



United Nations
Educational, Scientific and
Cultural Organization

UNESCO GOODWILL AMBASSADORS



Brochure of UNESCO Goodwill Ambassadors

Published in 2009 by the Programme of UNESCO Celebrity Advocates and Arab Funding Sources

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ODG-2009/WS/1



United Nations
Educational, Scientific and
Cultural Organization

UNESCO GOODWILL AMBASSADORS

*spread the ideals of UNESCO
through their name and fame*

*UNESCO's work and mission are extended and amplified
by an outstanding group of celebrity advocates who have generously
accepted to use their talent and status to help focus the world's attention
on the work of our Organization.*





United Nations
Educational, Scientific and
Cultural Organization



UNESCO, the United Nations Educational, Scientific and Cultural Organization, was established on 16 November 1945. It has its headquarters in Paris, France, and offices in different parts of the world. The main objective of UNESCO is to contribute to peace and security in the world by promoting collaboration among nations through education, science, culture and communication in order to further universal respect for justice, for the rule of law and for human rights and fundamental freedoms, which are affirmed for the peoples of the world, without distinction of race, sex, language or religion, by the Charter of the United Nations.

Messages to the Goodwill Ambassadors



Koïchiro Matsuura,
Director-General of UNESCO

“Since wars begin in the minds of men, it is in the minds of men that the defenses of peace must be constructed”.

Is not this phrase, which is, so to speak, our motto, of particular significance for our time? It was written in 1945 and comes from the opening lines of the Organization’s Constitution.

Education, the natural sciences, culture, communication and the social and human sciences - these are UNESCO’s armoury of peace. And who are its ‘valiant soldiers’? They are all the societies on earth, including those apparently the poorest and those apparently the most stable. They are every one of us. We all have a specific mission in this respect and it can be carried out in each of the Organization’s priority areas, such as basic education, the promotion of cultural diversity, the preservation of the tangible and intangible heritage, and the ethics of science.

You have agreed to spread the ideals of UNESCO by means of your talent and fame. The role that you can play is invaluable. With your personal interest in the major causes championed by UNESCO, with the publicity you receive in the media, and with your careers and reputations, you will help to rally the general public to this collective bid to achieve a fairer world. Your task is to make people at large more keenly aware of the importance of what is at stake and the role that each of us can play in establishing a culture of peace.

Koïchiro Matsuura

A handwritten signature in black ink, reading 'K. Matsuura' in a cursive style.



Basma Irsheid,

Chief of Programme of UNESCO Goodwill Ambassadors
and Arab Funding Sources

At UNESCO we strive every day to create a world where peace and justice prevail in the minds of men, where people see and treasure the beauty of diversity and preserve the riches that make up our common global heritage. Seeing humanity as one, without distinction of race, sex, language or religion, we seek to ensure universal respect for human rights and fundamental freedoms throughout the world, enabling people everywhere to live a life of dignity. We work to sow the seeds of peace and justice through collaboration among nations in education, science, culture and communication.

UNESCO's action is extended and amplified by an outstanding group of Goodwill Ambassadors who have generously accepted to use their talent and status to help focus the world's attention on the work of our Organization. These special people, our UNESCO Goodwill Ambassadors, hail from all corners of the world and from the most diverse personal and professional backgrounds. Yet there is a bond that links these personalities - it is their conviction that each and every one of us carries the responsibility of solidarity and has the power to take action to improve the state of our common world. They are united by this goal of taking the message of UNESCO to the hearts and minds of people everywhere in defense of the ideals of peace, justice, solidarity and mutual understanding.

Victor Hugo said: "To love is to act". Our Goodwill Ambassadors act as UNESCO's flag-bearers for this love and concern for humanity that we should all share with a view to creating a better world for every one.

Basma Irsheid

A handwritten signature in black ink, consisting of a series of loops and a final flourish.

Ara Abramian

Ara Abramian, a distinguished representative of civil society in the Russian Federation, was designated UNESCO Goodwill Ambassador for Dialogue among Civilizations on 15 July 2003 in recognition of his unflagging support for projects concerning the development of civil society in Russia.

Since his designation, Mr Abramian contributed to the celebration of the 300th anniversary of the foundation of Saint Petersburg held un-

der UNESCO auspices in October 2003 and to the Regional Forum on Dialogue among Civilizations, which took place in Ohrid, Former Yugoslav Republic of Macedonia.

Well known for his cultural and charitable activities, Mr Abramian has been awarded distinctions in the Russian Federation and other countries.



His Excellency Valdas Adamkus



His Excellency Valdas Adamkus, President of Lithuania, was designated UNESCO Goodwill Ambassador for the Construction of Knowledge Societies on 29 September 2003 in recognition of his contribution to social development, inter-university cooperation,

water resource management, environmental and heritage protection, and with a view to benefiting from his wisdom and extensive experience in many of UNESCO's areas of concern for the construction of knowledge societies.

H.Exc. Valdas Adamkus was awarded an Honorary Doctorate by Vilnius University in 1989. He was likewise awarded Honorary Doctorates by universities in Indiana and Illinois

(USA) for his contribution to the cleaning of the Great Lakes in North America and other environmental projects. In 1988 H.Exc. Valdas Adamkus received an international environmental award for outstanding achievements in the world arena. H.Exc. Valdas Adamkus has himself established an award conferred each year on Lithuania's noted environmental specialists and scholars. He has also been granted the US Environmental Protection Agency gold medal for achievements in service and the award of the US President for outstanding service.

In May 2005, H.Exc. Valdas Adamkus participated in the "World Conference on Information and Communication Technologies (ICT) for Capacity-Building: Critical Success Factors" at UNESCO Headquarters.

Mehriban Aliyeva

Mehriban Aliyeva, the First Lady of Azerbaijan and President of the Foundation Heydar Aliyev, was designated UNESCO Goodwill Ambassador for Oral and Musical Traditions in September 2004 in recognition of her action to promote traditional music, literature and poetry, her role in the promotion of musical education and international cultural exchanges, and her dedication to the Organization's ideals.

A qualified physician, Mehriban Aliyeva is actively engaged in the areas of culture, education and sport. Since 1995, through her charitable Foundation, Friends of Azerbaijan Culture, she has helped to increase knowledge of her country's cultural wealth, while working to ensure its conservation at national and regional levels through such manifestations as festivals, exhibitions, cultural events and concerts. Mrs Aliyeva has initiated the establishment of a Mugham Centre in Baku in



order to promote traditional classical music of Azerbaijan at the international level.

