

UNESCO GOODWILL AMBASSADORS



The **United Nations Educational Scientific and Cultural Organization** (UNESCO) works with a number of **celebrity advocates** to amplify and advance its key initiatives. Figures as diverse as former First Lady Laura Bush, Herbie Hancock, Princess Caroline of Monaco, Nelson Mandela, and Forest Whitaker have served as UNESCO Goodwill Ambassadors or Envoys.



“UNESCO is helping to plant a seed that can move toward peace. We must plant the seed of hope. We must nurture the seed of peace. Together it’s possible.”

- UNESCO Special Envoy,
Forest Whitaker



UNESCO in BRIEF

UNESCO is a specialized United Nations agency founded in 1945 to advance international peace and security through cooperation in science, education and culture, considered by its founders as the building blocks of civilization. Today the **organization’s broad goals include education for girls, environmental reform, and journalist safety.**

Though headquartered in Paris, UNESCO maintains a **global presence.**

Why PARTNER with UNESCO

UNESCO offers a unique international platform that allows them to reach governments, schools, NGOs, and youth in its 195 member states.

UNESCO Goodwill Ambassadors are encouraged to help design or promote solutions to some of the world’s greatest challenges, **including climate change, illiteracy, ethnic and religious conflict, and sustainable development.**



“As a UNESCO Goodwill Ambassador, I have an obligation to help dispel the misinformation and ignorance about other cultures, religions and ethnicities that stand as barriers to communication and togetherness. People need to know that we have much more in common with one another than our differences.”

- UNESCO Goodwill Ambassador, Herbie Hancock

Each Goodwill Ambassador's mandate is tailored to his or her vision and competencies. For example:

- Since 2011, **Herbie Hancock** has promoted intercultural dialogue through music. Through UNESCO, Hancock established International Jazz Day, **which reaches 2.5 billion people during its worldwide annual event.**



UNESCO Goodwill Ambassador Herbie Hancock and other music legends celebrate International Jazz Day in Osaka, Japan, on April 30, 2014

- **Forest Whitaker** is working to build peace in communities affected by conflict. Whitaker also started a program to train youth in South Sudan and Uganda in conflict resolution, leadership, mediation, and community building, in cooperation with UNESCO and the telecom companies Zain and Ericsson.

- As UNESCO Honorary Ambassador for the Decade of Literacy, former First Lady **Laura Bush** advocated for greater investment in universal education and literacy, and UNESCO launched innovative literacy programs in countries such as Mozambique and South Sudan.

“Education is the most important long-term investment we can make in our future. Education reflects our love and our belief in freedom. It is freedom itself. And with UNESCO’s leadership, freedom can be realized throughout the world with the promise of education for all.”

- UNESCO Honorary Ambassador for the Decade of Literacy, **Laura Bush**

