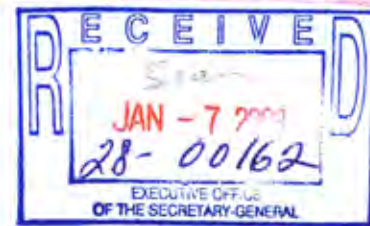


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Dialogue Among Civilizations

**Note to the Secretary-General
Alliance of Civilizations Forum
(Madrid, 15-16 January 2008)**



1. The Forum is one of the recommendations of the report of the High-level Group. The two co-sponsoring Heads of Government and the High Representative (HR) are very gratified for your participation in the first Forum (the second will be in Turkey in 2009).

Agenda

2. **The abstract of the agenda is attached.** The main features are:
- inaugural addresses by the two Heads of Government, SG and HR;
 - anticipated announcements by several governments of national strategies to promote the Alliance's goals;
 - announcements by Sheikha Mozah of Qatar of major funding for youth employment and by Queen Noor of Jordan for a media fund from the private sector;
 - Two plenary sessions on the first day with prominent personalities;
 - A ministerial level dialogue among the Group of Friends
 - A meeting of major foundations
 - A concluding plenary on local implementation of global programmes.

Your presence is expected for the morning of the first day (leaving time for bilaterals)

Objectives

3. **The aim of the Forum is to build support for the Alliance** through, inter alia, partnerships with civil society and other complementary initiatives, a "clearing house" to exchange and disseminate concepts and programmes, a rapid response media mechanism, the use of media to bridge cultural divides, involving the private sector and raising financial support.

Overview

4. **The goal of the Alliance is to counter the spread of extremism in its societal, political and cultural dimensions.** This is distinct from, but parallel to, measures at the international level to combat terrorism, which is extremism in its most violent form. President Sampaio is fully engaged and committed and exerting great efforts to promote the Alliance, to disseminate knowledge about its approach and to build support. **The Alliance does not claim a monopoly and will rely on partnerships and connections**, particularly in the designated fields of education, youth, media and migration. It also will try to involve the private sector. The outcome of the Forum and the opposition to extremist trends that it is able to catalyse over time will demonstrate the effectiveness of the initiative, which can be evaluated after a 2-year period.

...2

Political Aspects

5. The political dimensions of the challenge of extremism are the most difficult to confront. Also, they touch upon issues which are sensitive for certain governments and communities, and therefore require a cautious approach. The two topics discussed with Pres. Sampaio in your last meeting in September were the preparation of the white paper on the Israel/Palestine issue and the possible informal meeting of political and religious personalities of influence. President Sampaio is moving with care, especially in the context of the recent Annapolis meeting, and understands you concur with this approach.

6. While addressing the state of relations between societies world-wide, the focus of the Alliance from the start has been on the emergence of extremism and the mutually hostile perceptions between Muslim and Western societies. This appears in President Zapatero's first proposal to the G.A. and in the terms of reference and report of the High-level Group (HLG). Their report rejected the concept of the clash of civilizations or religious differences as causes of this polarization, and identified two main roots. One is the political and social stagnation in many Muslim societies which only they themselves can overcome. The second, Western political and military interventions since 1945 in Muslim lands, principally Palestine, Iraq and Afghanistan, can only be resolved by political settlements by the international community and the UN. The HLG report implied that the spread of extremism is not likely to be halted until political settlements are reached in these conflagrations, and it is evident that this appears to be the sad truth (the recent events in Pakistan are an alarming reminder of the strength of militant extremism in Muslim countries). Meanwhile the Alliance, under the guidance of the High Representative, will devote its efforts, within the limits of its mandate and resources, to build bridges across the divides between these and other societies.

7. I am sending to you two papers from President Sampaio for your information, and shall be glad to brief you further, if you so wish, in our meeting tomorrow.

Iqbal Riza
7 Jan. 2008

CdC	SG
For SG's approval <input type="checkbox"/>	Approved <input type="checkbox"/>
For SG's attention <input checked="" type="checkbox"/>	Noted <input checked="" type="checkbox"/>
For SG's information <input type="checkbox"/>	Seen <input type="checkbox"/>
For SG's signature <input type="checkbox"/>	Signed <input type="checkbox"/>
Date 02-01-2008	Date
Comment (if applicable):	
This is in connection with your meeting tomorrow	
28-00162	

AoC Forum Agenda - Madrid

Tuesday, 15 January

9:00- 10:00 Opening Session of the First Alliance of Civilizations Forum

Speakers:

President of the Government of Spain, **Mr Rodríguez Zapatero**

Prime Minister of Turkey, **Mr Erdoğan**

Secretary-General of the United Nations, **Mr. Ban Ki-moon**

UN High Representative for AoC , **Mr Jorge Sampaio**

10:15 -11:45 Plenary Session I: The Alliance of Civilizations: Managing Diversity in the Era of Globalization

12:00-13:30 Plenary Session II: Political Challenges to Building Cross-Cultural Understanding

