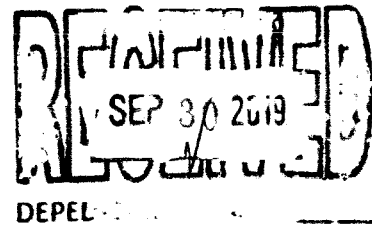




Republic of the Philippines
Department of Education



20 SEP 2019

DepEd MEMORANDUM

No. **124**, s. 2019

**2019 INTERNATIONAL CONFERENCE ON CULTURAL STATISTICS
AND CREATIVE ECONOMY**

To: Undersecretaries
Assistant Secretaries
Bureau and Service Directors
Regional Directors
Minister, Basic, Higher, and Technical Education, BARMM
Schools Division Superintendents
Public and Private Elementary School Heads
All Others Concerned

1. The National Commission for Culture and the Arts (NCCA) will conduct the **2019 International Conference on Cultural Statistics and Creative Economy (ICCSCE)** with the theme, **Cultural Statistics and Creative Economy as Drivers of Cultural Development**, from October 14 to 15, 2019 at the Waterfront Hotel, Lahug, Cebu City.

2. The conference aims to

- a. push for the appreciation and utilization of cultural statistics as a tool in establishing data on creative economy and measures of development;
- b. strengthen support for creative industries in the Philippines and beyond; and
- c. encourage more researchers on culture and arts towards building a robust data bank.

3. The 2019 ICCSCE will be composed of plenary sessions and breakout sessions on Cultural Education, Cultural Awareness, Intangible Cultural Heritage, Creative Economy, Creative Economy Mapping of Cities, Social Enterprises, Cultural Hubs and Filipino Values.

4. The target participants to this activity are teachers of **Social Studies, Mathematics, Statistics, Music, Arts, Physical Education and Health (MAPEH), Humanities and Social Sciences (HUMSS)** tracks of Senior High School, local government units and national government offices. The breakdown of the number of participants from DepEd is provided in the enclosure.

5. There shall be no registration fee. Meals (snack and lunch) will be provided for two days. Accommodation, transportation and dinner expenses of the participants shall be charged to local funds, subject to the usual accounting and auditing rules and regulations.

6. Teacher-participants to this activity shall be recommended by the schools division superintendent (SDS) while DepEd Central Office personnel shall submit their travel order signed by their respective heads. Confirmed participants shall submit their names to the NCCA secretariat at ncca.iccsce@gmail.com

7. For more information, please contact **Ms. Hannah Catiis, National Commission for Culture and the Arts** through email ncca.iccsce@gmail.com or through telephone no. (02) 527-2192 local 505 or **Ms. Cecilia R. Mendiola**, Project Development Officer II, **Culture and Arts Office-External Partnerships Service**, Ground Floor, Rizal Building, Department of Education Central Office, DepEd Complex, Meralco Avenue, Pasig City at mobile phone no. 0915-578-0725.

8. Immediate dissemination of this Memorandum is desired.


LEONOR MAGTOLIS BRIONES
Secretary

Encl.:

As stated



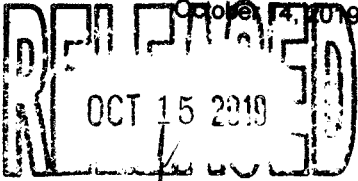
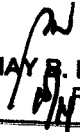
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To be indicated in the Perpetual Index
under the following subjects:

CONFERENCE
CULTURE AND ARTS
SCHOOLS
TEACHERS

MCDJ/M
0613 - S

	Republic of the Philippines Department of Education Cordillera Administrative Region Wangal, La Trinidad, Benguet	
	ADVISORY	
TO:	Schools Division Superintendents SDO of Baguio City and Benguet All Others Concerned	
	For information and action. Participants are Roy Onil, Danny Otingey, Hans Gualdo of Benguet Division and Elmer Sacwog of Baguio City Division	DEPED-CAR _____
HRDD/CFM/rca		 MAY B. ECLAR, PhD., CESO V Regional Director

