



United Nations  
Educational, Scientific and  
Cultural Organization



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## MEDIA RELEASE

Swaziland is a good example of an African country with strong traditions, values, norms and beliefs that define its people. The family as a social institution is changing very rapidly and other socialization institutions are emerging; In addition, direct consequences of the high percentage of HIV and AIDS in Swaziland include the rise of the child-headed households and the growing numbers of teenage pregnancies resulting in single parenthood. Cultural ceremonies provide a platform for sound instructions to the youths on matters of traditional cultural values. Unfortunately, lack of adequate accommodation makes it difficult to host great numbers of attendees in traditionally appropriate conditions. In 2009, Her Majesty The Queen Mother brought these issues to the attention of UNESCO's Director-General at the time, Mr. Koichiro Matsuura.

Based on this encounter, a project entitled *"Parenting And Development Of Cultural Ceremonies Facilities And Activities In Swaziland"* has been developed and financing obtained through the UNESCO – Japan Funds in Trust. The project was inaugurated in February 2012 at Ludzidzini Royal Residence under the high patronage of Her Majesty The Queen Mother. The project has been successfully concluded bringing about two specific outputs:

1. The Parenting Manual ready for country wide distribution; and
2. The Business Plan for Development of Cultural Ceremonies' Facilities in Swaziland.

On 29 October 2013, at the King Sobhuza Memorial Park starting at 10 o'clock, the project closing ceremony and the official presentation of results will take place in the presence of Her Majesty The Queen Mother, His Excellency, the Ambassador of Japan, Mr. Yutaka Yoshizawa and the UNESCO representative Mr. Damir Djakovic.

For any further information please contact Swaziland UNESCO National Commission at +268 2404 2129.