



United Nations
Educational, Scientific and
Cultural Organization

Organisation
des Nations Unies
pour l'éducation,
la science et la culture

Organización
de las Naciones Unidas
para la Educación,
la Ciencia y la Cultura

Организация
Объединенных Наций по
вопросам образования,
науки и культуры

منظمة الأمم المتحدة
للتربية والعلم والثقافة

联合国教育、
科学及文化组织

leave
your
mark

Engage
with
UNESCO




“**UNESCO** plays a unique role in the United Nations, as the key agency for **"soft power"**, with the mandate to harness the potential of **education**, the **sciences** and **culture for peace** and **development**. This power is more important than ever today, as all societies seek new sources for **growth** and **mutual understanding**. In times of limits – limits in the power of States, in financial resources and of the planet - we must make the most of the only renewable resource we have – that of the **human ingenuity**.”

Irina Bokova, Director General

Photo - CC BY 2.0 - Lisa Weichelt





The human desire to leave one's mark is as old as humanity.

Like our ancestors who left the marks of their hands in the **Cueva de las Manos*** (**Cave of the Hands**) thousands of years ago, we invite you to leave your individual mark by embracing UNESCO's ideals and values.

***The Cueva de las Manos**, Río Pinturas, a UNESCO World Heritage site, contains an exceptional assemblage of cave art, executed between 13,000 and 9,500 years ago. It takes its name (Cave of the Hands) from the stencilled outlines of human hands in the cave.

“Alone we can
make a difference –
together we can
change the world”.

Irina Bokova, Director General



UNESCO is the leading United Nations agency having the mission to promote education, the sciences, culture, communication and information to build peace through international cooperation.

2014 – 2021 Strategic Objectives

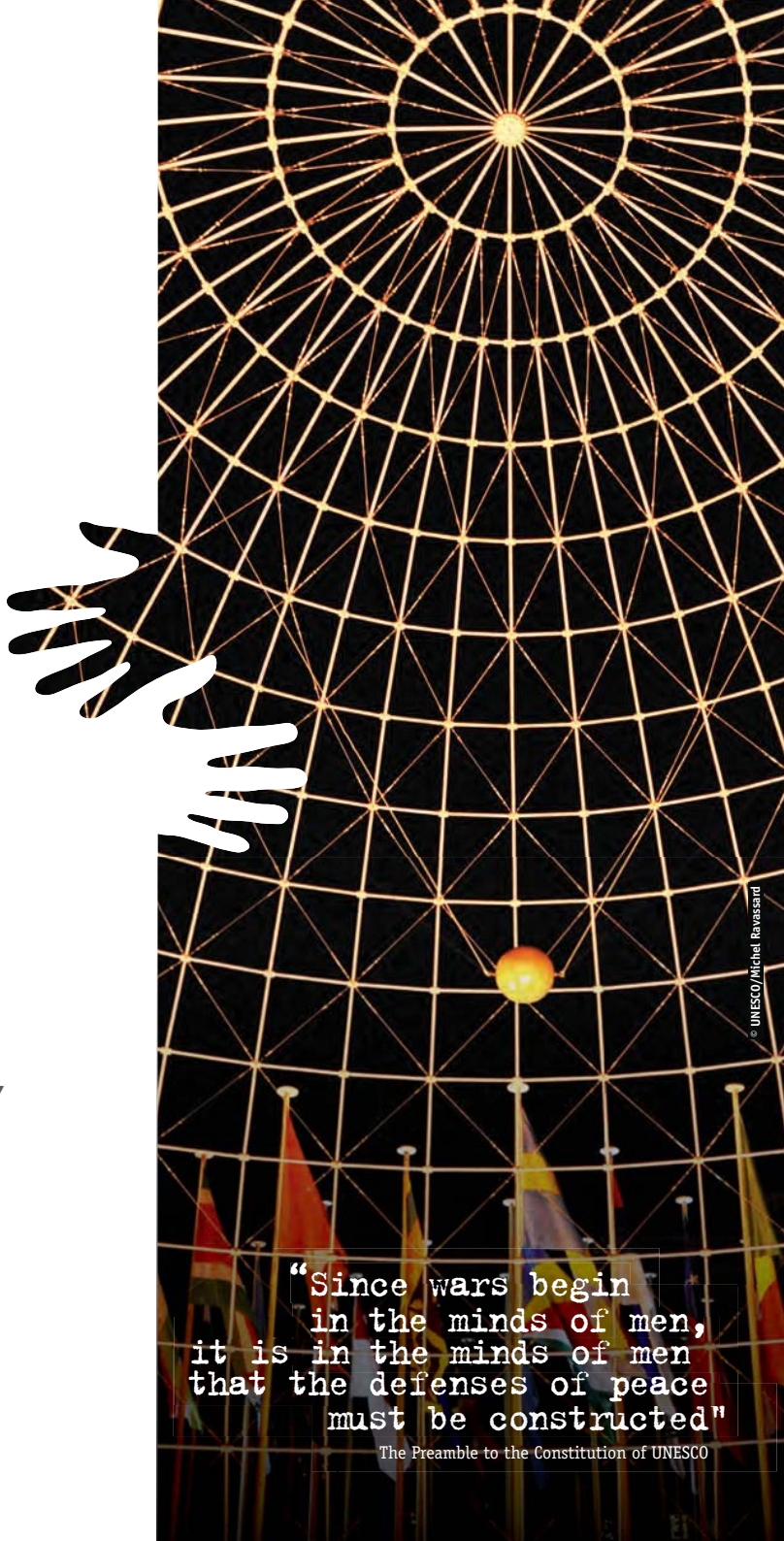
- Supporting Member States to develop education systems to foster high quality and inclusive lifelong learning for all
- Empowering learners to be creative and responsible global citizens
- Advancing education for all (EFA) and shaping the future international education agenda
- Strengthening science, technology and innovation systems and policies - nationally, regionally and globally
- Promoting international scientific cooperation on critical challenges to sustainable development
- Supporting inclusive social development, fostering intercultural dialogue for the rapprochement of cultures and promoting ethical principles
- Protecting, promoting and transmitting heritage
- Fostering creativity and the diversity of cultural expressions
- Promoting freedom of expression, media development and access to information and knowledge

