

UNITED NATIONS



NATIONS UNIES

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INTEROFFICE MEMORANDUM

TO: Members of the Senior Management Group
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DATE: 8 April 2003

THROUGH:
S/C DE:

FROM: The Secretary-General
DE:

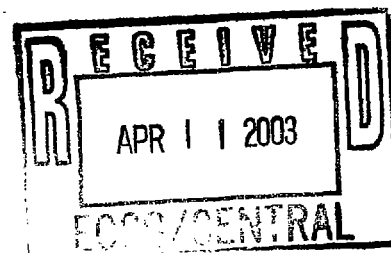
Handwritten signature of K. Annan

SUBJECT: Guidelines for Designation of Goodwill Ambassadors
and Messengers of Peace

In 2000 and 2002, I convened gatherings of Goodwill Ambassadors designated by the various UN Offices, Funds and Programmes and the prominent individuals I appointed as Messengers of Peace. Subsequently, the Senior Management Group was briefed on those meetings and discussed the important role the celebrities play in the Organization.

Celebrity advocates have made, and continue to make, an invaluable contribution to our efforts to raise awareness of United Nations programmes and activities. I would, therefore, like to ensure that we maintain the high value we attach to these unique relationships, with exceptionally talented and committed individuals.

With this in mind, the enclosed Guidelines for the designation of Goodwill Ambassadors and Messengers of Peace have been prepared as a framework for future development of our interaction with designated celebrity spokespersons. I thank all those who provided feedback on the initial draft. Your comments were very useful in refining it. It is my hope that the Guidelines will provide some clarity and consistency on the role, selection, designation and conditions of service of this unique Group.



Guidelines for the designation of Goodwill Ambassadors and Messengers of Peace

1. The United Nations has a tradition of enlisting the volunteer services and support of prominent individuals from the worlds of art, sport, literature and entertainment to highlight priority issues and to draw attention to its activities. A number of Secretariat units and separately funded and administered Funds and Programmes of the United Nations (hereinafter referred to as the "Funds and Programmes") have designated such individuals as Goodwill Ambassadors. The Secretary-General has invited a number of high profile individuals to serve as Messengers of Peace. Our experience has proven that celebrities can contribute to United Nations efforts to raise awareness of the aims, objectives and priorities of the Organization, to convey messages about its activities and to extend its public outreach. Due care must therefore be exercised in making such designations and in managing the resulting relationships.
2. To ensure consistency and the maintenance of a high standard in the selection, designation and involvement of prominent individuals in the work of the United Nations, the Secretary-General has approved the following guidelines which shall apply to the Secretariat,¹ and the Funds and Programmes.

Definition and Selection Criteria

3. Individuals designated by the Secretariat or the Funds and Programmes shall be given the title of Goodwill Ambassadors. Individuals designated by the Secretary-General will have the title of Messenger of Peace.
4. Individuals invited to serve as Goodwill Ambassadors or Messengers of Peace shall:
 - (a) Possess widely recognized talent in the arts, sciences, literature, entertainment, sport or other fields of public life;
 - (b) Be persons of integrity who demonstrate a strong desire to help mobilize public interest in, and support for, the purposes and principles of the United Nations, and who demonstrate the commitment and proven potential to reach out to significant audiences, including decision makers;
 - (c) Possess the personality and dignity required for such high level representative capacity;
 - (d) Normally be influential beyond their national borders, thus having the ability to promote the values of the United Nations internationally;
 - (e) Be knowledgeable about United Nations goals and activities and/or those of the designating UN Office, Fund or Programme, and be able to articulate them.

¹ See section 3.2 of Secretary-General's bulletin ST/SGB/1997/5, as amended by ST/SGB/2002/11, for the current list of major units within the Secretariat.

