

**BY THE PRESIDENT OF THE PHILIPPINES**

**ADMINISTRATIVE ORDER NO. 281**

**CREATING A NATIONAL ORGANIZING COMMITTEE TO SUCCESSFULLY PLAN AND EXECUTE THE PROGRAMS TO CELEBRATE THE HONOR OF THE PHILIPPINES AS THE ASEAN CULTURAL CAPITAL (2010-2011) USHERED IN WITH THE AMCA-SOMCA MEETINGS AND THE 4<sup>TH</sup> ASEAN FESTIVAL OF ARTS TO BE HELD IN CLARK, PAMPANGA, ON MARCH 22-26, 2010**

**WHEREAS**, the Philippines is honored for the first time with the title of ASEAN Cultural Capital as the host of the 4<sup>th</sup> Meeting of the ASEAN Ministers Responsible for Culture and the Arts (AMCA), AMCA+3, and 4<sup>th</sup> ASEAN Festival of Arts (AFA) scheduled in Pampanga in 22-26 March 2010, in conjunction with the observance of the United Nations Educational Scientific and Cultural Organization (UNESCO)-International Theater Institute (ITI) World Theater Week Observance and the United Nations International Women's Day Observance on the International Year of the Rapprochement of Culture and Biodiversity, as declared by the United Nations (UN);

**WHEREAS**, the honor can best be applied to project the Philippines as a cultural gateway to the ASEAN region in order to provide a heritage-habitat-history and arts-based tourism that can promote the creative industries and artistic products of our indigenous communities and those of member countries of ASEAN and strengthening its cultural interaction with the different continents of the world;

**WHEREAS**, UNESCO and ITI, through their respective resolutions, declared the Philippines as the venue for the UNESCO ITI World Congress held on 20-29 May 2006 and presided by UNESCO Director-General Kotchiro Matsuura himself;

**WHEREAS**, there is a need to recognize the Communique of the Heads of States 12<sup>th</sup> Summit Meeting held in Cebu in 12-15 January 2007 presided by President Gloria Macapagal-Arroyo;

**WHEREAS**, the Philippines has ratified the ASEAN Charter where the newly established social cultural committee has recognized the objective of strengthening ASEAN awareness and building a sense of regional community and social concerns of reaching out to vulnerable groups to guarantee education for all, environmental sustainability, food security, and climate change adaptation and mitigation can be facilitated through culture as a force for communications and information in motivating the collective will to overcome poverty;



**WHEREAS**, the Philippines during the 40<sup>th</sup> anniversary of ASEAN has hosted the ASEAN Performance and Media Arts Workshop, "Ancestral Roots to New Routes of Artistic Expression: Mobilizing Cultural Diversity to Achieve the United Nations Millennium Development Goals: (UN MDGs); with the support of the ASEAN Secretary-General in 2007 following the successful holding of the UNESCO-ITI 31<sup>st</sup> Congress in Manila in 2006 attended by Director-General Matsuura;

**WHEREAS**, a national organizing committee is incumbent on the Philippine Government to undertake such preparations in the successful execution that will be ushered in with an event in Pampanga and with continuous meaningful and relevant programs throughout the country;

**NOW, THEREFORE, I, GLORIA MACAPAGAL-ARROYO**, President of the Philippines, by virtue of the powers vested in me by law, do hereby order:

**SECTION 1.** Composition of the National Committee. – I hereby designate the following or their duly authorized representatives to compose the National Committee:

- Chairperson : Secretary, Department of Foreign Affairs
- Co-Chairperson : Chairman, National Commission for Culture and the Arts
- Vice Chairperson : Secretary, Department of Social Welfare and Development
- Co-Vice Chairpersons : Secretary, Department of Tourism
- Members : Secretary, Department of Education
- Secretary, Department of Environment and Natural Resources
- Chairman, Commission on Higher Education
- Secretary, Department of Health
- Director-General, National Anti-Poverty Commission
- Director-General, Technical Education and Skills Development Authority
- Secretary, Department of Labor and Employment
- Secretary, Department of Agrarian Reform
- Secretary, Department of Interior and Local Government
- Secretary, Department of Public Works and Highways
- Secretary, Department of Trade and Industry
- Secretary, Department of Science and Technology
- Secretary, Department of National Defense
- Secretary, Department of Agriculture



