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UNESCO Director-General Mr Koïchiro Matsuura, surrounded by the UNESCO Goodwill Ambassadors, during the Annual Meeting on 20 May 2008 at the Organization's Headquarters. Lower row from left to right: Mrs Basma Irsheid, Chief of Programme of UNESCO Goodwill Ambassadors, Mrs Susanna Rinaldi, Mrs Ute-Henriette Ohoven, Mrs Marianna Vardinoyannis, Mr Jean Michel Jarre, H.R.H. Princess Firyal of Jordan, Mrs Mehriban Aliyeva, Mr Koïchiro Matsuura, UNESCO Director-General, H.R.H. Princess Lalla Meryem of Morocco, H. Exc Mrs Vigdís Finnbogadóttir, Mrs Christine Hakim, Mr Pierre Bergé, Lady Cristina Owen-Jones, Mr Cheick Modibo Diarra, and Mrs Kim Phuc Phan Thi. Upper row: Mr Miguel Angel Estrella, Mr Patrick Baudry, Mr Ivy Gitlis, Mr Madanjeet Singh, Prof Jean Malaurie, and Mr Zurab Tsereteli.

NEWSLETTER

Programme of UNESCO Celebrity Advocates

8th Annual Meeting of UNESCO's Goodwill Ambassadors

On 20 May 2008 UNESCO's Director-General, Mr Koïchiro Matsuura, opened the 8th Annual Meeting of UNESCO Goodwill Ambassadors at the Organization's Headquarters in Paris. These Annual Meetings bring together outstanding personalities from the worlds of arts, business, charity and diplomacy. They serve as a means for the Goodwill Ambassadors to discuss their work on behalf of the Organization, to share best practices and to discuss with the Secretariat priority programmes for future advocacy.

The themes on the agenda of this year's meeting were UNESCO's flagship programme Education for All, cultural diversity and lan-

guages as well as the International Year of Planet Earth. In his opening address, the Director-General commended all the Goodwill Ambassadors for their contribution to raising awareness of UNESCO's activities and stressed the need for them to continue to support UNESCO's efforts "to maintain the global momentum at this crucial juncture. Let us identify ways in which we can join forces to help the millions who still do not enjoy the right to education. We must not fail them."

The opening address was followed by the presentation of the Goodwill Ambassadors' work of the past year and the discussion of their experiences and the many ways through which they supported the Organization's activi-

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ties: advocacy work, fund-raising, international galas and concerts, as well as through various local projects and contributing their expertise to roundtables and international conferences.

At the end of their meeting, the Goodwill Ambassadors urged the international community to work with UNESCO in its efforts to build a peaceful, just and knowledge-driven world: "Now is the time to make Education for All a reality. Now is the time to acknowledge that respect for cultural diversity and languages is the key to social development and peace. Now is the time to face up to the challenges

of an over-exploited planet and to take steps to preserve it for generations to come."

The cultural events organized on the occasion of the Annual Meeting included the exhibition of paintings *Chemins d'Orient* by Japanese artist and UNESCO Goodwill Ambassador, Professor Ikuo Hirayama and an exhibition and concert, *Goodwill Angels of Azerbaijan*, organized by the First Lady of Azerbaijan, Mrs Mehriban Aliyeva. The performance featured young talents from the National Youth Symphony Orchestra and the Children's Choir of Azerbaijan, as well as the Baku School of Choreography.



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The following Goodwill Ambassadors attended the eighth Annual Meeting: Mrs Mehriban Aliyeva, Mr Patrick Baudry, Mr Pierre Bergé, Mr Cheick Modibo Diarra, Mr Miguel Angel Estrella, H. Exc. Mrs Vigdís Finnbogadóttir, H.R.H. Princess Firyal of Jordan, Mr Ivry Gitlis, Mrs Christine Hakim, Mr Jean Michel Jarre, Professor Jean Malaurie, H.R.H. Princess Lalla Meryem of Morocco, Mrs Ute-Henriette Ohoven, Lady Cristina Owen-Jones, Mrs Kim Phuc Phan Thi, Mrs Susana Rinaldi, Mr Madanjeet Singh, Mr Zurab Tsereteli, and Mrs Marianna Vardinoyannis.



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- (1) Mrs Mehriban Aliyeva
- (2) Mr Miguel Angel Estrella playing the piano
- (3) Mrs Christine Hakim and Mr Zurab Tsereteli
- (4) Mr Miguel Angel Estrella and Mrs Marianna Vardinoyannis
- (5) From right to left: Mrs Ute Henriette Ohoven, Mr Oliver Jagers and Her Royal Highness Princess Firyal
- (6) Mr Jean Michel Jarre and Mr Pierre Bergé
- (7) Professor Jean Malaurie
- (8) Her Excellency Mrs Vigdís Finnbogadóttir
- (9) Mr Cheick Modibo Diarra
- (10) From left to right: Mrs Marianna Vardinoyannis, Mr Koichiro Matsuura, UNESCO Director-General and Mrs Kim Phuc Phan Thi
- (11) Mr Ivry Gitlis
- (12) Lady Cristina Owen-Jones and Mrs Kim Phuc Phan Thi
- (13) Mr Jean Michel Jarre and Mr Pierre Bergé
- (14) Lady Cristina Owen-Jones and Mr Marcio Barbosa, UNESCO Deputy Director-General
- (15) From left to right: Mrs Marianna Vardinoyannis, Mrs Mehriban Aliyeva, Mr Koichiro Matsuura, UNESCO Director-General, Her Royal Highness Princess Lalla Meryem of Morocco and Mr Cheick Modibo Diarra
- (16) Mrs Christine Hakim and Mr Patrick Baudry
- (17) Mrs Susana Rinaldi
- (18) Her Royal Highness Princess Firyal and Mr Jean Michel Jarre
- (19) From left to right: Mr Madanjeet Singh, Lady Cristina Owen-Jones, Mr Marcio Barbosa, UNESCO Deputy Director-General, Mrs Marianna Vardinoyannis and Mrs Mehriban Aliyeva
- (20) From left to right: Mrs Kim Phuc Phan Thi, Mr Madanjeet Singh, Lady Cristina Owen-Jones and Mr Marcio Barbosa, UNESCO Deputy Director-General
- (21) Mr Cheick Modibo Diarra and Mrs Kim Phuc Phan Thi
- (22) Lady Cristina Owen-Jones and Mrs Mehriban Aliyeva
- (23) Lady Cristina Owen-Jones
- (24) Mrs Ute Henriette Ohoven

Mrs Chantal Biya, the first lady of Cameroon, is designated Goodwill Ambassador by the Director-General



The Director-General of UNESCO, Mr Koichiro Matsuura, designated Mrs Chantal Biya, First Lady of Cameroon, as UNESCO Goodwill Ambassador for Education and Social Inclusion, in a ceremony that took place in UNESCO Headquarters on 14 November 2008. The ceremony was attended by many notable personalities such as Mrs Haman Adama, Cameroonian Minister for Basic Education; Ms Rama Yade, the French Foreign and European Affairs Minister's Secretary of State for Foreign Affairs and Human Rights; H.Exc. Mr. Lejeune Mbella Mbella, Ambassador Extraordinary and Plenipotentiary, Permanent Delegate to UNESCO of Cameroon.