Lasting peace and sustainable development depend on the respect for human dignity and promotion of knowledge and creativity, mutual understanding and freedom of expression.

Universal values **global reach**

- 195 Member States and 8 Associated Members,
- 50 Field Offices around the world,
- a number of specialized institutes and centres,
- a privileged network of National Commissions for UNESCO
- a unique global network of networks

UNESCO is articulated around a wide range of networks and partners, such as other Inter-Governmental Organizations, Non-Governmental Organizations, the private sector and foundations or media companies as well as various Cities' networks such as the Creative cities network and the Coalition of cities against racism and many others.



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

The Preamble to the Constitution of UNESCO



Humanity
stands
at a tipping
point in
its history

Some recent Achievements

- UNESCO currently trains 75 million teachers worldwide so that they can provide **quality education**
- UNESCO launched the **Global Partnership for Girls' and Women's Education** and the Malala Fund for Girls' Right to Education to ensure that all girls have access to education, a fundamental human right
- UNESCO's programme **Education for Sustainable Development (ESD)** prepares young men and women for a green labour market
- UNESCO's **World Heritage List** is the reference for recognizing the world's cultural and natural heritage with outstanding universal value
- The Convention on **Intangible Heritage** preserves the world's diverse cultural traditions, recognizing the key role of indigenous communities, groups and individuals
- UNESCO's **Intergovernmental Oceanographic Commission (IOC)**, the only world body specialized in ocean science and services, has helped reduce the loss of lives and livelihoods through the setting-up of a global tsunami early warning system and the Global Ocean Observing System (GOOS)
- UNESCO contributes to building inclusive, **green societies** and sustaining biodiversity through a World Network of 621 Biosphere Reserves in 117 countries
- UNESCO relentlessly advocates for **youth** social inclusion and civic engagement of youth
- UNESCO runs the only global database on **bioethics**, a valuable reference, collaborative, consultative, and comparative resource hub of ethics activities around the world
- UNESCO safeguards ancient manuscripts from 84 countries on the **Memory of the World Register** and ensures that this documentary heritage is conserved for future generations in a digital era
- UNESCO tracks 2,500 endangered **languages** and four million translated works in over 1,000 languages
- UNESCO provides **thought leadership** in a number of areas such as new humanism, intercultural dialogue, culture of peace and non-violence, rapprochement of cultures, mobile learning
- UNESCO plays an important role in shaping the **post-2015 development agenda** by hosting the secretariat of the Scientific Advisory Board, organizing the International Congress of Hangzhou on "Culture: Key to Sustainable Development" in Hangzhou in May 2013.

