



**UNESCO
GOODWILL
AMBASSADORS**





UNESCO GOODWILL AMBASSADORS

spread the ideals of UNESCO through their name and fame.

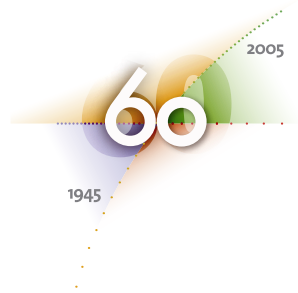
UNESCO's work and mission are extended and amplified
by this outstanding group of celebrity advocates
who have generously accepted to use their talent and status
to help focus the world's attention on the work of our Organization.



2006



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.
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- 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.

Message 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 defences 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 foot 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". The signature is written in a cursive, flowing 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 defence 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 blue ink on a yellow rectangular background. The signature is fluid and cursive, starting with a large 'B' and ending with a long, sweeping tail.

Ara Abramian

Ara Abramian, a distinguished representative of civil society in the Russian Federation, was designated UNESCO Goodwill Ambassador for the Dialogue among Civilizations on 15 July 2003 in recognition of his unflinching support for projects for 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 under 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 charity activities, Mr Abramian has been awarded the highest distinctions, including the Medal of Friendship and the Medal for the Defence of Human Rights.



“... music is an irreplaceable instrument for rapprochement among people...”

José Antonio Abreu



Venezuelan music maestro José Antonio Abreu was designated Goodwill Ambassador in 1998. His creed that «music is an irreplaceable instrument for rapprochement among people» has inspired him to create Venezuela's Youth and Children's Orchestra Network, a nationwide organization of 102 youth orchestras and 55 children's orchestras, comprising close to 100,000 young musicians.

José Antonio Abreu

This undertaking is part of the Music for Social Action project, which uses musical education to help young people. In recognition of his untiring work to promote the art of music as a tool for human development, Mr Abreu was awarded UNESCO's International Music Prize in 1993.



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.E. 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 and for other environmental projects. In 1988 H.E. Valdas Adamkus received an international environmental award for outstanding achievements in the international arena. H.E. 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.E. 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 the traditional classical music of Azerbaijan at the international level.

Mrs Aliyeva is also concerned by the problems of early childhood. Her commitment and charitable works in this domain include the renovation and modernization of an orphanage in Azerbaijan as well as the opening of a music school and the provision of treatment for children suffering from diabetes. In her role as UNESCO Goodwill Ambassador, Mrs Aliyeva supports the Organization's activities for the safeguarding of intangible cultural heritage, especially oral traditions and expressions, performing arts and traditional craftsmanship.



Alicia Alonso

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

Alicia Alonso was designated UNESCO Goodwill Ambassador for

her outstanding contribution to the development, 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.

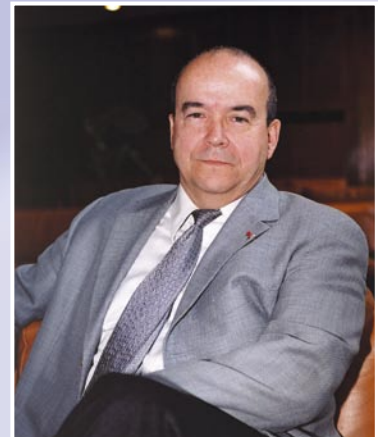
Patrick Baudry

The most renowned French astronaut, Patrick Baudry, occupies a special place in the hearts of children worldwide. He was designated Goodwill Ambassador in September 1999.

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. This camp promotes respect for the Earth and the environment among youngsters.

In 1998 he founded the On the Path of Aéropostale 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.

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.

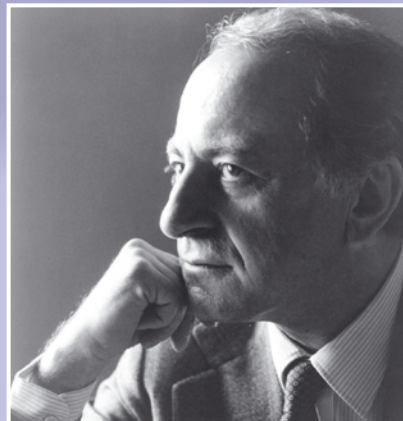


Pierre Bergé

Pierre Bergé, the internationally known French entrepreneur and co-founder of the Yves Saint Laurent fashion group, embraced UNESCO's cause in 1992 when he was designated UNESCO Goodwill

Ambassador. He is a generous art patron and finances several journals and talented writers.