In her capacity as a UNESCO Goodwill Ambassador and President of Foundation Heydar Aliyev, Mrs Aliyeva has spearheaded activities and projects in the field of education, establishing secondary schools and learning institutions for children and young people in Azerbaijan. In May 2008 Mrs Aliyeva hosted in Baku the UNESCO Regional Conference in Support of Global Literacy, which addressed literacy and adult education challenges specific to Central, Eastern and South-Eastern Europe. This Conference has also organized roundtables to stimulate discussions on main challenges, trends, gaps, achievements and innovations in the region, as well as to develop recommendations on how to promote literacy.

Alicia Alonso



Cuban dancer and choreographer Alicia Alonso is considered one of the greatest dancers of the 20th century. *Prima ballerina assoluta*, she inspires and guides new generations of dancers in her own country and abroad. With her own style, she has left her mark on the world

of dance. Alicia Alonso was designated UNESCO Goodwill Ambassador for her outstanding contribution to the devel-

opment, preservation and popularization of classical dance, through which she has promoted the ideals of UNESCO and the fellowship of the world's peoples and cultures.

Since her designation in June 2002, she has concerned herself with programmes and projects on basic education and on the preservation of tangible and intangible heritage. Furthermore since 2007, she is the sponsor of UNESCO's 'Dance for Life' programme, aimed at combating elitism and exclusion in the field of dancing.

Patrick Baudry



The most renowned French astronaut, Patrick Baudry, occupies a special place in the hearts of children worldwide. Patrick Baudry has demonstrated his commitment to the service of young people by publishing several works on youth education and by organizing the European Space

Camp for Youth, the first European centre to acquaint youth with space. This camp promotes respect for the Earth and the environment among youngsters.

In 1998 he founded the 'Paths of Aérospatiale' foundation, which brings together young talented students. Mr Baudry also serves on the Board of the International Foundation for the Olympic Truce in recognition of his actions contributing to peace.

He was designated Goodwill Ambassador in September 1999. His latest activity in the field involved leading a science workshop for girls in Mali that was organized by UNESCO Goodwill Ambassador Dr Cheick Modibo Diarra. In March 2003 he was awarded the Grand Prix Littéraire of the ARDUA (*Association littéraire bordelaise*). In 2004, his literary work was the subject of a two-day conference in Bordeaux. He regularly gives conferences in France and abroad.



Pierre Bergé

Pierre Bergé, internationally renowned French businessman and co-founder of the luxury fashion house Yves Saint-Laurent, has espoused UNESCO's aims since 1992 when he was designated Goodwill Ambassador. A generous patron of the arts, he finances various newspapers and provides aid to aspiring writers.

President of the SIDACTION association, Pierre Bergé is also a fervent supporter of human rights and of the fight against HIV/AIDS.

Chantal Biya

Mrs Chantal Biya, the First Lady of Cameroon and President of the Foundation “African Synergies against AIDS and Suffering”, was designated as UNESCO Goodwill Ambassador for Education and Social Inclusion on 14 November 2008, thus becoming the first female African Goodwill Ambassador of the Organization. The title was bestowed in recognition of Mrs Biya’s commitment to fighting social exclusion, notably through HIV/AIDS education and prevention, and her promotion of the Organization’s ideals. UNESCO wishes to build on Madame Biya’s efforts to address the interrelated issues of gender inequality and the empowerment of women and girls, vulnerable people and minorities in the context of the struggle against poverty.



Cameroon’s First Lady is known for her active social engagement, as well as her ability to mobilize the support of many African countries to her cause, as well as eminent scientists. Mrs Biya is also renowned for her activities in favour of women, children and other vulnerable groups, notably through her Foundation “African Synergies against AIDS and Suffering” and the “Centre international de Référence Chantal Biya” (the Chantal Biya International Reference Centre). The Centre is closely linked to UNESCO’s “Families First Africa” project, which supports activities that address HIV/AIDS in Cameroon, Côte d’Ivoire and Burkina Faso.

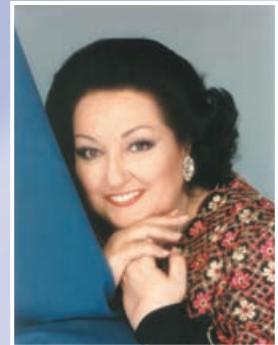
Montserrat Caballé

The Spanish-born opera diva Montserrat Caballé is considered one of the finest sopranos in the world. She mobilizes public opinion and gives benefit concerts to raise funds for humanitarian causes. She has performed in concerts benefiting child victims of the wars in the Balkans and the Chernobyl nuclear disaster victims. Montserrat Caballé was designated UNESCO Goodwill Ambassador in 1994.

Montserrat Caballé has also performed at fellow UNESCO Goodwill Ambassador Ute-Henriette Ohoven’s Children in Need gala.

She was the principal artistic performer during the award ceremony of the Houphoët-Boigny Peace Prize to Nobel Peace Prize laureates, the late Yasser Arafat, the late Yitzhak Rabin and Shimon Peres in 1994.

Over the years, her humanitarian engagement has become such an important part of her life that she has created her own foundation dedicated to the well-being of children in distress. Since 2008, she participates in numerous charity concerts that benefit UNESCO’s programmes.



Pierre Cardin



French fashion industry icon and renowned businessman Pierre Cardin was designated UNESCO Goodwill Ambassador in 1991.

He has initiated many humanitarian projects and organized numerous

public campaigns for the benefit of the Chernobyl nuclear disaster victims.

An untiring advocate for tolerance and mutual understanding, Pierre Cardin takes advantage of his travels to spread the message of brotherhood and unity, symbolically raising the Six Flags of Tolerance wherever the opportunity arises.

Claudia Cardinale *“It is with passion and dedication that I will be attentive to the needs of women and fight relentlessly for their rights.”* **Claudia Cardinale**



Claudia Cardinale, the legendary Italian cinema actress, has lent her fame to the service of humanitarian causes for many years.

North African by birth, Italian by nationality and having studied and lived in France, Claudia Cardinale symbolizes the struggle of Mediterranean women to affirm women's rights.

Since her designation in March 2000, her engagement with UNESCO as a Goodwill Ambassador was inspired by her concern to improve the status and living conditions of girls and women through education.

