

RBM Partnership to End Malaria Goodwill Ambassadors Guidelines

1. Definition

1.1 RBM Partnership to End Malaria Goodwill Ambassadors are well-known personalities whose designation as Goodwill Ambassador by the RBM Partnership Board (through the RBM Board Chair) is intended to promote the visibility of the Partnership to help achieve its objectives. Personalities selected should be publicly respected and have a high degree of integrity and credibility.

2. Role and obligations

2.1 An RBM Partnership Goodwill Ambassador is a well-known personality who will demonstrate an active commitment to keep malaria high on the development agenda and to further the RBM Partnership's mandate and strategic priorities.

2.2 The Goodwill Ambassador will:

(a) Use his/her reputation and personal capacity for social mobilisation, advocacy and/or social policy to make malaria prevention, treatment and elimination a priority. Encourage other well-known personalities to do likewise.

(b) Inform the public about the RBM Partnership's work, including governments, civil society, academia, the private sector and the media.

(c) Work with the RBM Partnership, at least twice a year, to participate in campaigns and/or key events on issues in support of RBM Partnership's priorities.

(d) Respect the impartiality and independence of the RBM Partnership and to refrain from any conduct that would adversely reflect on RBM Partnership, and refrain from any activity incompatible with the purposes and principles of the RBM Partnership.

(e) Exercise good judgement and discretion in all matters relating to the performance of their functions as Goodwill Ambassadors.

(f) Obtain guidance on specific activities as Goodwill Ambassadors from the RBM Partnership Board, and RBM strategic partners assigned to liaise with them.

2.3 The precise role of each Goodwill Ambassador will be defined in their agreement of designation by the RBM Partnership Board Chair.

3. Criteria for designation

3.1 Goodwill Ambassadors should meet the following criteria:

- (a) Be an international and/or regional personality, well known to the target audience, and proven to be an effective communicator.
- (b) Have demonstrated integrity and credibility, with no participation in controversial or contentious activities (including in private life).
- (c) Have a lasting profile and demonstrated commitment, through public statements and other activities, relevant to the activities envisaged.
- (d) Have a genuine interest in lending their image and reputation to the RBM Partnership and a commitment to spend time and effort to advocate to keep malaria high on the development agenda and to further the RBM Partnership's mandate and strategic priorities.
- (e) Have no involvement in any commercial activity or sponsorship which is incompatible with the RBM Partnership's activities or policies (e.g. tobacco or arms sales).

4. Procedure for designation

4.1 A written proposal for the designation of a Goodwill Ambassador should be submitted to the RBM Partnership Board, in consultation with the Partner Committee Coordination Group (PCCG). The proposal should include relevant background information, activities planned and a budget estimate including the source of funding for the initial period of designation. Following the review by the Board, the Board decides on the designation.

4.2 If the Board endorses the proposed designation, an agreement of designation to the potential Goodwill Ambassador is prepared and signed by the Board Chair. (See Annex I). Following acceptance by the Goodwill Ambassador, other administrative arrangements are coordinated by the designated liaison person from the RBM Partnership.

5. Conditions of service

5.1 Goodwill Ambassadors will serve for 24 months, renewable, from the date of signature of the agreement of designation by both the RBM Partnership Board Chair and the Goodwill Ambassador.

5.2 Goodwill Ambassadors are not RBM Partnership staff members. Goodwill Ambassadors will donate the time necessary to conduct activities for the RBM Partnership and will not be paid a salary.

5.3 Goodwill Ambassadors may be given travel and daily subsistence allowances when they are travelling on behalf of the RBM Partnership, though where possible they should ideally cover their own travel and accommodation costs. In such cases, Goodwill Ambassadors will be entitled to the standard of travel and daily subsistence allowance normally accorded to RBM Board Members.

5.4 When Goodwill Ambassadors are authorised to travel at the RBM Partnership's expense or are requested to perform services on behalf of the RBM Partnership, they will, in the event of injury, illness or death attributable to the performance of duties on behalf of the RBM Partnership, be entitled

to compensation in accordance with the relevant rules and regulations. Such compensation will be the sole compensation payable by the RBM Partnership with respect to service-related death, injury or illness.

5.5 Goodwill Ambassadors will 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. Goodwill Ambassadors are not eligible to participate in the life or health insurance schemes available to RBM Partnership staff members. The responsibility of the RBM Partnership is limited solely to the payment of compensation under the conditions described in paragraph 4 above.

