



**EUROPEAN MASTER'S DEGREE IN HUMAN RIGHTS
AND DEMOCRATISATION**

**Celebrity Diplomacy:
Much Needed UN Facelift
or
Effective Tool of Human Rights
Advocacy?**

**Best Practices of the UN Goodwill
Ambassadors and Messengers of Peace
with Special Focus on Eliminating
Violence against Women**

**Author: Vladimíra Briestenská
Supervised by: Petra Herczeg
Academic Year: 2011/2012**

**Vienna University
Vienna, 2012**

Statement

Hereby I declare that I have worked out the thesis on my own.
All sources and literature used are listed in the bibliography.
Vienna, 30.06.2012

.....
Vladimíra Briestenská

Acknowledgements

Primarily, I would like to express personal appreciation to **Manfred Nowak** and **Petra Herczeg** for their valuable professional advice and highly concerned, constructive approach while supervising the thesis.

Nevertheless, I would like to particularly thank to the respective members of academia, NGOs, professionals from the UN Women and former UNFPA Goodwill Ambassador Waris Dirie, who were willing to actively participate on the research and thank for their precious contributions.

Lastly I express my gratitude to the SPP Foundation for their financial support (scholarship) in the academic year 2011/2012.

I wish to dedicate this thesis to all women who are or have ever been victims of violence.

ABSTRACT

Globalization, advancement of information technology, media entertainment spectacle, empowerment of civil society and expectations of the global publics have been essential factors in grounding the acknowledgement of the Celebrity Diplomats as an inherent fact of the International Relations. Neoliberal globalization has created a need for private individuals such as celebrities, multilateral institutions, and civil societies to provide services that are not longer being provided by governments. In this respect, the United Nations created programmes of the Goodwill Ambassadors and Messengers of Peace requesting the Celebrity Diplomats to lend their star power to various causes and to gain the attention of public and international leaders. But are the United Nations Celebrity Diplomats truly effective in helping the United Nations to achieve its objectives or they are rather co-opting struggles from across the world and making themselves the stars instead?

In order to tackle the raised dilemma, the master thesis examines main critiques, risks, and benefits together with the legal framework of the United Nations Ambassadors Programmes. Moreover, the research examines and identifies the best practices a performance of the selected United Nations Goodwill Ambassadors and Messenger of Peace with a special focus on eliminating Violence against Women.

TABLE OF CONTENTS

LIST OF ABBREVIATIONS	7
1. INTRODUCTION	8
1.1 Introductory Statement	8
1.2 Structure of the Thesis	9
1.3 Aims of the Thesis	10
2. METHODOLOGY	11
3. THEORY	
3.1 Institutionalisation of the Goodwill Ambassadors and Messengers of Peace within the United Nations System	12
3.1.1 Goodwill Ambassadors Programme	13
3.1.2 Messengers of Peace	17
3.2 Legal Framework and Rules of Selection	19
3.2.1 Guidelines for Designation of GwAs and MsP	19
3.2.2 Legal Status	19
3.2.3 Rules of Selection	21
3.2.4 Evaluation and Impact Indicators	24
4. CELEBRITY DIPLOMACY AND POWER OF CELEBRITY ACTIVISM	26
4.1 Contemporary and Other Unconventional Forms of Diplomacy	26
4.1.1 Neoliberal Globalisation	27
4.1.2 Human Rights Diplomacy	29
4.1.2.1 Actors and Multi-Track Diplomacy	31
4.1.2.2 Challenges and Risks for Human Rights Diplomacy	33
4.2 Modern Culture of Celebrities and Impact on Public Consciousness	34
4.2.1 Power of Mass Media and Global Internet	37
4.2.2 Dilemma of Authority	39
4.2.3 Critiques of Celebrity Culture	40

4.3 Celebrity Diplomacy between Entrapment and Engagement	42
4.3.1 Top-tiers, Provocateurs and Anti-Diplomats	43
4.3.2 In Defence of Celebrity Diplomacy	47
4.3.3 Critiques and Challenges of Celebrity Diplomacy	49
5. GOOD PRACTICES OF GwAs and MsP COMBATING VIOLENCE AGAINST WOMEN	54
5.1 Best Practices and Performance Indicators	55
5.2 Bajrakitiabha Mahidol (UN Women Goodwill Ambassador)	56
5.2.1 Methods and Strategies	57
5.2.2 Indicators	63
5.3 Nicole Kidman (UN Women Goodwill Ambassador)	66
5.3.1 Methods and Strategies	67
5.3.2 Indicators	71
5.4 Phoebe Asiyu (UN Women Goodwill Ambassador)	74
5.4.1 Methods and Strategies	75
5.4.2 Indicators	78
5.5 Waris Dirie (Former UNFPA Goodwill Ambassador)	81
5.5.1 Methods and Strategies	83
5.5.2 Indicators	85
5.6 Charlize Theron (Messenger of Peace)	88
5.6.1 Methods and Strategies	89
5.6.2 Indicators	91
6. NGOs ENGAGEMENT WITH THE UN AMBASSADORS	94
7. DISCUSSION	97
8. CONCLUSION	100
BIBLIOGRAPHY	105
APPENDIX	117