Displaying solidarity and unwavering commitment towards helping disadvantaged women, Claudia Cardinale has become one of their most loyal supporters and spokespersons. She participated in the UNESCO Conference on Women in the Mediterranean. In 2008 she received the medal of the National Order of the Legion of Honour in recognition of her profound commitment to UNESCO's ideals, by contributing notably to the amelioration of the living conditions of women and children. In March 2009, Claudia Cardinale participated in the 2nd Women's World Congress in Vienna, Austria.

Her Royal Highness the Princess of Hanover

“...children embody our dreams and aspirations of a better world for all and our capacities to achieve them. Children inspire, for those reasons, mankind's best intentions.”

H.R.H. the Princess of Hanover

Her Royal Highness Princess of Hanover was designated Goodwill Ambassador of UNESCO in recognition of her personal commitment to the protection of children and the family and her contribution to the promotion of UNESCO's programmes for basic education. Following her designation in December 2003, the Princess of Hanover has concentrated mainly on UNESCO projects to promote Education for All (EFA), which is at the heart of the Organization's work.

She chairs the Foundation Princess Grace of Monaco, founded in 1964 to support people for whom no provision has been made within regular social services.

In 1993, H.R.H. Princess of Hanover was appointed President of AMADE (Association Mondiale des Amis de l'Enfance - World Association of Friends of Children). This association was created in 1963 to protect children against physical and psychological abuse.

For the last two years, Her Royal Highness the Princess of Hanover has contributed to the UNESCO project 'Strengthening Women's Capacities to Promote Education for Children from Rural Areas in Burkina Faso', which aims at the realization of the goals of the Education for All initiative by assuring the enrolment of all children of a village in Burkina Faso and, at the same time the highest possible autonomy of the women in the community.

In 2008, H.R.H. the Princess of Hanover has made significant contributions to projects that have focused on human rights, education and the fight against poverty through empowerment and literacy programmes for girls and women in Niger.



Cheick Modibo Diarra

“Investing in humankind through education is the only way to obtain lasting and respectable development in Africa.”

Cheick Modibo Diarra



A scientist of international repute and NASA manager, Cheick Modibo Diarra is also considered “the pride of Mali and Africa”. His untiring work is guided by his philosophy that education is the key to development. Consequently he created the ‘Pathfinder Foundation’, which provides science education as a solid base

for sustainable development.

He carries out projects in many countries in Sub-Saharan Africa, organizing workshops, where children learn about the benefits of science to humanity.

Mr Diarra was designated UNESCO Goodwill Ambassador in 1998. Since 2006 he is the president of Microsoft Africa. In this respect, he is in charge of Microsoft's activities in the field of education and development of the African continent.

Cheick M. Diarra is founder and President of the African Summit for Science and New Technologies (SASNET) and Vice-President of the World Commission on the Ethics of Scientific knowledge and Technology (COMEST) of the UN. He is also the first President of the Virtual African University and member of the High Level African Panel on Biotechnology of the New Partnership for Africa's Development (NEPAD).

Miguel Angel Estrella

Miguel Angel Estrella, one of Argentina's most prestigious classical pianists, campaigns unrelentingly to increase accessibility to music for some of the most marginalized groups in society.

He is the founder of Music Hope, a foundation that aims to defend human dignity and inspire communities by improving access to music for all people.

The determination of Miguel Angel Estrella has helped raise funds for UNESCO's programme to assist victims of Chernobyl in recovery.

Miguel Angel Estrella was designated UNESCO Goodwill Ambassador on 26 October 1989.

The Orchestra for Peace, composed of young Arab and Israeli musicians, was created by Mr Angel Estrella and has given concerts in France and Luxembourg to promote UNESCO's ideals and objectives. In 2000 Miguel Angel Estrella received the Nansen Prize, the United Nations Prize for the Three Americas.

His concerts are intended to promote dialogue and friendship between people of different cultures and religions, such as the one he held in Argentina for the 60th anniversary of the Declaration of Human Rights.



Her Excellency Vigdís Finnbogadóttir

“Language and ideas are common to us all, therefore, but it is only the forms in which they are represented that divide us. In order to live peacefully together, we need to acknowledge that what makes us different from each other is precisely that which makes us essentially the same.”
Her Excellency Vigdís Finnbogadóttir

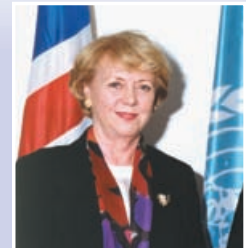
Her Excellency Vigdís Finnbogadóttir was designated UNESCO Goodwill Ambassador in 1998. She is a beloved public figure in Iceland and the world's first democratically elected woman Head of State. She has actively participated in the UNESCO Panel on Information and Communication and she presides over UNESCO's World Commission on the Ethics of Scientific Knowledge and Technology.

H.Exc. Vigdís Finnbogadóttir works to bring countries together in all domains, especially with regards to women's

rights, ecology and education, and has always made every effort to spread these values among the young.

An ardent supporter of multilingual education and linguistic diversity, Her Excellency took part in 2008 in related international conferences in her capacity as Goodwill Ambassador.

During the same year, Her Excellency was awarded with the 'Ladies First International Prize', to 'honour the exceptional achievements of one woman, who is a symbol of hope and an example of youth.'



Her Royal Highness Princess Firyal

“We are citizens of the world and volunteers... our direction in life comes from our passion, compassion and interest.”
H.R.H. Princess Firyal

A member of the Jordanian Royal Family and an international patron of the arts, H.R.H. Princess Firyal is a Columbia graduate and a member of the Dean’s Council at Harvard’s Kennedy School. She serves as a board member of the International Rescue Committee and of the Musée des Arts Décoratifs in Paris and is a director of the United Nations Association.

She has been a relentless advocate of humanitarian causes and has participated in charity events worldwide. Her Hope Foundation, founded in collaboration with UNESCO, supports education projects for street and working children. She has given a prominent voice to women in rural areas and campaigns for the improvement of their living conditions all over the world. Representing UNESCO at various international conferences, H.R.H. Princess Firyal helps to promote the rights of the family and children and the protection of the world’s cultural heritage.

H.R.H. Princess Firyal helps the joint UNESCO-UNA fundraising operation HERO for Africa’s Children project.