In his address Mr Koichiro thanked Mrs Biya for her long-standing engagement in the struggle against social exclusion, more specifically through her support for AIDS education and prevention, her leadership and work with African First Ladies through Synergies Africaines, her association with the Families First Africa project and the centre in Yaoundé bearing her name. As the Director-General pointed out, through this designation UNESCO wishes "to underline the fact that [inclusive education] is primarily directed at vulnerable or disadvantaged groups, and that its main objective is to end all types of discrimination and favour social cohesion."

Mrs Biya is renowned for her activities in favour of women, children and other vulnerable groups, but also for the research,

treatment and prevention of HIV and AIDS mainly through her Foundation "African Synergies against AIDS and Suffering". The Chantal Biya Centre is closely linked to UNESCO's "Families First Africa" project, which supports activities that address HIV/AIDS in Cameroon, the Ivory Coast and Burkina Faso. The project is directed by Professor Luc Montagnier, Nobel Prize for Medicine Laureate, and very generously financed by the Italian Government.

As Goodwill Ambassador for social inclusion and education, Mrs Biya will promote UNESCO's programmes through the co-operation with the Organisation's sectors. She will contribute to UNESCO's efforts for the strengthening and the expanding of the work of the Chantal Biya Centre, which serves as a training and capacity-building hub in the region to increase services for those who are marginalised, excluded and vulnerable. Mrs Biya will also continue her advocacy for social inclusion and education by serving as a champion for the dissemination and application by decision-makers and international partners of guidelines scheduled to be launched at this year's International Conference on Education, for the integration of inclusive Education in national planning and politics; the mobilisation of the First Ladies and the civil society of Africa and the promotion of Education for All (EFA) and the critical role of education in tackling poverty, especially for women and girls, orphans, minorities and other vulnerable groups.



(1) The Director-General of UNESCO and Mrs Chantal Biya, First Lady of Cameroon. (2) The Director-General of UNESCO and Mrs Chantal Biya, First Lady of Cameroon. (3) Mrs Chantal Biya, First Lady of Cameroon and Mr Cheick Modibo Diarra, UNESCO Goodwill Ambassador

The First Lady of Azerbaijan and UNESCO Goodwill Ambassador, Mrs Mehriban Aliyeva delivers her speech at the Youth Employment Summit held in Baku from 24 to 27 September 2008



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From left to right : Ms Poonam Ahluwalia, YES Inc. President, Mrs Marianna Vardinoyannis, UNESCO Goodwill Ambassador, Mrs Mehriban Aliyeva, First Lady of the Republic of Azerbaijan and UNESCO Goodwill Ambassador, Mr Azad Ragimov Minister of Youth and Sport, Mrs Suzanne Mubarak, First Lady of Egypt and Dr Ismail Serageldin of the YES Campaign Committee and Director of Alexandria Library.

On 24 September 2008 Mrs Mehriban Aliyeva, First Lady of the Republic of Azerbaijan and UNESCO Goodwill Ambassador continued her tireless activities to expand her achievements in her usual working fields: culture, education, health care and youth. This time, Baku became the host city for another important international gathering –the YES Summit of 2008.

The YES Campaign is an action-oriented initiative in 55 countries that responds to the enormous global challenge of youth unemployment through a youth leadership and enterprise-based model.

Conference participants from many different nations were greeted by Mrs. Aliyeva including such esteemed guests as Mrs Suzanne Mubarak, First Lady of Egypt, Mrs Marianna Vardinoyannis, UNESCO Goodwill Ambassador, Ms Poonam Ahluwalia, YES Inc. President and Dr. Ismail Serageldin of the YES Campaign Committee and Director of the Alexandria Library.

Princess Laurentien of the Netherlands designated UNESCO Special Envoy on Literacy for Development

On the 27 March 2009 UNESCO Director-General Koïchiro Matsuura designated H.R.H. Princess Laurentien of the Netherlands as UNESCO Special Envoy on Literacy for Development in recognition of her "outstanding commitment to the promotion of education and her profound dedication to the Organization's ideals and objectives".

"H.R.H. Princess Laurentien has a long record of fighting against illiteracy in the Netherlands, where it is now recognized as a problem that has been neglected," Mr Matsuura said. "As UNESCO Special Envoy, she will act as a spokesperson for the Organization and advocate for the cause of literacy

as one of the building blocks for economic growth and development, and essential for the health and well-being of people everywhere."

H.R.H. Princess Laurentien also emphasised the importance of working with developed nations to address the "uncomfortable truth" that a high proportion of adults in those countries do not have the skills required to meet the demands of daily life and work.

In May she will travel to Brazil to participate in Confinte VI, a global conference organized by UNESCO on adult education.



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UNESCO Director-General, Mr Koïchiro Matsuura and H.R.H. Princess Laurentien of the Netherlands

(© UNESCO/M. Ravassard)



H.Exc. Mrs Vigdís Finnbogadóttir

Her Excellency Mrs Vigdís Finnbogadóttir attends a thematic debate on the protection of indigenous and endangered languages

The former President of Iceland and UNESCO Goodwill Ambassador for Languages, Her Excellency Mrs Vigdís Finnbogadóttir attended on 7 October 2008 a debate entitled 'Protecting Indigenous and Endangered Languages, and the Role of Languages in Promoting Education for All in the Context of Sustainable Development', held at UNESCO Headquarters on the margins of the 180th session of the Executive Board. The aim was to examine various subjects related to language and culture, for example, the linguistic dimension of sustainable development, efficient multilin-

gual education, and the respective costs and advantages of monolingualism versus multilingualism.

H.Exc. Mrs Vigdís Finnbogadóttir was awarded the Ladies First International Prize in a ceremony on 19 November in Paris. The members of the Ladies First International Club are chosen for their qualities, their tolerance, their recognised professional competence and their humanitarianism. The Prize, which is being presented for the first time this year is intended to 'honour the exceptional achievements of one woman, who is a symbol of hope and an example of youth.'

