



Republic of the Philippines
Department of Education



NOV 21 2007


DepED MEMORANDUM
No. 465, s. 2007

PAMI 8TH BIENNIAL CONFERENCE AND REGIONAL CONFERENCE
CARAVAN ON MUSEUMS AND SUSTAINABLE DEVELOPMENT

To: Bureau Directors
Directors of Services/Centers and Heads of Units
Regional Directors
Schools Division/City Superintendents
Heads, Public and Private Elementary and Secondary Schools

1. The Philippine Association of Museums, Inc. (PAMI), in cooperation with the Department of Education (DepED) and other partner organizations will implement relevant programs and activities to propagate the Museo ng Bayan Program, as one of the frameworks of action for sustainable eco-museum development in the various local government units (LGU).
2. In line with this, a series of conferences with the theme: Museo ng Bayan: Museums for Local Socio-Economic Development², is scheduled. The regional conferences will be preceded by a two-day launching activity at the PIDS, NEDA Sa Makati, Amorsolo St., Makati City, Metro Manila on November 28-29, 2007 (see enclosed program). This is to be followed by two (2) regional conferences scheduled to be conducted at the Cebu International Convention Center, Cebu City in January 28-29, 2008 and at the Teachers Camp, Baguio City in February 2008 (announcements regarding these two regional conferences will be released after the launching).
3. The Museo ng Bayan Program has the following objectives:
 - a. cross-provincial and regional collaboration and knowledge sharing - to develop a community-driven ecomuseum model for surfacing, preserving and sharing culture, history and traditions and for enhancing understanding within and between provinces and regions and among Filipinos of different age groups;
 - b. accessibility - to develop a model for providing comprehensive cultural information access to various provincial and regional groups, especially those who have been deprived of such access; and
 - c. sustainability and adaptability - to create a cost effective, workable and enriching ecomuseum model that promotes sustainable and self-motivated lifelong learning that can be used by other communities.

4. Target participants are educators and educational managers/owners, development planners, arts and museum enthusiasts, environmentalists, social scientists, local government executives, community organizers, representatives of non-government organizations, socio-civic organizations and public organizations.
5. Registration fee is at a discounted rate of Three Thousand Five Hundred Pesos (Php3,500.00) per participant. Travel and other related and incidental expenses of the participants are chargeable against school, division and regional MOOE/local funds/PTCA funds, School Board funds, subject to the usual accounting and auditing rules and regulations.
6. Travel of the participants from public schools are allowed to attend **on official time only**.
7. Regional Directors, Schools Division Superintendents and School Principals are requested to send participants to the Conferences. DepED participants should send their confirmation of attendance to the Office of Culture and Arts, Attn.: Mr. marcos S. Rodil and Cecilia R. Mendiola with cellphone nos. 0920-2911-589; 0906-5573-364 or telefax no. 636-1620 and look for Ms. Jovita L. Cabiles.
8. For more information regarding the Conferences, please contact Ms. Gina V. Barte, Museo ng Bayan Project Managing Director and President, Philippine Association of Museums, Inc. at Museo ng Bayan Secretariat, IMDM, worldnet business Center, 3rd Floor, Zeta Bldg., Salcedo St., Legaspi Village, Makati City, Metro Manila with telefax nos. 759-2400 or 842-6984; Mobile no. 0916-4353-513; e-mail address gbartea8@yahoo.com or pami101984@yahoo.com. Please course other queries regarding registration, accommodation, tours, etc. to the Museo ng Bayan Secretariat c/o Ms. Jenny Mondano and/or Ms. Ling Alvez, IMDM at telefax no. (632) 759-2400 or pami101984@yahoo.com.
9. Immediate and wide dissemination of this Memorandum is desired.


TEODOSIO C. SANGIL
Undersecretary

Encl.: As stated

Reference: None

Allotment: 1- -(D.O. 50-97)

To be indicated in the Perpetual Index
under the following subjects:

CONFERENCES
SOCIETY or ASSOCIATIONS
TEACHERS



NATIONAL COMMISSION
FOR CULTURE AND THE ARTS



Philippine
Association of
Museums,
Incorporated



INTERNATIONAL
MOVEMENT OF
DEVELOPMENT
MANAGERS

REGIONAL CONFERENCES ON MUSEUMS AND SUSTAINABLE DEVELOPMENT

**THEME: "MUSEO NG BAYAN: Museums for Local Socio-Economic
Development"**

LAUNCHING PROGRAM

November 28-29, 2007

PIDS, NEDA Sa Makati

Amorosolo St., Makati, Metro Manila

DAY 1, SESSION 1

07:30 **REGISTRATION**

08:30 **OPENING CEREMONY**

- Entrance of Colors
- Invocation
- Welcome Remarks & Overview
- Messages
- Opening Address
- Intermission
- Introduction of the Keynote Speakers