His actions in favour of human rights and the fight against AIDS have been unfaltering.



Montserrat Caballé



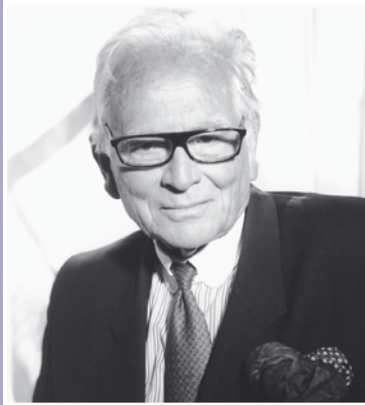
The Spanish-born opera diva Montserrat Caballé is considered one of the finest sopranos in the world. She mobilizes public opinion and gives benefit concerts to raise funds for humanitarian causes. She has performed in concerts benefiting child victims of the Balkan wars and Chernobyl nuclear disaster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

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 Yitzak 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.

Montserrat Caballé was designated UNESCO Goodwill Ambassador in 1994.



Pierre Cardin

French fashion industry icon and international 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 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.

***“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

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 French by upbringing, 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 unswerving 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.



Marin Constantin

Marin Constantin, among Romania's most prominent cultural ambassadors, was designated UNESCO Goodwill Ambassador in 1992.

His expertise in ancient and classical music, in addition to his talent as a composer and conduc-

tor, make him one of the most distinguished classical music representatives.

The Madrigal Chamber Choir, which he directs, has dedicated much of its work to UNESCO's activities and to the World Heritage Centre



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

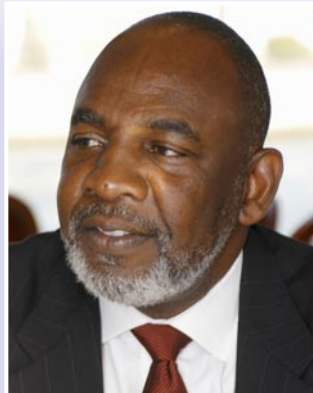
Cheick Modibo Diarra

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 Foundation Pathfinder, 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. He shares his valuable



experience by participating in numerous international conferences.

Mr Diarra was designated UNESCO Goodwill Ambassador in 1998.

In his capacity as Goodwill Ambassador and President of the Pathfinder Foundation, and in close cooperation with the Arab Gulf Programme for United Nations

Development Organizations (AGFUND), Mr Diarra implements the Scientific and Technology Formation Centre in Africa/Mali project which aims at transferring knowledge in order to equip a nucleus of talents with the skills to invent solutions appropriate to Africa.

Miguel Angel Estrella



Miguel Angel Estrella, one of Argentina's most prestigious classical pianists, has led a lifelong campaign for the popularization of music among the poorest groups in society.

He is the founder of Musique Espérance, a foundation that aims at improving access to music for all people, defending human dignity and inspiring communities.

His determined engagement has benefited Chernobyl victims by

raising funds for UNESCO's Chernobyl recovery programme. Miguel Angel Estrella was designated UNESCO Goodwill Ambassador in 1989.

The Orchestra for Peace, composed of young Arab and Israeli musicians, was created by Mr 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.

“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

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.E. Vigdís Finnbogadóttir works to bring countries together in all domains, especially concerning women's rights, ecology and education, and has



always made every effort to spread these values among the young.

She is an ardent supporter of multilingual education and linguistic diversity and regularly takes part in international conferences concerning these issues.

Since 2003 H.E. Vigdís Finnbogadóttir is a member of the international jury of the Mondialogo School Contest. Mondialogo is an initiative that promotes intercultural dialogue and exchange among young people from all around the world.



Her Royal Highness 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 the world over. 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 Princess Firyal the mission to promote 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.

