiatives. As the government's one-stop online portal for Non-Resident Filipinos (NRFs), the project has expanded its role to promote investments, philanthropy, volunteerism, and improved access to government services.

WEBSITE DEVELOPMENT: A major accomplishment for the year was the comprehensive enhancement of the

BaLinkBayan website. Significant content updates were made to the Start a Business and Donate and Volunteer features, which now include practical investment guides, updated legal references, information on various government services, and curated content on agriculture, real estate property, medical missions, and skills transfer programs.

SOCIAL MEDIA CONTENT

DEVELOPMENT: To increase public engagement, the project also launched the "Mag-BalikBayanihan Tayo!" Facebook Reels series, which translates website content into concise and engaging digital

materials for a wider audience reach. This series aims to drive Facebook followers to the official website of the BaLinkBayan.

DIGITAL ENGAGEMENT: The project's digital presence showed impressive performance throughout the year. The main BaLinkBayan website recorded 113,169 visits, while the official Facebook page surpassed 29,000 followers, reached over 283,800 users, and generated approximately 2,400 interactions. These figures reflect significant growth in both audience reach and engagement compared to the previous year.

PARTNERSHIP EXPANSION: The project also expanded its network of strategic partners by establishing new collaborations with various Partner Resource Agencies and Organizations (PRAOs), including Go Negosyo, the Philippine Retirement Authority (PRA), and the Philippine Stock Exchange (PSE). These partners contribute valuable resources, expertise, or strategic advantages to strengthen BaLinkBayan's capacity to promote entrepreneurship, retirement, and reintegration opportunities, as well as financial and investment literacy for overseas Filipinos and their families. Joint initiatives undertaken included financial education activities, investment webinars, entrepreneurship mentoring, and the Stock Trading Game for Philippine Schools Overseas (PSO) students.



CAPACITY-BUILDING ACTIVITIES

FOR PARTNERS: Recognizing the vital role of local governments in diaspora engagement at the local level, the CFO conducted five (5) regional capacity-building trainings attended by 42 Local Government Unit (LGU) partners on implementing the new eGov-compliant BaLinkBayan website template and management strategies. These activities enhanced the technical capabilities of partner LGUs while supporting the localization of migration and development programs. Complementing these efforts, the 2025 BaLinkBayan Stakeholders Conference brought together approximately 120 participants, including representatives from LGUs, Filipino Associations Overseas (FAOs), partner agencies, and other stakeholders. The conference facilitated the exchange of best practices, strengthened partnerships, and promoted

sustainable engagement with the diaspora across business, philanthropy, and cultural and political engagement. Additionally, the event marked the launch of the BaLinkBayan LGU Awards, which recognize excellence in local migration and development initiatives.

CAPACITY-BUILDING ACTIVITIES

FOR OFFICERS: Internally, to further strengthen project implementation, an Agile Project Management and Monitoring and Evaluation (M&E) Training was held for the team. This initiative aims to strengthen the internal processes through an effective Monitoring and Evaluation mechanism, ensuring that projects are executed efficiently and successfully.

PROMOTIONAL MATERIALS:

The team also developed new Information, Education, and

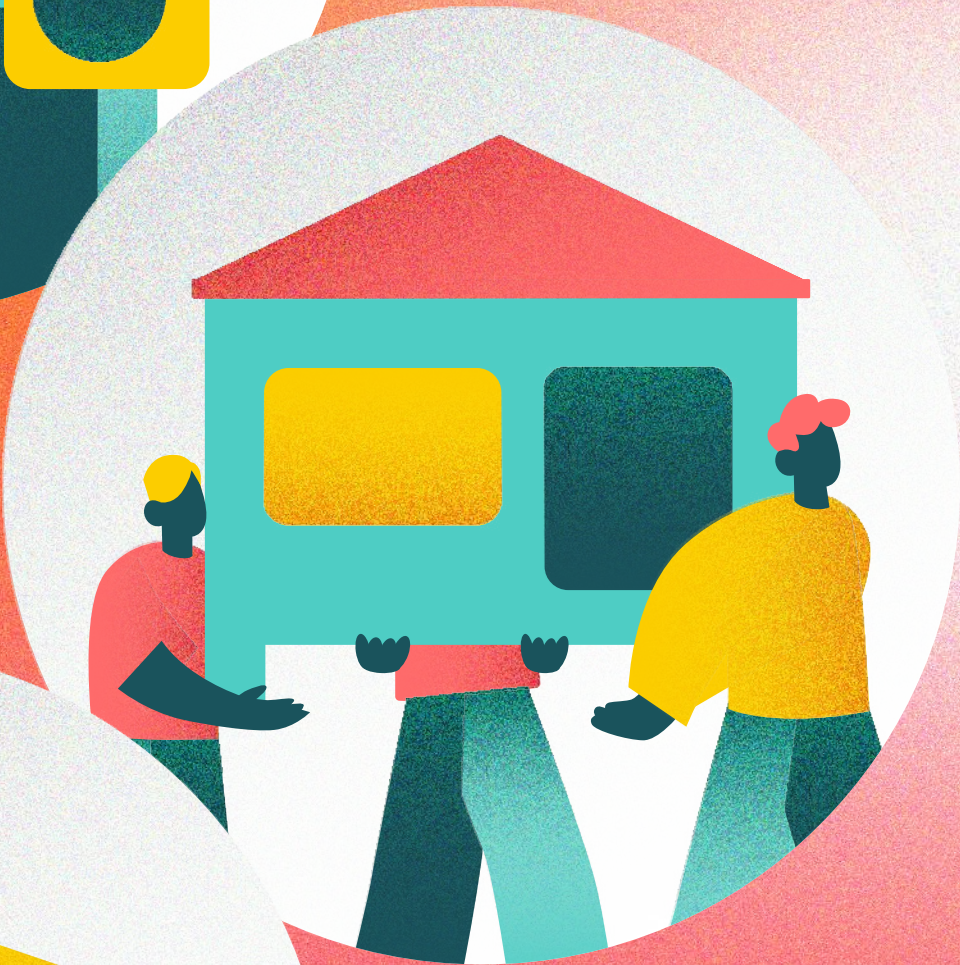
Communication (IEC) materials to support project promotion during various local and international engagements.

Overall, the BaLinkBayan Project achieved significant milestones that enhanced the Commission's efforts to strengthen engagement with the diaspora. This progress was made by improving digital services, expanding strategic partnerships, building the capacities of local governments, and encouraging greater participation of overseas Filipinos in the country's social and economic development. These initiatives affirm BaLinkBayan's position as the Philippines' leading online platform that connects the Filipino diaspora to opportunities for contributing to nation-building.

