

UNODC Goodwill Ambassador Programme

The UN Guidelines for the Designation of Messengers of Peace and Goodwill Ambassadors were issued in 2009 and apply to the Secretariat, of which UNODC is an integral part. The present document supplements the UN-wide Guidelines and regulates internal procedures and responsibilities.

UNODC enlists the volunteer services and support of prominent individuals from the worlds of art, academia, literature, sports and entertainment to raise awareness of drug, crime and terrorism issues, as well as to promote the objectives and priorities of the Office.

Criteria for UNODC Goodwill Ambassadors

UNODC Goodwill Ambassadors are well-known personalities willing to do their utmost to mobilize support for UNODC's work areas of drugs, crime and terrorism, among the general public and within their industry. Goodwill Ambassadors are chosen because they:

- Possess widely recognized talent and accomplishments in the arts, sciences, literature, entertainment, sport or other fields of public life.
- Are persons of integrity who demonstrate a strong desire to help mobilize public interest in, and support for, the purposes and principles of UNODC, as well as commitment and proven potential to reach out to significant audiences, including decision makers.
- Are articulate and genuinely interested in issues related to drugs, crime and terrorism, and are willing to learn more through briefings and field visits, sometimes involving difficult circumstances.
- Demonstrate leadership in their professions and a willingness to use their professional prestige and networks to promote the cause of UNODC.
- Exemplify good citizenship and are passionate, courageous, inspiring, caring, principled, credible, and capable of acting as influential advocates for UNODC's work.
- Represent positive role models for young people in particular.
- Are willing to contribute to activities such as fund-raising, promoting causes or influencing public officials.
- Participate in a minimum of two to three activities per year on behalf of UNODC.

Nomination Procedure

Global Goodwill Ambassadors

Global Goodwill Ambassadors are influential individuals beyond their national borders, who have the ability of promoting the mission of UNODC internationally. The selection and appointment of Global Goodwill Ambassadors is coordinated by the Secretariat's Department of Public Information in New York, via the Advocacy Section in Vienna in cooperation with UNODC's New York Liaison Office. As per guidelines issued in September 2009 (Annex V) the procedure is as follows:

- 1) Only Heads of UN Agencies, Funds Programmes and Partnerships may designate Global 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. This should be done with a Letter of Intention as per attached sample letter. (Annex I)
- 2) The process leading to the appointment of a Global Goodwill Ambassador is coordinated by the Division which makes the proposal, in cooperation with the Advocacy Section. The proposing Division will be responsible for generating the necessary documentation. By necessary documentation, the following is understood: draft Letter of Intention (Annex I); draft terms of reference (Annex III); and draft work plan (Annex IV). The draft work plan must also reflect the costs to be incurred for the activities which the Global Goodwill Ambassador is envisaged to carry out in support of the goals of UNODC, and indicate the source of funding. If the proposal to designate a Global Goodwill Ambassador emanates directly from the Executive Director of UNODC, the Division responsible for overall coordination and preparation of the necessary documentation will be identified by the Office of the Executive Director.
- 3) Once the necessary documentation has been prepared by the responsible Division, it will be submitted to the Advocacy Section for review and approval. Subsequently, the Advocacy Section will send the documentation to the Directors of the other substantive Divisions for comments, and finally to the Director of the Division for Policy Analysis and Public Affairs for final clearance and onward submission to the UNODC Executive Director for approval. The submission to the Executive Director, by means of an Interoffice Memorandum with the necessary documentation enclosed, will illustrate the reasoning behind the proposed appointment, the confirmation that inter-divisional consultation has taken place and that the appropriate due diligence to determine the suitability of the appointee has been conducted.
- 4) The approval of the Executive Director is certified by his signature of the Letter of Intention, which constitutes notification to the Secretary-General.
- 5) 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.

- 6) 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”.
- 7) 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.
- 8) The “Letter of Designation” and attached terms of reference shall set out the terms of the appointment and the length of designation.
- 9) 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.
- 10) An individual shall not be designated Goodwill Ambassador by more than one UN Agency, Office, Fund Programme or Partnership at the same time.
- 11) 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.