Selection and Designation

5. Only Heads of the UN Offices, Funds and Programmes listed in the Annex hereof may designate Goodwill Ambassadors. However, those Heads shall inform the Secretary-General of their intention to designate an individual as Goodwill Ambassador before any commitment is made, not less than four weeks prior to the announcement of the designation.
6. Heads of the UN Offices, Funds and Programmes other than those listed in the Annex shall not designate Goodwill Ambassadors.
7. The Directors of United Nations Information Centres and other field offices shall not designate Goodwill Ambassadors.
8. On notifying the Secretary-General of the intention to designate a Goodwill Ambassador, an explanation of the reasoning behind the designation shall also be provided, along with proposed terms of reference and confirmation that the appropriate review to determine suitability* has been conducted.
9. Goodwill Ambassadors and Messengers of Peace are not considered United Nations staff members and may not be appointed to an established United Nations post or office. Therefore, they shall not be granted a United Nations "Letter of Appointment".
10. Goodwill Ambassadors shall be granted a "Letter of Designation" issued by the Heads of the designating UN Offices, Funds or Programmes, and Messengers of Peace shall be granted a "Letter of Designation" issued by the Secretary-General.
11. The "Letter of Designation" shall set out their terms of reference and length of designation. A standard attachment to the "Letter of Designation" shall provide details regarding their status and entitlements, as described below.
12. Designation of a Goodwill Ambassador is to be considered rare and exceptional. The designating UN Offices, Funds and Programmes, should ensure that the number of designees is not excessive, in order to maintain the value attached to the designation.
13. An individual shall not be designated Goodwill Ambassador by more than one UN Office, Fund or Programme at the same time.
14. Requests for the participation of Goodwill Ambassadors and Messengers of Peace in United Nations activities shall be made through the designating UN Office, Fund or Programme.

Role of Goodwill Ambassadors and Messengers of Peace

15. Goodwill Ambassadors and Messengers of Peace may, at the invitation or request of the designating UN Office, Fund or Programme or the Secretary-General, as appropriate, engage in public advocacy; fundraising where authorized and in accordance with the applicable regulations, rules, policies and procedures of the designating UN Office, Fund or Programme; and in public awareness activities. They may participate in certain United Nations events and visit United Nations operations in the field.
16. The designating UN Office, Fund or Programme or the Secretary-General, as appropriate, is responsible for establishing specific terms of reference for individual Goodwill Ambassadors

and Messengers of Peace. In general, however, Goodwill Ambassadors and Messengers of Peace are expected to:

- Respect the impartiality and independence of the United Nations and to refrain from any conduct that would adversely reflect on the United Nations;
- Refrain from any activity incompatible with the purposes and principles of the United Nations;
- Exercise good judgement and discretion in all matters relating to the performance of their functions for the United Nations;
- Obtain guidance on their specific activities from the Head of the relevant UN Office, Fund or Programme; and/or staff assigned to liaise with them.

Conditions of Service

17. Goodwill Ambassadors and Messengers of Peace shall be designated for a period of two years, renewable, based on mutual agreement by the parties on the basis of satisfactory fulfillment of the role and their demonstrated interest in continuing the relationship.

18. Goodwill Ambassadors and Messengers of Peace shall not be paid a salary, although a symbolic payment of \$1 per year or equivalent may be granted to them. Goodwill Ambassadors and Messengers of Peace may be given travel and daily subsistence allowances when they are travelling on behalf of the United Nations.

19. When on official travel or performing services for the United Nations, Goodwill Ambassadors and Messengers of Peace are considered as having the status of "Expert on Mission" for the United Nations within the meaning of Section 22, Article VI of the Convention on the Privileges and Immunities of the United Nations of 13 February 1946 ("the General Convention").

20. As "Experts on Mission", Goodwill Ambassadors and Messengers of Peace shall not be entitled to a United Nations laissez-passer.² However, they shall be entitled to a certificate that they are travelling on official business of the United Nations, and should be accorded facilities for speedy travel, similar to those accorded to holders of the UN laissez-passer, by Governments that are parties to the General Convention (Sections 25 and 26, Article VII of the General Convention).