5.6 Use of the RBM Partnership name and logo by a Goodwill Ambassador may be authorised by the RBM Partnership Board Chair, and thereafter used by the Goodwill Ambassador following guidance issued by the RBM Partnership.

5.7 Goodwill Ambassadors may not directly promote any specific company or its products in connection with their activities for the RBM Partnership.

5.8 The designation as Goodwill Ambassadors will be terminated if, in the view of the RBM Partnership Board Chair of the RBM Partnership, they are unable or unwilling to carry out the role envisaged in the terms of reference attached to the agreement of designation, if they engage in any activity incompatible with their status or with the purposes and principles of the RBM Partnership, or if the termination is in the interest of the RBM Partnership.

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**RBM PARTNERSHIP TO END MALARIA
GOODWILL AMBASSADOR AGREEMENT OF DESIGNATION**

I, [Name of Goodwill Ambassador], am pleased to accept your invitation to serve as Goodwill Ambassador for the RBM Partnership to End Malaria for a period of 24 months from [day/month/year to day/month/year], in accordance with the Terms of Reference and Conditions of Service and Entitlements attached to this agreement.

Signature
[Name]
RBM Partnership Goodwill Ambassador

Signature
Dr Winnie Mpanju-Shumbusho
RBM Partnership Board Chair

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**RBM PARTNERSHIP TO END MALARIA
GOODWILL AMBASSADOR TERMS OF REFERENCE**

An RBM Partnership to End Malaria Goodwill Ambassador is a well-known personality who is publicly respected and has a high degree of integrity and credibility. The Goodwill Ambassador will demonstrate an active commitment to keep malaria high on the development agenda and to further the RBM Partnership's mandate and strategic priorities.

He/she will:

- Use his/her reputation and personal capacity for social mobilisation, advocacy and/or social policy to make malaria prevention, treatment and elimination a priority. Encourage other well-known personalities to do likewise.
- Inform the public about RBM Partnership's work, including governments, civil society, academia, the private sector and the media.
- Work with the RBM Partnership, at least twice a year, to participate in campaigns and/or key events on issues in support of RBM Partnership's priorities.
- Respect the impartiality and independence of the RBM Partnership and refrain from any conduct that would adversely reflect on RBM Partnership, and refrain from any activity incompatible with the purposes and principles of the RBM Partnership.
- Exercise good judgement and discretion in all matters relating to the performance of their functions as Goodwill Ambassadors.
- Obtain guidance on specific activities as Goodwill Ambassadors from RBM Partnership Board, staff members or RBM strategic partners assigned to liaise with them.

Enclosed:

- Areas of responsibility.
- A yearly workplan with key activities.

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**RBM PARTNERSHIP GOODWILL AMBASSADOR
CONDITIONS OF SERVICE AND ENTITLEMENTS**

1. Goodwill Ambassadors will serve for 24 months, renewable, from the date of signature of the agreement of designation by both the RBM Partnership Board Chair and the Goodwill Ambassador.
2. Goodwill Ambassadors are not RBM Partnership staff members. Goodwill Ambassadors will donate the time necessary to conduct activities for the RBM Partnership and will not be paid a salary.
3. Goodwill Ambassadors may be given travel and daily subsistence allowances when they are travelling on behalf of the RBM Partnership; although, where possible, they should ideally pay for their own travel and accommodation costs. In such cases, Goodwill Ambassadors will be entitled to the standard of travel and daily subsistence allowance normally accorded to RBM Board Members.
4. When Goodwill Ambassadors are authorised to travel at the RBM Partnership's expense or are requested to perform services on behalf of the RBM Partnership, they will, in the event of injury, illness or death attributable to the performance of duties on behalf of the RBM Partnership, be entitled to compensation in accordance with the relevant rules and regulations. Such compensation will be the sole compensation payable by the RBM Partnership with respect to service-related death, injury or illness.
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7. Goodwill Ambassadors may not directly promote any specific company or its products in connection with their activities for the RBM Partnership.
8. The designation as Goodwill Ambassadors will be terminated if, in the view of the RBM Partnership Board Chair of the RBM Partnership, they are unable or unwilling to carry out the role envisaged in the terms of reference attached to the agreement of designation, if they engage in any activity incompatible with their status or with the purposes and principles of the RBM Partnership, or if the termination is in the interest of the RBM Partnership.

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