National Goodwill Ambassadors

National Goodwill Ambassadors are individuals who exert influence in public opinion in a particular country and/or region, and their selection and appointment are coordinated by the respective UNODC Field Office in cooperation with the Advocacy Section in Vienna, upon approval of the Executive Director.

Selected local celebrities should be persons of integrity who demonstrate a strong desire to help mobilize public interest in, and support for, the purposes and principles of UNODC, as well as commitment and proven potential to reach out to significant audiences, including decision makers.

UNODC Field Offices should try to engage the potential National Goodwill Ambassador in Field Office activities for a period of at least 6 months prior to committing to a formal appointment. At the end of this period, the respective Field Office should prepare an evaluation of the celebrity’s contribution to UNODC. If they consider that the working relationship has proven to be successful and the Field Office would like to nominate the celebrity as a National Goodwill Ambassador, the next steps are necessary:

- 1) Review the Goodwill Ambassador criteria and ensure that the selection of the individual meets all of the criteria.
- 2) Submit to the Advocacy Section the documentation listed below. In doing so, the Field Office will copy/inform the Director of the Division for Operations, who will have the opportunity to provide substantive comments later in the process, as indicated under point 3) below.
 - a) Justification for the nomination based on the evaluation of the individual's contribution to UNODC activities over the initial 6 months (state results, impact and the indicators of success);
 - b) A written confirmation from the UNODC Representative that the review to determine suitability has been conducted and that there are no sensitive issues related to the appointment of the individual that could negatively impact in the work of UNODC in the country in question.
 - c) A compilation of media clippings showing how much media the candidate has generated while participating in UNODC's activities.
 - d) A detailed terms of reference as per attached template (Annex III), including purpose, proposed activities, maximum duration of appointment, etc.
 - e) A work plan for the tenure of the National Goodwill Ambassador in line with the Field Office priorities (see Annex IV). The work plan must also reflect the costs to be incurred for the activities which the National Goodwill Ambassador is envisaged to carry out in support of the goals of UNODC, and indicate the source of funding.
- 3) Once the documentation has been reviewed and approved by the Advocacy Section, it will be sent to the Directors of the Division for Operations and Treaty Affairs respectively for comments, and finally to the Director of the Division of Policy Analysis and Public Affairs for final clearance. Subsequently, the Advocacy Section will submit the documentation to the Secretariat's Department of Public Information (DPI) in New York in order to inform them of the proposed appointment and to allow them to raise any potential objections within a period of 10 working days.
- 4) After 10 working days have elapsed, the Director of the Division of Policy Analysis and Public Affairs will submit the documentation to the Executive Director for approval. The submission will include the same elements indicated under point 3) of the section regulating the appointment of Global Goodwill Ambassador. The Interoffice Memorandum will also state that DPI was consulted and had no objections to the appointment.
- 5) Once UNODC's Executive Director has approved the nomination, the candidate is officially offered the appointment with a Letter of Designation (see Annex II for sample). The letter will be drafted by the respective Field Office Representative and submitted for signature to the UNODC Executive Director. A terms of reference (see Annex III for sample) explaining the role of the National Goodwill Ambassador and UNODC's partnership as well as the duration of appointment (two years, renewable upon mutual consent) will be attached to the letter, and will be the official designation document to be signed by the National Goodwill Ambassador and the UNODC Executive Director. The work plan should also be attached (see Annex IV for sample).

- 6) Upon agreement and endorsement, a press release announcing the appointment will be issued by UNODC headquarters (Advocacy Section).

Terms of Engagement

General

For Global Goodwill Ambassadors, UNODC's Advocacy Section and/or New York Liaison Office will keep the Ambassadors informed about, and involved in, UNODC's priority themes, activities and events. UNODC Field Representatives will be responsible to do so for National Goodwill Ambassadors. All UNODC Goodwill Ambassadors will also routinely receive UNODC press releases and speeches by the Executive Director, invitations to conferences or briefing, UNODC reports, publications and news and videos of UNODC programmes and events.