... and many more

A lot remains to be done....

The international community is faced with a growingly complex set of challenges:

- 774 million adults still cannot read or write and two-thirds of them (493 million) are women, 57 million children **are out of school**; even in resource- rich countries, 160 million adults have poor literacy skills
- Some **World Heritage** sites are under threat of natural disasters, armed conflicts and lack of preservation capacity
- More than 1.3 billion people depend on **biodiversity** and on basic ecosystems goods and services for their livelihoods. Yet, climate change is accelerating, resulting in biodiversity losses, water shortages, desertification and ocean degradation
- **Youth unemployment** is reaching record numbers – a global phenomenon which is threatening the aspirations of an entire generation, there will be 72 million more young people by 2025, at risk of being turned into a 'lost generation'
- Increasing **social disparities and inequity**, population growth, unsustainable use of freshwater and depletion of ocean resources, as well as increasing cases of natural and human-made disasters
- By 2025, an estimated 60 percent of the world's population will live in **water-stressed conditions**, and a similar proportion will be without adequate sanitation
- The demand for resources worldwide exceeds today the biological **capacity of the Earth** by an estimated 20 percent





Embrace
UNESCO's
ideals
and values

Get involved

- Finance UNESCO activities to achieve common development goals
- Share your core-business expertise
- Support UNESCO's advocacy through your networks
- Dedicate your staff time / second personnel to UNESCO
- Contribute to the project activities through joint design and delivery
- Strengthen the project delivery through in-kind contributions
- Sponsor specific events, conferences and anniversaries

You can partner with UNESCO globally or in specific countries

With UNESCO Private Sector companies associate their name with

- an internationally renowned global brand
- a catalytic stakeholder able to build synergies
- a pioneer organization shaping the global landscape

Why partner **with UNESCO?**

- Benefit from a strong image transfer by associating yourself with a reputable international brand and a prestigious UN agency
- Win greater visibility on the international scene
- Gain access to UNESCO's wide and diverse public and private networks
- Benefit from UNESCO's role of a neutral and multi-stakeholder broker
- Turn your Social Responsibility into reality
- Strengthen your brand loyalty through good corporate citizenship
- Boost your employees' motivation through hands-on experience in UNESCO's activities

Many companies and foundations already partner with UNESCO such as ANA, Apple, BASF, Bill and Melinda Gates foundation, Flora Packard foundation, Ford foundation, Fundo Vale, GEMS Education, Intel, L'OREAL, Mastercard foundation, Mercedes Benz, Microsoft, Open Society Institute, Panasonic, Petrobras, Phoenix Satellite TV, Procter&Gamble, Rockefeller foundation, Roche, Samsung, Shenzhen Ruby Football Club, TV Globo, William and Flora Hewlett foundation...

Discover some examples on the following pages



In 2011, UNESCO and Procter & Gamble's Always brand have launched a partnership

to promote literacy

for young girls and young women

Empowering women to live their lives to their full potential thanks to education

P&G
always

The joint goal is to provide over

200 million education lessons by 2016,

including puberty education, in Africa and in other parts of the world where it is needed the most.



Touba, from Saint Louis, Senegal, dreams of becoming a hair dresser:
“My hopes for the future are to become self-reliant, to be able to meet my own needs and not to ask anyone for anything”.

“To protect diversity,
we must broaden the world’s understanding
that cultural diversity is our common heritage.
Its protection is an ethical imperative,
inseparable from respect for human dignity”

Wole Soyinka - Nigerian Nobel Prize Laureate for Literature -
panelist at the 10th Anniversary of the UNESCO Landmark 2003 Convention

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UNESCO and Phoenix
Satellite Television Holdings Limited
support UNESCO's

Culture of Peace Programme”



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Phoenix Satellite Television

through
broadcasting
of selected projects



Microsoft and UNESCO
formed a partnership
in 2004 to support the
transforming education

Empowering teachers with technology

reducing poverty
and helping address
the digital divide



Several projects have been implemented including the

**ICT Competency
Framework for Teachers,
Innovative Teachers Program
and the establishment
of Community Multimedia Centres**



"International organisations are constantly challenged to meet the wide ranging needs in terms of education and skills Microsoft is working in partnership with UNESCO to bring technology to greater numbers of teachers and students, delivering the education required for tomorrow's jobs."