Her Highness Sheikha Mozah Bint Nasser Al Misned, First Lady of Qatar delivers the closing speech for an international conference on education in Iraq

On the 1 November 2008, Her Highness Sheikha Mozah Bint Nasser Al Misned, First Lady of Qatar, UNESCO Special Envoy for Basic and Higher Education and Chairperson of the Qatar Foundation for Education, Science and Community Development, joined Mr Koïchiro Matsuura, Director-General of UNESCO, in closing the international Conference on the Right to Education in Crisis-Affected Countries, entitled 'Stop Jeopardizing the Future of Iraq'.

The conference attracted more than 200 participants and was held under the auspices of Her Highness. It took place at UNESCO Headquarters in Paris and was enriched by the presence of many notable personalities such as former United Nations Secretary-General, Mr Boutros Boutros Ghali; the Minister of Education of Iraq, Dr Khudair Al-Khuzai; the French Minister of Justice Mrs Rachida Dati; the President of the Parliamentary Education Committee of Iraq, Dr Alaa Makki; Baroness Emma Nicholson de Winterbourne, Member of the European Parliament

and Chair of the AMAR International Charitable Foundation, and Mrs Betty Lagardere.

Speaking at the conference, Mr Matsuura commended Her Highness' generous support for the conference and her unsparing efforts to mobilize support in favour of re-building the educational community of Iraq. This subject is very close to Her Highness' heart and she has often pleaded for more global solidarity in support of students and academics in crisis-affected countries. This support has been practically demonstrated by Her Highness in the past on numerous occasions. As her first official act as UNESCO Special Envoy, she donated US\$15 million in order to enable UNESCO and the Qatar Foundation to help rebuild education and foster hope in Iraq.

In her closing speech, Her Highness Sheikha Mozah emphasized the importance of paying greater attention to the needs of crisis-affected countries and stated that she feared that without more attention

it would be impossible to achieve the Education For All goals or the Millennium Development Goals. Her Highness also underlined the lack of international action in assuring more security for academic communities in countries affected by crisis and declared that "the international community must act to protect education with the same urgency and determination it has shown in response to the financial crisis."



(1) The Director-General of UNESCO and Her Highness Sheikha Mozah. (2) Her Highness Sheikha Mozah. (3) Her Highness Sheikha Mozah delivering the closing speech for the conference.

Famous Indonesian Actress designated UNESCO Goodwill Ambassador

The Indonesian actress and producer, Christine Hakim, was designated UNESCO Goodwill Ambassador for Teacher Education in South East Asia by the Organization's Director-General, Mr Koïchiro Matsuura, at a ceremony in Bali (Indonesia) on 11 March 2008, held as part of the seventh Ministerial meeting of the nine most populous countries (E9) on Education for All.

Christine Hakim was designated in recognition of "her efforts to raise public awareness about education and the plight of teachers in Indonesia, as well as her contribution to spreading UNESCO's message of peace and tolerance, and her commitment to the ideals and objectives of the Organization".

Christine Hakim has appeared in more than thirty films. She has won the Citra Award for Best Actress – one of the Indonesian film industry's most prestigious awards – six times and the Asia Pacific Film Festival's Best Actress award four times and she also produced the feature-length film, "Daun Di Atas Bantal" (Leaf on a Pillow), which received the Special Jury Prize at the 1998 Tokyo International Film

Festival, and Best Film Award at the Asia Pacific Film Festival. In 2001, she produced another feature-length film, "Pasir Berbisik" (Whispering Sands), which won the Special Jury Prize at the Seattle International Film Festival.

A member of the jury at the 2002 Cannes Film Festival, Christine Hakim recently received a lifetime achievement award from Manila's Cinemania Film Festival and was nominated Asian Heroine by Time Magazine Asia in 1999. She has given her name to the foundation she established to provide milk for undernourished children on the island of Java and the region of Aceh. This charitable organization also offers scholarships for Indonesian children and young directors.

As a UNESCO Goodwill Ambassador, Christine Hakim lends her support to UNESCO's activities aimed at reducing the shortage of teachers, improving their working conditions and promoting quality education, particularly in South-East Asia. She is particularly involved with the Organization's programme to help these countries coordinate their policies regarding the training and status of teachers.

(1) Mrs Christine Hakim. (2) Mr Koïchiro Matsuura, UNESCO Director-General at the designation ceremony in Bali. (3) From left to right: Dr Hubert Gijzen, Director of UNESCO office in Indonesia, Mrs Christine Hakim, Mr Koïchiro Matsuura and guests after the designation ceremony.



H.R.H. Princess Firyal of Jordan, participated in the United Nations Roundtable on education and health, held in New York on September 25 2008



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Her Royal Highness Princess Firyal of Jordan, UNESCO Goodwill Ambassador in charge of Education for All, participated in the United Nations Roundtable on education and health on 25 September 2008 in New York on the occasion of the High Level Summit on the Millennium Development Goals (MDGs).

This High Level Summit, which was convened by the UN Secretary-General, Mr Ban Ki-moon and the President of the UN General Assembly, Mr Miguel d'Escoto Brockmann, enabled international leaders to examine the progress achieved, identify challenges ahead, and commit themselves to taking the necessary practical steps to achieve the MDGs by 2015.

(1) Mr Joseph Verner Reed, Under-Secretary-General for the United Nations and Special Advisor, H.R.H. Princess Firyal of Jordan. (2) Mrs. Yoo (Ban) Soo-taek, spouse of Mr Ban Ki-moon and, H.R.H. Princess Firyal of Jordan. (3) From left to right: Mr Joseph Verner Reed, Under-Secretary-General for the United Nations and Special Advisor, H.R.H. Princess Firyal of Jordan, Mrs Yoo (Ban) Soo-taek, spouse of Mr Ban Ki-moon at the High Level Summit on the Millennium Development Goals at United Nations Headquarters on 25 September 2008.

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H.R.H. Princess Firyal of Jordan, UNESCO Goodwill Ambassador, delivered a keynote speech and highlighted worldwide progress towards universal access to basic education, especially for girls. She also urged the need to continue efforts in this direction, while stressing the intricate connection between education and health:

“We have rich and moving evidence that education can transform lives even in the most extreme and fragile situations.”



His Excellency Sheikh Ghassan I. Shaker made a financial contribution to the project “Nakyessa Day and Boarding School” in Uganda

His Excellency Sheikh Ghassan I. Shaker, UNESCO Goodwill Ambassador made a financial contribution to the project, entitled “Nakyessa Day and Boarding School” in Uganda. This project, implemented in a Kayunda District, aims at bringing long term humanitarian and medical assistance

as well as short term facility development for the students.