H.R.H. Princess Firyal was designated Goodwill Ambassador in 1992. In September 2004, the Director-General conferred on



H.R.H. Princess Firyal the mission of promoting UNESCO’s Education for All initiative, on which she has since focused her activities. On the occasion of the inauguration of the Education for All exhibition at UNESCO Headquarters in October 2005, H.R.H. Princess Firyal made a substantial donation to the Education for All initiative, which is at the heart of the Organization’s work.

Her Royal Highness Princess Firyal continually reaffirms the importance of education through actively participating and speaking on behalf of UNESCO at key events such as the Roundtable on Health and Education held within the framework of the UN’s Secretary General’s High-Level Meeting on Millennium Development Goals in 2008. Her Royal Highness also took part in the 32nd session of the World Heritage Committee Meeting, which considered requests for the inscription of new sites on UNESCO’s World Heritage List and examined the state of conservation of sites already inscribed on the List.

Ivry Gitlis



During his long career, world-renowned Israeli violinist Ivry Gitlis has performed with the most prestigious orchestras and the most famous conductors all over the world.

Fervent supporter of the Israeli-Palestinian peace process, Ivry Gitlis played at the Oslo gala commemorating the first anniversary of the Israeli-Palestinian Peace Accords.

Ivry Gitlis was designated UNESCO Goodwill Ambassador in 1990. He has supported UNESCO by performing at various UNESCO fundraising galas for educational and cultural projects.

Ivry Gitlis expresses his artistic talent in numerous fields. In addition to being a violin virtuoso, he writes and composes and is the author of *L’âme et la corde*. A dedicated supporter of young musical talents, he has founded several music festivals.

Christine Hakim



Christine Hakim, the internationally renowned Indonesian actress and producer, recipient of many prestigious awards in the Indonesian film industry, was designated UNESCO Goodwill Ambassador for Teacher Education in South East Asia in March 2008. Since then she has been using her fame to campaign for UNESCO's ideals and objectives. Her efforts are devoted

to combating the shortage of teachers all over the world and to assist in achieving universal primary education and eradicating extreme poverty.

Christine Hakim has played an active role in raising public awareness on crucial societal issues, such as poverty, discrimination and oppression, through her films. Also her fundraising campaigns, such as *"Hello Selamat pagi campaign"*, assist underprivileged Indonesian children and extend financial assistance to local teachers in remote regions that are affected by low wages. She also supports localized UNESCO programmes such as the 'Capacity Building on School Disaster Preparedness' in the Sikka District in Indonesia.

Bahia Hariri



Mrs Bahia Hariri was designated Goodwill Ambassador of UNESCO on 17 November 2000 "in recognition of her support to UNESCO's programmes for women and girls in Arab States".

Member and Chairperson of Parliamentary Committees for Culture and Education, she has also invested in regional politics as Vice-President of the Commission for Women of the "Inter-Arab Union."

Devoted to promoting women's rights, Bahia Hariri steadily promotes the status of women in the Arab world by supporting a campaign for laws that protect women and contribute to their emancipation.

Deeply committed to the preservation of monuments, Mrs Hariri has led a campaign for inclusion of the former temple Echoum of the ancient city of Sidon in the World Heritage List of UNESCO.

Mrs Hariri, through the provision of human and financial resources of the Foundation, supported the seminar "A balanced urban development between land, sea and people" which was organized by UNESCO within the framework of the congress of small coastal towns in Saida in May 2001.

In October 2008 she participated in the International Forum of civil society.

Ikuo Hirayama



A revered traditional Japanese painter, Ikuo Hirayama has campaigned for the preservation and restoration of the world's cultural heritage, and publicized the activities of what he calls the 'Red Cross Spirit for Cultural Heritage'. Mr Hirayama was designated on 24 November 1989.

This movement aims to help people troubled by conflict or extreme poverty with financial and technical aid to contribute to the preservation of their cultural heritage, thereby instilling in them a sense of pride. It involves international activities to make people of all races and religions aware of the value of these human treasures, thus leading to mutual understanding and the promotion of world peace.

He has dedicated his life to this cause, supporting UNESCO World Heritage campaigns to preserve cultural treasures in Angkor Wat and heritage sites on the Silk Road, in particular the Magao Caves in Dunhuang (China), Bamian (Afghanistan) and the Koguryo Mural Tombs (North Korea). This work has led him

to travel extensively throughout Eurasia, particularly in Central Asia. In 2008, within the framework of the 150th anniversary of the Franco-Japanese bilateral relations, Ikuo Hirayama's paintings were exhibited at the Mitsukoshi Etoile Art Space in Paris, under the patronage of UNESCO.

He is a vocal advocate for the preservation of Afghanistan's invaluable Buddha statues, as is UNESCO's Director-General, on whose behalf he has visited North Korea more than 10 times since 1997 to support scientific research and consult on adding the Koguryo site to the World Heritage list.

He made a substantial donation to UNESCO for the implementation of the Ikuo Hirayama Silk Road Fellowship Programme, which awards fellowships to 100 young Silk Road researchers throughout the world, and is an international adviser to the UNESCO-NHK World Heritage Images Digital Archives initiative.

Ikuo Hirayama also takes part in a committee aiming to create a 'cultural property hospital' in the Tokyo National Museum, which will act as a restoration and preservation centre of cultural relics and assets in Asia and the Middle East.

Vitaly Ignatenko



Mr Ignatenko began his career as a reporter for Komsomolskaya Pravda, rising to the rank of First Deputy Chief Editor. He also supervised the Presidential Press Service from 1990-1991 and, from 1999, he is President of the World Association of the Russian Language Press. In 2008 he was designated UNESCO Goodwill Ambassador in recognition of his efforts to strengthen educational, scientific, cultural

and information exchanges among all Russian language speakers, and his promotion of the Russian language and culture around the world.

Vitaly Ignatenko contributes, through his actions, to the building of the capacities of the Russian language journalists and to the promotion of the free circulation of ideas in the Russian-speaking part of the world.

Jean Michel Jarre

Jean Michel Jarre, a pioneer and undisputed master of electro-acoustic music, combines high tech sound with an extravagant laser and pyrotechnic show. His mega-event concerts have attracted audiences of over one million people.

Using these international events as a platform to raise public awareness of UNESCO's mission since his 1993 designation, he has regularly performed at UNESCO World Heritage sites, helping to promote the importance of heritage preservation to millions of people around the globe.