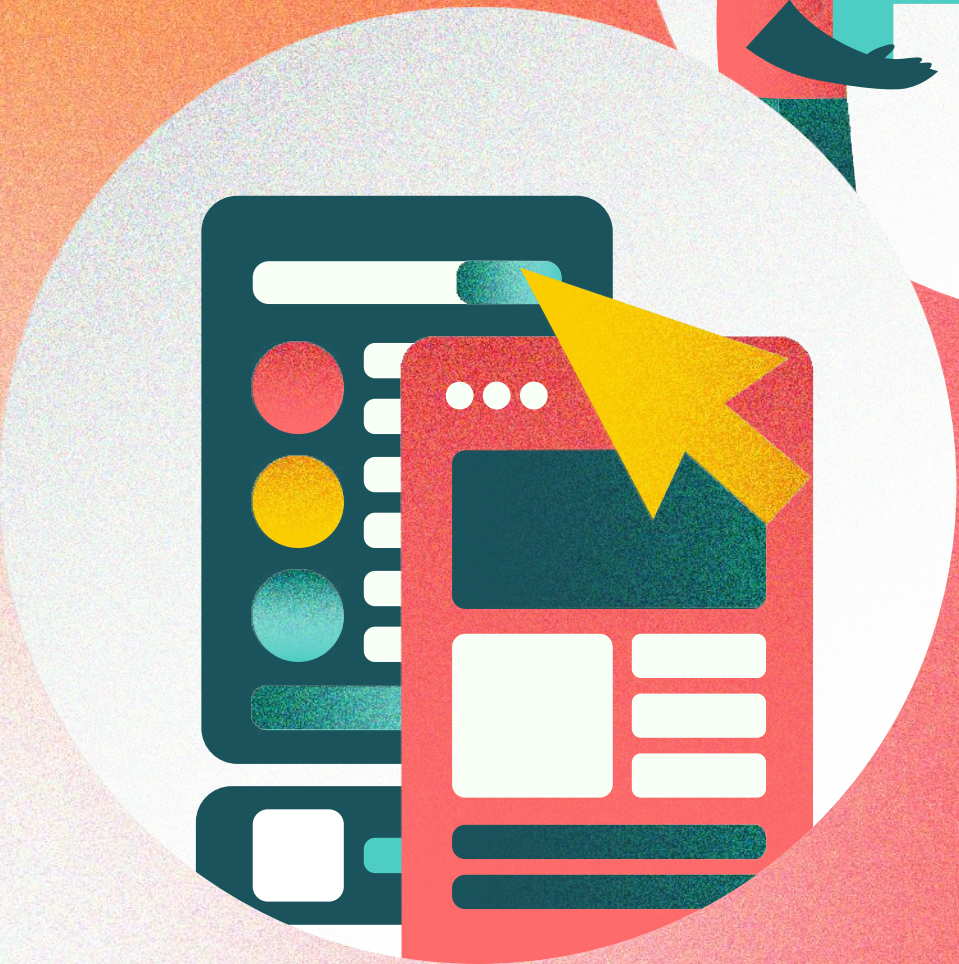
Keep reading to find out what's inside!



— Start a
Business
Feature



— Donate and
Volunteer
Feature



— Access Online
Government
Services Feature

Main BaLinkBayan Website

In 2025, the main BaLinkBayan Website continues to uphold its mission and vision in becoming the one-stop online portal for diaspora engagement; addressing select functions that Non-Resident Filipinos (NRFs) aim in contributing back to the Philippines — starting a business, philanthropy, and ease of access to government services.

Content updates on the website include citations of the legal bases of benefits and incentives for NRFs seeking to invest in the Philippines, conduct humanitarian missions, and engage in skills-transfer initiatives, among others. Apart from the aforementioned, the BaLinkBayan team also initiated the production of social media Reels as auxiliary material in disseminating the website's content updates.

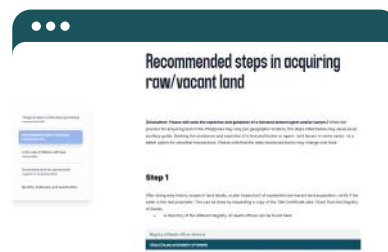
Start a Business Feature



Agriculture

Edits made to the “Start a Business” feature started with this section of the “Investment and Business Opportunities” sub-feature, highlighting investment feasibility in the industry, including

benefits, challenges, and opportunities. The section also featured support channels from the government and non-government organizations, alongside a recommended guide for NRFs on investing in the different sectors of the agricultural industry. These changes to the webpage have been reflected by the end of the first quarter.



Real Property

A notable change in the Real Property section of the “Investment and Business Opportunities” sub-feature has been reflected in its division into three (3) sub-sections, highlighting curated information deemed significant for NRFs seeking to invest in either (1) raw land, (2) apartments, and/or (3) condominiums. Such reflected changes include the provision of a recommended guide and list of relevant documents, as well as legal information for Filipinos with dual citizenship, among others.

1. Raw Land - The produced recommended guide/steps for NRFs seeking to acquire or invest land in the Philippines contains information from relevant

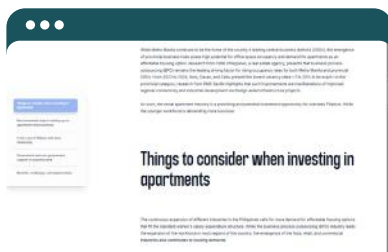
government agencies and law firms that specialize in such matters. Furthermore, legal bases for the ownership of former/dual citizen Filipinos have also been added, particularly rooted from Article XII, Section 7 of the 1987 Constitution, the Civil Code, Republic Act No. 7562, and Republic Act No. 9225.

Government and non-government support highlighted for potential land investors include the Department of Science and Technology (DOST), the Department of Agriculture (DA), the Land Bank of the Philippines (LBP), the Development Bank of the Philippines (DBP), the Cooperative Development Authority (CDA), and the International Rice Research Institute (IRRI).



While updated content on the Raw Land subsection remains optimistic and legally sound, it has also relayed the realities surrounding land acquisition and investment, such as the dynamics of appreciation, longevity, and resilience.

2. Apartment - Content updates made in the Apartment subsection fostered a peculiar approach to narrativizing its inevitable role in local industries, particularly on the rural-to-urban migration of Filipinos in pursuit of employment in metropolitan areas, with the Business Process Outsourcing (BPO) industry being the lead driving factor. Apart from the latter, the updated content also cited recent public transportation developments as auxiliary factors contributing to an increase in such a phenomenon, alongside trade and locals' upgraded standards of living.



Similar with the previous subsection, recommended steps were also formulated for the guidance of constituents seeking to invest in the local apartment economy, rooting timely information from government agencies and specialized law firms; while asserting the necessity of seeking legal and licensed brokers' expertise and advice.

Only two (2) legal bases have been cited for dual citizen Filipinos who are interested in venturing into apartment investments, particularly the 1987 Constitution and Republic Act No. 9225's provisions on ownership. Government & non-government support highlighted for potential land investors include the Home Development Mutual Fund (Pag-IBIG), the Philippine National

Bank (PNB), the LBP, and the DBP.

The subsection closes with assertions on the inevitable demand of non-permanent housing by the local workforce, forecast on its possible decline due to rising work-from-home arrangements, and potential longevity through landlord leniency.



2. Condominium - The subsection presents an upgraded yet brief narrative from the Apartment subsection, which recognizes the local workforce's upgraded living standards amidst the continuous emergence of central business districts (CBDs) in the country, who are often young. Recommended steps produced serve as a guide for constituents seeking to enter the condominium rental market, with information from government agencies, specialized law firms, and local developers, that address potential queries on acquisition and rental matters. Similar to the previous subsections, NRFs are also advised to seek timely legal advice and broker expertise beyond the formulated guide.

Unlike previous subsections, the Condominium subsection cited only one relevant law addressing matters of acquisition on the developer's side, particularly Republic Act No. 4726. On the constituents' side, Philippine laws provide dual citizen Filipinos (including former Filipino citizens) the liberty to acquire condominium units without

restrictions inclined in citizenship.

Government and non-government support for constituents seeking to invest in the local condominium rental economy remain limited to the LBP and the PNB. The subsection concludes with auxiliary information relating to matters of acquisition, and longevity of the condominium rental economy.

The aforementioned changes to the Real Property section have been published during the close of the second quarter.



Donate and Volunteer

Content updates made in the "Donate and Volunteer" feature fostered a comprehensive approach to diaspora persuasion objectives, particularly rooting from existing data and relevant initiatives conducted in the Philippines from the 2010s to the 2020s. Compared to its previous one-webpage format, the said feature has been divided into two (2) dedicated namesake webpages; each having their own subsections on donations and humanitarian missions, and the Balik Turo and Balik Scientist programs, respectively.



Donate

The “Donate” webpage serves as an extension of the main Lingkod sa Kapwa Pilipino (LINKAPIL) program of the CFO, aimed at mainstreaming its activities to constituents viewing the BLB website.

1. Donations for LINKAPIL -

The first subsection provides a relevant overview of the program’s impact from 1990-2024, particularly on education, infrastructure, health and welfare, and skills transfer.



