



RESEARCH ARTICLE

## The Legal Nature of Goodwill Ambassadors

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ARTICLE INFO	ABSTRACT
Received: Sep 17, 2024 Accepted: Nov 28, 2024	The phenomenon of goodwill ambassadors is gaining great importance in the international community, as it is a branch of the phenomenon of celebrities, as its efforts focus on the humanitarian side of international affairs. However, what is striking is that despite its good efforts, which are characterized by a special international nature, as it practices its activity across countries, it has not received similar legal attention that clarifies its legal nature For this reason, the researcher relied on the analytical jurisprudential legal approach
<b>Keywords</b> Diplomatic Goodwill Ambassador Vienna convention	
<b>*Corresponding Author:</b> amohamadgharibeh@su.edu.om	Given the important role played by goodwill ambassadors in international relations in the field of human rights as a vital international field, which complements the tasks of official diplomacy and that they are assigned in most cases by official persons, it is necessary to give a legal character to their activity. However, legal jurisprudence has not given this issue the required attention, and most jurisprudential opinions in this regard are dominated by the media and social character. Some of them said that goodwill ambassadors are international citizens, others emphasized that they are international experts, and others based their nature on the culture of society, political ideals and policies with other countries. All of this does not serve the main idea of the research and makes their work without a legal basis. We have seen that the phenomenon of goodwill ambassadors diplomacy is a special type of diplomacy, and this classification stems from the humanitarian nature of the tasks carried out by the goodwill ambassador, which depends in their performance on his personality and goodwill, which makes them of an objective nature and not a formal one. Moreover, the practice of humanitarian activities by goodwill ambassadors sometimes requires the practice of the same ordinary diplomatic tasks in some way, not to the same degree, style and manner used by ordinary ambassadors Accordingly, he is a special representative of a social and humanitarian nature, who finds the basis of his direct legal work in the letter of assignment and not in international texts such as international treaties.

## THE INTRODUCTION

As a part of celebrity diplomacy, goodwill ambassador diplomacy is experiencing

Unprecedented activity in the 21st century, due to the continuing rise of non-state actors in international politics.

The international and domestic communities have begun to recognize the importance of its role in international relations, due to its skill in dealing with many international issues, whether by its own means, or by means known in the literature of traditional diplomacy, to become an important assistant to that diplomacy. This situation leads to recognition of the phenomenon of diplomatic pluralism, official on the one hand, and diplomacy Informal. On the other hand, it is considered a new type of celebrity, as a requirement of contemporary life.

This diversity affects how the work of a diplomatic is understood and the procedures followed in Activity.

Despite this, the phenomenon of goodwill ambassadors has become the focus of interest of a significant number of countries and international governmental and non-governmental organizations, as one of the new mechanisms used to address some aspects of international and internal issues related to human rights, such as migration, environment, poverty, health, and other issues. Which leads us to say that there is almost no area of contemporary life that does not have goodwill ambassadors who care about it.

It is worth noting that one of the purposes of this research is not to explain the stories of celebrities and their basic field of activity as goodwill ambassadors. Rather, the goal of this research is to provide an international legal vision of the phenomenon of goodwill ambassadors.

### **The importance of the research:**

The importance of the research consists of two axes: International societal importance and research importance. The importance of the international community stems from a tangible international reality, which is that international work is no longer limited to official bodies, as it has begun to be contributed by entities or persons that do not originally have official status and are classified as unofficial diplomacy. Its importance is demonstrated by their contribution in assigning official bodies to them to assist them in Human rights issues - in particular - and other international issues, based on the qualities that famous people possess, which are an important factor in accomplishing the tasks assigned to them. As for the research level, this study - in large part - is one of the few efforts that touched on the phenomenon of goodwill ambassadors, which I hope the impact of it will be reflected in enriching legal studies.

### **Objectives of the study**

If the issues that have resonance at the international level are addressed within the framework of government diplomacy, still represents great importance for states and international governmental organizations. The ineffectiveness of such treatment in many circumstances has

international affairs, despite the inadequacy of its regulation by legal texts. It is clearly international, as is the case with the organization of government diplomacy, and this opens the door to wide debate about its legal nature. Accordingly, this study aims to clarify what goodwill ambassadors are, as a matter of great importance, and then determine their legal nature.