A tireless campaigner for the rights and education of youth, he sends a powerful and positive message of tolerance, multiculturalism and respect for all young people. Jean Michel Jarre gave two benefit concerts for children with cancer in col-



“The UNESCO Goodwill Ambassadors act like ethical commandos for the promotion of the values, ideas and concrete action that UNESCO stands for...”

Jean Michel Jarre

laboration with UNESCO Goodwill Ambassador Marianna Vardinoyannis at the foot of the Athens Acropolis and spoke at the UNESCO Youth Forum for the Eradication of Poverty.

During his concerts, Jean Michel Jarre appeals to a large public to combat illiteracy and promote the worthy cause of education for all. In the summer of 2009, he will participate at a concert in Spain, organized within the framework of the International Year of Astronomy.

Her Royal Highness Princess Lalla Meryem of Morocco



“That what is really important is not the world that we leave for our children to inherit but rather the children who we will leave to inherit the world.” Her Royal Highness Princess Lalla Meryem

Her Royal Highness Princess Lalla Meryem, daughter of His Majesty the late King Hassan II of Morocco, was designated UNESCO Goodwill Ambassador in July 2001. She focuses her ambassadorship on

UNESCO projects for women and children, advocating their rights on an international level.

While discharging numerous prestigious official functions, H.R.H. Princess Lalla Meryem has concentrated her efforts on the social and cultural realm.

She takes great interest in the role of women in Arab society and in Morocco in particular and has been a foremost campaigner for the ratification of the International Convention for the Rights of the Child.

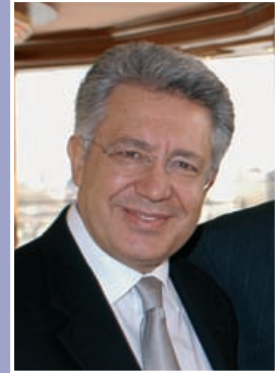
Ömer Zülfü Livaneli

Ömer Zülfü Livaneli is considered one of the outstanding figures in the cultural and artistic life of his native Turkey. Singer, composer, writer, conductor and film director, this multitalented artist has spread UNESCO's message of multiculturalism and tolerance since his 1996 designation. His songs are performed by renowned international stars and have been recorded by the prestigious London Symphony Orchestra.

He uses his music as a vehicle to bring his message of peace, tolerance and international understanding to the hearts of his countless fans, supporting UNESCO to promote a culture of peace through music. His books, such as 'Bliss',

stimulate awareness of social injustices and inspire readers to delve deeper into cultural understanding.

Livaneli is one of the foremost advocates of Turkish-Greek friendship, giving concerts in both countries to promote good relations between these two neighbours.



Her Royal Highness Princess Maha Chakri Sirindhorn of Thailand

Her Royal Highness Princess Maha Chakri Sirindhorn of Thailand was designated UNESCO Goodwill Ambassador for the Empowerment of Minority Children and the Preservation of their Intangible Cultural Heritage on 24 March 2005. Her Royal Highness was nominated in recognition of her "outstanding commitment to education and to the welfare of children in remote areas."



Princess Maha Chakri Sirindhorn holds a doctoral degree in Development Education from Srinakharinwirot University, and has worked on numerous development projects in health and hygiene, education, water resource development, agriculture and cottage industries.

A scholar of Pali, Sanskrit, Cambodian and several other languages, and a gifted practitioner of traditional Thai musical

instruments, Her Royal Highness is currently the Director of the Department of History at the Chulachomklao Royal Military Academy.

She also runs several philanthropic organizations and foundations promoting Thai culture and higher education, protecting the environment, and supporting disabled veterans. The Princess Maha Chakri Sirindhorn Foundation, established in 1979, supports needy students in schools, vocational colleges and universities. In 2005 HRH was awarded the Indira Ghandi Prize

for Peace, Development and Disarmament and in 2006 she received the International Presidential Honor Medal for the Centenary of Pablo Neruda from the Government of Chile for Her outstanding contributions to promote literary works, language, culture and art.

Jean Malaurie

Professor Jean Malaurie, Director of the Centre d'études arctiques (Centre of Arctic Studies) at the Ecole des hautes études en sciences sociales (EHESS) in Paris and Director Emeritus for research at the Centre national de recherche scientifique (CNRS), is a leading ethnohistorian and geomorphologist. The first European to reach the Geomagnetic North Pole in May 1951, Professor Malaurie has led more than 30 scientific expeditions that have taken him throughout the Great North from Greenland to Siberia. The author of numerous books, including *The Last Kings of Thule*, translated into 23 languages, and *Call of the North*, he founded the 'Terre humaine' publishing house to make ethnology accessible to a wider public.



His designation as Goodwill Ambassador in charge of Arctic polar issues in July 2007 recognizes his “personal commitment to promoting environmental issues and to safeguarding the culture and knowledge of the people of the Great North”. As UNESCO Goodwill Ambassador, Professor Jean Malaurie initiated an international experts meeting, held under the auspices of UNESCO in Monaco in March 2009. This meeting addressed the knowledge gap and identified the most significant scientific, social, cultural and educational challenges that need to be met in order to ensure the Arctic’s sustainable development.

“Education is the most powerful weapon, which you can use to change the world. Education is the great engine of personal development. It is through education that the daughter of a peasant can become a doctor, that a son of a mineworker can become the head of the mine, that a child of farm workers can become the president of a great nation. It is what we make out of what we have, not what we are given, that separates one person from another.”

His Excellency Nelson Mandela

Son Excellence Monsieur Nelson Mandela



Living legend Nelson Mandela, the fighter against racial oppression in South Africa, is undoubtedly one of the great moral and political leaders of our time. He is revered everywhere as a vital force in the fight for human rights and racial equality. Nelson Mandela served as South Africa’s first

democratically elected president from 1994 to 1999, overseeing his country’s transition from minority rule and winning international respect for promoting reconciliation. Since his

retirement, he has been active on behalf of a number of social and human rights organizations.

Born on 18 July 1918 in Tembu, a small village in the Transkei of which his father was chief, Nelson Rolihlahla Mandela was the first member of his family to attend school. His involvement in politics began in his student days at Fort Hare University. Joining the African National Congress party in 1942, he became a notable opponent of the white minority government, was arrested for anti-apartheid activism in 1962 and remained in prison until 1990. He earned worldwide recognition as a freedom fighter and “Free Nelson Mandela” became the rallying cry for anti-apartheid campaigners. In

1991, he and State President F.W. de Klerk, who ordered his release, were awarded the UNESCO Félix Houphouët-Boigny Peace Prize. Two years later, they shared the Nobel Prize.