09:00 **BREAK**

DAY 1, SESSION 2

09:30 **KEYNOTE SPEECHES**

**"Museums and Sustainable Development: Case Studies from
The Asia-Pacific Region"**

Dr. Amareswar Galla

Chairperson, cross Cultural Task Force
International Council of Museums, Paris &
Professor of Museum Studies
The University of Queensland, Brisbane, Australia

**"Strategic Partnerships in Heritage and Cultural
Development in the Philippine**

Dir. Corazon Alvina

Executive Director
National Museum of the Philippines

“Culture, Sustainable Development and Globalization”

Dr. Federico Macaranas
Executive Director
AIM Policy Center

11:00-11:30 **OPEN FORUM**

DAY 1. SESSION 3

11:30 **THEMATIC PRESENTATION:**

“Museo ng Bayan: Bridging Museums and Communities”

Dr. Federico Macaranas
Executive Director
AIM Policy Center

Ms. Gina V. Barte
President
Philippine Association of Museums, Inc. (PAMI)

12:00- 01:00 **LUNCH BREAK**

DAY 1, SESSION 4

1:00-2:00 **POLICY FRAMEWORK: MUSEUMS AND CULTURAL
RESOURCES MANAGEMENT IN THE PHILIPPINES**

Presenters :

Atty. Beatrix Angeles
Chairman, Sub-Commission on Cultural Heritage
National Commission for Culture and the Arts

Prof. Wilfredo Ronquillo
Senior Scientist, National Museum of the Philippines &
Curator, Archaeology Division, National Museum of the
Philippines

2:00-02:30 **OPEN FORUM**

DAY 1, SESSION 5

2:00- 4:00 **WORKSHOP 1: Key Result Areas & Performance Indicators**

Facilitator:

Dr. Federico Macaranas
Executive Director
AIM Policy Center
& Board Member, U.P. Vargas Museum

4:00- 4:30 **BREAK**

4:30- 5:00 **PRESENTATION OF WORKSHOP OUTPUTS**

5:00-5:30 **SYNTHESIS**

Dr. Federico Macaranas
Executive Director
AIM Policy Center
& Board Member, U.P. Vargas Museum

END OF DAY 1

DAY 2, SESSION 1

8:00-8:30 **SYNTHESIS OF DAY 1**

8:30-9:30 **“Policy Impacts on Cultural Resources as Assets
in Development: Experiences at the Community
Level”**

Presenters:

Dr. Nestor Castro
Associate Dean, University of the Philippines College of
Arts and Sciences &
Curator, U.P. Anthropology Museum

Dr. Fernando Zialcita
Ateneo de Manila University

Msgr. Carlito Pono
President, Visayas Association of Museums Group, Inc.

Mr. Ike Picpican
President,
Northern Luzon Association of Museums

Ms. Amelita Amat
President
Southern Luzon Association of Museums, Inc.

9:30- 10:00 **OPEN FORUM**

10:00- 10:30 **BREAK**

DAY 2, SESSION 2

10:30- 11:30 **The Role of Museums in the Sustainable Development of Communities**

Presenters :

“Cultural Mapping as a Tool in Culture and Heritage Development”

Mr. Eric Zerrudo
Director
Metropolitan Museum of Manila

“Case Study 3 on Tabon Caves Ecomuseum”

Mr. Angel Bautista
Chairperson, PAMI
Curator, National Museum of the Philippines

“Developing the Bago City Museum-Engaging Communities In Heritage and Culture Preservation and Presentation”

Prof.Cecille de la Paz
University of the Philippines
Diliman, Quezon City

11:30-12:00 **OPEN FORUM**

12:00-1:00 **LUNCH BREAK**

DAY 2, SESSION 3

1:00-5:00 **Workshop 2:**
From Ideas to Action: Museums and Community Engagement/Action Plan Formulation

- Facilitators:**
1. Governance and Leadership
 2. Sustainable Development
 - J. Alfonso Z. Carpio
Head, HSE Delivery
Shell Philippines Exploration
 3. Women, Children & I.P's
 - Ma. Ana Elzy Ofreneo
Director IV
Commission on Human Rights
 4. Population
 - Tomas Osias
Executive Director
Commission on Population
 5. Microfinance
 - Christopher Lomboy
Capacity Exchange Group Director
Punla sa Tao Foundation
 6. Networking
 - Corazon T. Jimenez
President, IMDM
 7. Planning and Organization
 - Roberto Nebrida
Executive Director
Phil. NGO Support Program, Inc.
The Asia Pacific RH
Development Center
 8. Education/Religion
 - Sr. Consolata Manding
Directress
Paulines Institute of Communication in Asia

5:00-5:30 **PRESENTATION OF WORKSHOP RESOLUTION/
RECOMMENDATIONS**

5:30-6:00 **SYNTHESIS**
Dr. Federico M. Macaranas
Dr. Amy Ylagan

6:00 **CLOSING CEREMONIES/ PHOTO SESSION**

END