2. Surgical and Medical Mission -

The second subsection presents the CFO’s role in assisting diaspora humanitarian groups in their initiatives in the country. These include the planning and implementation of Foreign, Surgical, and Medical Missions (FSMMs), which primarily deals with the Philippines’ existing policies on the practice of foreign professionals under Philippine jurisdiction, the recognition of their certifications and/or licenses, and other relevant information. In addition to such, the page also features the technicalities of transnational professional

practice, and the donation of medical supplies and equipment.



Volunteer

The “Volunteer” webpage underscores transnational volunteerism, driven by Bayanihan, through initiatives by hometown, professional, and alumni organizations. In addition, the introductory webpage provided a brief history on the establishment of skills transfer initiatives between the diaspora and their local counterparts in the Philippines including science and technology, business and trade, and cultural and social, among others. The aforementioned have been highlighted through two (2) subsections: Balik-Turo and the Balik Scientist programs.



1. Balik-Turo - The subsection’s content on the Balik-Turo program of the CFO provides the roster of specific objectives and background on its mission to provide international-level skills transfer to teachers based in the Philippines. A significant change reflected in the subsection’s update includes the provision of relevant events from the program’s

participants, particularly from the Association of Fil-Am Teachers of America, Inc. (AFTA) and the Philippine Nurses Association of America (PNAA), including the Tuguegarao Schools Division Office, to name a few.

Furthermore, the subsection also invites participants coming from the pool of Exchange Visitor Program (EVP) registrants, with the majority being professional exchange teachers in the United States of America.



2. Balik Scientist - Updates on the content of the Department of Science and Technology’s Balik Scientist program subsection provided its origins, particularly its post-1974 Labor Code roots, institutionalization in 1993, and its passing into law in 2018. The page also asserted the CFO’s potential in recruiting overseas Filipino professionals and scientists to contribute back to the Philippines, rooting its 307,535 estimate of professional emigrants from 1988 to 2022. Further, the update also provided the accurate number of Filipino scientists who participated in the program — 489 as of 2025. An additional roster of local research projects done by overseas Filipino scientists has also been featured in the page to encourage participation in national development through science.

Collaborations with National Government Agencies

09



On 26 March 2025, the Commission on Filipinos Overseas (CFO), under the leadership of Secretary Dante “Klink” Ang II, and Go Negosyo, through its Founder, Mr. Joey Concepcion, collaborated on several initiatives, including providing entrepreneurship know-hows, virtual mentoring vlogs, media-driven resource promotions, and inter-agency “Negosyo” caravans for Non-Resident Filipinos (NRF) and their families in the country.

As the partnership with Go Negosyo leads to continuing efforts to strengthen economic ties among NRFs, its progress has opened doors to create even more economic bridges. Both parties have committed to extensify its efforts into linking NRFs back to the Philippines through entrepreneurial empowerment, respectively into strengthening micro, small, and medium enterprise (MSME) industries in the country. To date, several collaborative efforts were undertaken, including the production of CFO’s Peso Sense Financial Tips vlogs featuring Go Negosyo mentors, conduct of migration and

development-focused forums, and implementation of joint activities in building connections for mentorship, business scaling, and stronger networks among NRFs.

Go Negosyo is a non-profit organization with its objectives in fostering entrepreneurship among Filipinos, and help the country’s sectors in mainstreaming opportunities among the areas of business, mentorship, and education.



Philippine Retirement Authority

Partnership established with PRAOs

On 18 June 2025, the Commission on Filipinos Overseas, through its BaLinkBayan Project, officially inked a partnership with the Philippine Retirement Authority (PRA) to integrate its retirement programs into the CFO's BaLinkBayan portal, as well as collaborate on initiatives that will make retirement and return migration more accessible for Non-Resident Filipinos (NRF), making Philippines a premier retirement destination.

The partnership also supports the reintegration of NRFs and enhances programs and services, including the Special Resident Retiree's Visa (SRRV) that would address the needs and uphold the rights, interests, and well-being of NRFs and their families. To date, the CFO and PRA had ventured on several joint undertakings, such as various guestings and participation at CFO's official activities to encourage and promote retirement and investment opportunities for NRFs. This includes the

appearances of General Manager Roberto "Bob" Zozobrado on the CFO's Chairman's Report and Noehl D. Bautista, MPA, Department Manager III, on Serbisyon sa Bagong Pilipinas.

The PRA is a government-owned and controlled corporation that positions the Philippines as a premier retirement destination while advancing the country's social and economic growth.



Philippine Stock Exchange

Partnership established
with PRAOs



On 18 June 2025, the CFO and the Philippine Stock Exchange (PSE) formally entered into a partnership providing auxiliary support in developing the BaLinkBayan Project's "Start a Business" feature. Through the provision of timely financial education and investment literacy curated for Non-Resident Filipinos (NRF) and their families, the partnership underscored the significance of personal finance, and information and opportunities on investing in the stock market.

The said partnership's first undertaking, in partnership with COL Financial, took place on 04

August 2025 through the conduct of an orientation session on the Stock Market Investing Fundamentals for CFO officers. Equipping the latter serves as a precursor to the CFO's advocacy in promoting financial knowledge among constituents and their left-behind beneficiaries.

In relation to the CFO's mission in promoting financial education and investment literacy among its constituents, the Commission further collaborated with the PSE in organizing a Stock Trading Game for overseas Filipino youth enrolled in Philippine Schools Overseas

(PSO). This is to encourage them to utilize the BaLinkBayan portal's "Investment and Business Opportunities" section of the "Start a Business" feature. An initial meeting for the said initiative was held on 11 September 2025, which led to a series of informative webinars on the Stock Trading Game's concept, technicalities, and other features.

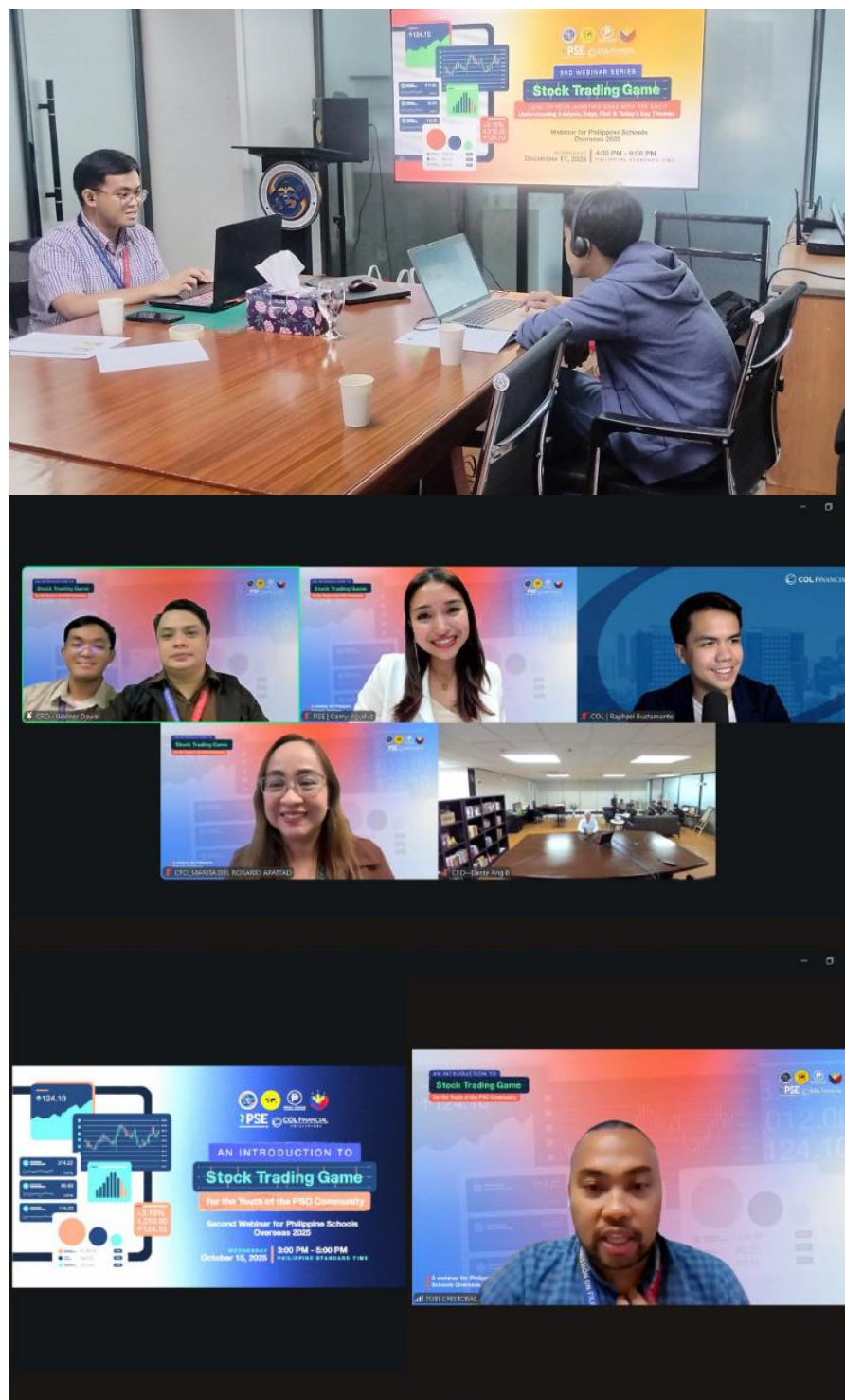
The first webinar of Stock Trading Game, held on 16 October 2025, tackled the game's technicalities, as well as PSE's mandate and programs, and relevant initiatives such as the PSE Academy. The