**Number of DepEd Participants for the 2019 International Conference on Cultural
Statistics and Creative Harmony**

Region	No. of Participants
NCR	6
1	6
2	4
3	8
4A	8
4B	4
5	6
6	9
7	8
8	6
9	4
10	7
11	6
12	4
CAR	4
Caraga	6
BARMM	4
Total	100
Central Office Personnel with Cultural Statistics Background	6
GRAND TOTAL	106

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2019 INTERNATIONAL CONFERENCE ON CULTURAL STATISTICS AND CREATIVE ECONOMY

October 14-15, 2019

Waterfront Hotel, Lahug, Cebu City

PROGRAM

DAY 1

8:00 - 9:00AM	Registration	
9:00 - 10:30AM	Opening Program	
10:30 - 11:15AM	Keynote Address	CULTURE AND DEVELOPMENT
		Hon. Shahbaz Khan
		Director
		Regional Science Bureau for Asia and the Pacific UNESCO Representative for Brunei Darussalam, Indonesia, Malaysia, The Philippines and Timor- Leste
11:15AM - 12:30PM	Lunch Break	
<u>Breakout Session</u>		
SESSION I		
12:30 – 1:55 PM	Room A CULTURAL EDUCATION	CONTEXTUALIZING PHYSICS INSTRUCTION FOR INDIGENOUS PEOPLE: THE MANGYAN EXPERIENCE
		Presenter: Ms. Maria Fatima Jingco
		Teacher III, Senior High School
		San Jose National High School Division of Occidental Mindoro
		INDIGENIZING KNOWLEDGES IN THE K- 12 CURRICULUM: IMPLEMENTING THE INDIGENOUS PEOPLES' EDUCATION CURRICULUM FRAMEWORK AT MALITAM ELEMENTARY SCHOOL
		Presenter: Ms. Irish Joy Deocampo
		Instructor- Department of English and Comparative Literature
		University of the Philippines- Diliman
		Moderator: Dr. Earl Jude Paul Cleope
		Vice President For Academic Affairs Silliman University

		MILLENNIAL STUDENTS' LEVEL OF AWARENESS OF THE CEBUANO FOLK DANCES
		Presenter: Ms. Ann Bernasyi Vestal, LPT, MAN
		Teacher III
		Mandaue City School for the Arts
		BAYBAYIN AND THE PROPOSAL FOR A NATIONAL WRITING SYSTEM: KNOWLEDGE AND ATTITUDE AMONG UNIVERSITY STUDENTS IN QUEZON CITY, PHILIPPINES
		Presenter: Mr. Barry Gundayao
		Lecturer
		Quezon City Polytechnic University
		Moderator: Dr. Jose Eleazar Bersales
		Head Curator, USC Museum
		Associate Professor
		Univeristy of San Carlos
1:55 - 2:05 PM	Session Break	
<u>Breakout Session</u>		
SESSION II		
		STEERING CREATIVITY AND TOURISM ON THE STREETS: BUSKERS AND THE PROPOSED BUSKING ORDINANCE IN BAGUIO CITY
		Presenter: Mr. Ivan Emil Labayne
		Project Implementer
		TUKLAS Northern Luzon/Dap-ayan ti Kultura iti Kordilyera:
		STATE-FUNDED FILM VENUES AND FILM EXHIBITION IN THE PHILIPPINES
		Presenter: Mr. Gerald Gracius Pascua
		Lecturer
		Ateneo de Manila University
		Moderator: Ms. Palmy Pe-tudtud
		Faculty- Fine Arts Program
		University of the Philippines Cebu
2:05 - 3:30 PM	Room A CREATIVE ECONOMY	
	Room B INTANGIBLE CULTURAL HERITAGE	UNDERSTANDING FISHERIES TREND IN BATAN EXTUARY, AKLAN, USING LOCAL ECOLOGICAL KNOWLEDGE
		Presenter: Mr. Ronald Maliao