### **The problem of the study**

The problem of the study revolves around explaining the nature of the phenomenon of goodwill ambassadors. Since its appearance in the 1950s, its legal nature has been shrouded in ambiguity, despite many researches that have addressed its concept, elements, features, and role in international relations, which are mostly It has a media and social nature, and that few of it are exposed to its legal aspects, which makes (the task of adapting it, determining its legal nature, and

understanding it as an international phenomenon) difficult. Therefore, the research attempts to answer the following main question;

Does giving the status of ambassador to people who work as goodwill ambassadors make them diplomatic ambassadors, or are they "ambassadors of a special nature", and what is the nature of this specificity?

### **Research methodology**

It requires answering the mentioned question Above all, the researcher applied the descriptive and analytical approach. The phenomenon of ambassadors of intent was described realistically by collecting information from its available sources, extrapolating its content, and then analyzing its legal content, such as its concept, in order to determine its legal nature and adapt it.

### **Dividing the research:**

Based on the above, the study requires dividing this scientific effort into three sections. The first talking about the nature of Goodwill Ambassadors. The second section clarifying the legal nature of goodwill ambassadors, The third section adaptation of the goodwill ambassador (a special ambassador of a humanitarian nature).

### **Authors' Contributions**

#### **AA**

**The first topic**

**The second topic**

#### **MA**

conceived the idea

#### **MN**

participated in the design of the study

#### **AM**

participated in the design of the study

#### **MA**

participated in the design of the study

### **THE FIRST TOPIC**

#### **What are goodwill ambassadors?**

The study of the diplomacy of goodwill ambassadors comes from an interest in the new diplomacy known as the diplomacy of non-state actors. International work is no longer centered around state employees and the intergovernmental organization as the main axis in diplomatic work, as this has given way to individuals and non-governmental organizations that have begun to practice good diplomacy in a different way, relying on a combination of individualism and their own means, which casts a shadow on the concept and theory of goodwill ambassadors. This prompts us to study the theoretical aspects of the phenomenon of goodwill ambassadors in this section. In the first requirement, we address the concept of goodwill ambassadors, and we devote the second requirement to classifying goodwill ambassadors and distinguishing them from diplomatic ambassadors

#### **First requirement:**

## The concept of goodwill ambassadors

### First -The emergence of the term goodwill ambassadors

It can be said that the emergence of the term goodwill ambassadors and its prevalence in international relations in the sense known now is new if it is compared to the term traditional diplomacy, which dates back thousands of years, to the era of the Greeks 800 BC. Which it is known at that time as " public diplomacy"<sup>1</sup>

From a historical side, the term " good faith" appeared for the first time in American newspapers in 1789, Where it is synonymously associated with words such as Charity Mercy, joy, grace, honor, humanity and virtue<sup>2</sup>. Finally, the term goodwill ambassador became widely used on the international scene as a political, social and legal term in the early twentieth century, its widespread use by the international media, especially in North and South America.<sup>3</sup> The idea's effective integration into the general sphere of international relations was then expressed in an article published in an '**Indiana newspaper Police Times**',

**"Japanese Puppet Ambassadors in the Eyes of Capital,"** December 20, 1927

Nowadays, goodwill ambassadors, as celebrities, such as artists, businessmen, writers, and scholars, have been able to enter the world of modern diplomacy by carrying out extensive humanitarian activities on the international and domestic stage. It is a solution of great interest in political and social academia and the media<sup>4</sup>.

### Second: Definition of goodwill ambassadors:<sup>5</sup>

1-The Oxford Dictionary defines a goodwill ambassador as a person who officially serves countries or institutions to improve relations between countries, and is often a famous figure who is appointed by a charitable institution or organization to announce and support its activities. We note that this definition is limited to official ambassadors of intent and excludes unofficial ones, such as ambassadors of international non-governmental organizations<sup>6</sup>.

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1-Where it first appeared in Greek cities BC , Thanks to the relations that prevailed between Sparta, Athens, and Macedonia, see:

van Zoonen, L.: *Entertaining the Citizen: When Politics and Popular Culture Converge*. Lanham, Boulder, New York, Toronto, Oxford: Rowman & Littlefield Publishers, 2005.p,71.<sup>1</sup>

<sup>2</sup> 2- Official Gazette of the United States of America, New York, December 16, 1789.