This important project was implemented in close co-operation with Mrs Kim Phuc Phan Thi, UNESCO Goodwill Ambassador and UNESCO’s Nairobi Office.

His Excellency Sheikh Ghassan I. Shaker, UNESCO Goodwill Ambassador.



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Her Royal Highness the Princess of Hanover funds UNESCO Programmes

Her Royal Highness the Princess of Hanover, UNESCO Goodwill Ambassador, provided an important part of the funding for three UNESCO programmes in the Niger. A defender of rights of women and young girls, Her Royal Highness financed projects that focus on human rights, education and capacity as a means of combating poverty in communities in the Niger. At the same time these programmes aim at

supporting and encouraging income-generating activities for young girls and women, thus enabling them to escape the cycle of poverty. These programmes are co-ordinated by UNESCO's Education Sector and supported by the Principalities of Monaco and Andorra, the Republics of Cyprus and San Marino and the Grand Duchy of Luxembourg.

Her Royal Highness was designated UNESCO Goodwill Ambassador in December 2003 "in recognition of Her personal engagement in favour of the protection of children and families and Her contribution to promoting UNESCO's programmes for young girls and women". Since Her designation Her Royal Highness has continued to promote and generously support UNESCO's activities that relate to literacy, human rights and the amelioration of the living and working conditions of women and young girls around the world.

Her Royal Highness Princess Caroline of Hanover.



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Contribution in 2008 to UNESCO projects by AGFUND, presided by H.R.H. Prince Talal Bin Abdul Aziz, UNESCO Special Envoy for Water

(1), (2) Centre for Early Childhood Development in Egypt.

In 2008, the Arab Gulf Programme for United Nations Development Organizations (AGFUND) donated US\$ 175,000 for co-financing the second phase of the UNESCO project entitled "Early Childhood Development in Egypt".

As a result of the first phase of this project, The Ministry of Education of Egypt in cooperation with Arab Gulf Programme for United Nations Development Organizations (AGFUND) and the UNESCO Cairo Office, successfully built and established a Centre for Early Childhood Development, in accordance with local cultural demands while utilizing the latest technologies and theories of development. This Centre has

already provided schooling for a number of kindergardeners throughout Egypt. It has also attracted the attention of other E9 and Arabic countries and has started to extend its services to them, in particular to Yemen and Sudan.

The objective of the second phase of the project is to continually focus on developing and modifying curricula and activities, as well as to examine methods of raising children of pre-school age.

To date, AGFUND's financial support has enabled UNESCO to plan and implement 74 projects, the majority in the field of education, with a special focus on education for women and girls,



early childhood care and education, literacy, life skills training and teacher training. Eighty-five countries have benefited from AGFUND's contributions, to a total amount of more than US\$ 25 million.

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Her Royal Highness the Grand Duchess of Luxembourg opens the 2nd ceremony of the European Microfinance Prize

© Royal Court of Luxembourg



Her Royal Highness the Grand Duchess of Luxembourg.

Within the framework of the European Week for Microfinance, which took place in Luxembourg in November 2008, the Second European Microfinance Prize ceremony was held at the building of the European Investment Bank. The ceremony was opened by H.R.H. the Grand Duchess of Luxembourg, UNESCO Goodwill Ambassador, and attended by such high-profile guests as: the European Commissioner for Development and Humanitarian Aid Mr Louis Michel; the Minister of Co-operation and Humanitarian

Aid Mr Jean-Louis Schiltz and the President of BEI, Mr Philippe Maystadt.

The purpose of the Prize is to support a microfinance Institution that contributes to this field in an innovative way in a local setting and has the possibility of increasing the outreach of the field of microfinance. The 2008 Prize of 100.000 € was awarded to the Ethiopian Buusaa Gonofaa Microfinance Institute for establishing an innovative system permitting them to determine the needs of their clients and measure their social well-being.

Her Royal Highness has been a staunch supporter of microfinance since the 90's when she was appointed UNESCO Goodwill Ambassador and in her opening speech, she once again underlined the importance of this tool, its efficiency against poverty and its power to restore the trust of marginalised people from poor countries. For Her Royal Highness promoting microfinance means promoting a culture of peace based on dignity and self-reliance.

Claudia Cardinale attends Azerbaijani Concert

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Mrs Claudia Cardinale.

Claudia Cardinale, the legendary Italian film actress and UNESCO Goodwill Ambassador, attended a concert for the 100th anniversary of the birth of renowned Azerbaijani writer, scientist and pedagogue, Mir Jalal Pashayev. This celebration was hosted by Mrs Mehriban Aliyeva, First Lady of Azerbaijan, at UNESCO Headquarters in honour of this eminent intellectual. Delightful traditional Azerbaijani music was showcased through the talents of the Azerbaijan State Symphonic Orchestra. Claudia Cardinale supported the festivities in her capacity as Goodwill Ambassador.

Mr Vitaly Ignatenko is designated UNESCO Goodwill Ambassador

Mr Vitaly Ignatenko was designated UNESCO Goodwill Ambassador on 11 June 2008 on the occasion of the UNESCO Director-General's participation at the 10th World Congress of the Russian Press in Moscow.

Mr Ignatenko was designated in recognition "of his efforts to strengthen educational, scientific, cultural and information exchanges among all Russian language speakers, as well as to promote Russian language cultural, and information space around the world".

Conference of African clubs for UNESCO renamed "Mandela Challenge"

This year the Conference of African Clubs for UNESCO took place in Bamako, Mali on 15 and 16 December 2008 and was part of the celebrations for the 60th anniversary of the Universal Declaration of Human Rights. The African Clubs are comprised of volunteers of all ages and from all walks of life, both socially and professionally, and aim at assisting UNESCO in promoting its ideals and achieving its goals at a grass-roots level in the African region, especially in connection with human rights. Opened by the President of the Republic of Mali, H.Exc. Mr Amadou Toumani Touré, the conference was attended by some 800 participants representing around 30 African countries.

The conference was intended to celebrate His Excellency Mr Nelson Mandela's 90th birthday and his life-long struggle for human rights and was named 'the Mandela Challenge' as homage to the UNESCO Goodwill Ambassador for Human Rights. This theme was chosen in order to honour H.Exc. Mr Mandela, his struggle for emancipation and his ideals, which remain a source of hope and inspiration for people worldwide.

Jean Michel Jarre is named the Artistic Director for the World Sky Race



Mr Jean Michel Jarre.