UNODC encourages Goodwill Ambassadors – both global and national – to find their niche within the work of UNODC and to participate in various media activities. Some of the most common opportunities for Goodwill Ambassadors are Public Service Announcements (PSAs), video/television appearances, fund-raising initiatives, launch of flagship reports and publications, the UNODC website and social media (in the form of interviews, commentaries, etc).

Planning successful visits and events

The visit of Goodwill Ambassadors to the field or to events sponsored by UNODC can provide significant support to an office's ongoing work, draw public attention to a particular situation or a specific campaign, and strengthen advocacy and fundraising efforts.

All planning, logistics, press events and other details for field visits by UNODC Global Goodwill Ambassadors will be coordinated by the Advocacy Section at UNODC in cooperation with the New York Liaison Office as and when required, and in coordination with the relevant Field Office. For National Goodwill Ambassadors, these will be coordinated by the respective Field Office directly, who will keep the Advocacy Section duly informed of major activities.

For field visits involving UNODC Global Goodwill Ambassadors, the Advocacy Section will make the request as far in advance as possible to the respective Field Office, in coordination with the Office of the Executive Director when and if necessary. When a request is approved by the Director of the Division of Operations, the Advocacy Section will work with the Field Office Representative to coordinate the visit. This includes travel arrangements, security clearance, comprehensive itineraries and detailed background information about the country and UNODC projects being visited.

Maximizing publicity

Before, during and after a field visit, the Advocacy Section will work closely with the relevant Field Office and the Office of the Executive Director to identify key messages and co-ordinate media coverage and publicity. There are several possibility for media exposure:

National Media: Depending on local circumstances, field offices should assist in mobilizing national television and print media in advance of a visit. Where possible, UNODC field offices

are encouraged to work with UN Information Centres to publicize the appointment and activities of the national celebrity.

International Media: The Advocacy Section will pitch stories and television and print interviews during the visit. Depending on the scale and type of the field visit, the trip will be pitched to a limited number of large publications and media outlets. The composition might include, for example, a magazine feature writer and photographer, TV crew (often it is best to arrange a newswire such as Reuters or APTN to cover the event to ensure the largest distribution) and a print journalist.

Press Conferences: If appropriate, press conferences will be arranged at events and in the field during the visit. This could include one at the airport on arrival, to talk about the purpose of the visit, and/or one at the end of the visit, to talk about highlights of the trip. It is important to note that Global Goodwill Ambassadors are not expected to have in-depth knowledge of a country programme, and the UNODC Representative and/or Information/Communication Officer must be on hand to answer any detailed questions. Questions about the celebrity's personal life are discouraged. Individual interviews are welcomed.

Video Footage and Photos: Field Offices should try to arrange for video footage and photos of the Goodwill Ambassador's visit to a project site or participation at an event, which can then be pitched to a national/international television, and/or newswire and international feed.

Field visit follow-up:

A follow-up package will be sent immediately to the Goodwill Ambassador, containing press coverage, a report on any funds raised as a result of the visit, and thank you letter explaining exactly how the trip made the impact.

Annexes

Annex I – Sample Letter of Intention to the Secretary-General

Annex II – Sample Letter of Designation

Annex III – Sample Terms of Reference

Annex IV – Sample Work plan

Annex V – DPI's GWA guidelines

Annex VI – Sample Interoffice Memorandum

Annex I – Sample Letter of Intention from the Executive Director to the Secretary-General
(draft example)



Yuri Fedotov
Executive Director

07 March 2011

Dear Mr. Secretary-General,

I am writing to notify you of my intention to appoint Mr. Christopher Kennedy Lawford, an internationally renowned actor and author, as a Goodwill Ambassador on Drug Dependence Treatment and Care for the United Nations Office on Drugs and Crime (UNODC). During his two year appointment, Mr. Kennedy Lawford will focus on advocacy and fundraising initiatives, raising awareness and financial support for UNODC's endeavours in the fields of drug demand reduction, especially drug dependence treatment and care.