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

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.

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.



Her Royal Highness the Princess of Hanover

Her Royal Highness the Princess of Hanover was designated UNESCO Goodwill Ambassador 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.

"...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 serves as the President of the Princess Grace Foundation, which was founded in 1964 with the aim of reaching out to those with special needs for whom no provision has been made within the regular social services.

In 1993 Her Royal Highness the Princess of Hanover was named President of AMADE Mondiale, Association mondiale des amis de l'enfance or Worldwide Association of Children's Friends. This association was created in 1963 to protect children from 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 in Rural Areas in Burkina Faso, which aims at realizing the goals of the Education for All initiative by assuring the enrolment of all children of a village in Burkina Faso and the highest possible autonomy of the women in the community at the same time.

Bahia Hariri



Bahia Hariri has long been a highly active personality in Lebanese political life.

A parliamentary deputy and President of the Parliamentary Commission for Culture and Education, she is also involved in regional politics as the Vice-President of the Commission for Women at the Arab Inter-parliamentary Union.

Bahia Hariri was designated UNESCO Goodwill Ambassador in November 2000. Deeply concerned about the preservation of historical heritage, she has campaigned on behalf of the inscription of the temple of Echmoun in the ancient city of Saida as a UNESCO World Heritage site. She initiated a local UNESCO seminar, focusing on finding ways to balance urban development with cultural and ecological preservation.

A dedicated champion of woman's rights, Bahia Hariri has consistently promoted the status of women in Arab society, campaigning for the adoption of laws protecting women and contributing to their emancipation.



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'. This movement aims to help

people troubled by conflict or extreme poverty with financial and technical aid for preserving their cultural heritage, and by engendering them with pride about it. 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.

Ikuo Hirayama was designated UNESCO Goodwill Ambassador in 1989. 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, particularly 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.

He is a vocal advocate of preserving Afghanistan's invaluable Buddha statues, as is the UNESCO's Director-General, on whose behalf he has visited North Korea over 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 Program, 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.

The designer of two UNESCO commemorative medals for special achievements, he also chairs the international jury of the Festival of Asian Children's Art held by the NFUAJ since 1990 to commemorate International Literacy Year.

“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

Jean Michel Jarre

Jean Michel Jarre, a pioneer and undisputed superstar 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 to young people everywhere. Jean Michel Jarre gave two benefit concerts for children with cancer in collaboration 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 a worthy action, which is education for all and education for everyone.

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.

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



Her Royal Highness Grand Duchess Maria Teresa of Luxembourg

Her Royal Highness Grand Duchess Maria Teresa of Luxembourg has been a UNESCO Goodwill Ambassador since 1997 with a special interest in micro-credit grants and the education of girls and women the world over.

She has relentlessly fostered efforts contributing to their empowerment and helping them to defend their rights. In this way, Her Royal Highness lends her support to projects such as micro-credit grants for the improvement of the living conditions of girls, women and their families.

She has visited numerous UNESCO project sites in Nepal, Mali, Bangladesh, Thailand and Bosnia-Herzegovina. Being herself a mother of five, she is particularly

concerned about children's rights and development. She is also actively involved in helping street children and in speaking out against juvenile prostitution.

Her Royal Highness Grand Duchess Maria Teresa contributed to the UNESCO 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 and offers a broad-based capacity-building programme composed of literacy, life skills, science education as well as vocational training with access to ICTs.

As Honorary President, she gave a speech at the event to commemorate the struggle of the African continent against HIV/AIDS, which took place at UNESCO Headquarters in November 2004.

“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 disposal.” H.R.H. Grand Duchess Maria Teresa of 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, as a prominent patroness of the arts, sponsors exhibitions and theatre productions.

“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



His Excellency 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 Peace 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, in his country and worldwide; for his dedication to reconciliation between different communities; his unflinching commitment to democracy, equality and learning; his support for all the oppressed of the Earth; and his exemplary contribution to international peace and understanding.”

“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

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 the world over

and has drawn the world's attention to the unheard 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

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

“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 of Morocco

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





Kitín Muñoz

A Spanish navigator, scientist, sociological explorer and a great champion of the causes of aboriginal people the world over, Kitín Muñoz 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.

