

Messengers for Peace
DPI

Note to Mr. Fawzi, Officer-in-Charge, DPI

Re: Guidelines for the Designation of Messengers of Peace
and Goodwill Ambassadors

In response to the Note from Mr. Falt dated 24 August 2009 in connection with this matter, this will confirm that the Secretary-General concurs with the issuance of these revised Guidelines. Please proceed with their issuance.



Vijay Nambiar
9 September 2009



Linda Taylor/NY/UNO

02/09/2009 04:43 PM

To "Josiane Ambiehl" <ambiehl@un.org>

cc "Janice Willingston" <willingston@un.org>, "Thiri Thiri" <thiri@un.org>

bcc

Subject Fw: Guidelines for the designation of Messengers of Peace and Goodwill Ambassadors; JCB to LT

Josiane,

This is the information requested by CdC in order to consider the proposed revised guidelines for messengers of peace and goodwill ambassadors that came forward last week. Would you please print it out including attachments and give it to CdC with the file. Thanks.

Linda

Juan Carlos Brandt

----- Original Message -----

From: Juan Carlos Brandt

Sent: 09/02/2009 04:34 PM EDT

To: Linda Taylor

Cc: Asim Sharma; Eric Falt; Sophia Williamson; Thiri Thiri; Joanna Piucci; Dina Daoud; Julia Hagl

Subject: Re: Guidelines for the designation of Messengers of Peace and Goodwill Ambassadors; JCB to LT

Linda,

In January 2009, during the Messengers of Peace & Goodwill Ambassadors policy guidance meeting chaired by DPI, the focal points decided to form a task force to revise the MOP-GWA guidelines. The task force was headed by Ms. Tina Bille of UNAIDS, and had representatives from the UN agencies and DPI. This group revised the guidelines via teleconference.

The revisions make the guidelines more encompassing of the UN agencies and include more specific language on the expectations of the GWA/MOPs. They also improve the communication and working relationship among the UN agencies and the UN Secretariat while providing clarity regarding the conditions of service.

In this regard, please take note of the following:

The revised guidelines clarify that only the Secretary-General may invite an individual to serve as Messenger of Peace, and only the head of a UN Agency, Programme or Fund may designate a Goodwill Ambassador, and that no other title shall be used (see no. 3).

The revised guidelines reflect that the Secretary-General's office will endorse GWA appointments in consultation with the USG of DPI, after which a public announcement may be made by the appointing Agency (see no. 7).

In the interest of transparency, a request for the participation of MOP/GWAs will be made through the corresponding Office (see no. 14). All Agencies are encouraged to facilitate and collaborate on messaging with other Agencies (see no. 25) and compile an annual report of MOP/GWA activities (no. 29).

Every MOP/GWA will be encouraged to participate in a minimum of three activities a year and will also be encouraged to develop a special area of focus to strengthen their advocacy role (see no. 15).

All MOP/GWAs are designated for a two-year term, renewable on mutual agreement and satisfactory fulfillment of their role; in order to help diversify the programme, an appointment should not exceed three consecutive terms (see no. 17).

Attached, for your ease of reference, please find two electronic files with both the old and revised guidelines.

Let me know if you would like any further information. Best,

JCB
2/08/09



2008-06 GUIDELINES GWA MOP draft.doc MOPGWA Guidelines_Draft_Revised 12Jun 09.doc



Juan Carlos Brandt
Chief, Advocacy and Special Events
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Tel:(212) 963-8070, Fax: (212) 963-0536
brandt@un.org

Linda Taylor/NY/UNO

Linda Taylor/NY/UNO
28/08/2009 01:41 AM

To Eric Falt/NY/UNO@UNHQ
cc Asim Sharma/NY/UNO@UNHQ, Sophia
Williamson/NY/UNO@UNHQ, Thiri Thiri/NY/UNO@UNHQ,
Juan Carlos Brandt/NY/UNO@UNHQ
Subject Re: Guidelines for the designation of Messengers of Peace
and Goodwill Ambassadors

Thanks Eric.
Eric Falt

----- Original Message -----

From: Eric Falt
Sent: 08/27/2009 05:25 PM EDT
To: Linda Taylor
Cc: Asim Sharma; Sophia Williamson; Thiri Thiri; Juan Carlos Brandt
Subject: Re: Guidelines for the designation of Messengers of Peace and
Goodwill Ambassadors
Dear Linda,

No problem. I will ask Juan-Carlos Brandt to provide you with this information.