Mr Jean Michel Jarre, UNESCO Goodwill Ambassador, agreed to join the World Air League Honorary Board of Directors and will serve as Artistic Director for the Inaugural World Sky Race.

The World Sky Race of 2010 is an historic tour and competition of lighter-than-air skyships racing 30,000+ miles. In sixteen back-to-back races that completely span the globe, the winner will be crowned World Sky Champion. In their quest, the competing skyships will be completing a full global circumnavigation.

The World Sky Race will be the largest man-made event seen live with full media exposure from networks such as CNN, BBC, ABC, CBS, NBC, FOX, RTL, Univision, TF1, RAI, Doordarshan, Al Jazeera, Euronews and Eurosports amongst others, as well as printed and internet media around the world. It is sponsored by the UNESCO World Heritage Center and Ministries of Tourism, Culture, Antiquities, Education and Civil Aviation of numerous countries around the World. The race will start and end at Greenwich in the UK and stops will include famous monuments such as Big Ben, London Bridge, the Roman Coliseum, the Great Pyramids of Giza, the Taj Mahal, Mount Fujiyama, the Teotihuacan Pyramids of the Sun and the NASA Johnson Space Center. The aim of the World Sky Race is to promote environmental protection and the use of lighter-than-air skyships as a means to reduce pollution caused by transportation while promoting the idea of preserving world cultural heritage.

The World Air League has pledged to support and underwrite UNESCO World Heritage Centre programmes that promote green aviation, global sustainable eco-tourism, cultural education and World Heritage Sites conservation, from funds from its corporate sponsorships. The UNESCO World Heritage Centre and the World Air League came together to form an historic global partnership to promote awareness of the UNESCO Mission.



Mr Hirayama.

Professor Hirayama exhibits his work in Paris

From 21 May until 28 June 2008, Professor Ikuo Hirayama, UNESCO Goodwill Ambassador, exhibited his paintings at the Espace des Arts MITSUKOSHI-star in Paris. The exhibition was titled *Chemins d'Orients/Paths of the East* and was a momentous occasion as it was held within the 150th anniversary celebrations of the bilateral relations between Japan and France.

The displayed artistic works of Professor Hirayama were thematically devoted to UNESCO's spirit of peace and captured the desire of the artist to restore and preserve world cultural heritage in the context of relations between the East and the West. The exhibition undoubtedly highlighted the importance of restoring traditions in the modern changing world. Opportunely, Professor Hirayama's exhibition coincided with the 2008 UNESCO Goodwill Ambassador Annual Meeting in Paris and was an additional enriching cultural event incorporated into the programme.



From left to right: His Serene highness Prince Albert II, Sovereign Prince of Monaco, Professor Jean Malaurie, UNESCO Goodwill Ambassador, and Mr Koïchiro Matsuura, UNESCO Director-General.

UNESCO Goodwill Ambassador Professor Jean Malaurie, organises an experts meeting in Monaco on climate change and sustainable development in the Arctic

To analyse the multilayered and multiform interactions currently affecting the circumpolar North, an international and interdisciplinary approach is needed. This meeting brought together 45 natural scientists, social and human scientists, environmental ethicists, education development specialists, NGOs and representatives of circumpolar indigenous peoples. Interdisciplinary plenary sessions and working groups deliberated on the diverse aspects of climate-induced environmental changes in the Arctic.

Due to reduced ice cover, access to mineral resources is expanding, leading to accelerated industrial activity in the North and the opening of new Arctic shipping lanes. These changes, alongside direct climate impacts, affect the livelihoods of indigenous peoples and threaten the survival of animals including polar bears, caribou and whales.

Following the initiative of Professor Jean Malaurie, UNESCO Goodwill Ambassador in charge of arctic polar issues, UNESCO organized an international experts' meeting in Monaco from 3 to 6 March, entitled "Climate Change and Arctic Sustainable Development: scientific, social, cultural and educational challenges."

This meeting was opened by His Serene Highness Prince Albert II, Sovereign Prince of Monaco, the Director-General of UNESCO, Koïchiro Matsuura, and Professor Jean Malaurie. Personalities such as Achim Steiner, Executive Director of the United Nations Environment Programme (UNEP); Aqqaluk Lynge, President of the Inuit Circumpolar Council (ICC); and Stein Rosenberg, representing the Arctic Council, also delivered speeches during this meeting.

Designation of Mr Amri Aminov as UNESCO Artist for Peace

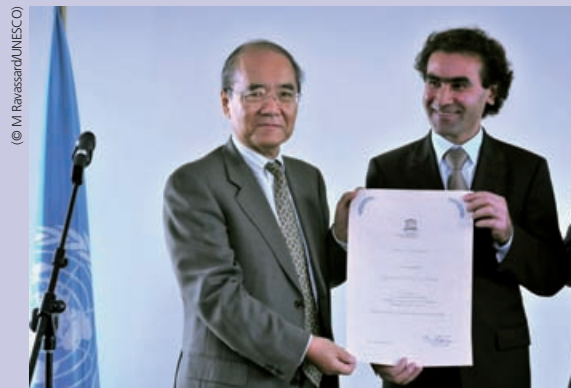
Mr Matsuura, the Director-General of UNESCO, designated Mr Amri Aminov, the famous Tajik sculptor, as UNESCO Artist for Peace at a ceremony held at UNESCO Headquarters in Paris. The designation was attended by distinguished personalities such as His Excellency Mr Saymumin Yatimov, Ambassador and Permanent Delegate of the Republic of Tajikistan to UNESCO and Mr Pierre Morange, Member of the French Parliament and Mayor of Chambourcy, Yvelines.

Mr Aminov was born in Tajikistan in October 1966. He graduated from the Academy of Arts of Tajikistan and continued his studies at the Academy of Arts of Saint Petersburg. Mr Aminov is a member of the Czech Arts Academy Masarik and a laureate of the International Prizes France Kafka and Trebbia. Since 1985, his work has been exhibited in Paris, London, Berlin and Prague and

has been shown at prestigious museums such as those in Saint Petersburg and Tel-Aviv.

This famous Tajik sculptor has worked in cooperation with UNESCO for a long time. He designed the UNESCO "City of Peace" Prize in 1999 and the UNESCO "Special Prize of Cinema for a Culture of Peace" in 2000 on the occasion of the International Year for the Culture of Peace. Amri Aminov also displayed his work at UNESCO for the exhibition "The Hidden Face of the Afghan Woman" in 2000. At the moment Mr Aminov is working on the creation of a 62 meter-high monument for Hanoi, Vietnam, UNESCO's "City of Peace" for 1999.