webinar underscored the significance of early exposure to investment literacy and introduced various mainstreaming efforts, such as gamification and curricular inclusion to the formation of a financially literate generation.

The second leg of the game webinar series was conducted on 13 November 2025, which gave way to discussions on long-term trading fundamentals, approaches, and methods from COL Financial, alongside a walkthrough and tutorial on the Stock Trading Game developed by the PSE Academy.

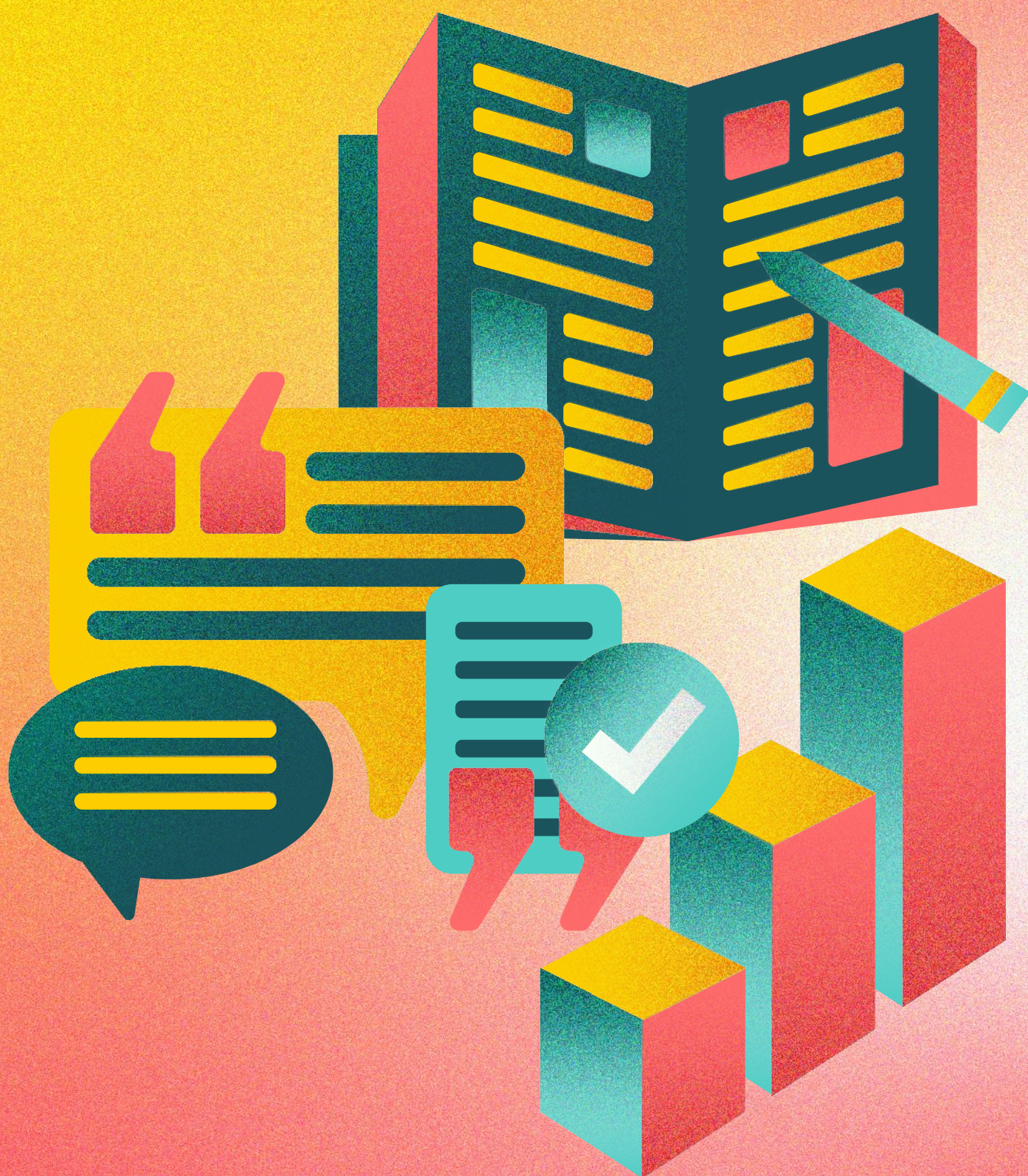
The culmination of the Stock Trading Game informative webinar series took place on 17 December 2025, which presented an additional walkthrough and tutorial on the PSE Academy's Stock Trading Game, covering its mechanics, learning objectives, and additional features that aid in the understanding of stock market investing fundamentals. Furthermore, COL Financial delivered a lecture on the relevant trading techniques & practices in the stock market, offering additional insights on risk management and decision-making.

The PSE is a self-regulatory organization that ensures the overall order of the local market and protection of investors, through the provision and maintenance of regulatory oversight in market transactions.



BaLinkBayan
Capacity-Building
Activities for Partners
and Project Officers

14



BaLinkBayan Capacity Building on the eGov Compliant Website Template and Management Strategies for LGU Partners



In line with the Commission on Filipinos Overseas (CFO)'s initiatives to mainstream digitalization efforts in government services for Non-Resident Filipinos (NRFs), the CFO, through its BaLinkBayan Project, conducted a series of regional capacity-building trainings for its Local Government Unit (LGU) partners. Recognizing the various needs of the BaLinkBayan Project's LGU partners, the trainings were designed to enhance their technical skills, particularly concerning the

new e-Gov compliant template for localized BaLinkBayan websites. The training also aimed to assist LGUs in advancing their local migration and development programs for constituents by highlighting the importance of digital access to government services and localizing BaLinkBayan efforts to improve diaspora engagement. These objectives were ultimately conceptualized with the goal of developing a more user-friendly system that effectively serves the

interests of both implementers and end users.

Entitled "Capacity Building on the E-Gov Compliant BaLinkBayan Website Template and Management Strategies for LGU Partners," a total of five (5) regional trainings were conducted. These capacity-building activities were participated in by 42 LGU partners from various regions across the Philippines, particularly (a) National Capital Region (NCR), Central Luzon, and CALABARZON, (b) Bicol

Region, (c) Ilocos Region and Cagayan Valley, (d) Visayas, and (e) Mindanao.

The training sessions provided LGU partners with hands-on experience in navigating and customizing their localized BaLinkBayan websites. The sessions featured guided step-by-step tutorials facilitated by the project's technical officers, covering key components such as website management, analytics, and available security measures. Participants were also trained on how to interpret website data and analytics to better manage their digital platforms.