Laura Ipsen – Corporate Vice President of Microsoft Worldwide Public Sector



“We are convinced that science and women bring hope and foster discovery, innovation and excellence. UNESCO’s outreach to the scientific community is crucial to attract the best talents. Together with UNESCO, L’Oréal believes in women, L’Oréal believes in science”.

Jean-Paul Agon, Chairman and CEO of L’Oréal and Chairman of L’Oréal Foundation

Since 1998, 1,729 outstanding women scientists from over 100 countries have been recognised internationally for their research achievements in their specialised fields of the Natural Sciences by the UNESCO – L’OREAL

Award for Women in Science



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From left to right Prof. Cecilia Bouzat (Laureate for Latin America), Prof. Kayo Inaba (Laureate for Asia-Pacific), Prof. Laurie Glimcher (Laureate for North America), Dr Segenet Kelemu (Laureate for Africa and the Arab States) and Prof. Brigitte Kieffer (Laureate for Europe)

Promoting **World Heritage**
and **sustainable development**

through a global communication campaign,
and supporting educational activities
of the **World Heritage Centre**

Panasonic

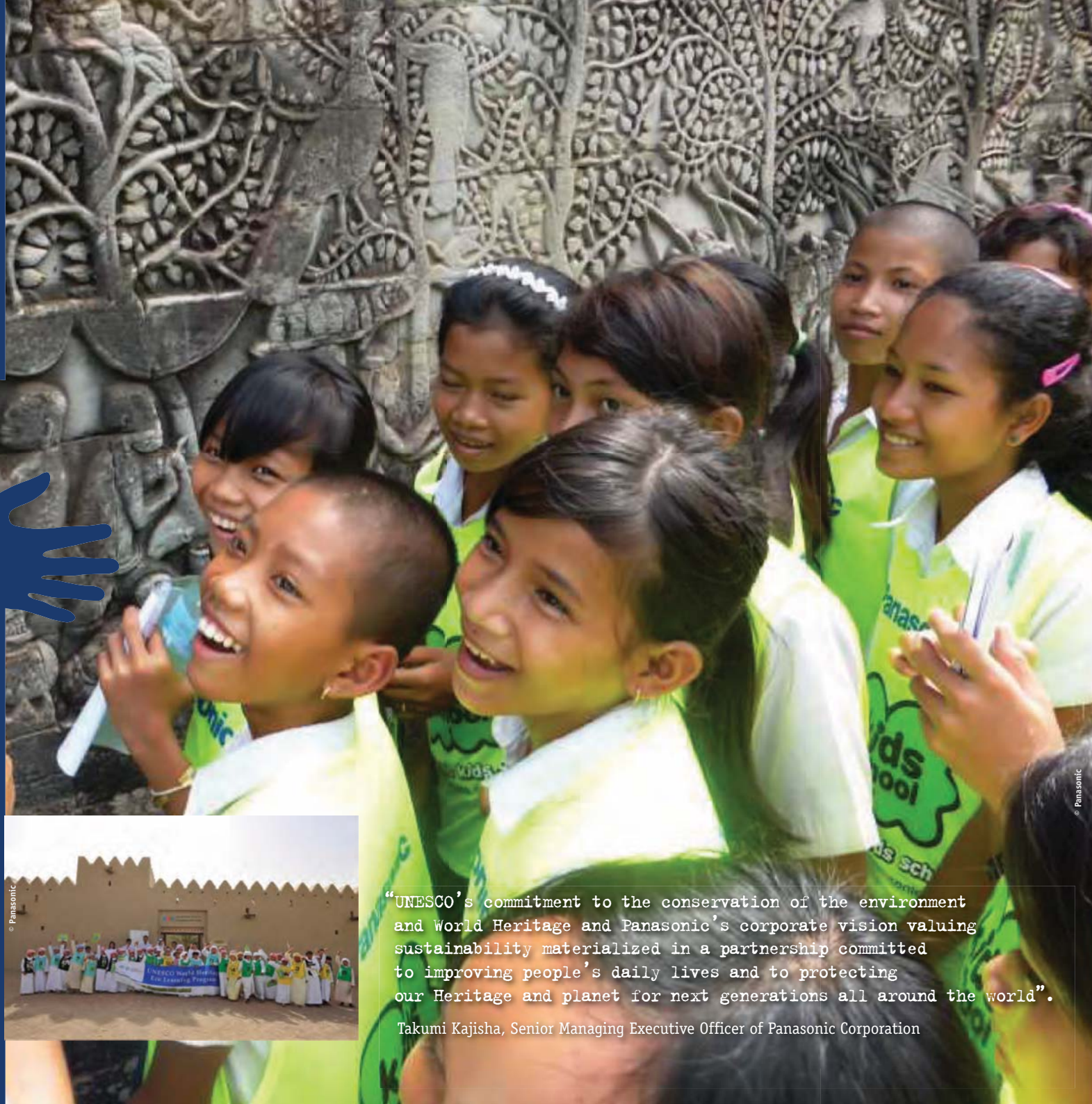
Eco Learning Programme

to date some 4,000 children
have visited 11 selected World Heritage sites
in 10 countries to appreciate them first hand.

Under the umbrella of

Panasonic Kids Schools

Panasonic offers educational programmes
to young people
about
climate change
and protecting our planet



“UNESCO’s commitment to the conservation of the environment and World Heritage and Panasonic’s corporate vision valuing sustainability materialized in a partnership committed to improving people’s daily lives and to protecting our Heritage and planet for next generations all around the world”.

Takumi Kajisha, Senior Managing Executive Officer of Panasonic Corporation



Thanks to the yearly social mobilization and fundraising campaign Criança Esperança (Hope for children), 4 Criança Esperança centres were established. They are educational laboratories for artistic, cultural and sporting development and lifelong learning.

© Mila Petrillo

UNESCO and the Brazilian TV Globo joined efforts to implement

youth empowerment projects in Brazil



CRANÇA
ESPERANÇA



Since the inception of the partnership, 64 million USD were raised, supporting some 750 projects in all regions of Brazil, benefitting more than 500,000 children, adolescents and young men and women.