Kitín Muñoz was designated UNESCO Goodwill Ambassador in 1997. Having organized an expedition under the aegis of UNESCO, Kitín Muñoz utilizes his scientific research to help promote a culture of peace, marked by respect for other people, their cultures and the environment.

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

“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

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 UNESCO 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 2005, three major projects in Batticaloa, Ahungalla and Kalmunai in Sri Lanka were funded through Mrs Ohoven’s Children in Need Foundation to help the many victims who have suffered from the tsunami in South East Asia.



Lady Owen-Jones



Since her designation as UNESCO Goodwill Ambassador for HIV/AIDS Prevention Education in 2004, she has gone on missions in

Lady Owen-Jones has been an advocate for children suffering from poverty, malnutrition, illnesses and acts of violence. Lady Owen-Jones's personal commitment to helping others 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.

the field, particularly in Africa, Lithuania and China where she met people afflicted by HIV/AIDS, as well as major officials and activists in the field of HIV/AIDS prevention. Her public advocacy efforts 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 needy 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.

“...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

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 the 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 surmount their traumatic experiences.

Kim Phuc Phan Thi was designated UNESCO Goodwill Ambassador in 1994.



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 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.



Mstislav Rostropovich

The most celebrated cellist of our times, Mstislav Rostropovich has played with and conducted the most prestigious international orchestras. A life-long defender of democratic principles, human

rights and tolerance, he enjoys worldwide respect and admiration for his personal convictions and artistic work.

Grand Officier de la Légion d'Honneur and holder of the most prestigious international awards and honor-

ary doctorates, he has worked alongside UNESCO to promote freedom of expression in the arts and in politics.

In 1998 he was designated Goodwill Ambassador. Committed to the causes of UNESCO, Mstislav Rostropovich has given his support to education and cultural projects, using his international standing to promote UNESCO's appeal for art education in schools.

Together with his wife, the celebrated opera soprano Galina Vishnevskaya, he has set up a charitable foundation to manage their social projects and activities.

His Excellency Sheikh Ghassan I. Shaker



The diplomat and businessman H.E. Sheikh Ghassan I. Shaker figures among 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.E. Sheikh Shaker enjoys the respect of political and business leaders the world over.

Since his designation as UNESCO Goodwill Ambassador in 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 had been affected by war.

H.E. 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.E. Sheikh Ghassan I. Shaker has also initiated and contributed to the publishing of the book about the Land of Frankincense, a site inscribed on UNESCO World Heritage List.

A tireless fund-raiser and advocate for the cause of the needy, H.E. Sheikh Shaker continues to lend his generous support wherever there is a pressing need for humanitarian assistance.

Wole Soyinka

The Nigerian Nobel Prize Laureate in Literature Wole Soyinka is also President of the International Writers' Parliament. In 1994 he was designated UNESCO Goodwill Ambassador for the promotion of African culture, programmes, media and communication.

As one of the most eminent intellectuals of the African continent, Wole Soyinka's

struggle for the defence of freedom of speech and human rights has been ongoing ever since he began his literary career.

Wole Soyinka is an active participant in high-level conferences and forums addressing the issues of African social development.





Madanjeet Singh

Madanjeet Singh is a diplomat and a well-known painter, photographer and internationally known author of several books on art and other subjects that are closely interwoven with UNESCO's pro-

grammes, principles and ideals.

In recognition of his lifelong devotion to the cause of communal harmony and peace, the biennial UNESCO-Madanjeet Singh Prize for the Promotion of Tolerance and Non-Violence was unanimously created by the 52-member UNESCO Executive Board at their meeting in Paris (1995), marking the 125th anniversary of Mahatma Gandhi's birthday.

He made a donation and signed an agreement on 22 March 2004 in Paris between UNESCO and the Afghanistan government to build the Madanjeet Singh Institute for Afghanistan's Cultural Heritage in Kabul.

In 2000 Mr Singh established the South Asia Foundation to promote common cultural, educational and economic initiatives throughout South Asia, and the foundation proposed the creation of Institutions of Excellence, which the Director-General of UNESCO has since agreed, in principle, to support.