After the training proper, the LGU partners presented their newly-enhanced localized BaLinkBayan websites to demonstrate their understanding of the new template. They also developed and presented local promotions plans aimed at strengthening the visibility of not just the portal, but also of their local programs and activities. This served as an avenue for knowledge sharing and exchange of best practices in mainstreaming and localizing Migration and Development as the participants discussed their existing migration-related initiatives and promotion strategies.

CFO Secretary Dante “Klink” Ang II reaffirmed the Commission’s commitment to providing accessible, efficient, and responsive government services to Filipinos around the world, emphasizing the role of the Commission’s partnerships with local governments in mainstreaming these initiatives.



2025 BaLinkBayan Stakeholders Conference



As part of its commitment to further strengthen the call for mainstreaming Migration and Development (M&D) and diaspora engagement at the local level, the CFO hosted the 2025 BaLinkBayan Stakeholders Conference on 03-05 December 2025 at the Microtel by Wyndham, U.P. Ayala Land Technohub, Quezon City.

With the theme, “Localizing Diaspora Engagement: Empowering LGUs through Migration, Philanthropy, and Partnerships,” the 3-day conference featured a series of panel and learning discussions that explored the diverse dimensions of migration discourse,

as well as provided timely updates on the project’s development for the entirety of 2025. The event gathered around 120 participants during the event, including representatives from the various Local Government Units (LGUs) and Filipino Associations and Organizations (FAOs) partners of the project.

For 2025, the topics discussed include different aspects of diaspora engagement. During Day 1, the first panel discussion on Diaspora Philanthropy for Sustainable and Inclusive Development featured Atty. Ariston Ibarondo, Jr., Ms. Karen Samonte,

Mr. Virgilio Cuizon, and Prof. Ermys Bornilla, moderated by Dr. Jeremaiah Opiniano. It was followed by another panel discussion highlighting the Role of LGUs as Catalysts of Diaspora Engagement and Local Innovation, with Ms. Estrella Mai Dizon-Añonuevo, Mr. Jefferson S. Bagadiong, and Ms. Mary Jane Pasion, moderated by Ms. Sarah Lopez. Subsequently, learning sessions on Migrant Resource Center Operations and LGU Experience and Evidence and Insights on the Local Dimension of Migration and Diaspora Engagement were facilitated by Mr. Nicanor Llosas and Dr. Jorge Tigno, respectively.

On Day 2, the conference resumed with the panel discussion on Public-Private-Diaspora Partnerships for Local Development featuring Mr. Arvin Longcop, Mr. Frenzel T. Tingga, Ms. Judy Montenegro, and Mr. Gil Gonzales, moderated by Atty. Jan Karlo S. Magracia. Atty. Maureen Dela Cruz then led the learning session on Migrant Resource Center Operations and its A Practical Manual. The discussion then shifted to another panel discussion, which centered on Diaspora Youth as Drivers for National and Local Development, featuring insights from Mr. Clifford Temprosa, Mr. Emilio Baja, and Ms. Ellene Sana, moderated by Dr. Jocelyn Celero.

The conference concluded with the Commitment Pledge, in which participants participated in, followed by the launch of the BaLinkBayan LGU Awards.



Agile Project Management and M&E Training for Dynamic Public Service Delivery



The Commission on Filipinos Overseas (CFO) conducted a two-day training on Agile Project Management and Monitoring and Evaluation (M&E) for the BaLinkBayan team and other personnel as part of its efforts to streamline operations and enhance project management practices. The training aimed to strengthen competencies in project monitoring, evaluation, and reporting, while promoting adaptive, data-driven decision-making in the program implementation.

Facilitated by Mr. Norman Adriano of Making Strong Success (MSS), the training focused on the application of Agile principles alongside M&E practices. Day 1 covered the Foundations of Project Management, Introduction to Agile Methodology, and its relevance to government and development projects. Participants revisited key tools and frameworks through stakeholder mapping and case analysis exercises centered on the BaLinkBayan Project. The participants were introduced to Agile-supported planning, communication strategies, risk

management, and performance tracking for multi-stakeholder initiatives.

Discussions also emphasized integrating Agile into government systems, highlighting its principles and the Scrum framework as an effective approach for managing e-projects like BaLinkBayan. Practical applications focused on iterative planning, continuous feedback, and cross-division collaboration to improve implementation and responsiveness to stakeholder needs. Hands-on group activities

reinforced learning by applying Agile concepts to real-world project scenarios.

On Day 2, the training focused on Monitoring and Evaluation and its integration with Agile. Participants developed measurable indicators and applied these in assessing the current BaLinkBayan Localization Data Form, identifying gaps in data collection from Local Government Unit (LGU) partners and areas for improvement in capturing outputs, outcomes, and impact. The session reinforced key M&E principles and highlighted the importance of effective tools in aligning CFO and LGU efforts to engage Non-Resident Filipinos (NRFs) as development partners.

The training culminated in an activity in which participants developed integrated Agile and M&E plans tailored to the BaLinkBayan Project, including a proposed sprint cycle with a corresponding mini M&E plan. The activity concluded with participants sharing key insights and recognizing the value of Agile and M&E in improving project implementation and public service delivery. The 2-day training underscored the importance of addressing implementation gaps and strengthening collaboration.



2025 Information, Education, and Communication Materials

The BaLinkBayan Team conceptualized, developed designs, and conducted a market study for the 2025 BaLinkBayan Information, Education, and Communication (IEC) materials to strengthen and mainstream the presence of the

Commission on Filipinos Overseas (CFO) and the BaLinkBayan Project.

A total of 2,000 units per item were procured, consisting of the following materials:

Notebook



Paper Bag



Luggage Strap



Travel Pouch



Travel Adapter



Stickers



These collaterals will be distributed during events and related activities to support the promotion of the BaLinkBayan Project and further enhance CFO's visibility and engagement efforts.

Major CFO External Engagements

22



01 | 14 JAN
2025

CFO Meets with PSE to Discuss Potential Collaboration on Financial and Investment Literacy

The CFO met with the Philippine Stock Exchange (PSE) to discuss potential collaboration on financial and investment literacy and making stock market information accessible to Non-Resident Filipinos, specifically through the BaLinkBayan Project and PESO Sense.



02 | 15 JAN
2025

CFO and DMW Convene to Discuss Collaboration Plans following MOU Signing during the 2024 National Forum on Migration

The CFO and the Department of Migrant Workers (DMW) convened to collaborate on the BaLinkBayan Project, discussing the website contents and data needed from DMW for the BaLinkBayan website's development plans.



03 | 27 JAN
2025

KCCC, a BaLinkBayan FAO Partner, Pays a Courtesy Visit to CFO

The CFO warmly received officers from the Kalayaan Cultural Community Centre (KCCC), a Filipino community organization based in Mississauga, Ontario, who paid a courtesy visit to discuss their latest programs and initiatives for the Filipino community in Ontario and the components of BaLinkBayan Partnership with the Commission.



04 | 18 FEB
2025

CFO and PRA to Collaborate on Initiatives Supporting NRF Retirees

The CFO met with Philippine Retirement Authority (PRA) to strengthen collaboration in supporting Non-Resident Filipinos (NRFs), particularly in providing more reintegration opportunities for NRFs who wish to retire in the Philippines through the BaLinkBayan Project.



05 | 06 MAR
2025

CFO Participates at IOM's Workshop on Empowering Filipino Diaspora in Community Building

The CFO participated in a Regional Consultation Workshop organized by the International Organization for Migration, focusing on engaging the Non-Resident Filipinos and returning migrants to build resilient and inclusive communities. Various programs of the Commission were presented, including the BaLinkBayan project for access to information on business and government services. Other migrant-serving agencies, such as the Departments of Migrant Workers, Department of Science and Technology, and the Department of Foreign Affairs, also shared their initiatives, while local governments from Naga and Tabaco shared their experiences in establishing Migrant



05 | 09 MAR
2025

CFO Participates in Webinar for Migrant Workers in Hongkong

The CFO engaged migrant workers in Hong Kong as part of Enrich HK's lecture series "Going Home for Good: Are You Ready?" focused on supporting workers as they prepare to return and reintegrate into their home countries, retirement planning, investments, income ideas, and psychosocial preparation. CFO discussed the BaLinkBayan Project, encouraging our kababayans to utilize the website in using information for their needs in the Philippines.