Mr. Kennedy Lawford, son of actor Peter Lawford and the nephew of John F. Kennedy, has spent much of his life in Hollywood and Washington, navigating these two worlds as an actor, writer, lawyer, activist and public speaker. However, before his successes, he battled a drug and alcohol addiction for much of his early life. In recovery for more than 24 years, he shares his experience, strength and hope to make a difference in people's lives. Presently Mr. Kennedy Lawford is working with the United Nations, the Canadian Center on Substance Abuse and the World Health Organization in efforts to raise awareness globally about addiction and hepatitis. Mr. Kennedy Lawford has already been contacted and expressed his interest to serve as a Goodwill Ambassador.

The media are powerful tools to influence public opinion, raise awareness and access funding. The association of UNODC with Mr. Kennedy Lawford will be of great assistance to the its fund-raising and advocacy efforts in the area of drug dependence treatment and care. It is believed that his personality profile is highly suitable for the Office's purpose, particularly when upgrading the level of discussion around drug dependence treatment and giving it the broad support it deserves, including from the media, policy and the general public.

The date of appointment of Mr. Kennedy Lawford is not determined, yet we hope that it can be finalized in March 2011.

Yours sincerely,

H.E. Mr. Ban Ki-moon
Secretary-General
United Nations

cc. Mr Kiyo Akasaka,
Under-Secretary-General for
Communications and Public Information

Making the world safer from drugs, crime and terrorism

United Nations Office on Drugs and Crime | Vienna International Centre | PO Box 500 | 1400 Vienna | Austria
Tel.: (+43-1) 26060-0 | Fax: (+43-1) 26060-5866 | Email: unodc@unodc.org | www.unodc.org

LETTER OF DESIGNATION

27 January 2009

Dear Ms. Sorvino,

I am very pleased to invite you to become a Goodwill Ambassador for the *United Nations Office on Drugs and Crime* (UNODC). Goodwill Ambassadors are prominent individuals from the worlds of arts, science, literature, entertainment, sport or other fields of public life who have expressed their desire to help raise awareness of the aims, objectives and priorities of the United Nations, and to convey messages about its activities and to extend its public outreach.

As the guardian of the United Nations Convention against Transnational Organized Crime and its protocols against the smuggling of migrants and trafficking in persons, UNODC is a key global player in the fight against modern-day slavery. Given your strong commitment to the cause of human trafficking, I believe that you would be a compelling and eloquent advocate to raise public awareness of this issue. I am also confident that the prestige, talent and presence that you would bring to the fight against human trafficking will help UNODC send a powerful message that would reach the hearts and minds of people throughout the world.

Attached to this letter you will find the terms of reference for your appointment, as well as the Conditions of Service and Entitlements of UNODC Goodwill Ambassadors. If you are able to accept and honor our invitation, please counter-sign two originals of the terms of reference and return one signed original to us. Should you have any questions concerning your appointment, please do not hesitate to contact me or Mr. Alun Jones, Chief of Communications, UNODC.

Thank you for your consideration and we look forward to a fruitful cooperation in the next two years.

Yours sincerely,

Yury Fedotov

Terms of Reference for MR. CHRISTOPHER KENNEDY LAWFORD
Proposed National Goodwill Ambassador (Drug Dependence Treatment and care)
United Nations Office on Drugs and Crime

Context:

The United Nations Office on Drugs and Crime (hereinafter UNODC) is a global leader in the fight against illicit drugs, organized crime, corruption and terrorism. UNODC works with governments, civil society, the private sector, foundations, the arts and media community, academia and think-tanks to combat crime, drugs and terrorism by raising public awareness for a health-centres approach to drug dependence treatment and care and the need for universal access to drug dependence treatment and care for all those affected by drug use and dependence and their families.

Together with the World Health Organization (WHO) UNODC has launched the UNODC-WHO Programme on Drug Dependence Treatment and Care, building on UNODC's Treatnet project, to bring health to the centre of drug control and to promote and support worldwide, with a particular focus on low- and middle income countries, evidence-based and ethical treatment policies, strategies and interventions to reduce the health and social burden caused by drug use and dependence.