Accepting the diploma, Mr Aminov renewed his commitment to the pursuit of peace, which he aims to maintain through his artistic talent.



Mr Amri Aminov receiving his certificate from UNESCO's Director General, 17 September 2008.

In his capacity as UNESCO Artist for Peace, Mr Aminov will put his artistic talents and influence in the service of promoting and supporting UNESCO's activities for the protection of intangible cultural heritage and, more specifically, the promotion of traditional handicrafts of Tajikistan and Central Asia.

Mr Juan Luís Guerra is designated UNESCO Artist for Peace

On 15 September 2008 Mr Juan Luís Guerra was designated UNESCO Artist for Peace by the Director-General of UNESCO, Mr Matsuura, in the Organization's Headquarters, in the presence of Mr Francisco Javier Garcia, Minister of Tourism of the Dominican Republic, Mr Avelino Stanley, Vice-Minister of Culture of the Dominican Republic and H.Ex. Ms Laura Faxas, Ambassador and Permanent Delegate of the Dominican Republic to UNESCO.

Mr Guerra was born in 1957 in Santo Domingo, Dominican Republic, and developed a passion for music from a very young age. After graduating from the Santo Domingo Conservatory of the Dominican Republic, he enrolled in the prestigious Berklee College of Music in Boston to study composition and arranging.

His first album "Soplando" was released in 1984 with the band "440" and became an instant success. Juan Luís Guerra is now internationally famous and considered as the most recognized Dominican artist of today.

He is also known as the Master of Merengue, the national dance of the Dominican Republic, which he helped introduce in Europe.

Apart from his fabulous career, Juan Luís Guerra is involved in humanitarian activities, particularly in strengthening public awareness of children's issues. This includes his work for the Foundation "America Latina en Accion Solidaria" (ALAS), created in 2006 to fight the malnutrition of children in Latin America, in cooperation with the UN and the World Food Programme (WFP). Juan Luís Guerra is also involved in campaigns against gender-based violence and participates in numerous peace concerts. Juan Luis Guerra and his musicians concluded the ceremony with a lively concert.



(1) Mr Juan Luís Guerra during the designation ceremony. (2) from left to right: Mr Guerra, Mr Koichiro Matsuura, UNESCO Director-General and Mrs Basma Irsheid, Chief of UNESCO Goodwill Ambassadors Section. (3) Mr Guerra during the concert.

Jordi Savall and Montserrat Figueras designated UNESCO Artists for Peace

Renowned Spanish viola da gambist, conductor and composer Jordi Savall and soprano Montserrat Figueras were designated UNESCO Artists for Peace by the Director-General, Koïchiro Matsuura, in a ceremony at the Organization's Headquarters on 17 June 2008 in the presence of Ambassador Maria Jesús San Segundo, Permanent Delegate of the Kingdom of Spain to UNESCO.

Born in Igualada (Barcelona) in 1941, Jordi Savall began his musical career at the age of 6 when he joined his school's chapel choir before studying the cello at the Barcelona Conservatory. Afterwards he joined the music academy Schola Cantorum Basiliensis (Switzerland) from which he graduated in 1968.

Since 1974, he has created three music ensembles, Hesperion XXI, La Capella Reial de Catalunya and Le Concert des Nations with which he performs in

major early music festivals all over the world. He has also conducted various other orchestras including the Wiener Kammerorchester and the San Francisco Baroque Philharmonic and arranged scores for several films, notably 'Tous les matins du monde' by French director Alain Corneau for which he received a 'César'.

Montserrat Figueras was born in 1948 in Barcelona, where she studied singing and acting. At a very early age, Montserrat Figueras gave her first concert with the Catalan Early Music ensemble, Ars Musicae. In 1968, she left for Basle and studied early and modern music at the Schola Cantorum Basiliensis. With her husband, Jordi Savall, she founded Hesperion XXI. She is also a member of La Capella Reial.

The ceremony concluded with a beautiful concert performed by the two famous artists.

(1) From left to right: H.Exc. Mrs Maria Jesús San Segundo, Ambassador, Permanent Delegate of the Kingdom of Spain to UNESCO, Mrs Montserrat Figueras and Mr Jordi Savall, UNESCO Artists for Peace, and Mr Koïchiro Matsuura, UNESCO Director-General, during the designation ceremony at the Organization Headquarters on 17 June 2008
(2) et (3) Mrs Montserrat Figueras and Mr Jordi Savall during the concert following their designation as Goodwill Ambassadors.



(© UNESCO / Dou Metinar)



(1) The Director-General of UNESCO, Mr Koïchiro Matsuura, and Mrs Franghiz Ali-Zadeh, UNESCO Artist for Peace, during the designation ceremony, on 3 April 2008 at UNESCO Headquarters in Paris. (2) Mrs Franghiz Ali-Zadeh.

Azerbaijani musician Franghiz Ali-Zadeh designated UNESCO Artist for Peace

UNESCO Director-General, Mr Koïchiro Matsuura, designated the Azerbaijani musician Mrs Franghiz Ali-Zadeh as UNESCO Artist for Peace, in a ceremony held on 3 April 2008 at the Organization's Headquarters, in the presence of His Excellency Mr Elçin Efendiyev, Vice Prime Minister of the Republic of Azerbaijan, and Her Excellency Mrs Eleonora Husseinova, Ambassador Extraordinary and Plenipotentiary, Permanent Delegate of the Republic of Azerbaijan to UNESCO.

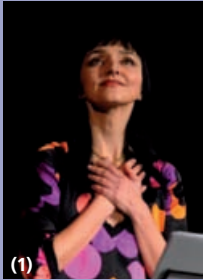
Mrs Ali-Zadeh was designated in recognition of "her efforts to raise public awareness of musical education for orphans and children in need, her contribution to spreading UNESCO's message of peace and tolerance and her dedication to the ideals and aims of the Organization".

Mrs Ali-Zadeh was trained as a pianist and her compositions combine modern music and the musical traditions of her country, in particular the Mugham, a musical genre proclaimed 'Masterpiece of the Oral and Intangible Heritage of Humanity' by UNESCO in 2003. Mrs Ali-Zadeh's compositions have been played in festivals and concerts all over the world. The Kronos Quartet (San Francisco) has recorded a CD of her works.

Mrs Ali-Zadeh will lend her support to UNESCO's programmes in the field of musical education, in particular for orphans and children in need.