Nelson Mandela was designated UNESCO Goodwill Ambassador on 12 July 2005 at the Nelson Mandela Foundation in Johannesburg. Mr Mandela was awarded the title “in recognition of his outstanding leadership in the fight against apartheid and racial discrimination, both in his country and worldwide; for his dedication to reconciliation between different communities; his unfailing commitment to democracy, equality and learning; his support for all the op-

pressed of the Earth; and his exemplary contribution to international peace and understanding.” In 2008 the Conference of African Clubs for UNESCO dedicated to the promotion of Human Rights in Africa, was named ‘the Mandela Challenge’ in homage to H.Exc. Mr Mandela.

“I have been asked a question many a time, who is your hero? I say, my hero does not depend on the position a person occupies. My heroes are those simple men and women who have committed themselves to fighting poverty wherever that is to be found in the world, who concern themselves with the commitment to addressing all socio-economic evils like disease, especially HIV-AIDS. And as long as there are such men and women, the world will continue to be a better place to live in.” His Excellency Nelson Mandela

Her Royal Highness Grand Duchess Maria Teresa of Luxembourg



“History will no doubt judge us very severely if we do not respond to the challenge of AIDS with all our energy and all the resources at our disposition”. H.R.H. Grand Duchess Maria Teresa of Luxembourg

Her Royal Highness Maria Teresa, Grand Duchess of Luxembourg was designated UNESCO Goodwill Ambassador in 1997. She is interested particularly in micro-credit, women’s and girls’ education and infant’s rights.

Herself a mother of five, she is particularly interested in the rights and development of infants. She also plays an active role in aid programmes for street children and the struggle against juvenile prostitution.

Through the Foundation Grand Duke Henri – Grand Duchess Maria-Teresa, Her Royal Highness supported UNESCO’s project ‘Breaking the Poverty Cycle of Women: Empowering Adolescents Girls to Become Agents of Social Transformation’, which benefits adolescent girls in Bangladesh, Nepal, India and

Pakistan. This is a broad-based capacity-building programme composed not only of literacy, life skills, science education, professional training but also access to information and communication technologies as well as micro-credit in order for the recipients to launch their own projects.

Her Royal Highness lends her support to numerous initiatives aimed at promoting micro-credit as a tool against poverty. One of these is the European Micro-credit Prize, of which she is the President. She granted her High Patronage to the Luxembourg NGO *Aide au Développement Autonome (ADA)*, which specializes in supporting vulnerable populations through micro-credit institutions. The Grand Duchess is Honorary President of LuxFLAG, the *Luxembourg Fund Labeling Agency*. Since 2008, she is a member of the Board of Directors, with Professor Yunus, of the *Grameen-Crédit Agricole* Foundation whose base is in Luxembourg.

Lily Marinho

A member of one of Brazil’s largest media families, Lily Marinho uses her status and role in society to give a voice to the voiceless and to promote a culture of peace and non-violence through the media.

A committed advocate for the rights of street children and families in need, Mrs Marinho initiated and supports numerous projects providing children and families with shelter, health care, food and education.

She speaks out on behalf of the weakest people in society, focusing national attention on the issues of homelessness, poverty and illiteracy. A tireless fundraiser for her causes, she continues

to donate extensive funds to social and charitable projects.

Lily Marinho was designated UNESCO Goodwill Ambassador in 1999. Advocating the principles of the UNESCO Manifesto 2000 for a Culture of Peace and Non-violence, Lily Marinho, is a prominent patroness of the arts, sponsoring exhibitions and theatre productions.



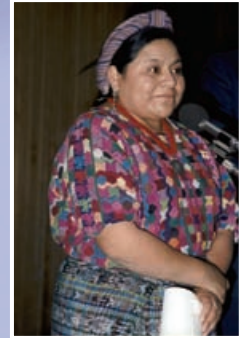
Rigoberta Menchú Tum

“The world needs our [the indigenous people’s] ethics and our integrity...”
Rigoberta Menchú Tum

Nobel Peace Prize Laureate Rigoberta Menchú Tum has dedicated her life to fighting for the rights of indigenous populations. She has been a relentless campaigner in defence of human rights and has become the face and voice of indigenous people.

Her work has instilled a sense of pride in indigenous people all over the world over and has drawn the world’s attention to the previously unknown suffering of her people.

Since her designation in 1996, she works closely with UNESCO to promote the International Decade for a Culture of Peace and the preservation of indigenous culture. A recognized and highly respected moral authority, Rigoberta Menchú Tum advocates these goals in her encounters with world political leaders, in international fora and through the work of her Foundation



Kitín Muñoz

“Culture is a plant that man brought along in his travels...”
Kitín Muñoz



Kitín Muñoz was designated UNESCO Goodwill Ambassador in 1997. A Spanish navigator, scientist, sociological explorer and a great champion of the causes of aboriginal people all over the world, he uses his expeditions on primitive boats to spread his message of peace, multiculturalism and respect for indigenous cultures. An ecologist and humanitarian, he draws international attention

to the threats that environmental destruction and «progress» pose to indigenous people and their way of life.

He uses his adventurous expeditions along ancient maritime routes across the open ocean to prove the existence of a cultural interchange between civilizations in the Pacific and Latin America.

Towards the end of 2008 Kitín Muñoz published, under the patronage of UNESCO, a photographic account of the annual tribal meeting in Tan Tan, Morocco, entitled: ‘Moussem of Tan Tan: Oasis of Peace’.

Ute-Henriette Ohoven

“The people who live on the bright side of life should help the ones who live on the shady side of life.” Ute-Henriette Ohoven

A longstanding humanitarian advocate, Ute-Henriette Ohoven initially focused her activities on cancer research and treatment for children in her native Germany. Her 1992 designation as UNESCO Goodwill Ambassador further broadened and intensified her commitment.

She has been working tirelessly to mobilize attention, support and resources in favour of UNESCO’s education programmes for children in need worldwide.

The annual Children in Need gala, which Mrs Ohoven organizes in Germany, has become a major international charity event – a celebration in which leading circles of the business and artistic community rally around the ideals of UNESCO and its education programmes. The funds raised enable UNESCO to implement education projects in numerous developing countries. Mrs Ohoven regularly visits project sites,

taking great personal interest in project implementation and in the lives of the people she is trying to help.

