

Convention: SYN

Goodwill Ambassadorship

**LEGAL BASIS/MANDATE:**

**Work programme activity #: S13**

COP Decisions:

- BC-10/29, RC-5/12, SC-5/27; BC-10/26: Further development of the Basel Waste Solutions Circle; UNEP/CHW.10/INF/49

**BACKGROUND INFORMATION:**

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 and separately funded and administered Funds and Programmes of the United Nations have designated such individuals as Goodwill Ambassadors. 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.

According to the **Guidelines for the designation of Goodwill Ambassadors and Messengers of Peace**, issued by the UN Secretary-General, Goodwill Ambassadors shall be granted a "Letter of Designation" issued by the Heads of the designating UN Offices, Funds or Programmes, including the UNEP. Requests for the participation of Goodwill Ambassadors and Messengers of Peace in United Nations activities shall be made through the designating UN Office, Fund or Programme. Goodwill Ambassadors and Messengers of Peace 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. 18. 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.

UNEP Goodwill Ambassadors help generate public awareness and understanding of environmental causes, as well as inspire broad, positive, committed action in support of UNEP's mandate and priorities.

UNEP currently has five goodwill ambassadors and is expected to announce a new, 6<sup>th</sup> goodwill ambassador on World Environment Day 2012 (June 5). The current five are associated with climate change (Don Cheadle, Li Bingbing), deforestation, clean water (Gisele Bundchen), education for sustainable development (Yann Arthus-Bertrand), and personal health and hygiene (Sachin Tendulkar). The 6<sup>th</sup> ambassador is expected to be associated with green economy. Thus, no UNEP goodwill ambassadorship has been linked to hazardous chemicals and wastes.

A Basel, Rotterdam and Stockholm conventions goodwill ambassador would lead on the issue of electronic consumer product wastes being exported from developed countries to developing ones, in support of the global ban on such exports of waste through the ratification of the Ban amendment to the Basel Convention, and promote participation in the Basel Waste Solutions Circle and Safe Planet Campaign.

Formal designation of the goodwill ambassadorship would be made through the agreement of the UNEP Executive Director Achim Steiner, with the concurrence of Mr. Jim Willis, Executive Secretary of the Basel, Rotterdam and Stockholm Conventions.

**PROPOSED ACTIVITIES TO BE FUNDED:**

- Organization of a press event to announce the designation of a UNEP Goodwill Ambassador to serve as goodwill ambassador to the chemicals and waste cluster MEAs. The event would be held in Monaco at the invitation of Prince Albert and Princess Charlene. Invitations to the event would be extended to the presidents of the bureaux.
- Media services including production of Public Service Announcements on chemicals and waste-related themes (i.e. chemical body burden, environmentally sound management of hazardous wastes, protection of children's health);hospitality.
- Professional media marketing services would be sought *pro bono*.

<b>RESULTS TO BE ACHIEVED:</b>	
<ul style="list-style-type: none"> <li>- Designation of UNEP Goodwill Ambassadorship for Chemicals and Wastes Cluster;</li> <li>- Increased media and public visibility and support for the Basel, Rotterdam and Stockholm Conventions;</li> <li>- Support to the entry into force of the Ban Amendment;</li> <li>- Increased visibility and participation in the Basel Waste Solutions Circle and Safe Planet Campaign;</li> </ul>	
<b>BUDGET [USD]</b>	
<i>BUDGET COMPONENTS</i>	
<i>Travel and DSA for 5 persons (ES + 3 Bureau: 2 persons from Geneva, , Switzerland (ES + francophone SM) @ 500 each, 1 person from Bern, Switzerland @ 1000, 1 person from Santiago, Chile @4000, 1 person from Warsaw, Poland @1000 + 2 days DSA each @ 355)</i>	<i>12,000</i>
<i>Communications</i>	<i>500</i>
<i>Hospitality</i>	<i>500</i>
<i>Public Service Announcement(s) w/ Goodwill Ambassador</i>	
<ul style="list-style-type: none"> <li>- <i>Professional services (Camera, Sound, Post-production) 5,000</i></li> <li>- <i>Equipment/studio rental 1,500</i></li> <li>- <i>Logistics/local transport 1,500</i></li> </ul>	<i>7,000</i>
<i>Contingency</i>	<i>2,000</i>
<b>TOTAL FUNDS TO BE RAISED FOR PROPOSED ACTIVITIES</b>	<b>20,000</b>
<b>COP APPROVED BUDGET (BD, RV, SV trust funds)</b>	<b>182,000</b>

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