06 | 26 MAR
2025

CFO and Go Negosyo Team Up to Promote Entrepreneurship and Facilitate Mentorship and Networking Opportunities among NRFs and their Families

The CFO officially signed a Memorandum of Understanding (MOU) with Go Negosyo to promote entrepreneurship among Non-Resident Filipinos (NRFs) and their families, particularly in providing mentorship, coaching, and networking opportunities to NRFs through Go Negosyo's various programs and services, such as the Kapatid Mentor ME Program. The agreement will also integrate Go Negosyo's programs, projects, and activities into the CFO's BaLinkBayan Project platform.



07 | 31 MAY
2025

CFO Participates in Go Negosyo Summit, Recognizes Growing Opportunities in the Field of Creatives for Filipinos Overseas

The CFO participated in the first Go Negosyo Creative Entrepreneurship Summit held on May 31, 2025, at Ayala Malls Manila Bay's Activity Center. The event aimed to recognize the pivotal role of creative industries in driving economic growth and nation-building, bringing together leaders, policymakers, private sector champions, innovators, and entrepreneurs in the creative industry to facilitate discussions and spark meaningful collaborations across all sectors. The summit also provided an avenue for CFO personnel to keep abreast with trends on creative entrepreneurship, a growing sector which its constituents, the Filipinos overseas, may engage in.



08 | 07 JUN
2025

CFO Joins National Migrant Workers' Day 2025: BalikQC Reintegration Fair

The CFO joined the National Migrant Workers' Day 2025: BalikQC Reintegration Fair held at Quezon City's Meetings, Incentives, Conference, & Exhibitions (MICE) Center and promoted the BaLinkBayan Project by distributing Information, Education, and Communication (IEC) Materials in its booth.



09 | 17 JUN
2025

CFO Partners with PSE to Empower NRFs through Investment Literacy

The CFO officially signed on June 17, 2025, a Memorandum of Understanding (MOU) with the Philippine Stock Exchange, Inc., to promote financial education and enhance investment literacy of Non-Resident Filipinos (NRFs) and their families.



10 | 18 JUN
2025

CFO Partners with PRA to Promote PH as a Retirement Haven for NRFs

The CFO and PRA entered into a Memorandum of Understanding with CFO PESO Sense Program and the BaLinkBayan Project to strengthen ties with the Filipino diaspora by promoting the Philippines as a retirement destination for Non-Resident Filipinos (NRFs) and their families, primarily former Filipino citizens who still consider the Philippines their home. The partnership also seeks to support and assist the reintegration and healthcare of overseas Filipino retirees while encouraging investment through available government programs and services, including the Special Resident Retiree's Visa (SRRV).



11 | 05-06 AUG
2025

CFO Conducts Capacity-Building Activities on the eGov-Compliant BaLinkBayan Website Template and Management Strategies for LGU Partners in NCR, CALABARZON, and Central Luzon

The CFO gathered LGU partners from the National Capital Region, Region IV-A, and Central Luzon to brief and train them on the new Content Management System (CMS) for the e-gov compliant BaLinkBayan main and localized websites. The two-day activity also served as the platform for these partners to raise technical issues and concerns they encountered in managing the localized sites, and to discuss how these can be addressed with the new system developed by the CFO. Partners were also able to express their desire to renew the partnership with the Commission to expand the presence of the BaLinkBayan project to their LGUs.



12 | 02-03 SEPT
2025

CFO Facilitates Capacity-Building Activities on the eGov-Compliant BaLinkBayan Website and Management Strategies for LGU Partners in Bicol Region

The CFO organized a two-day session for LGU partners from the Bicol Region to introduce and demonstrate the updated CMS for BaLinkBayan's main website and localized websites. The gathering enabled participants to raise concerns related to website management and discuss how these could be resolved using the new platform. It also served as an opportunity for partners to signal their interest in continuing their partnership with the Commission to expand BaLinkBayan's presence in their respective areas.



10 | 02-03 OCT
2025

CFO Leads Capacity-Building Activities on the eGov-Compliant BaLinkBayan Website Template and Management Strategies for LGU Partners in Ilocos Region and Cagayan Valley

The CFO conducted a two-day briefing and hands-on training for LGU partners from the Ilocos Region and Cagayan Valley on the newly developed CMS supporting the e-gov compliant BaLinkBayan main and localized LGU websites. The event allowed partners to surface technical challenges they faced and examine how the upgraded system addresses these concerns. Participants likewise conveyed their willingness to renew ties with the Commission to broaden the implementation of BaLinkBayan within their jurisdictions.



11 | 15-16 OCT
2025

CFO Organizes Capacity-Building Activities on the eGov-Compliant BaLinkBayan Website Template and Management Strategies for LGU Partners in Visayas

In a two-day capacity-building activity, the CFO engaged LGU partners from the Visayas region to introduce the new CMS for the BaLinkBayan main website as well as the localized websites. The sessions provided space for partners to discuss operational and technical difficulties and explore corresponding solutions offered by the updated system. The activity also highlighted partners' interest in sustaining their partnership with the Commission to further roll out the BaLinkBayan project in their LGUs.



CFO Holds the 2025 BaLinkBayan Stakeholders Conference

The CFO held the three-day 2025 BaLinkBayan Stakeholders Conference, and convened participants from partner Local Government Units (LGUs), Filipino Associations Overseas (FAOs), and partner agencies to advance the integration of migration and development (M&D) into local governance at the Microtel by Wyndham, Quezon City. Anchored on empowering LGUs through diaspora engagement, philanthropy, and partnerships, Day 1 featured discussions on best practices in diaspora-led initiatives, highlighted strengthened collaboration through agreements like the BaLinkBayan partnership between the CFO and Tabaco City, Albay and knowledge-sharing on migrant resource center (MRC) operations and migration data.