<https://chroniclingamerica.loc.gov/lccn/sn83030483/1789-12-16/ed-1/seq-2/>

<sup>3</sup> The Indianapolis times. [volume], December 20, 1927, Home Edition, Page PAGE 2, Image 2 .3-

<https://chroniclingamerica.loc.gov/lccn/sn82015313/1927-12-20/ed-1/seq-2/> .

<sup>4</sup>Andrew F. Cooper ,*Celebrity Diplomacy* ,Published 2016 by Routledge ,4-Taylor & Francis, p.13.

<https://books.google.com.om/books?id=hjweCwAAQBAJ&pg=PR4&lpg=PR4&dq=Andrew+F.+Cooper,+Celebrity+Diplomacy,+Published+2016+by+Routledge,+Taylor+%26+Francis,+p,13.&source=bl&ots=9fEMws> .

5- an ambassador who shows goodwill to another country, organization, etc., on behalf of his or her own country, organization, etc.

[.https://www.collinsdictionary.com/us/dictionary/english/goodwill-ambassador](https://www.collinsdictionary.com/us/dictionary/english/goodwill-ambassador)

<sup>6</sup> 6- The United Nations began officially using Goodwill Ambassadors to promote its missions in 1954, and the first Goodwill Ambassador was American actor Danny Kaye.

[https://stringfixer.com/ar/Goodwill\\_ambassador](https://stringfixer.com/ar/Goodwill_ambassador)

2-As for the United Nations, it defined the Goodwill Ambassador as: A person with an honorary diplomatic title, granted to world celebrities to use their fame to mobilize public opinion for public reform, influence society, and draw attention to United Nations issues, whether political, social, humanitarian, etc., by carrying out credible visits and initiatives in wide areas. The aim is to spread awareness and understanding and increase support for the issues they work on, whether local, regional or international.<sup>7</sup>

3-The General Commission for Refugees has defined the Goodwill Ambassadors as a group of the most influential and well-known public figures, who provide support to the Commission in every corner of the world, harness their influence to serve the issues of refugees and people of concern to the Commission and demonstrate unparalleled dedication in this regard.<sup>8</sup>

4-UNESCO defines (Goodwill Ambassadors) are individuals who use their national or international fame to serve the ideals advocated by UNESCO. National committees should be informed that these figures have been granted this status to enhance the visibility and credibility of UNESCO.<sup>9</sup>

We conclude from the above that a goodwill ambassador is a famous public figure who occupies a prominent position in a field of life. He carries out some humanitarian work in good faith, under an assignment either at an international, regional or local level, to provide assistance in spreading awareness and supporting a specific cause, whether social, humanitarian, or economic, being a representative of the responsible party, which may be an international governmental or non-governmental organization, a state, or a charitable entity, sometimes using special means of performance that are appropriate to the nature of the humanitarian work that he performs.

### **The second requirement:**

#### **Classification of goodwill ambassadors and distinction them from diplomatic ambassadors**

##### **First-Classification of goodwill ambassadors:**

Goodwill Ambassadors are classified into three categories:<sup>10</sup>

**International category:** includes persons whose charges exceed one month the universality of national borders, they enjoy a strong international appeal and have influence beyond their national borders, and they work for an issue that concerns the whole world. For example, the ambassador of the United Nations Population Fund works on the issue of population at the global level.

**Regional category:** It includes prominent figures who have fame outside the borders of their countries, in a broad regional area, but not global in scope. For example, musicians from South America can work and serve humanity within their regional area to which they are assigned.

**National category:** They are celebrities who have strong local appeal, belong to a broad national constituency, and work primarily with the country to which they are assigned

It is worth noting that " Kofi Annan", the General- former Secretary of the United Nations, on the occasion of the establishment of his Messengers of Peace program supporting the United Nations,

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<sup>7</sup> 7- Mark Wheeler, Celebrity diplomacy: United Nations' Goodwill Ambassadors and Messengers of Peace, *Celebrity Studies* Vol. 2, No. 1, March 2011, p.8.