Madanjeet Singh was designated as a UNESCO Goodwill Ambassador on 16 November 2000, the United Nations International Day of Tolerance and the anniversary of the foundation UNESCO.

Zurab Tsereteli

Georgian painter, sculptor, architect and decorator Zurab Tsereteli is also President of the Moscow International Foundation for Support to UNESCO, the Russian Academy of the Arts, the UNESCO International Chair of Fine Arts and the International Centre of Design.

His work is consistently future-oriented, focusing on the beginnings of new international relations, new ideas and inventions.



Zurab Tsereteli was designated Goodwill Ambassador in 1996. 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.

Greatly concerned about the fate of children, he supports the construction of orphanages and recreational facilities.



Giancarlo Elia Valori

The eminent Italian economist and businessman Giancarlo Elia Valori holds prestigious academic distinctions and national orders. Mr Valori has lectured on international affairs and economics at the world's leading universities.

Giancarlo Elia Valori was designated Goodwill Ambassador in 2001. Keenly inter-

ested in art and culture, Mr Valori founded the Emilia Valori Fund for the Preservation of Traditions, which finances UNESCO's efforts to collect and preserve traditional and ethnic songs and poetry.

In recognition of his important contribution to the promotion of cultural values, Mr Valori was awarded the UNESCO Picasso Medal in 1998.

“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 V. Vardinoyannis

Marianna V. Vardinoyannis

A leading figure in Greek social and artistic life, Marianna V. Vardinoyannis has been an unceasing advocate and campaigner for the rights of children and the family. She was elected Woman of Europe in recognition of her contribution to constructing a Europe of Citizens. She further serves as President of ELPIDA (Hope) – the association of friends of children with cancer.

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.

She co-organized two benefit concerts for children with cancer given at the Athens Acropolis by UNESCO



Goodwill Ambassador
Jean Michel Jarre.

Mrs Vardinoyannis supported the intercultural dialogue among cultures through the exhibition Patterns of Traditional and Modern Jordanian Handcrafts in Athens in June 2004.

In her capacity as UNESCO Goodwill Ambassador, Mrs Marianna Vardinoyannis co-sponsored the conference “Athens Round Table of Business Community against Trafficking of Human Beings”, held in Athens in January 2006, in close cooperation with The Suzanne Mubarak Women’s International Peace Movement and the Global Coalition Women Defending Peace.

Milú Villela



Maria Lourdes Egydio Villela (Milú Villela) was named 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 for social improvement.

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 will support the Organization's activities in this field.

Julio Werthein

Argentinian banker and industrialist Julio Werthein was the visionary and an instrumental driving force behind the creation of MERCOSUR.

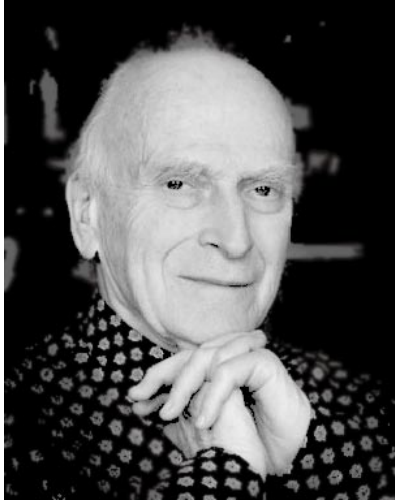
Himself a successful publisher, he has been a leading advocate of Latin American cultural and educational cooperation. A leading patron of the arts, Mr Werthein has established a foundation for his activities in this field.

Designated Goodwill Ambassador in 1995, Mr Werthein has worked alongside UNESCO to raise awareness of cultural and artistic values and the necessity for their preservation.



A highly active advocate for environmental protection, he has launched an educational campaign for the conservation of water resources, using his public status to enhance the campaign's impact.

Through his prominent position in economic and political life, he spreads UNESCO's message of peace, intercultural dialogue and environmental protection.



In memory of
Lord Yehudi Menuhin
(1916 - 1999)

UNESCO Goodwill Ambassador from 1992 to 1999

Brochure of UNESCO Goodwill Ambassadors

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