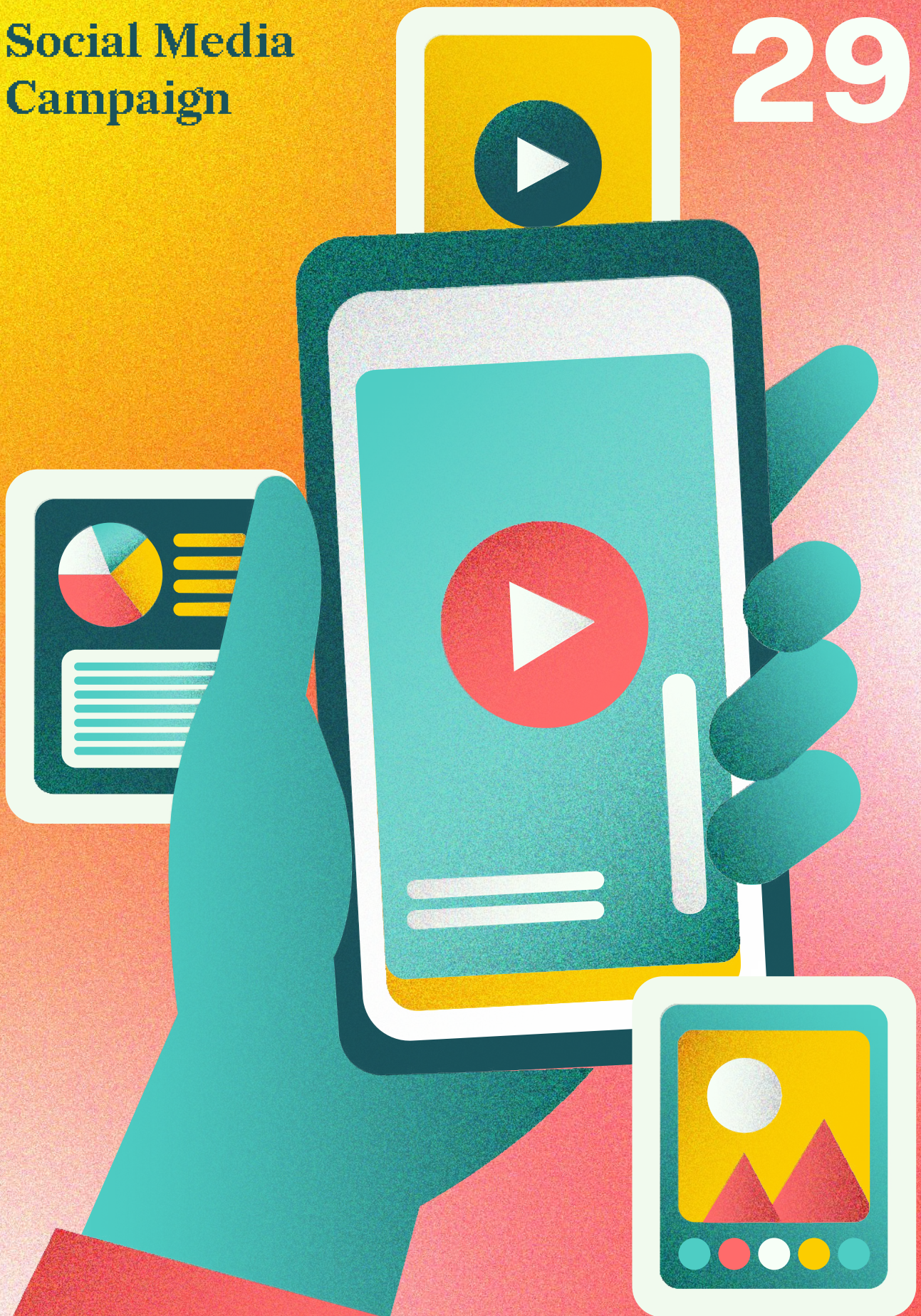
Day 2 focused on enhancing public-private diaspora partnerships, engaging the youth in development efforts, and providing practical approaches to sustaining MRCs through reinforcing the critical role of coordinated, multi-sectoral action in translating diaspora contributions into inclusive and sustainable local development.

Lastly, CFO launched the BaLinkBayan LGU Awards: Recognizing Migration and Development Excellence at the Local Level during the 2025 Stakeholders Conference. The awards aim to recognize the vital role that LGUs play in the continuous efforts to sustain and improve migration and development policies that address the needs of their respective communities at the local level. The mechanics and procedures for eligibility, nomination, and evaluation will be announced in the next few months following the official launch.



Social Media Campaign

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The BaLinkBayan Team conceptualized the production of a series of regular Facebook Reels entitled “Mag-BalikBayanihan Tayo!”, reflecting the content updates made in the main website. Modeled after the Instagram reels published by non-government organizations, the series aims to deliver relevant yet digestible content for Non-Resident Filipinos (NRFs) in a mass-oriented approach through relaxed yet informative language, and curated information.

Considering the website content updates’ length, pre-production of Facebook Reels does not faithfully follow the published write-ups. But instead, it divides each subsection into simplified facts meant for public digestion, and designed to lead viewers to the main websites for further details.

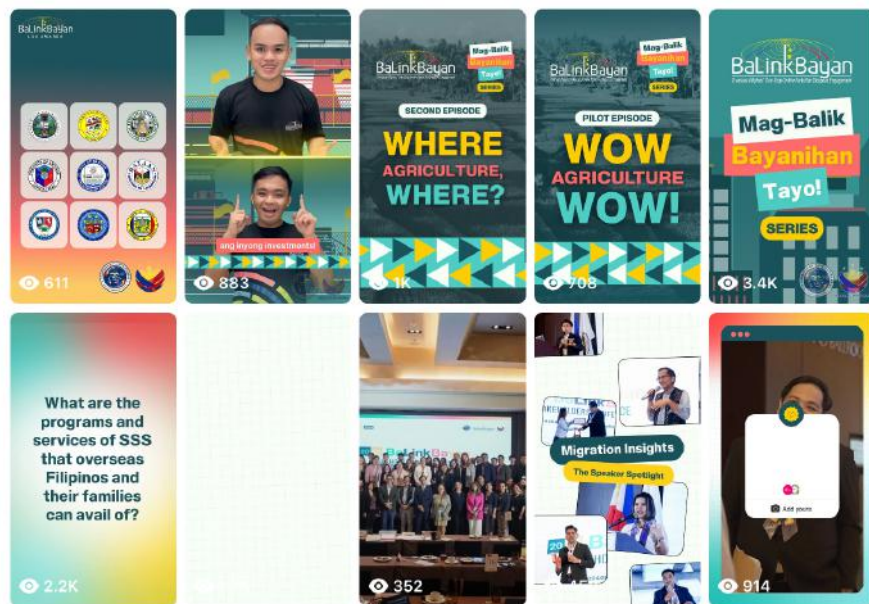
As of 2025, the Agriculture subsection of the “Start a Business” feature has been produced and published online, composed of three episodes, along with an edition teaser. Details of the aforementioned are provided below

01 | 29 JAN 2026

Teaser for “Mag-Balik Bayanihan Tayo!”

3,387 Views

Briefly showcased updated sections of the BaLinkBayan website.



02 | 12 FEB 2026

“Wow Agriculture, Wow!”

687 Views

Highlighted investment opportunities in the local agricultural sector for NRFs. Along with assertions on the said sector’s potential, it cited leading products that contribute to its overall industrial significance.



03 | 13 MAR 2026

“Where, Agriculture, Where?”

1,027 Views

Provided information on relevant government institutions where NRFs may seek assistance, should they consider investing in local agriculture.



04 | 23 MAR
2026

“How, Agriculture, How?”

774 Views

Elaborated specific guidelines for Non-Resident Filipinos (NRF) who are considering investing in local agriculture, alongside laying the ground for the next series edition.



Main and Localized Websites Analytics and Data

33



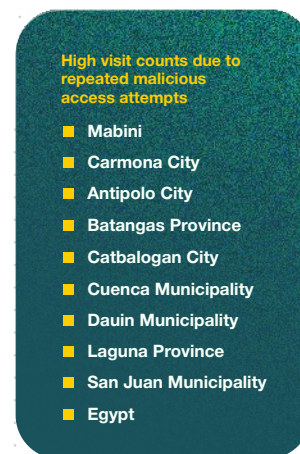
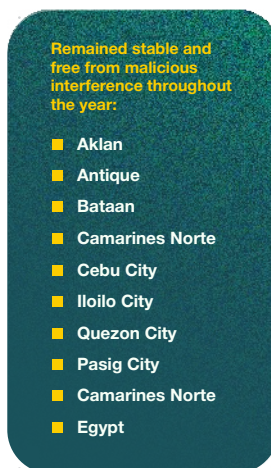
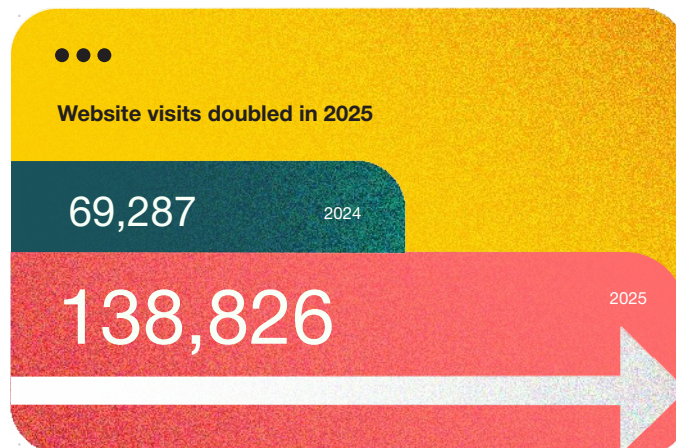
In 2025, the BaLinkBayan Project network of websites demonstrated overall stable performance, particularly among several Local Government Unit (LGU) partners, which remained stable and free from malicious interference throughout the year. These include Aklan, Antique, Bataan, Camarines Norte, Cebu City, Iloilo City, Quezon City, and Pasig City, among others. These websites maintained relatively moderate but reliable visitor traffic, reflecting consistent performance in a secure environment. Among the undisturbed websites, Pasig City recorded the highest number of legitimate visits at 4,649, followed by Bacoar City with 1,209 visits, both maintaining threat-free web server conditions.