Best regards.

Eric
Falt



Eric FALT

Director, Outreach Division
Department of Public Information
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United Nations
New York, NY 10017
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Mob.: +1 (917) 325.1201
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E-mail: falt@un.org

Linda Taylor/NY/UNO

Linda Taylor/NY/UNO

27/08/2009 08:19 AM

To Eric Falt/NY/UNO@UNHQ

cc Asim Sharma/NY/UNO@UNHQ, Sophia

Williamson/NY/UNO@UNHQ, Thiri Thiri/NY/UNO@UNHQ

Subject Guidelines for the designation of Messengers of Peace and
Goodwill Ambassadors

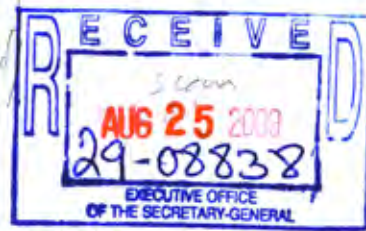
Dear Eric,

Further to our conversation yesterday, I have spoken with the Chef de Cabinet. He would like a copy of the previous guidelines together with an explanation of the differences between the old guidelines and these new proposed guidelines and the process of consultation. Thank you.

Linda Taylor
Principal Officer
Executive Office of the Secretary-General

ACTION COPY

✓✓
BSG 12/13/14/15/16/17/18/19/20/21/22/23/24/25/26/27/28/29/30/31/32/33/34/35/36/37/38/39/40/41/42/43/44/45/46/47/48/49/50/51/52/53/54/55/56/57/58/59/60/61/62/63/64/65/66/67/68/69/70/71/72/73/74/75/76/77/78/79/80/81/82/83/84/85/86/87/88/89/90/91/92/93/94/95/96/97/98/99/100



NOTE TO MR. NAMBIAR

**Guidelines for the Designation of Messengers of Peace
and Goodwill Ambassadors**

As you are aware, the Department of Public Information, in addition to managing the Messengers of Peace programme, coordinates the Goodwill Ambassadors (GWA) programmes system-wide.

At the end of June in Bangkok, the United Nations Communications Group at the principals' level unanimously approved a revised set of Guidelines for the Designation of Messengers of Peace and Goodwill Ambassadors. These Guidelines were the result of a combined effort by DPI and the UN Agencies, Funds, Programmes and Partnerships which host these programmes.

On behalf of Under-Secretary-General Akasaka, who is currently away from Headquarters, I would like to request that the Secretary-General issue these guidelines, as was done with the earlier version.

Thank you.

Eric Falt
Officer-in-Charge
Department of Public Information
24 August 2009

Linda Taylor/NY/UNO
27/08/2009 08:19 AM

To Eric Falt/NY/UNO@UNHQ
cc Asim Sharma/NY/UNO@UNHQ, Sophia
Williamson/NY/UNO@UNHQ, Thiri Thiri/NY/UNO@UNHQ
bcc
Subject Guidelines for the designation of Messengers of Peace and
Goodwill Ambassadors

Dear Eric,

Further to our conversation yesterday, I have spoken with the Chef de Cabinet. He would like a copy of the previous guidelines together with an explanation of the differences between the old guidelines and these new proposed guidelines and the process of consultation. Thank you.