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Secretary, Department of Transportation and  
Communications  
Press Secretary  
Vice-Chairman/Executive Director, Climate Change  
Commission  
Secretary of the Philippine Information Agency  
Presidential Adviser/National Commission on Youth  
Chairman, Commission on Human Rights  
President, Clark Development Corporation  
Executive Director, National Sports Commission  
Executive Director, National Indigenous Peoples  
Commission  
Executive Director, Office of Muslim Affairs  
President, International Theater Institute – Philippine  
Center  
Chairman, National Sports Commission  
President, Cultural Center of the Philippines

**SECTION 2.** Functions of the National Committee. – The National Committee shall prepare the appropriate two-year national program to implement the honor of the Philippines as the ASEAN Cultural Capital, which shall be implemented throughout the regions of the Philippines. The National Committee shall also undertake the necessary preparations for the participation of concerned agencies in national and international conferences - highlighting the role of the Philippines as ASEAN Cultural Capital – the development of educational and communication materials and other such functions as the committee may deem necessary to effect such mandate.

Particularly, the National Committee shall undertake the preparations for and ensure the orderly and successful conduct of the 4<sup>th</sup> ASEAN Festival of the Arts, the 4<sup>th</sup> Meeting of the ASEAN Ministers Responsible for Culture and Arts (AMCA), AMCA+3, the 7<sup>th</sup> Senior Officials Meeting for Culture and Arts (SOMCA), and SOMCA+3 on 22 – 26 March 2010.

The National Committee may secure the cooperation of all government and private instrumentalities to ensure the success of its program. It shall be in liaison with the appropriate Senate and House committees. The National Committee shall organize a Secretariat co-chaired by the Executive Director of the National Commission for Culture and the Arts (NCCA) and the President of the ITI – Philippine Center/UNESCO, in liaison with the Department of Foreign Affairs, coordinating with various agencies that will implement the programs and projects of the National Committee, which will include staff members coordinating for the indigenous people; environmental non-government organizations (NGOs) and eco-communications groups; coordinating with media groups and the *Kapisanan ng mga Brodkaster sa Pilipinas* (KBP); with Philippine Association of State Universities and Colleges (PASUC) and educational



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institutions in the tertiary level; for the business sector; Hotel and Restaurant Association of the Philippines and other groups such as the Philippine Business for Social Progress (PBSP) and the Management Association of the Philippines (MAP) to assist hospitality needs; and the Metro Manila Development Authority (MMDA) for Metro Manila Mayors and for venue needs utilize the newly-restored Metropolitan Theater, Fort Santiago with the Intramuros Administration (IA) and Cultural Center of the Philippines (CCP) as base of performances and exhibitions in Manila and working throughout the regions to focus on the wealth of cultural diversity for the UN MDGs.

The National Committee may create such subcommittees as it may deem necessary.

**SECTION 3. Funding.** – The funds necessary to carry out the provisions of this Administrative Order shall be funded jointly by budgetary appropriations from the government and from private sector contributions and from available funds as may be identified by the department of Budget and Management.

**SECTION 4. Repealing Clause.** – All provisions of Administrative Order No. 28, Series of 1993, which are inconsistent with the provisions of this Administrative Order are hereby repealed or amended accordingly.

**SECTION 5. Effectivity.** – This Administrative Order shall take effect immediately.

**DONE** in the City of Manila, this 1<sup>st</sup> day of March , in the year of Our Lord, Two Thousand and Ten.

*Gloria M. Arroyo*



By the President:

*[Signature]*  
**LEANDRO R. MENDOZA**  
Executive Secretary

