



*Intergovernmental Institution
for the Use of Micro-algae Spirulina
Against Malnutrition*

PERMANENT OBSERVER STATUS TO THE UNITED NATIONS/ECOSOC

In keeping with resolution E/2003/212, dated 5 March 2003.

**WHY ? THE GOODWILL AMBASSADOR'S
SPECIAL-ENVOY'S PROGRAMME
IS NEEDED**

Fame or being in a position of influence has some clear benefits in civil society. Celebrities or prominent personalities of influence attract attention, so they are in a position to put into focus the world's eyes on the needs of children and others who are suffering from severe malnutrition some **40,000** perish daily of this dreadful killer, they can make direct representations to those with the power to effect change. They can use their talents, privileged position in society, power and fame to raise the necessary resources and advocate to implement relieve emergency programmes for Adults and children and support of our mandate to ensure that the fight against severe malnutrition does not continue to inflict upon every Adult, children's right to health, education, equality and protection.

The duties of the IIMSAM Goodwill Ambassador would be as follows. When he/her schedule permits he/she would:

- A) Represent IIMSAM to the nations of the world, the private and public sectors and other entities who wish to contribute in a positive way to the cause of our mission against malnutrition.
- B) Act as an advocate for IIMSAM's ***"The Right to Food" Campaign Initiative Against Malnutrition.*** Assist in raising the necessary resources to implement it.
- C) Solicit the support of the Private Sector and others to bring awareness and resources financially and otherwise to execute and provide relief to emergency victims of calamities, through the use of food micro-alga as alternative low cost protein source to rehabilitate severely malnourished victims from the Least Developed Countries,

Land-Locked Developing Countries, and Small Island Developing States.

D) Appear at a Press Conference and other Medias to announce his/her appointment as a Goodwill Ambassador.

IIMSAM USES AS BENCHMARK THE DIRECTIVES ASSOCIATED WITH THE FOLLOWING UNITED NATIONS RESOLUTIONS;

FAO's Rome Declaration on World Food Security 1996,

(55/2)The Millennium Declaration by the Heads Member States of the United Nations of 8th September 2000,

(62/89) which proclaimed the period 2001-2010 as "The International Decade for a Culture of Peace and Non-Violence for the Children of the World," Resolution.

(62/164)The right to food.

(1325) assuring women's participation in peace-making and peace-building, approved by the UN Security Council.

ECOSOC: 2000/64 Transparency and Good Governance: Transparency, Responsibility, Accountability, Participation and Responsiveness to the Needs of Peoples.

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