Maria de Medeiros designated UNESCO Artist for Peace

The Portuguese actress and film director Maria de Medeiros was designated UNESCO Artist for Peace by the Director-General, Mr Koïchiro Matsuura, at a ceremony held at the Organization's Headquarters on 17 March 2008 in the presence of the Portuguese Secretary of State for Foreign Affairs and Cooperation, Mr João Gomes Cravinho.



(1)



(2)

and 'Pulp Fiction') and, of course, in Portugal, with Manoel de Oliveira, Teresa Villaverde, Luis Galvão Telles, and Joaquim Leitão.

Maria de Medeiros is the first Portuguese artist to become a UNESCO Artist for Peace and was designated in recognition of her "exceptional commitment to arts education and her contribution to furthering the Organization's ideals."

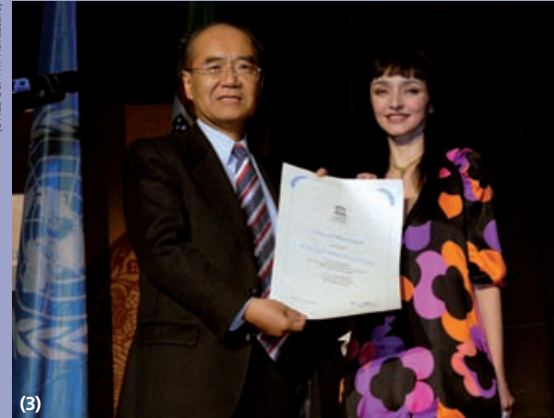
Born in Lisbon, Maria de Medeiros was aged only 15 when she played her first part in the film 'Silvestre' by João César Monteiro. She went on to alternate between theatre roles and the cinema, appearing in Paris in a number of plays by Corneille, Garcia Lorca, Mairé, and Calderón, and has acted in films in France, U.S.A. ('Henry & June'

Early in her career, Maria de Medeiros also began directing short films. In 1999, she directed her first full-length feature, 'Captains of April' (Official Selection, Cannes 2000), about the Carnation Revolution, which won her the Grand Prix at the São Paulo International Film Festival (Brazil), the Globo de Ouro for best film in Portugal and a number of public prizes in France. She went on to make the feature-length documentary 'Je t'aime, moi non plus – Artistes et critiques', in 2004, and a number of short films. Maria de Medeiros has often sung during her career as an actor, and has just released her first album, 'A Little More Blue'.

(1) Mrs De Medeiros in her acceptance speech.

(2) M^{me} de Medeiros pendant son concert à l'UNESCO.

(3) The Director-General of UNESCO, Mr Koïchiro Matsuura, and Mrs Maria de Medeiros, during the designation ceremony.



(3)

The ceremony concluded with a concert entitled 'Desires for Peace', in which Maria de Medeiros, accompanied by her jazz trio, performed songs by José Afonso, Sérgio Godinho, Chico Buarque, Caetano Veloso, Víctor Jara, Jorge Drexler and the Rolling Stones.

Amri Aminov designs one of the prizes of the 'Every Human Has Rights' Media Awards ceremony in celebration of human rights

A ceremony took place in Paris, on Saturday, 6 December 2008 at the Maison des Arts et Metiers, on the occasion of the 60th anniversary of the Universal Declaration of Human Rights. The group 'the Elders', composed of personalities such as H.Exc. Mr Nelson Mandela, UNESCO Goodwill Ambassador, Mr Jimmy Carter, Nobel Peace Prize Laureate and former President of the USA, and Mr Desmond Tutu, Nobel Prize Laureate and Chairman of South Africa's Truth and Reconciliation Commission, joined the NGO Internews Europe to celebrate the 'Every Human Has Rights' campaign and to present the campaign's Media Awards. Mr Amri Aminov, UNESCO Artist for Peace for the protection of Intangible Heritage, was asked by the organizers

to design and create one of the prizes for the ceremony. Speakers at the ceremony included Mrs Mary Robinson, former President of Ireland and former UN High Commissioner for Human Rights, Mr. Stephane Hessel, French Ambassador and participant in the drafting of the Universal Declaration of Human Rights and Mr François Zimeray, French Ambassador for Human Rights

The Elders are a group of Nobel Prize Laureates and political leaders that work together 'to support courage where there is fear, foster agreement where there is conflict, and inspire hope where there is despair'. Internews Europe 'works to harness the power of media and information to help people hold their governments accountable,

develop tolerant and prosperous communities, and to make sense of the driving forces affecting their lives'.

Together the two organizations decided to 'invite mainstream and citizen journalists from around the world to participate in the competition for the Media Awards by submitting world and current affairs reports and stories illustrating one or several articles of the Universal Declaration of Human Rights'. Thirty winners were selected out of 482 applications from all over the world. The ceremony was financed by the Dutch Ministry of Foreign Affairs, UNESCO and the Open Society Institute.

British children's book author and illustrator Lauren Child is nominated UNESCO Artist for Peace by the Director-General



(1) Ms Lauren Child at the designation ceremony with the Director-General of UNESCO.

(2) From left to right: Mr Amri Aminov, UNESCO Artist for Peace, Mr Dani Karavan, UNESCO Artist for Peace, Mr Koichiro Matsuura, Director-General of UNESCO, Mrs Lauren Child, Mr Peter Landymore, Ambassador, Permanent Delegate of the United Kingdom of Great Britain and Northern Ireland to UNESCO and H. Exc. Mr George Anastassopoulos, President of UNESCO's General Conference and Ambassador, Permanent Delegate of Greece to UNESCO.

(3) From left to right: Mr Adrian Darbishire, Ms Lauren Child and Mr Koichiro Matsuura, UNESCO Director-General

(4) Ms Lauren Child during her acceptance speech.



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On 12 December 2008, the Director-General of UNESCO, Mr. Koichiro Matsuura, designated the British children's book author, Lauren Child, as UNESCO Artist for Peace. The ceremony took place in UNESCO Headquarters in Paris and was graced by the presence of H. Exc. Mr George Anastassopoulos President of UNESCO's General Conference and Ambassador, Permanent Delegate of Greece to UNESCO; Mr Peter Landymore, Permanent Delegate of the United Kingdom of Great Britain and Northern Ireland to UNESCO and Mr Amri Aminov and Mr. Dani Karavan, UNESCO Artists for Peace.

In his speech the Director-General acknowledged the contribution of Lauren Child to UNESCO's Children in Need programme, praising her literary success and her millions of fans all over the world. He underlined that Ms Child is one of the most talented authors and illustrators today.

Mr Matsuura emphasized the importance of this success to promoting literacy and a life-long habit for reading from an early age, a habit held dear by UNESCO, which 'has been at the forefront of global efforts to keep literacy high on national, regional and international agendas.'