Linda Taylor
Principal Officer
Executive Office of the Secretary-General



[DRAFT]

Guidelines for the Designation of Messengers of Peace and Goodwill Ambassadors

1. The United Nations has a tradition of enlisting the volunteer services and support of prominent individuals usually from the worlds of art, academia, literature, sports and entertainment to raise awareness of the aims, objectives and priorities of the Organization, to convey messages about its activities and to extend its public outreach.
2. Due care must be exercised in making such designations and in managing the resulting relationships. 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.

Definition and Selection Criteria

3. The Secretary-General has invited a number of high profile individuals to serve as Messengers of Peace. Separately funded and administered Funds and Programmes of the United Nations (hereinafter referred to as the “Funds and Programmes”), as well as specialized Agencies (hereinafter referred to as “Agencies”) may designate Goodwill Ambassadors. So can Partnerships regrouping some of the UN entities above (No other title shall be used).
4. Individuals invited to serve as Messengers of Peace or Goodwill Ambassadors shall:
 - (a) Possess widely recognized talent and accomplishments 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 Agency, Fund, Programme or Partnership, and be able to articulate them.

Selection and Designation

5. Only Heads of UN Agencies, Funds Programmes and Partnerships may designate Goodwill Ambassadors. They are expected to 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. Upon notification to the Secretary-General of the intention to designate a Goodwill Ambassador, an **explanation** of the reasoning behind the designation will be provided, along with proposed terms of reference and confirmation that the appropriate due diligence to determine suitability has been conducted.
7. The Under-Secretary-General for Communications and Public Information shall advise the Secretary-General and will endorse the appointment on behalf of the Secretary-General, at which point a commitment and public announcement can be made. A period of four weeks will be allowed for the Secretary-General to respond and to endorse the new Goodwill Ambassador appointment.
8. The Directors of United Nations Information Centres and other field offices shall not designate Goodwill Ambassadors (This does not preclude UN field offices from involving local or national celebrities on an *ad hoc* basis for specific events and activities. In these circumstances, no special UN title shall be granted.)
9. Messengers of Peace and Goodwill Ambassadors 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. Messengers of Peace shall be granted a "Letter of Designation" issued by the Secretary-General. Goodwill Ambassadors shall be granted a "Letter of Designation" issued by the Heads of the relevant UN Agencies, Funds Programmes or Partnerships.
11. The "Letter of Designation" shall set out their terms of reference and length of designation (see sample attached).
12. Designation of a Goodwill Ambassador is to be considered rare and exceptional. The designating UN Agencies, Funds and Programmes, should ensure that the number of Goodwill Ambassadors is kept to a minimum, in order to maintain the value attached to the designation. The Secretary-General strongly recommends that each UN entity regularly evaluate their Goodwill Ambassadors programme with a view to keeping it functional, prestigious and unique.
13. An individual shall not be designated Goodwill Ambassador by more than one UN Agency, Office, Fund Programme or Partnership at the same time.
14. In the interest of courtesy and transparency, requests for the participation of Messengers of Peace and Goodwill Ambassadors in United Nations activities shall be made through the designating UN Agency, Office, Fund or Programme.

Role of Messengers of Peace and Goodwill Ambassadors

15. The role of Messengers of Peace and Goodwill Ambassadors is to engage in public advocacy; in fundraising where authorized and in accordance with the applicable regulations,

rules, policies and procedures of the designating UN Agency, Office, Fund or Programme; and in public awareness activities. They are encouraged to participate in United Nations events and to visit United Nations operations in the field. Every Messenger of Peace and Goodwill Ambassador is expected to participate in a minimum of three activities or events every year. The Messengers of Peace and Goodwill Ambassadors are encouraged to develop an area of special focus, which would strengthen their advocacy role. This would provide the possibility of making them a 'go-to' person, who can speak authoritatively on a particular issue.

16. The Secretary-General or the designating UN Agency, Fund, Programme or Partnership is responsible for establishing specific terms of reference for individual Messengers of Peace or Goodwill Ambassadors. In general, all Messengers of Peace and Goodwill Ambassadors 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 judgment 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 Agency, Fund or Programme; and/or staff assigned to liaise with them.

