

# CONFERENCE BRIEF



ICOM ASPAC 2015 CONFERENCE & GENERAL ASSEMBLY

## Pathways for Museums for Sustainable Societies

3-7 DECEMBER 2015

Iloilo Convention Center, Iloilo City,  
Panay Island, Central Philippines



The **International Council of Museums (ICOM) Asia Pacific 2015 Conference and General Assembly**, or “**Pathways: ICOM ASPAC 2015**”, is an annual gathering of the national committee members, representatives, and guests of the **ICOM Asia Pacific Alliance from 24 countries in the Asia Pacific Region**. It gathers public, private, and academic stakeholders whose interest is to continuously raise public awareness worldwide on the role museums play in the development of societies.

Almost a decade after successfully hosting the ICOM-ASPAC Conference and General Assembly in 2006, ICOM Philippines will host the regional meeting once again on **December 3-7, 2015 in Iloilo City, Panay Island, Philippines**.

Pathways: ICOM ASPAC 2015 promotes ICOM’s response to changes in today’s social environment and represents ICOM’s contribution to societal development, particularly in the domain of culture and museum building. It will explore take off points that will bring forth sustainable development and museum development.

The event includes plenary discussions, workshop sessions, study tours of city museums, socials and networking, exhibits, and optional day tours.

## THEME

The theme of PATHWAYS: ICOM ASPAC 2015, “Pathways for Museums for Sustainable Societies”, echoes the theme of the ICOM International Museum Day 2015.

The link between sustainable development issues and the core function of museums to safeguard and promote cultural heritage is becoming more pronounced in recent years. Conflicts and violence have threatened the existence of museums and cultural heritage sites in countries torn by terrorism and war. Poverty and growing population have led to the neglect of museums in some countries. Calamities and disasters resulting from extreme weather conditions continue to endanger museums and collections that represent culture and heritage.

Individually, ICOM’s global partners are positioning themselves beyond the heritage field in order to expand their roles and become cultural driving forces toward sustainable development. However, the United Nations’ recent decision to adapt 17 Global Goals for Sustainable Development underscores the need for the Council to unify the efforts of its 34,864 members in order to create the greatest possible impact by 2030 and beyond. PATHWAYS: ICOM ASPAC 2015 is a concrete step towards answering this challenge.

## CONFERENCE PARTICIPANTS

Pathways: ICOM ASPAC 2015 expects to attract over 200 museums and culture professionals, culture and tourism planners, entrepreneurs, policy makers, advocates, academics, partners from the business sectors and civil societies, other stakeholders from the Philippines, and members from the global ICOM network.

## HOST CITY

The City of Iloilo is an emerging destination for international meetings, conventions, and exhibitions. In September and October 2015, the city hosted a series of Asia Pacific Economic Cooperation (APEC) meetings.

The city, like many places in the Philippines today, is undergoing rapid urbanization amid challenges of sustaining and promoting its rich culture, history, and unique environment.

Formerly called the Queen City of the South, Iloilo City was the last Spanish colonial capital of the Philippines when Manila surrendered to the United States of America.

Click this link for more information:  
<http://itsmorefuninthephilippines.com/iloilo-city/>

## ABOUT ICOM

ICOM is a professional network of almost 35,000+ institutions and museum professionals worldwide. It “establishes professional and ethical standards for museum activities, makes recommendations on (a range of) issues, promotes training, advances knowledge and raises public cultural awareness through global networks and co-operation programs.” Its mission is to conserve, continue, and communicate to society the world’s natural and cultural heritage.

ICOM was created in 1946 as a non-profit, non-governmental organization maintaining formal relations with the United Nations Educational, Scientific and Cultural Organizations (UNESCO) and having a consultative status with the United Nations Economic and Social Council.

## ICOM ASPAC

ICOM ASPAC is a regional alliance of the International Council of Museums. It provides a forum for the exchange of information and cooperation between museums and museum professionals in the 24 participating National Committees in Asia Pacific.

## ICOM PHILIPPINES

ICOM Philippines is the National Committee in the Philippines of the International Council of Museums (ICOM). It gathers museum and cultural stakeholders across the country to promote ethical standards for museum activities and links them to ICOM programs and policies.

## EVENT OBJECTIVES

- Increase awareness and understanding on emerging critical issues and challenges in culture and museum development in the context of sustainable development.
- Provide the venue for museum practitioners to exchange insights, break new ground on new and innovative thinking, and forge new partnerships for common agendas and initiatives.
- Present opportunities for museum and culture building professionals to network and link with different sector players as well as other stakeholders including those from the government, private sector, academe, and development/non-profit organizations.
- Gather ICOM-ASPAC members, ICOM-Philippines members, and the rest of the ICOM network to enable them to gain insights and continuously learn from the views and experiences of other museum professionals, as well as best practices within and outside the network.

## INDICATIVE PROGRAMME

<b>Thursday, 3 December 2015</b> <b>DAY 1: OPENING SESSION</b>	
	Arrival of Participants
1:30 pm to 4:30 pm 4:00 pm to 7:00 pm	Registration Opens ICOM ASPAC Board Sta. Barbara Visit <i>(By Invitation)</i>
7:00 pm to 9:00 pm	ICOM ASPAC Board Meeting <i>(By Invitation)</i>
<b>Friday, 4 December 2015</b> <b>DAY 2: FULL DAY SESSION</b>	
8:00 am to 8:50 am 8:50 am to 10:15 am 10:15 am to 10:30 am 10:30 am to 12:30 pm	VIP/Guests Reception (By Invitation) Opening Ceremony Photo Session/Coffee Break Sub-Theme 1: Culture, Museums, and Sustainable Development
12:30 pm to 1:30 pm	Lunch/Media Briefing
1:30 pm to 3:30 pm 3:30 pm to 4:00 pm 4:00 pm to 5:30 pm	Sub-Theme 2: Culture, Museums, and Urban Sustainability Coffee Break Knowledge Sharing Session
6:30 pm	Welcome Reception

<b>Saturday, 5 December 2015</b> <b>DAY 3: FULL DAY SESSION</b>	
9:00 am -12:00 pm	Iloilo Heritage Sites and Museum Tour
12:00 pm to 1:30 pm	Lunch
1:30 pm to 3:30 pm 3:30 pm to 4:00 pm 4:00 pm to 6:00 pm	Sub-Theme 3: Museums and Cross Cultural Communications Coffee Break Sub-Theme 4: Creating Sustainable Museums & Communities
<b>Sunday, 6 December 2015</b> <b>DAY 4: FULL DAY SESSION</b>	
8:30 am to 9:00 am 9:00 am to 12:00 pm	Photo Session Workshop: Identifying Sustainability Principles and Practices for Culture and Museums
12:00 pm to 1:00 pm	Lunch
1:00 pm to 2:30 pm 2:30 pm to 3:00 pm 3:00 pm to 4:30 pm 4:30 pm to 5:30 pm	Workshop Group Reports Coffee Break ICOM ASPAC General Assembly Closing Session
6:00 pm	Farewell Dinner
<b>Monday, 7 December 2015</b> <b>DAY 5: CLOSING</b>	
Full Day	Optional Day Tours: 1. Iloilo City and Countryside 2. Guimaras Island



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DECEMBER 3-7, 2015 ILOILO, PHILIPPINES



## REGISTER NOW!

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