Goodwill Ambassador Profile:

Christopher Kennedy Lawford has spent much of his life in Hollywood and Washington, navigating these two worlds as an actor, writer, lawyer, activist and public speaker. However, before his successes, he battled a drug and alcohol addiction for much of his early life. In recovery for more than 24 years, he shares his experience, strength and hope to make a difference in people's lives. As a result of his drug addiction, Mr. Kennedy Lawford was diagnosed with hepatitis C in 2000. He was successfully treated and is now virus free. For the past five years he has worked with a number of partners in private industry, the non-profit sector, state and federal governments and patient advocacy groups to effect change and raise awareness about these two pressing public health issues. Presently Mr. Kennedy Lawford is working with the United Nations, the Canadian Center on Substance Abuse, and the World Health Organization in efforts to raise awareness globally about addiction and hepatitis.

GWA and UNODC: Advocacy for evidence-based drug dependence treatment and care

Launched in June 2009, the UNODC-WHO Programme on Drug Dependence Treatment and Care as well as UNODC's Treatnet project, develop concerted action for evidence-based drug dependence treatment and care services which aim to respond to the needs of populations and thereby to reach the maximum number of individuals in an effort to have the greatest impact at lowest cost. Advocacy to support concerted action in demand reduction and reduction of health and social consequences of drug use and dependence by UNODC and WHO and their partners will help to raise awareness for a health and science based approach to drug dependence treatment and care.

In an effort to bring greater attention to the important work being undertaken by UNODC in the area of drug dependence treatment and care, and to open additional avenues for fund raising for

the Office, Mr. Kennedy Lawford will serve as a well-known and commanding face and voice in his capacity as UNODC Goodwill Ambassador (GWA).

Appointing Mr. Kennedy Lawford as a GWA would facilitate his involvement in advocacy and fund-raising efforts for key UNODC programmes on drug dependence treatment and care, initiatives that have direct and positive bearing on people's lives, particularly as they relate to improving the availability, accessibility and affordability of quality drug dependence treatment and care services in low- and middle-income countries.

The support from Mr. Kennedy Lawford will be of great assistance to UNODC's advocacy and fund-raising efforts all around the world. It is believed that his personality profile is highly suitable for this purpose, particularly when bringing media attention to the need for evidence-based drug dependence treatment and care.

Objective:

Given his broad professional background as a well-known actor, author and activist, and also given his own family background and life experience, Mr. Kennedy Lawford is well placed to bring the need for evidence-based drug treatment services and a health-centred approach to drug dependence to the attention of the global media, to high level policy makers and the general public.

The appointment of Mr. Kennedy Lawford as a United Nations Office on Drugs and Crime Goodwill Ambassador for Drug Dependence Treatment and Care will contribute to raising awareness of UNODC's work in this field, provide access to additional sources of funding and offer opportunities for fundraising activities currently not available to the Office. Mr. Kennedy Lawford's efforts will focus on raising awareness for access to evidence-based drug dependence treatment and care with the media and policy makers and support fundraising efforts, including with the private sector.

Description of duties:

Paying due respect to the brand values, vision, mission and mandate of UNODC, a two-year goodwill action plan will focus on promoting a health-centred approach to drug dependence, particularly with a focus on evidence-based drug dependence treatment and care, and for raising awareness and funds for UNODC initiatives targeted toward these issues.

Mr. Kennedy Lawford will support UNODC's work by engaging in some or all of the following activities, and will be carried out in close cooperation with the Drug Prevention and Health Branch of UNODC:

1. In his responsibility as goodwill ambassador Mr. Kennedy Lawford might be asked to carry out the following functions:
2. Initiate, undertake and support activities and fund-raising events to raise public awareness and generate financial support for UNODC's efforts on the issues of drug dependence treatment and care by drawing attention to the importance of comprehensive, evidence-based and integrated systems for drug dependence treatment and care and their benefit for persons affected by drug dependence, their families and societies as a whole. It is understood that any policy statements by the Goodwill

Ambassador must be in line with the policies of the UN as determined by its Member States

