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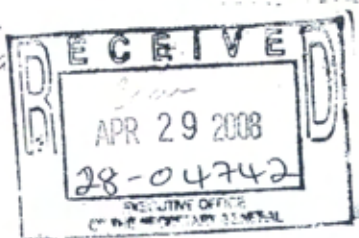
United Nations

Office of the Resident Coordinator  
in Zambia



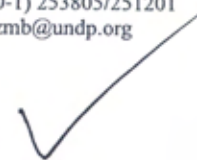
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9 April 2008



Mr. Secretary General,

**RE: APPOINTMENT OF UN GOODWILL AMBASSADOR (MDGS)**

I have the honour to inform you that the UN Country Team in Zambia has identified a suitable candidate for designation as UN Goodwill Ambassador for the promotion of MDGs in Zambia and hereby seek clearance to initiate the necessary appointment procedures.

A popular artiste, Ms Marsha Moyo has recorded a number of music compositions and staged live performances in several African countries, some of which have earned her distinction awards. Some of her works have variously featured topical issues serving to promote the attainment of MDGs in Zambia such as the plight of women and children. To Ms. Moyo's credit is also an inspirational magazine featuring Zambian women in development that was published with support from UNFPA in 2003. A short background profile is enclosed for your perusal.

The UNCT is of the view that Ms. Moyo's appointment as Goodwill Ambassador for MDGs in Zambia will provide some impetus for scaling up of efforts towards the attainment of the goals in the country. As the MDGs form the basis for much of the UN System's development work in Zambia, the joint appointment by the UNCT of a Goodwill Ambassador – as opposed to the traditional nomination by a single UN agency – will in itself provide opportunities for promoting our 'Delivering as One' initiative. Proposed Terms of Reference for Ms. Moyo's engagement are additionally enclosed for your review.

Ms. Moyo was identified for nomination after rigorous assessment initially by the UN Communications Group in Zambia and endorsed in principle by the UN Country Team on the 13 March 2007. It is envisaged that Ms. Moyo will be key to supporting the MDGs campaign principally at agreed high visibility joint UN events such as the UN Day, World Aids Day, World Food Day and the Annual MDGs Race – a premier event introduced by the UN in Zambia some four years ago.

I hope that this request will meet your favourable consideration.

Please accept, Mr. Secretary General, the assurances of my highest consideration.

Aeneas C. Chuma  
UN Resident Coordinator

Mr. Ban Ki-Moon  
Secretary-General of the United Nations  
United Nations Secretariat  
New York

MAY - 7 2008

## NOMINATION OF UN GOODWILL AMBASSADOR (MDGS)



### MARSHA MOYO

P.O. Box 33138 Lusaka Zambia Telephone: (+260) 966-742720 marshamoyo@hotmail.com

DATE OF BIRTH: 11 July 1970 NATIONALITY: ZAMBIAN

- BA. Marketing, Rutgers University, New Jersey, USA
- Fluent in English and Nyanja, Conversant in French, Computer proficient
- Elected and served as **Senator-at-large, Rutgers University Student Body** (1995)
- Member of the Rutgers University **Academic Honor Society**
- **Zambia Institute of Marketing Board Publicity Secretary** (1998)
- Authored: **'Zambia: Women Celebrated'** (2001), *UNFPA* and *The Royal Norwegian Embassy*

Born in Lusaka Zambia, Marsha began her education in the USA, returned home to complete her primary and secondary education, before going back to the USA to pursue degree studies. After securing her Marketing degree in 1996, Marsha took a decision to set up *Ad. Track*, the first ever media monitoring company in Zambia. Marsha then took up employment for four years as Marketing Services Manager for Zambia Sugar, during which period she spearheaded the re-launch of the company's corporate image, new product packaging and the vitamin A fortification of sugar. She also served as Board Publicity Secretary of the Zambia Institute of Marketing.

In 2001, Marsha authored *Zambia: Women Celebrated*, a book sponsored by UNFPA to highlight achievements of Zambian women. In 2002, she entered the music industry and has since earned a Ngoma Award, nominations for a SAMA (South Africa Music Awards) and four Kora All Africa Music Awards, airplay on MTV and is the world's first recording artist to perform for three months at the Burj-al-Arab Hotel Dubai, the only 7-star hotel in the world. After the Middle East performance, Marsha embarked on a song project for which she secured the support of six female world figures from diverse backgrounds including Her Majesty Queen Noor of Jordan, Scientist Jane Goodall PhD, DBE from Europe, South American writer Marjorie Agosin PhD and South African freedom fighter Winnie Madizikela-Mandela, to name a few. This composition in six different versions (consistent with the six continents) generated a *Women Celebrated* video production that saw Marsha take home a Kora All Africa Music Award for 'Best Female Artist Southern Africa' and 'Best African Video' 2004. Other major performances include Festival for Pan-Africa Music (FESPAM) in Congo Brazzaville and the opening of 'Arts Alive at Standard Bank Arena in Johannesburg. Her discography spans her debut album 'Dark Child,' epic single 'Women Celebrated' and sophomore album 'The Fine Print.'

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## PROPOSED TERMS OF REFERENCE FOR UN GOODWILL AMBASSADOR (MDGS)

1. Participate in the number of agreed UN events to promote national awareness of Millennium Development Goals.
  2. Support the UN Country Team in promoting national policies in support of the attainment of the MDGs.
  3. Utilize personal skills and professional fame to promote social mobilization and scaling up of efforts towards achievement of MDGs in support of the UN.
  4. Promote the UN Country Team's MDGs advocacy efforts by participating in sensitization and outreach programmes to foster social/cultural change and facilitate the participation of all sections of the population in MDG initiatives.
  5. Promote in collaboration with the UN Country Team, cross-sector participation in the national MDGs campaign by fostering links with support networks and equally support the UN's information dissemination efforts to this end.
  6. Support on request the UN Country Team's resource mobilization efforts in support of MDG initiatives.
  7. Be available to support the UN Heads of Agencies by participating in campaigns related to MDGs.
  8. Work with the UN Joint Team on AIDS to promote key national messages on HIV prevention, care, treatment, support and impact mitigation in line with the MDGs Campaign.
  9. Exercise discretion and refrain from participation in any political/public office, or any activity that would compromise the neutrality or integrity of the United Nations.
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