Conditions of Service

17. Messengers of Peace and Goodwill Ambassadors 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. In order to diversify the programme, all appointments should be of limited duration and comprise no more than three consecutive mandates. In exceptional cases based on a review and outstanding performance, the appointment of a Goodwill Ambassador or Messenger of Peace can be extended further.

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

19. When on official travel or performing services for the United Nations, Messengers of Peace and Goodwill Ambassadors 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", Messengers of Peace and Goodwill Ambassadors shall not normally be entitled to a United Nations laissez-passer. However, they shall be entitled to a certificate that they are traveling on official business for 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 traveling on behalf of the United Nations, a Messenger of Peace or Goodwill Ambassador shall be entitled to the standard of travel normally accorded to senior Secretariat officials (ASG and above). Agencies should encourage self-financing by Messengers of Peace and Goodwill Ambassadors of all travel related expenses whenever possible.

22. Messengers of Peace and Goodwill Ambassadors 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 United Nations, be entitled to compensation in accordance with relevant rules and regulations. 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 Agencies, Funds, Programmes and Partnerships.

23. Messengers of Peace and Goodwill Ambassadors 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 21 of these Guidelines.

Communication and Information

24. The designating UN Agencies, Funds Programmes and Partnerships shall ensure that the special skills and talents of all designees are well utilized for the benefit of the Organization, and that they are provided with regular and appropriate guidance on their activities on behalf of the United Nations. The designating UN entities shall ensure internal programming, funds and staff (Coordinator) dedicated to support the work with Messengers of Peace and Goodwill Ambassadors. This officer will be the primary liaison person for the MOP/GWA. The designating UN Agencies, Offices, Funds and Programmes shall also consult the UN Department of Public Information on activities involving Goodwill Ambassadors, as appropriate.

25. Messages should be consistent across the UN family and all organizations are encouraged to collaborate and facilitate messaging with other Agencies, Funds, Programmes and Partnerships in the spirit of one UN.

26. Each designating UN Agency, Fund Programme and Partnerships shall maintain an updated list of its Goodwill Ambassadors and other high-profile celebrities supporting the United Nations, and place it prominently on their website. They shall ensure that all changes in the status of their designees are communicated in a timely way to the Under-Secretary-General for Communications and Public Information, and are reflected in the relevant public information materials in a timely manner.

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

28. The Goodwill Ambassador and Messenger of Peace shall upon his/her appointment be presented with a communication package including the top priorities of the organization, latest facts and figures and key messages. The latter are to be updated regularly by the focal point.

29. Each Agency focal point shall compile a short annual report of activities, which will be transmitted to DPI (following a common template). In turn, DPI will compile all submissions into a joint report.

Termination

30. The designation of a Goodwill Ambassador or Messenger of Peace shall be terminated if, in the view of the Head of the relevant UN Agency, Office, Fund or Programme, the designee is unable or unwilling to carry out the role envisaged in the terms of reference, if the Messenger of Peace or Goodwill Ambassador 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.



[DRAFT]

Guidelines for the designation of Goodwill Ambassadors and Messengers of Peace
as of June 2008

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 (hereinafter referred to as "Offices") and separately funded and administered Funds and Programmes of the United Nations (hereinafter referred to as the "Funds and Programmes"), as well as specialized Agencies (hereinafter referred to as "Agencies") 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.

Definition and Selection Criteria

3. Individuals designated by UN Agencies, Offices, 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 Agency, Office, Fund or Programme, and be able to articulate them.