3. Represent UNODC and contribute towards awareness and fund-raising at events affiliated with global campaigns including: the UNODC-WHO Programme on Drug Dependence Treatment and Care, Commission on Narcotic Drugs, World Drug Day, World Health Day, International Youth Day and World AIDS Day, as well as other affiliated events concerning health. Activities will be linked to drug demand reduction activities run by UNODC, including those in conjunction with other partners (Member States, WHO, NGOs).
4. Visit UNODC projects (drug dependence treatment and care) in selected key countries, where feasible, to be able to provide first-hand accounts to diverse audiences on achievements made in local service delivery and the difference UNODC is making in the lives of people.
5. Arrange for media exposure or conference attendance to deliver keynote addresses on the benefits of drug dependence treatment and care in low- and middle income countries and the imperative of financially supporting UNODC's ongoing interventions.
6. Promoting the importance of drug dependence treatment and care through interaction with media, TV and film.
7. Participate at relevant UNODC report / publication / campaign launches and high-level visits in support of UNODC's work related to drug dependence treatment and care, and using these occasions as platforms to engage with key government stakeholders, policymakers, media and the donor community (including the business/entertainment sector as potential donors).
8. Promote the objectives of UNODC in media interviews, appearances at scientific and other events as well as in public. Mr. Kennedy Lawford will take all necessary efforts to ensure that UNODC is prominently highlighted during his interviews and other public appearances related to his work with UNODC.
9. Where mutually agreeable to Mr. Kennedy Lawford and UNODC, engage in fundraising initiatives and/or events in order to promote issues or activities related to UNODC's mandates.
10. Undertake other responsibilities as necessary.
11. While it is understood that any policy statements by the Goodwill Ambassador must be in line with the policies of the UN as determined by its Member States, UNODC undertakes to give all due regard and consideration to Mr. Kennedy's creative and conceptual ideas, and respect for his diverse scheduling requirements.

Conditions of Service

1. 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.
2. 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.
3. When on official travel or performing services for the United Nations, 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”).
4. As “Experts on Mission”, Goodwill Ambassadors shall not normally be entitled to a United Nations laissez-passer. However, they shall be entitled to a certificate that they are travelling 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).
5. When travelling on behalf of the United Nations, a 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 Goodwill Ambassadors of all travel related expenses whenever possible.
6. 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.
7. 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.
8. Goodwill Ambassadors are not United Nations¹ staff members. Goodwill Ambassadors will be 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;

¹ The term “United Nations” used in this document includes the United Nations Funds and Programmes.

- 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 functions as Goodwill Ambassadors;
- Obtain guidance on specific activities as Goodwill Ambassadors from the Head of the United Nations office, Fund or Programme who designated them or the Secretary-General and/or staff members assigned to liaise with them.

9. The designation of a Goodwill Ambassador 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 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.

Agreed: _____
Christopher Kennedy Lawford Date

Agreed: _____
Yury Fedotov Date
Executive-Director UNODC

Annex IV – Sample Work plan (draft example)

**Goodwill Ambassador Annual Work plan
GWA Candidate: Mr. Christopher Kennedy Lawford**

| | | | |
|--------------------------------------|--|-------------------------|-------------------|
| UNODC Office: | Drug Prevention and Health Branch | | |
| National GWA: | MR. Kennedy Lawford | | |
| Nationality: | US American | | |
| Profession: | Actor and Author | | |
| Appointment Date: | March 2011 | Expiration Date: | March 2013 |
| Renewal Date (if applicable): | | Expiration Date: | |
| Workplan Dates: | 25.2. 2011 | | |
| UNODC Office Focal Point: | Mr. Gilberto Gerra | | |

| Overall Objective: | | | | | | | | |
|--|---|--------------------|----|----|----|---|---|--------------------------------|
| To promote a health centred approach to drug dependence and the need for comprehensive and integrated evidence-based drug dependence treatment and care systems | | | | | | | | |
| Strategic objective | Activity | Timeline 2011-2012 | | | | Impact | Indicators | Estimated cost and budget line |
| | | Q1 | Q2 | Q3 | Q4 | | | |
| Create public awareness and generate financial support for UNODC's drug demand reduction, drug dependence treatment and care and activities globally. | Commission on Narcotic Drugs: Appointment as goodwill ambassador and presentation during a CND side event on drug dependence treatment and care. | x | | | | Enhanced awareness of UNODC's drug dependence treatment and care initiatives, conducted in collaboration with partners, fund raising opportunities. | Electronic and print media coverage of UNODC activities. Financial support to UNODC dependence treatment and care programmes. | |

