

Proposed guidelines for the designation of Mountain Partnership Goodwill Ambassadors

To inspire goodwill toward improving the wellbeing/livelihoods of mountain peoples and sustaining healthy environments in the world's mountain regions, the Mountain Partnership nominates well-known personalities to champion the cause of sustainable mountain development.

Definition and Selection Criteria:

Individuals invited to serve as Goodwill Ambassadors shall:

- Possess widely recognized talent in the arts, sciences, literature, entertainment, sport or other fields of public life related to mountains; and
- Be persons of integrity and dignity who demonstrate a strong desire to help mobilize public interest in, and support for, the purposes and principles of the Mountain Partnership.

Selection and Designation:

The Mountain Partnership Secretariat, Mountain Partnership Steering Committee members and members of the Mountain Partnership may submit recommendations for Mountain Partnership Goodwill Ambassadors to the Mountain Partnership Secretariat. Candidatures will be shared with the Mountain Partnership Steering Committee for approval. If appointed, a Mountain Partnership Goodwill Ambassador Certificate will be issued by the Coordinator of the Mountain Partnership Secretariat. A list of initiatives will be agreed with the newly appointed Ambassador.

Role of Mountain Partnership Goodwill Ambassadors:

Mountain Partnership Goodwill Ambassadors may, in coordination with the Mountain Partnership Secretariat and as appropriate, engage in public advocacy and awareness activities and participate in Mountain Partnership events.

Conditions of service:

Mountain Partnership Goodwill Ambassadors shall be designated for a period of five years, renewable, based on mutual agreement by the Mountain Partnership Secretariat and Mountain Partnership Steering Committee on the basis of satisfactory fulfillment of the role and their demonstrated interest in continuing the relationship. Goodwill Ambassadors shall not be paid a salary but expenses linked to the fulfillment of their role might be covered if needed.

Termination:

The designation of a Mountain Partnership Goodwill Ambassador shall be terminated if, in the view of the Mountain Partnership Secretariat and Mountain Partnership Steering Committee, the designee is unable or unwilling to carry out the role envisaged in the terms of reference, if the Mountain Partnership Goodwill Ambassador engages in any activity incompatible with his/her status or with the purposes and principles of the Mountain Partnership, or if the termination is in the interest of the Mountain Partnership.