Selection and Designation

5. Only Heads of UN Agencies, Offices, Funds and Programmes may designate Goodwill Ambassadors. Those Heads would be expected to 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. The Directors of United Nations Information Centres and other field offices shall not designate Goodwill Ambassadors.
7. On notifying the Secretary-General of the intention to designate a Goodwill Ambassador, an explanation of the reasoning behind the designation is expected, along with proposed terms of reference and confirmation that the appropriate review to determine suitability has been conducted.
8. 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".
9. Goodwill Ambassadors shall be granted a "Letter of Designation" issued by the Heads of the designating UN Agencies, Offices, Funds or Programmes, and Messengers of Peace shall be granted a "Letter of Designation" issued by the Secretary-General.
10. 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.
11. Designation of a Goodwill Ambassador is to be considered rare and exceptional. The designating UN Agencies, Offices, Funds and Programmes, should ensure that the number of designees is not excessive, in order to maintain the value attached to the designation.
12. An individual shall not be designated Goodwill Ambassador by more than one UN Agency, Office, Fund or Programme at the same time.
13. Requests for the participation of Goodwill Ambassadors and Messengers of Peace in United Nations activities shall be made through the designating UN Agency, Office, Fund or Programme.

Role of Goodwill Ambassadors and Messengers of Peace

14. Goodwill Ambassadors and Messengers of Peace may, at the invitation or request of the designating UN Agency, 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 Agency, 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.
15. The designating UN Agency, 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 Agency, Office, Fund or Programme; and/or staff assigned to liaise with them.

Conditions of Service

16. Goodwill Ambassadors and Messengers of Peace shall be designated for a period of three 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.

17. 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.

18. 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”).

19. As “Experts on Mission”, Goodwill Ambassadors and Messengers of Peace shall not be entitled to a United Nations laissez-passer. 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).

20. 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.

21. 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 United Nations, be entitled to compensation in accordance with relevant rules and regulations. 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 Agencies, Offices, Funds and Programmes.

22. 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

23. The designating UN Agencies, 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 Agencies, Offices, Funds and Programmes shall consult the UN Department of Public Information on activities involving Goodwill Ambassadors and Messengers of Peace, as appropriate.

24. The designating UN Agencies, 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.

25. Each designating UN Agency, Office, Fund and Programme shall maintain an updated list of its Goodwill Ambassadors. The designating UN Agencies, Offices, Funds and Programmes shall ensure that all changes in the status of their designees are communicated in a timely way to the Under-Secretary-General for Communications and Public Information, and are reflected in the relevant public information materials in a timely manner.

26. DPI 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. DPI will also facilitate the sharing of information and best practices in the management of relationships with Goodwill Ambassadors and Messengers of Peace.

Termination

27. The designation of a Goodwill Ambassador or Messenger of Peace shall be terminated if, in the view of the Head of the relevant UN Agency, 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.

SAMPLE: GWA Designation Letter

[LETTERHEAD]

[DATE]

Dear XXXX,

With reference to my letter of [DATE] and your favorable response to the proposed appointment as XXXX Goodwill Ambassador, I am writing to formalize our relationship and to welcome you to the XXXX family.

In your role as Goodwill Ambassador, we look forward to working with you on a range of advocacy activities that will support the work of XXX and continue to keep the issue of XXX high on the global agenda and at the forefront of public attention.

The Goodwill Ambassador Programme clearly demonstrates how individuals can make a difference. We are pleased to have begun our collaboration by jointly developing the Terms of Reference and a plan of activities for your tenure as a Goodwill Ambassador. Both documents are attached to this letter.

We request that you sign both originals of this letter, which will serve as your formal acceptance of the appointment as Goodwill Ambassador for a term of two years. Kindly return one letter to our office and keep the other one for your records. Upon receipt of the signed letter, an information kit and briefing papers will be prepared for you.

Should you have any questions regarding your appointment, please do not hesitate to contact our Goodwill Ambassador Programme Coordinator, XXXX (telephone: XXXX; e-mail: xxx@un.org)

We are delighted that you are joining us in our work to achieve the goals of the United Nations and look forward to working with you.

Yours sincerely,

XXXX XXXX

I, _____, hereby accept the two-year appointment as XXX Goodwill Ambassador in accordance with the Terms of Reference and the conditions of service and entitlements **attached** to this letter.

Signature: _____

Date: _____