21. When travelling on behalf of the United Nations, a Goodwill Ambassador or Messenger of Peace shall be entitled to the standard of travel normally accorded to senior Secretariat officials. A higher standard of travel requires the prior authorization of the Under Secretary-General, Department of Management.

22. Goodwill Ambassadors and Messengers of Peace who are authorized to travel at United Nations expense or who are requested to perform services on behalf of the United Nations shall, in the event of injury, illness or death attributable to the performance of duties on behalf of the

² An exception to this provision will be made at the request of the UN Office, Fund or Programme concerned, solely for Goodwill Ambassadors of long standing already in possession of a valid United Nations Laissez-Passer until the expiration of such Laissez-Passer or the termination of their relationship with the United Nations, whichever is earlier.

United Nations, be entitled to compensation in accordance with ST/SGB/103/Rev.1.³ Such compensation shall be the sole compensation payable by the United Nations in respect of such service-related death, injury or illness and shall be paid by the designating UN Offices, Funds and Programmes.

23. Goodwill Ambassadors and Messengers of Peace shall be fully responsible for arranging, at their own expense, such life, health and other forms of insurance covering the period of their services on behalf of the United Nations, as they consider appropriate. They are not eligible to participate in the life or health insurance schemes available to United Nations staff members. The responsibility of the United Nations is limited solely to the payment of compensation under the conditions described in paragraph 22 of these Guidelines.

Communication and Information

24. The designating UN Offices, Funds and Programmes shall ensure that the special skills and talents of all designees are well utilized for the benefit of the Organization, and that designees* are provided with regular and appropriate guidance on their activities on behalf of the United Nations. The designating UN Offices, Funds and Programmes shall consult the UN Department of Public Information on activities involving Goodwill Ambassadors and Messengers of Peace, as appropriate.

25. The designating UN Offices, Funds and Programmes shall facilitate communication between their headquarters and field offices regarding the involvement of Goodwill Ambassadors and Messengers of Peace in appropriate field-level activities and events.

26. Each designating UN Office, Fund and Programme shall maintain an updated list of its Goodwill Ambassadors. The designating UN Offices, Funds and Programmes shall ensure that all changes in the status of their designees are communicated in a timely way to the Office for External Relations in the Executive Office of the Secretary-General (OER/EOSG), and are reflected in the relevant public information materials in a timely manner.

27. The OER/EOSG shall be the focal point for consultation and communication on policy issues relating to Goodwill Ambassadors and Messengers of Peace and other celebrity advocates, including their designation and status. OER/EOSG will also facilitate the sharing of information and best practices in the management of relationships with Goodwill Ambassadors, Messengers of Peace.

Termination

28. The designation of a Goodwill Ambassador or Messenger of Peace shall be terminated if, in the view of the Head of the relevant UN Office, Fund or Programme, the designee is unable or unwilling to carry out the role envisaged in the terms of reference, if the Goodwill Ambassador or Messenger of Peace engages in any activity incompatible with his/her status or with the purposes and principles of the United Nations, or if the termination is in the interest of the Organization.

³ A copy of ST/SGB/103/Rev.1 is attached.

Annex

List of UN Offices, Funds and Programmes which may designate Goodwill Ambassadors

- Joint United Nations Programme on HIV/AIDS (UNAIDS)
- Office of the United Nations High Commissioner for Human Rights (OHCHR)
- Office of the United Nations High Commissioner for Refugees (UNHCR)
- Office on Drugs and Crime (UNODC)
- United Nations Children's Fund (UNICEF)
- United Nations Development Programme (UNDP)
- United Nations Environment Programme (UNEP)
- United Nations Fund for Women (UNIFEM)
- UN Human Settlements Programme (UN-Habitat)
- United Nations Population Fund (UNFPA)
- World Food Programme (WFP)