In 2008, Mrs. Ohoven’s foundation financially supported many of UNESCO’s projects in Africa, Asia, South America and Europe, all of which contributed to poverty alleviation by improving accessibility to education. Major projects supported in Namibia, Senegal and Bosnia have positively impacted on local communities by reducing barriers to accessible basic education.



Lady Owen-Jones

Lady Owen-Jones has been an advocate of bringing help to children suffering from poverty, malnutrition, illnesses and acts of violence. Lady Owen-Jones's personal commitment to this ideal is also reflected in her espousal of a pressing humanitarian cause: the fight against HIV/AIDS, the greatest challenge to the well-being of our generation. Since her designation as UNESCO Goodwill Ambassador for HIV/AIDS Prevention Education in 2004, she has gone on missions in the field, particularly in Africa, Lithuania and China where she met people afflicted with HIV/AIDS, as well as major officials and activists in the field of HIV/AIDS prevention. Her public advocacy efforts have resulted in an outpouring of sympathy and solidarity.

Furthermore, she has worked with UNESCO's programme for the Education of Children in Need, in particular by supporting impoverished children at the Don Bosco centre in Argentina.

In her capacity as UNESCO Goodwill Ambassador, Lady Owen-Jones initiated in the framework of World AIDS Day 2005, a round table on HIV/AIDS prevention programmes in the private sector.



Following this initiative, a Partnership Agreement was signed between UNESCO and the Global Business Coalition in order to reinforce the mobilization against HIV/AIDS. Additionally, she was engaged in a project in Cambodia for the education of young girls and the fight against AIDS.

Lately, Lady Owen-Jones undertook numerous actions in the private sector with the aim of promoting UNESCO's programmes for the prevention of HIV/AIDS, resulting in various partnerships between UNESCO and the private sector: with L'Oréal for the 'COIFFEURS contre le sida' project; with the Virginio Bruni-Tedeschi Foundation within the framework of EDCAIDS and the organization of a round table on the occasion of World AIDS Day 2008 in UNESCO Headquarters. Lady Owen-Jones also participated in various conferences in UNESCO, notably during the visit of former Director-General of UNAIDS, Mr Peter Piot and in UNESCO's videos for World AIDS Day. Additionally Lady Owen Jones supports associations that fight discrimination against HIV/AIDS carriers.

Kim Phuc Phan Thi

"...having felt hatred and terror, I know the power of faith and pardon. Those are arms much stronger than napalm. Arms for defending peace..." Kim Phuc Phan Thi



The Vietnamese-born Canadian peace activist Kim Phuc Phan Thi is the living symbol of the suffering of innocent war victims. The image of her being burned by napalm during the Vietnam War raised worldwide awareness of the horrors of war and made her the bearer of the message of forgiveness, reconciliation and tolerance.

She has forgiven, but has not forgotten, and in a commemorative ceremony to the Vietnam War, she publicly pardoned the officer who had ordered the napalm bombing of her village.

She has dedicated her life to promoting peace, and to this end she founded the Kim Phuc Foundation. This foundation helps children who are victims of war by providing medical and psychological help to overcome their traumatic experiences. Recognizing the critical need for improved universal accessibility to education, the Kim Phuc Foundation has recently begun supporting the Lasivenu Primary School Project in Ghana and the Nakyessa Day and Boarding School in Uganda.

Kim Phuc Phan Thi was designated UNESCO Goodwill Ambassador in 1997 and since then she has been actively promoting UNESCO's goals and missions through her actions and speeches.

Susana Rinaldi

Celebrated Argentinean tango singer and actress Susana Rinaldi was designated UNESCO Goodwill Ambassador in 1992. As passionate about promoting a more just and peaceful world as she is about her music, this Latin super star sang at the anniversary of the Oslo peace accords and has given benefit concerts for street children.

A recipient of the most prestigious artistic awards in Argentina and a highly recognized international star, Susana Rinaldi has consistently spoken out against human rights violations and social injustices. An artist with a great political conscience, she advocates these ideals in her music and in her international concert and theatre tours.

Greatly concerned about the rights of artists, Rinaldi, in collaboration with the Spanish National Commission for Cooperation with UNESCO, was instrumental in the establishment of the Casa de Actores, a retirement home for impoverished actors that provides them with a place to live in safety and dignity.



His Excellency Sheikh Ghassan I. Shaker



The diplomat and businessman H.Exc. Sheikh Ghassan I. Shaker figures amongst the most highly decorated personalities from the Arab world. Holder of the most prestigious national distinctions and orders, and educated at Victoria College and at Cambridge, H.Exc. Sheikh Shaker enjoys the respect of political and business leaders the world over.

Since his designation as UNESCO Goodwill Ambassador on 26 June 1989, this outstanding philanthropist and humanitarian has funded numerous educational projects benefiting women, children and refugees.

His help has enabled UNESCO to rebuild and equip destroyed schools and provide emergency aid to women and children whose lives have been affected by war.

H.Exc. Sheikh Shaker is also committed to UNESCO's programme for the safeguarding of the Oral and Intangible Heritage of Humanity, for which he supports financially two masterpieces, the Cultural Space of the Boysun District (Uzbekistan) and the Al-Sirah al-Hilaliyya Epic (Egypt). H.Exc. Sheikh Ghassan I. Shaker has also initiated and contributed to the publishing of a book about the Land of Frankincense, a site inscribed on UNESCO's World Heritage List, and has also financed a project in Africa.

A tireless fund-raiser and advocate for the cause of the needy, H.Exc. Sheikh Shaker continues to lend his generous support wherever there is a pressing need for humanitarian assistance, by generously funding the 'Safe Schools project of the Jordan River Foundation, which aims at highlighting occurrences of abuse in the Jordanian school system. Additionally, he has contributed to a project to construct a school in Uganda.

Madanjeet Singh

Madanjeet Singh was born on 16 April 1924 in Lahore, present-day Pakistan. He is a diplomat, a well-known painter, a photographer and an internationally known author of several books on art and other subjects, closely interwoven with UNESCO's programmes, principles and ideals. He served as Ambassador of India in Asia, South America, Africa and Europe.