		Center Head
		Aklan Research Center for Coastal Studies, Aklan State University
		INDIGENOUS KNOWLEDGE SYSTEMS AND PRACTICES OF CAPIZ AND THEIR SCIENTIFIC PERSPECTIVES: A BASIS FOR CULTURE-BASED SCIENCE EDUCATION
		Presenter: Mr. Mark Anthony Durana, MAT, Ed
		Professor
		Filamer Christian University-Graduate School-Kalibo Extension School
		Moderator: Mr. Trizer Dale Mansueto
		Research Affiliate
		Cebuano Studies Center
3:30 - 3:40PM	Session Break	
<u>Plenary Session</u>		
SESSION III		
		2017 READERSHIP SURVEY
		Presenter: Mr. Jeffrey Perdigon
		Statistician I
		National Book Development Board
		STATUS REPORT OF PHILIPPINE PUBLIC LIBRARIES AND LIBRARIANSHIP
		Presenter: Ms. Jennifer Dimasaca
		Librarian IV
		National Library of the Philippines
		Moderator: Mr. Michael Pinto
		Head, Cagayan Provincial Learning and Resource Center
		Province of Cagayan
3:40 - 5:25	SESSION VIII: BOOKS AND PRESS	

DAY 2

8:00 - 8:30 AM	Registration	
<u>Plenary Session</u>		
<u>SESSION IV</u>		
8:30 - 10:15 AM	SESSION V: CDI	DEVELOPING CULTURE FOR DEVELOPMENT INDICATORS OF VIET NAM
		Presenter: Ms. Nguyen Thi Huong
		Deputy Director General
		General Statistics Office, Viet Nam
		DEVELOPING CULTURE FOR DEVELOPMENT INDICATORS OF CAMBODIA
		Presenter: H.E. Mrs. Hang Lina
		Director General
		National Institute of Statistics, Cambodia
		Moderator: Ms. Bea Martinez
		Deputy Executive Director
Cebuano Studies Center		
<u>Plenary Session</u>		
<u>SESSION V</u>		
10:15 AM - 12:00 PM	SESSION VI CREATIVE CITIES	CREATIVE CITY MAPPING OF BAGUIO AND MAKATI
		Presenters:
		Mr. Paolo Mercado
		President
		Creative Economy Council of the Philippines
		Mr. Gaston D. Ortigas, Jr.
		Associate Professor
		Academic Program Director, Master in Entrepreneurship
		Asian Institute of Management
		STATISTICAL DATA OF CREATIVE ECONOMY OF CEBU CITY
Presenter: Mr. Gil Carungay		
Managing Director		
Strategy and Business Development at District32 @ Mactan Cebu		

		Moderator: Engr. Ariel E. Florendo
		Regional Director
		Philippine Statistics Authority-Region 7
12:00 - 1:30PM	Networking and Lunch Break	
Breakout Session		
SESSION VI		
1:30 - 2:55 PM	Room A CREATIVE SOCIAL ENTERPRISES	HOLICOW
		Presenter: Ms. Kae Batiquin
		Brand Manager and Communications
		Design Ventures Cebu, Inc.
		KARAW CRAFTVENTURES
		Presenter: Mr. Paul Orpiada
		Founder
		Karaw Craftventures
	Moderator: Ms. Melissa Lagat	
	Executive Assistant	
	Visayan Experience	
	Room B CULTURAL HUBS	ARTISANAL HERITAGE STUDIES AND CREATIVE ENTERPRISE CENTER
		Presenter: Mr. Emi Englis
		Head
		Center for Innovation and Social Ventures: Philippine Women's College of Davao
		ASPACE
Presenter: Ms. Regil Cadavos		
Community Manager		
ASPACE Cebu		
Moderator: Ms. Malaya del Rosario		
Head of Arts and Creative Industries		
British Council, Philippines		
Room C APPLYING AS UNESCO CREATIVE CITY	Mr. Paolo Mercado	
	President	
	Creative Economy Council of the Philippines	

	A panel discussion exclusive for LGUs	Ms. Patricia Mendoza General Manager MATIQ HUB Moderator: Dr. Michael Kho Lim Lecturer- School of Media, Film and Journalism Monash Univeristy
2:55 - 3:10	Session Break	
<u>Plenary Session</u>		
<u>SESSION VII</u>		
3:10 - 4:15 PM	SESSION IV FILIPINO VALUES	IDENTIFYING FILIPINO VALUES Presenter: Mr. Arvin Villalon Head Researcher University of the Philippines- Baguio Moderator: Dr. Celestina Boncan Faculty- College of Arts and Sciences University of the Philippines Manila
4:15- 4:45 PM	Closing Program	