Lauren Child has been actively involved with UNESCO in Egypt, Mexico and Mongolia through the programme Education of Children in Need. On 25 June 2008, UNESCO and Lauren Child signed a three-year partnership agreement whereby the author and her publisher, Hachette Children's Books, will donate to the Organization all royalties and publisher profits on sales of the popular book "That Pesky Rat". The funds generated by this book will be used to finance various projects for deprived children, such as those of the Foundation Renacimiento, which works with street children in Mexico.

Another element of this partnership, "My Life is a Story", is a campaign launched by Lauren Child to gather the stories of children from all over the world. In the first instance these stories will be collected from children benefiting from projects supported by UNESCO. In the longer term, schoolchildren throughout the world will be invited to write about their experiences so that children from very different backgrounds will be able to compare these experiences.

In her acceptance speech, the British artist stated that 'the real honour is the opportunity to work with UNESCO [...] whose programmes change children's lives around the world.' Lauren Child also noted that 'what makes UNESCO so unique is the optimism of its core belief – in other words the way it focuses on the positive aspects of this troubled world through its actions to improve education and preserve cultures and languages.'

Maria de Medeiros visits Mozambique in her capacity as UNESCO Artist for Peace

Ms Maria de Medeiros, the Portuguese actress, filmmaker, singer and UNESCO Artist for Peace, visited Mozambique from 25 to 30 April 2008, for a concert within the context of the International Music Festival of Maputo.

In addition, Ms de Medeiros participated in two events to promote advocacy in arts and education. On 27 April she visited the hometown of another UNESCO Artist for Peace, the famous painter Malangatana, and joined a meeting with cultural agents and the press to discuss the theme "Arts for Education" on 28 April 2008.

Ms de Medeiros' visit to Matalana, about 40 km north of Maputo, was enriched by the presence of

Mozambican personalities as well as the Head of UNESCO's Maputo Office, Mr Benoit Sossou.

Malangatana is building an art gallery in Matalana and has also set up a training centre to promote art education among local children and youth. "I have a lot to learn from Mr Malangatana, especially in this new role as UNESCO Artist for Peace", Ms de Medeiros told the audience at the local church about her encounter with Malangatana.

The meeting "Arts for Education" was organized at the Franco-Mozambican Cultural Centre on 28 April 2008, with logistical support from the French Embassy. Among the participants were

local cultural agents, the Director of the National Museum, the Director of the School of Visual Arts, the Director of Avenida Theatre, the actress Ms Lucrecia Paco, member of the National Cinema Institute, as well as members of the diplomatic corps and local and foreign press.



(1) Ms Maria de Medeiros is welcomed by Malangatana in Matalana, Mozambique. (2) Ms Maria de Medeiros in Matalana, Mozambique.

Mrs Missa Johnouchi donates to the UNESCO World Heritage Center

On the 23 January 2009, Mrs Missa Johnouchi, UNESCO Artist for Peace, made a donation to UNESCO on the occasion of the 'Torch Run Concert for World Heritage – A voyage of the heart from France to Japan, on the Silk Road'. This was a concert organised in Tokyo on the 25 November 2008 by the French Commerce and Industry Chamber in Japan. The aim was to raise funds for UNESCO, which were presented by Mrs Johnouchi to Mr Francesco Bandarin of the UNESCO World Heritage Centre. The donation will go towards supporting the protection of world heritage and peace.

The concert brought together more than 700 leaders of French and Japanese enterprises and was an opportunity to promote the importance of world heritage preservation to leading enterprises of the new millennium as was highlighted through the messages of Mrs Johnouchi and Mr Bandarin.



(1) Mrs Missa Johnouchi and Mr Francesco Bandarin, Director of the UNESCO World Heritage Centre. (2) et (3) Mrs Missa Johnouchi.

On 13 May 2007, during the 'Torch Run Concert for World Heritage for the 35th Anniversary of the signing of the World Heritage Protection', Mrs Johnouchi performed her musical pieces on the piano, while conducting the National Orchestra of the Opera of Paris and accompanying Japanese musicians in the church of Saint-Germain-des-Prés in Paris.

The 'Torch Run Concert for World Heritage' is a collaboration of musicians whom Mrs Johnouchi had the chance of meeting during her activities to promote peace, the protection of world heritage and the environment. Mrs Johnouchi expressed her wish that the projects undertaken jointly with the UNESCO World Heritage Centre would expand so they can inform the global public about the ideas and aims of the Organization.

Goodwill Ambassadors fund important initiatives by UNESCO

An essential part of being a Goodwill Ambassador is supporting UNESCO's initiatives in its fields of competence. This support takes many different forms: from using one's fame for a good cause, to lending one's High Patronage to a specific programme, to raising financial support for a project.

UNESCO Goodwill Ambassadors Mr Madanjeet Singh and Mrs Marianna Vardinoyannis provided generous financial support for the celebration of *World Day for Cultural Diversity for Dialogue and Development* on 21 May

2008, held at UNESCO Headquarters in Paris. This celebration is intended to promote and foster the diversity of cultural expressions and to raise public awareness about the challenges surrounding cultural diversity, a subject at the very heart of the Organization's priorities. World-renowned artists (painters, writers, filmmakers, musicians, fashion designers and creators), embodying a wide range of cultures, participated in the rich programme of events organized for this occasion and spoke about cultural diversity, in particular the creative potential it generates, as well as the uncertainties it faces.

In the next edition...

- ▶ Mrs. Claudia Cardinale will attend the UNESCO Concert for Peace : "Music for dialogue and reconciliation" on 20 April 2009 in Venice, Italy
- ▶ H.R.H. Princess Laurentien, Special Envoy for Literacy for Development will attend the Sixth Conference on Adult Education (CONFITEA VI) in Belém, Brazil, from 19 to 22 May 2009
- ▶ Mrs. Marianna Vardinoyannis organises an International Conference entitled "Climate Change and Challenges for the Future Generations" to be held in Athens, Greece on 2 June 2009
- ▶ Usain Bolt and Veronica Campbell-Brown will be designated as UNESCO Champion for Sports on 17 July 2009 at the end of the International Association of Athletics Federations (IAAF) Games at Stade de France, in Saint-Denis, Paris.
- ▶ The Madrigal Singers will be designated as UNESCO Artists for Peace on 27 July 2009 at UNESCO Headquarters in Paris.
- ▶ Mrs. Ohoven will organise the Education of Children in Need Gala November 2009 in Düsseldorf, Germany.

The Newsletter of the Programme of UNESCO Celebrity Advocates

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