In 1995, in recognition of his lifelong devotion to the cause of communal harmony and peace, the UNESCO Executive Board unanimously created the biennial 'UNESCO-Madanjeet Singh Prize for the Promotion of Tolerance and Non-Violence'. The decision was adopted at meetings in Paris and Fez (16 May to 4 June), to commemorate the 125th anniversary of the birth of Mahatma Gandhi.



"In the year 2000, Madanjeet Singh created the South Asia Foundation (SAF) to promote sustainable cultural, educational and economic development throughout the region," wrote Mr Koïchiro Matsuura in a message on the occasion of the launching of the Institute of Kashmir Studies in Srinagar. It is 'the eighth institution of excellence established and funded by the South Asia Foundation to date. Among Mr Singh's numerous other undertakings, allow me to mention the establishment of the Kabul-based Madanjeet Singh Institute of Afghanistan's Cultural Heritage, whose principal objective is to provide much needed training for Afghan preservation specialists."

Zurab Tsereteli

Zurab Tsereteli is an exceptional modern artist. He is the President of the Academy of Fine Arts of Moscow, President of the International Foundation for the Support of UNESCO and President of the International Chair of Fine Arts of UNESCO. He has also been decorated with the National Order of Merit in the Arts and Literature (France) and the Picasso Golden Medal of UNESCO (2007).

Zurab Tsereteli exercises his talent in various domains of the Fine Arts. Through his works, he seeks to spread the ideals of UNESCO through modern art. Highly active in the promotion of cultural and artistic projects, he organized a sales exhibition of his work on behalf of UNESCO projects and donated a sculpture, which now figures among the major art works exhibited at UNESCO Headquarters.

More specifically, Zurab Tsereteli devotes himself in the fight against AIDS and international terrorism through the medium of art. He also advocates the idea that perceptions of art can be a medium to modern diplomacy. While Zurab Tsereteli lends his support to various cultural programmes and artists, he also supports the construction of orphanages and recreational facilities.



Giancarlo Elia Valori

Giancarlo Elia Valori is an internationally renowned manager, professor and economist.

In 2001 he was appointed Goodwill Ambassador and his great interest in promoting knowledge has led him to create the Emilia Valori Fund for the Protection of Traditions and Cultural Heritage, which benevolently funds UNESCO's efforts in collecting and preserving traditional and ethnic songs and poems.



Professor Valori holds important Chairs for Peace at the Yeshiva University of New York, the Hebrew University of Jerusalem and the Peking University. He is the recipient of many prestigious awards for his well-appreciated activities to foster culture and social policies, including the life title of "Honorable" of the Académie des Sciences de l'Institut de France and the UNESCO Picasso Medal, which he was awarded for his proactive contribution to the promotion of cultural values.

Marianna V. Vardinoyannis



A leading figure in Greek social and cultural life, Marianna V. Vardinoyannis has been an unceasing advocate and campaigner for the rights of children and the family. She has been awarded the "Chevalier de la Legion d' Honneur" by the French

Republic (2006) and the Gold Cross of the Order of Benefaction by the Hellenic Republic (2002). She further serves as President of ELPIDA (Hope) – the Association of friends of children with cancer, currently working for the building of the first Oncological Hospital for children in Greece.

Highly active in the international campaign for the protection of children, she combats sexual abuse of children via her "Foundation for the Child and the Family". Working alongside UNESCO on these causes since her 1999 designation as Goodwill Ambassador, Mrs Vardinoyannis has further provided emergency relief to families whose lives have been affected by war, as well as by natural disasters. She adopted

"The child is man's tomorrow. The true worth of mankind will be assessed according to the success we have achieved in bringing about, for the benefit of the world's future and the child itself, a society that enjoys peace, harmony, dignity and validity." Marianna Vardinoyannis

the Greek village "Makistos", helping with its reconstruction after it was destroyed by fire in 2007. She co-sponsored the "Athens Round Table of Business Community against Trafficking of Human Beings", held in Athens in 2006, in close cooperation with "The Suzanne Mubarak Women's International Peace Movement" and she is supporting projects concerning the humanitarian challenges of climate change as a founding member of the "Global Humanitarian Forum".

She supported intercultural dialogue through the exhibition of Islamic women artists 'Breaking the Veil' held at UNESCO and the exhibition 'Patterns of Traditional and Modern Jordanian Handcrafts' in Athens. She has also worked for the protection of world cultural heritage, through the exhibition 'The Unity of a Unique Monument: The Parthenon' held at UNESCO, as well as other initiatives. As member of the Board of Trustees of the Bibliotheca Alexandrina, she has sponsored the 'Center for Hellenistic Studies' and supports the 'Institute of Peace Studies'

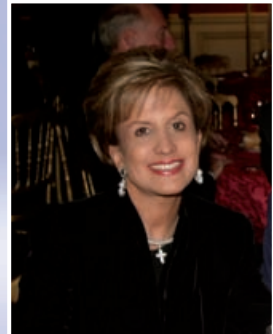
Milú Villela

Maria Lourdes Egydio Villela (Milú Villela) was designated UNESCO Goodwill Ambassador in November 2004 in recognition of her outstanding commitment to education and her attachment to the ideals and aims of the Organization.

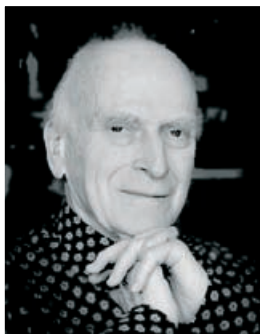
She is especially well-known throughout Brazil for her work with volunteer movements and youth. In 1994 she established 'Despertar' (Wake Up), a community association offering technical and vocational courses for teenagers.

In 1997 she founded the 'São Paulo Centre for Volunteers' (CVSP), to encourage and train people to dedicate their time and talent to assist social improvement efforts.

In 2001 she coordinated the United Nations International Year of Volunteers in Brazil, and currently heads 'Faça Parte' (Be Part of It), an NGO encouraging volunteer work, especially among young people, for the benefit of schools throughout the country.



In her mission as UNESCO Goodwill Ambassador for Voluntary Action and Basic Education in Latin America she has supported the Organization's activities in this field by organizing and participating in events focused around these topics.



In memory of

Lord Yehudi Menuhin

(1916 – 1999)

UNESCO Goodwill Ambassador from 1992 to 1999



In memory of

Mstislav Rostropovich

(1927 – 2007)

UNESCO Goodwill Ambassador from 1998 to 2007