| | | | | | | | |
|---|---|--|---|--|--|--|--|
| <p>Recognition of a health-centred approach to drug dependence.</p> <p>Recognition of the need for evidence-based drug dependence treatment and care services including in low-and middle income countries.</p> <p>Increased visibility, recognition and positive association to UNODC's efforts.</p> | | | | | <p>Official endorsement and launch of GWA. Press present during side event and launch of GWA.</p> | <p>Electronic and print media coverage.</p> | |
| | <p>Visit UNODC projects as feasible: (drug dependence treatment and care initiatives) in selected key countries to generate first-hand accounts to diverse audiences on achievements made in fighting drugs locally and the difference UNODC is making in the lives of people. Accompanied by press/media.</p> | | x | | <p>Enhanced awareness of UNODC's drug dependence treatment and care initiatives, conducted in collaboration with partners, fund raising opportunities.</p> | <p>Enhanced awareness of UNODC's drug dependence treatment and care initiatives, conducted in collaboration with partners, fund raising opportunities.</p> | |
| | <p>World Drug Day: Event involving drug treatment providers in conjunction with high level policy makers and well-known persons from media and entertainment.</p> | | x | | <p>Highlight UNODC's efforts particularly in relation to drug dependence treatment and care vs. policy makers and media.</p> | <p>Electronic and print media coverage (International) donor support to UNODC drug dependence treatment and care programmes. Attract funding in support of programmes.</p> | |

| | | | | | | | | |
|--|---|---|---|---|---|---|---|--|
| | World Aids Day: Event related to drugs and HIV/AIDS prevention at UNODC supported treatment centre in selected key country. Media exposure / conference attendance to deliver keynote address. | | | | x | Highlight the need to provide evidence-based and comprehensive treatment services. Stress importance of support of UNODC and partner initiatives. | Electronic and print media coverage. Funding attracted to support UNODC drug treatment and care programmes. | |
| | International Youth Day: Promoting the importance of drug treatment for young people affected by drug use and dependence directly or as a family member: interaction with school and college students. | | | x | | Outreach to young people in school/college setting. | Electronic and print media coverage. Awareness of UNODC activities and link to fund raising for drug treatment and care efforts. | |
| | Advocacy and awareness raising among different networks: eg the private business community, policy makers, media. | x | x | x | x | Highlight the need to provide evidence-based and comprehensive treatment services. Stress importance of support of UNODC and partner initiatives. | Electronic and print media coverage. Awareness of UNODC activities and link to fund raising for drug treatment and care efforts. | |
| | AD HOC/schedule allowing: Participate at relevant UNODC report / publication / campaign launches and high-level visits, in support of UNODC's work related to drug dependence treatment and care. | | | | | Engagement with key government stakeholders, policymakers and the donor community (including the business / sports sector as potential donors). | Electronic and print media coverage. Funds raised through interaction with business / sports sector. | |



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:
 - Possess widely recognized talent and accomplishments in the arts, sciences, literature, entertainment, sport or other fields of public life;
 - 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;
 - Possess the personality and dignity required for such high level representative capacity;
 - Normally be influential beyond their national borders, thus having the ability to promote the values of the United Nations internationally;
 - 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). 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.
21. 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.
22. 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.
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 example: Interoffice Memorandum

| | | | |
|---------------------------|---|--------------|--------------------|
| To: | Mr. Yury Fedotov Executive Director, UNODC | Date: | 29 May 2013 |
| From: | Mr. Sandeep Chawla Director Division for Policy Analysis and Public Affairs | | |
| Prepared by: | Alun Jones, Chief, Advocacy Section and Bo Mathiasen, Regional Representative in Colombia | | |
| In agreement with: | Mr. John Sandage, Director, Division for Treaty Affairs, Mr. Aldo Lale-Demoz, Director, Division for Operations and Mr. Gilberto Gerra, Chief, Drug Prevention and Health Branch | | |
| Subject: | Appointment of football player Radamel Falcao García Zárate as UNODC Goodwill Ambassador | | |