**15:30-18:30 High Level Political Dialogue of the Group of Friends
“Reinforcing our commitment to the Alliance”**

**15:30-17:30 Working Sessions (simultaneous)
Working Session 1: Consolidating international partnerships
Working Session 2 - Building the AoC Clearinghouse: media literacy education**

Working session 3: The Role of Religious Leaders and Communities in Promoting Shared Security

Working Session 4: Innovative Uses of Mass Media to Promote Cross-Cultural Understanding

Wednesday, 16 January

8:30 – 10:00 Working Breakfast of the International Foundations Working Group

09:00-11:00 Working Sessions (simultaneous)

Working Session 5: Youth Approaches to Intercultural and Interreligious Dialogue

Working Session 6: Conflict Prevention, Religion, and Politics at the Community Level

Working Session 7: Rapid Response Media Mechanism

Working Session 8: Engaging the Corporate Sector in theAoC

11:15 – 12:45 Plenary III: From Global Talk to Local Action

13:00 - 13:45 Closing session

14:00 – 14:30 Press Conference



Iqbal Riza
<iqbalriza@yahoo.com>
07/01/2008 04:37 PM

To: Vijay Nambiar <nambiarv@un.org>
cc: Helena Barroco <helenabarroco@casadoregalo.pt>, ambiehl@un.org
bcc:
Subject: AoC - Docs for the SG from Hirep

Dear Vijay,

These are the two docs recd from Pres Sampaio for SG's info as preparation for his trip to Madrid next week.

- the Annotated Agenda is forwarded to him only for his attention (to be aware of the main content of high level debate and about Hirep's ideas on the way to move forward);

- the Concept Paper on the AoC network of Ambassadors presents the Hirep's view on the AoC Ambassadors and is aimed at explaining to the SG why the Hirep has preferred to wait for the Forum before asking him to appoint the Ambassadors. This concept paper will be also circulated to the members of the group of friends.

In the bilateral meeting with the SG in Madrid, four points should be briefly raised by President Sampaio:

1. AoC – status of the play
2. Four new projects for the Alliance in 2008
3. The AoC and the GA Resolution on interfaith dialogue
4. The AoC within the UN system

Many thanks for your help - Iqbal

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Dr Sampaio- Aoc good will ambassadors -concept paper- janueary 2008.doc



Dr Sampaio- Forum Madrid Jan 2008 - Annotated Agenda Gof final.doc

Jorge Sampaio
UN High Representative for the Alliance of Civilizations
Casa do Regalo
1350-213- Lisbon
Portugal

To: H.E the UN Secretary General, Mr Ban ki moon

From: Jorge Sampaio, UN High Representative for the Alliance of Civilizations

Subject - Network of Alliance of Civilizations Ambassadors – Concept paper

Alliance of Civilizations Ambassadors

The Implementation Plan of the Alliance of Civilizations, submitted last June to H.E. the Secretary-General, suggests the development of a network of Ambassadors to assist the High Representative in promoting the work of the AoC, highlighting priority issues, drawing attention to its activities and fund-raising.

The AoC Ambassadors will be prominent, high-profile, internationally recognized figures drawn from the worlds of politics, culture, sport, entertainment and business.

With a view to the appointment of a first group of Alliance Ambassadors in a near future, several Guidelines have been drawn up on the basis of criteria outlined in the UN's "Guidelines for the designation of Goodwill Ambassadors and Messengers of Peace".

These Guidelines were submitted to H.E. the Secretary General, in November 2007, and approved by him in December 2007.

Now, contrary to his initial idea, rather than using the first annual Forum of the Alliance, which will be held in Madrid, on 15 and 16 January next, to announce a few names, the High Representative has decided to seize that unique opportunity to present both to the Group of Friends and to the former members of the High Level Group his vision on the Ambassadors network, prior to the submission of proposed names to the Secretary General.

Therefore, a concept paper on the Alliance of Civilization network of good will Ambassadors is enclosed as food for thought. Indeed this is an evolving document, to be updated and/or improved when necessary.

**CONCEPT PAPER on the
Alliance of Civilizations network of good will Ambassadors:
Preliminary views**

Good will Ambassadors for the AoC – what for?

As stressed in the High level group Report, the High Representative will be assisted by a roster of eminent persons, also called, according to the UN terminology, “Good Will Ambassadors”. Thus, Good Will Ambassadors are intended to provide the High Representative with appropriate help in promoting the work of the AoC, highlighting priority issues, drawing attention to its activities and fund-raising.

Moreover, as defined in the Guidelines for the designation of Good Will Ambassadors, AoC Ambassadors could be asked by the High Representative to assist him in, *inter alia*, engaging in public advocacy to raise awareness of the aims, objectives and priorities of the AoC, in conveying messages about its activities (in the form of public declarations, op-eds, and video statements), in extending its public outreach as well as in fund-raising.

How many?

A network – why and what for?

The need for a compact and well-structured network of Ambassadors seems obvious for two main reasons linked to the aims and nature of the Alliance as outlined in the Report of the High level Group.

Firstly, because of its very ambitious aims and wide scope of activity.