Since 2011,
UNESCO and GEMS Education (UAE),
owner and operator of over 100 international
schools worldwide, cooperate together
in order to improve the

quality of education and gender equality



Sunny Varkey,
founder and Chairman of GEMS Education,
in his capacity as UNESCO Goodwill ambassador
for Education Partnerships, initiated the annual
Global Education and Skills Forum in Dubai
which brings together ministers of Education,
heads of government, leading philanthropists
and business leaders with a view to strengthening
ties and further engaging the private sector
in the field of education.

.....

Soon after its establishment,
the Global Education and Skills Forum
became known as the "Davos of Education"
and is co-organized with GEMS Education,
Varkey GEMS Foundation,
the UAE Ministry of Education,
UNESCO and Dubai Cares in support
of the Global Education First Initiative.



"Intelligence is evenly distributed.
Willingness to work is evenly distributed.
Hunger to learn is evenly distributed.
Opportunity and access are not."

Bill Clinton



UNESCO and **Shenzhen Ruby Football Club** (China) strengthen South-South cooperation and encourage the professional development of young ceramists in Africa and the Arab States



“We hope to create a new platform of communication starting today, a platform for the exchange of education, science and culture,”

Wan Hongwei, chairman of the Ruby Football Club of Shenzhen

© UNESCO/Bo Xu

This skills transfer programme promotes

creativity and innovation

through cultural and professional exchange among ceramists from China, Gabon, Morocco and Tunisia.

© Jingdechen

We consider a partnership
as a co-creation.
Each new partner brings
new ideas and fosters new approaches.
It is an occasion to renew our commitment
to the value we all share
by creating win-win solutions
and co-creating innovative modalities.



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Secondary Text
Secondary Text
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Partner with UNESCO. Leave your mark.







leave
your
mark

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**Division of Cooperation
with Extrabudgetary
Funding Sources**

Tel. : +33 (0) 1 45 68 12 11
UNESCO, 7 Place de Fontenoy
75352 Paris 07 SP, France

partnerships@unesco.org
www.unesco.org