1. Reference is made to the procedural guidelines for the appointment of UNODC Goodwill Ambassadors (ExCom13 September 2011).
2. In an effort to draw greater attention to the work being undertaken by UNODC worldwide, we would like to appoint a Goodwill Ambassador (GWA). Mr. Radamel Falcao García Zárate, a world-famous professional footballer (better known as “Falcao”), has been identified for that purpose and he has expressed his interest in lending his voice to the Office.
3. Mr. García Zárate was the youngest player to debut in the Colombian Professional Football Championship at the age of 13, in 1999. In his last three seasons he scored over 100 goals. He became the first player in history to win two consecutive European titles with two different teams while at the same time becoming the top goal scorer for both teams. Falcao added another outstanding achievement to that tally by winning his first UEFA Super Cup in 2012, while becoming the first player in history to score a hat trick in the contest, since its reform in 1998. Falcao's most remarkable feat would be his impressive goal by minute ratio that even exceeds that of top world players Lionel Messi and Cristiano Ronaldo. He has been shortlisted for the FIFA Ballon d’Or 2012 and for the FIFA Puskás Award 2012 for the “best goal of the year”.

4. Mr. García Zárate has just signed to play with AS Monaco FC of the French League for the next four seasons. The transfer of the operation is around 45 – 60 million euros, and the player will earn 14 million euros, net, per year. AS Monaco FC belongs to the Russian entrepreneur and philanthropist Dmitry Rybolovlev, who bought the 66% of the club in December 2011.
5. A discreet person, Mr. García Zárate is a family man. He met his wife at the Protestant Church where he worshipped, and they got married in 2007. His faith has helped him overcome difficult times in his life, such as a serious injury in 2006, which made him stay away from competition for 10 months. During that time, he drew the strength to recover and to continue his career from his religious beliefs.
6. Football is the most popular sport in the world, with billions of fans all around the globe. The appointment of such a respected and recognized football personality offers great outreach potential for UNODC. Appointing Mr. García Zárate as a GWA would facilitate UNODC's advocacy efforts in key initiatives that have a direct and positive impact in people's lives.
7. Mr. García Zárate's sports personality profile would also be particularly useful in initiatives targeting children and young people, population groups particularly at risk from the threats posed by drugs and crime.
8. Attached for your clearance you will find the Terms of Reference for Mr. García Zárate's appointment as a Goodwill Ambassador, as well as a proposed work plan, the main objectives of which are to promote a healthy and drug-free lifestyle among young people and to support UN efforts to help victims of crime.
9. Mr. García Zárate is expected to cover his own travel costs, included, but not limited to flights, accommodation, meals and other incidentals.
10. Global activities such as international campaigns and CND communication activities will be covered by the Advocacy Section, within the framework of normal activities.
11. Activities being held in Colombia, such as the visit to a UNODC project in the country, will be covered by the Colombia field office.
12. The Advocacy Section has carried out exhaustive research from publicly available sources and conducted consultations with the Colombia field office on the suitability of Mr. García Zárate as a GWA.

13. Should you approve this proposal, we would prepare a letter to Mr. García Zárate for your signature in order to announce his appointment, and thereafter work with Mr. García Zárate to implement a detailed schedule of activities.

14. Advocacy Section has already submitted an inter-office memorandum dated 6 May 2013 concerning the proposed theme of the Global Drug Campaign 2013 to be launched on 26 June, International Drug Day. In light of the welcome news of the imminent appointment of Falcao as GWA (which we did not know at the time that we submitted the aforementioned memo), it could be opportune to use the footballer's high profile to promote the International Drug Day campaign. Should you approve the proposed theme for the campaign on new psychoactive substances and if time permits, we would suggest using Falcao's image as the public face of the international awareness campaign.