According to the Report, the main *raison d'être* of the Alliance consists of building bridges between societies, promoting dialogue and understanding, and forging the collective will to address the world's imbalances.

Regarding its scope of activity, although special attention should be given to relations between Western and Muslim societies, the Alliance embraces a much broader global context, underpinned by a wide consensus across nations, cultures and religions that all societies are bound together in their humanity and interdependent in their quest for stability, prosperity and peaceful co-existence.

All this, indeed, means a huge task to be performed by the Alliance in order to advance its goals. But unless it is provided with appropriate means and resources, its mission will be but wishful thinking, and therefore condemned to fail.

This is why the Alliance should mainly build on existing resources, on networking and on innovative ways of interacting and catalyzing energies. In order to shape a working system for the AoC, a strong network of Ambassadors seems to be of capital importance.

Secondly, a network of Ambassadors is absolutely necessary to back the AoC's very light organizational structure.

In order to become a sustainable initiative and advance in its goals, it is obvious that the Alliance must reinforce its three pillars, i.e. the role of international organizations, States and civil society.

Once again according to the Report, to achieve its aims the Alliance must to develop partnerships with international organizations that share its goals and reinforce their interaction and coordination with the UN system. Partnerships are, of course, one of the three main pillars of the Alliance in order to make it a sustainable initiative. For the Alliance, it is out of the question to repeat, let alone to compete with, initiatives and efforts already underway.

States, members of the Group of Friends, are another pillar of the Alliance. Governments have a key role to play if they want the Alliance to achieve its aims. Implementation of National Strategies for cross-cultural dialogue covering at least the four fields of action of the Alliance – i.e., education, youth, media and migration – will turn commitments into concrete measures and policies, directed at managing growing cultural diversity in our societies.

Lastly, civil society activism is the third pillar of the Alliance. While political steps are necessary in order to advance governance of cultural diversity, political action taken without the support of civil society often falls short of effecting lasting change. Therefore, close and greater involvement of civil society in the mechanisms for the advancement of the goals of the Alliance is of paramount importance.

Commitments for and from a wide range of stakeholders – non-state players such as foundations, universities, corporate sector, NGOs, individual citizens – are critical for the success of the Alliance mainly because they are the key for real changes on the ground.

Furthermore, to make all this work, the High Representative counts on the support of a small office and is assisted by a roster of eminent persons, the Good will Ambassadors.

Trying now to match goals and means/resources, even if we think of the Alliance as a pilot experience in making the UN a less bureaucratic and more effective mechanism, there is a huge gap to bridge to turn it into a truly results-oriented sustainable initiative.

No doubt that one of the conditions to be met is to build a solid network of AoC Ambassadors, who will be the blood of the AoC system, as it were, lending it unity of purpose, coherence of activities and worldwide coverage.

The network as I see it

To use a scientific image, let's assume that from the organizational viewpoint the Alliance is to be figured out like an atomic structure, where the network of Ambassadors should be like the large electron cloud surrounding the nucleus...

Putting metaphors aside, three points should be emphasized:

- The AoC network of ambassadors should be considered as an open, dynamic, complex, adaptive system, made up of multiple interconnected individuals with the capacity to change and learn from experience as well as to influence the whole and to produce emergent phenomena;

- Within the AoC network of ambassadors, there will be at least three different types of nodes (ambassadors) and indeed various types of ties, since ambassadors will operate on many different levels. One group of Ambassadors will mainly be made up of former members of the High level Group; another will be made up of eight personalities, chosen because of their particularly relevance and outreach within the four main fields of action of the Alliance; while another small group will be formed by a number of celebrities.
- The whole AoC network of ambassadors should closely interact with the network of Focal Points, particularly the first two of the above-mentioned groups.

Former members of the High level group

This group of Ambassadors will be mainly made up of former members of the High Level Group since they generated the report that provides the foundation for all that now follows.

Indeed, it is not certain that all will accept, but in that case, the group will be completed with additional names of similar profile. Any-way, to start off, it will comprise 20 names.

Their main task will be to disseminate knowledge of the AoC and to help in building support for the Alliance in their own region or particular sphere of influence.

It should be kept in mind that AoC ambassadors will be honorary, and would be expected to promote and build support for the Alliance at their

own initiative in the course of their activities in their particular fields. Only when specifically requested by the Secretary General or the High Representative would their expenses be paid.

Experts/ Ambassadors

This group of Ambassadors, aimed at reinforcing the previous group on a more specialized basis, will comprise eight relevant personalities, well-known in the fields of education, media, youth and migration (two for each).

Their main task will be to disseminate knowledge about the AoC and to help in building support for the Alliance in their particular area of action.

Celebrities and others

This will be a small group of around five to ten individuals, made up of celebrities (located in and around the worlds of entertainment and entrepreneurship), uncontested leaders or philanthropists. Their role will mainly consist of helping the Alliance to be better known and understood by the general public.

Plan of Activities

The network of Ambassadors should hold at least one annual meeting on the occasion of the AoC Forum. An annual Plan of Activities for the ambassadors should be discussed and agreed with the High Representative.

Lisbon, January, 6, 2008

Jorge Sampaio