Meanwhile, the BaLinkBayan main website continued to serve as the central platform for NRFs and participating LGUs. In 2025, it accumulated a total of 113,169 visits, highlighting its role as a consistently secure, well-maintained, and competitive primary portal for the BaLinkBayan Project.

However, other parts of the BaLinkBayan Project localized websites exhibited varying levels of traffic performance, largely influenced by website security conditions and external attack activities. Several LGU partners' localized websites experienced unusually high visit counts due to repeated malicious access attempts. Among these, the Municipality of Mabini recorded the highest annual visit count of 37,621, followed by Carmona City with 20,654 visits. Other highly targeted websites are the following: Antipolo City with 1,116 visits, Batangas Province with 3,709 visits, Catbalogan City with 353 visits, Cuenca Municipality with 3,735 visits, Dauin Municipality with 2,481 visits, Laguna Province with 3,876 visits, and San Juan Municipality with 3,999 visits. The

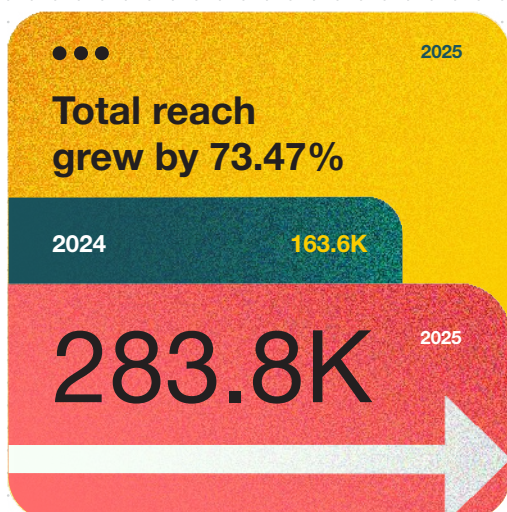
elevated traffic in these areas is primarily attributed to automated attacks and suspicious activities, rather than genuine user engagement.

Overall, the 2025 data underscores the significant impact of cybersecurity conditions on website analytics, where elevated traffic figures may not necessarily reflect genuine user engagement but instead indicate heightened exposure to automated threats.



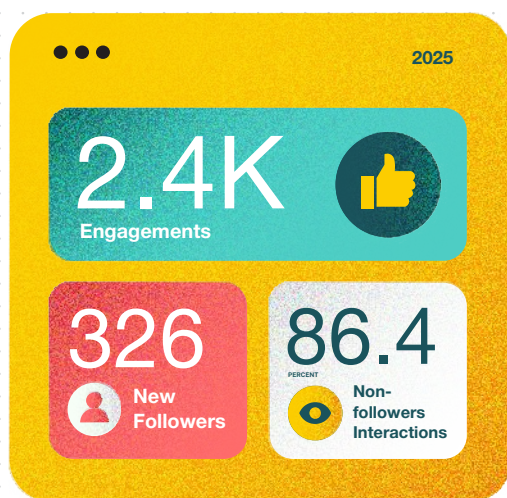


The BaLinkBayan Facebook page currently has over 29,000 followers. Managed by the BaLinkBayan team, the page features a wide range of content, including updates on BaLinkBayan's activities, new partnerships, and promotional initiatives. It also shares relevant information such as migration and development updates from partner agencies and institutions, activities of Local Government Unit (LGU) partners, announcements from the Commission on Filipinos Overseas (CFO), and notices on holidays and observances. Through this platform, the BaLinkBayan Project



continuously aims to provide relevant, impactful, and accessible content to its target audience.

For 2025, BaLinkBayan's social media performance continued to improve compared to the previous year, particularly in terms of interaction growth and overall engagement. The total reach has exceeded 283.8K, reflecting a 73.47% increase from last year's figures. In terms of interactions, insights show approximately 2.4K engagements throughout the year, driven in part by the release of BaLinkBayan video reels, which contributed significantly to increased interaction on the page. The page also gained 326 new followers in 2025, indicating steady growth in its audience base.



Notably, a large majority of interactions (about 86.4%) came from non-followers, highlighting the page's ability to reach and engage audiences beyond its existing community. This trend points to strong potential for further expansion, particularly by converting these

engaged non-followers into regular followers and sustaining their interest through consistent, relevant, and engaging content. At the same time, these figures underscore the importance of sustaining audience interest by continuously delivering timely and interesting posts. Maintaining a steady flow of high-quality content will be key not only to retaining current followers but also in encouraging deeper engagement and long-term audience development.

Similar to 2024, the most engaging posts in 2025 were about the BaLinkBayan Stakeholder Conference, newly established partnerships, and practical guides on processes such as voter registration. These content types resonate strongly with audiences as they combine timely updates, institutional developments, and clear, useful information.

Overall, these insights provide a strong basis for refining BaLinkBayan's content strategy. By continuing to prioritize relevant and audience-centered content, the platform can further enhance engagement, improve information accessibility, and drive increased traffic to the BaLinkBayan website.





Ways Forward

The BaLinkBayan Team envisions the continuation of its mission in assisting Non-Resident Filipinos (NRFs) in matters relating to the maintenance of their ties with the Philippines, especially with the economic feature of BLB, through active Project localization in 2026, enabling them to become active partners towards national development.

In line with its vision in offering comprehensive yet concise resources for entrepreneurial pursuits, investments, philanthropy and volunteerism, and other relevant endeavours with the homeland, the BaLinkBayan Team, along with its partners, continue to commit in improving the main and localized portals' content and service delivery. In particular, the development of content in the "Start a Business" and "Access to Government Services" features are aimed towards encouraging NRFs to delve deeper into the economic and political forms of engagement with the homeland, through the publication of curated information and services.

Such an aspiration will be done through active collaboration with existing

Partner Resource Agencies and Organizations (PRAOs), the establishment of additional partnerships that would benefit the Project and NRFs, and the continued production of engaging media — particularly, social media reels — addressing timely online consumption trends whilst meeting the Project's goals and objectives.

The BaLinkBayan Project also commits to the continued expansion of its roster of partner Local Government Units (LGUs), especially in empowering regions where Migration and Development (M&D) programs aspire to engage constituents and their families through a variety of timely initiatives. In addition to this, the Project remains dedicated in providing partner LGUs with relevant marketing and publicity approaches to promoting M&D engagement at the local level, particularly by training officers of partner LGUs in the production and development of information materials, formulation of strategies in establishing social media presence, and other relevant materials.

Given BaLinkBayan's migration to the Content Management System (CMS) for the main and localized websites, the Project team aspires to guide partner LGUs in adopting a modernized platform in showcasing their own respective M&D efforts and initiatives, and providing ease of access to relevant services for NRFs. Alongside this, the team seeks to assure partner LGUs with strengthened cybersecurity measures, and the generation of meticulous website engagement reports to assist them in maintaining and enhancing their respective localized websites.

To ensure the continuous development of mainstreaming and localizing M&D, the BaLinkBayan Project also commits itself in cultivating the skills of its officers, addressing the emerging needs in the ever-dynamic field of migration affairs. Given the training on monitoring and evaluation conducted in 2025, the Project plans on focusing on the need for strategic content writing and public speaking, considering the need to produce concise yet impactful material, providing ease of information dissemination & digestion to target audiences — NRFs and their families.

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Multimedia Artist
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**BaLinkBayan: the Overseas Filipinos'
One-Stop Online Portal for Diaspora
Engagement**

Accomplishment Report



BaLinkBayan
Overseas Filipinos' One-Stop Online Portal for Diaspora Engagement



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