



United Nations
Educational, Scientific and
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Organisation
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Organización
de las Naciones Unidas
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Организация
Объединенных Наций по
вопросам образования,
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منظمة الأمم المتحدة
للتربية والعلم والثقافة

联合国教育、
科学及文化组织

The President of the General Conference

HH Princess Rani Vanouska T. Modely
Founder and Director
Football World Heritage

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8 September 2021

Your Highness,

You have presented your ideas to UNESCO Member States some time ago and you have also visited me a few months ago at my office to further introduce the subject of endowing Football with the status of Intangible Heritage of Humanity. As such, your Football World Heritage (FWH) has been the one who first came up with this important idea. I have studied the subject from various angles and understood that this can indeed serve the higher ideals we are seeking at UNESCO. I have also seen Convention with the French National Commission yourself acting as their goodwill ambassador and special advisor. I was impressed by the width of your network and decided to take this initiative under the umbrella of the Presidency. The 1972 Convention was the work of the UNESCO General Conference, fifty years later, it should be again a Member-States driven initiative.

I would like to draw your attention to the attached circular letter which I sent on 3 September 2021, to all the 193 Member States of UNESCO along with the relevant departments in my capacity as the President of the General Conference concerning the initiative I took along your original ideas to endow Football with the status of Intangible Heritage of Humanity. Please study the letter and the ideas expressed therein carefully. You will see that I made a reference to FWH in paragraph 27.

I believe this initiative has the potential to have a big and positive impact on the humanitarian mandate and work of UNESCO, to be precise, a transformational initiative, in the direction which you have rightly drawn my attention. The main idea is to bring together the prestige of UNESCO on the one hand, and the dynamism of Football on the other. I am convinced that aiming to reach the maximum number of signatories for the eventual Resolution to this effect is highly credible.

If, as UNESCO, we can offer Football this concrete status, then we will be able to expect the help of the Football World to strengthen our means in a unique way to maintain the World Heritage Sites, the grande marque of UNESCO which are today endangered for several reasons, in a wholly transparent way and with the employment of the right auditing methods.

For this to happen, we will need to sensitize more the Member States as well as the leaders of the Football World as such, about the real and far-reaching values inherent in this initiative. From my point of view, it is evident that this initiative complements the reciprocal needs of the Football World with its many layers such as its ranking organizations like FIFA and UEFA; clubs, sponsors, the players themselves, and most importantly the millions of spectators and fans of Football living in UNESCO Member States.

I hope you will be able to formally leverage all this good work towards the realization of these lofty aims. We will need to work with an NGO, because no delegation nor our relevant departments will be able to have enough time to work this very large ground and prepare the Resolution that will be sought to realize the idea. This is why we will need the synergies coming out of an NGO, capable to put its platform effectively into this cause. I see that FWH, during nearly four years of work, has produced a powerful network that can very much help to spread the word and the ideas pursued by the initiative outlined in detail in my above-mentioned circular letter. You have already laid down a special relationship with the many layers of the Football World. FWH also established good contacts with Member States especially from Africa which are increasingly attached to Football for obvious reasons.

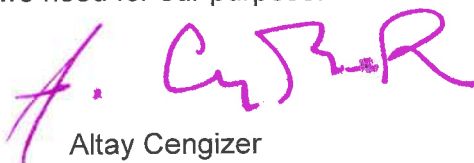
I also took note of the strength of your advisors and Members of the Board, all respectful names such as the Havas Group, KPMG, Prince Albert of Monaco's Peace and Sport Foundation, RBA Lawyers and the like. This gives me further confidence on the seriousness and determination of FWH. On my part, I am confident of the support of many Member States.

Needless to say, Football is a universal language and a symbol which can act as a lever to the higher interests of all Member States of UNESCO. As I say, seeking the highest number of signatories is a respectable ideal, because this will lead to one of the most impactful results for all of us in UNESCO.

To this end, I confirm my readiness to work with you and see the capacities and resourcefulness of FWH operationalized. I expect to see the cooperation of FWH in discussing the issue with the international bodies of Organized Football, leaders, players and other personalities whom you would think could help the initiative and promote the higher values we are seeking. Taking into account your relationship with the media, I would also expect you to take up the matter with regard to the general public around the world.

I can assure you of my engagement with this important initiative, and the only way I see this happening is to be able to hold always the high moral ground and through employing principled and result-seeking action on a wide platform that will bring in all the synergies we need for our purpose.

Yours sincerely,



Altay Cengizer

Ambassador

President of the 40th UNESCO General Conference