<sup>8</sup> 8- Andrew F. Cooper, *Celebrity Diplomacy*, Published 2016 By Routledge, Taylor & Francis, Op.C. T, P 14.

<sup>9</sup> 9- UNESCO [63498], French National Commission for UNESCO [150]. Document code: PAX-2020/WS/4.2020. <https://unesdoc.unesco.org/ark:/48223/pf0000374460>

<sup>10</sup> 10- UNFPA, Policies and Procedures Manual Celebrity Spokesperson Programme, p3-4.

Policy and Procedures for UNFPA's Work with Goodwill Ambassadors and other Celebrity Spokespersons

divided the Goodwill Ambassadors into two parts:<sup>11</sup> The first includes international ambassadors, who are stars of music, cinema, sports, etc. whose activities enjoy a high degree of recognition from the media. The second is to merge regional and national ambassadors into one category, which is the one whose activities are less well-known and are at the local and regional levels.

### **secondly- The distinction between goodwill ambassadors and diplomatic ambassadors**

It is known that the exchange of diplomatic ambassadors between persons of international law is essentially based on mutual consent, and this is considered one of the most important manifestations of state sovereignty, which It is characterized by a political nature, which results in diplomats enjoying diplomatic immunities that guarantee them to carry out diplomatic tasks to the fullest extent without pressure or blackmail from any party, including the host country. As for the goodwill ambassadors, we see that, although their assignment requires mutual consent, the assignment process can be adapted as a contract between the two parties to the relationship, the assigning party, which - often - is an international organization, and the assignee, who is the ambassador of goodwill, and this assignment, which is a contract , clarifies The mission of the Ambassador of Intentions is predominantly of a temporary humanitarian nature , which gives them a special international character and gives them unique characteristics.<sup>12</sup>

An ordinary diplomat is an official employee who represents a country and usually works for a government institution (the Ministry of Foreign Affairs). This type One of the diplomats is professionally trained and has rights and diplomatic duties stipulated in diplomatic law.<sup>13</sup> In addition, the official diplomat represents the full interests and policies of his country with all professionalism and professionalism, while goodwill ambassadors are (well-known) individuals who lack full formal training, and are primarily subject to an assignment contract. They rarely use diplomatic rhetoric. They use matter-of-fact expressions with some colloquialism when discussing the issues, they support, and focus on one issue that arouses global concern.<sup>14</sup>

On the other hand, official diplomats work through embassies, multilateral forums, and international meetings, while goodwill ambassador diplomats work largely through the use of media, non-governmental organizations, networking, and informal meetings. This gives them access to public audiences and events, enabling them to influence public opinion more than formal diplomats.<sup>15</sup>

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<sup>11</sup> 11-It was believed that there was a great need for broad reforms in order to improve the general image of the United Nations, and among the axes that occupied a place in these reforms was his direct supervision of the establishment of the Messengers of Peace program, which influenced and penetrated the traditional diplomatic environment, but did not become a part of it Mark Wheeler, *Celebrity Politics Image and Identity in Contemporary Political Communications*, Cambridge CB2 1UR, UK,2 013, p,149.

<http://repository.londonmet.ac.uk/660/2/WHEELER%201stproof.pdf>

<sup>12</sup>12- These are fame, humanitarian charitable work, and temporary nature

<sup>13</sup> 13-Salah al-Din Amer, *Introduction to the Study of Public International Law*, Cairo, Dar al-Nahda al-Arabiya, 2007, p. 742

<sup>14</sup> -laura d. young, *celebrity diplomacy*, In book: *The Encyclopedia of Diplomac* DOI: 10.1002/9781118885154.dipl0540 March 2018, p,4.

(7) (PDF) *Celebrity Diplomacy* (researchgate.net)

<sup>15</sup> 15- John Robert Kelley, *The New Diplomacy: Evolution of a Revolution*, *Diplomacy & Statecraft*, Volume 2- Issue 2, 2010 ,P,286-305.

And despite the differences mentioned above, those share an important goal, that is, influencing government policies in order to obtain gains that are in favor of the issue they are working on.

## **THE SECOND TOPIC**

### **Legal accommodation for goodwill ambassadors**

The development of the international community has led to the expansion of the circle of international relations and its inclusion of new fields which presence has allowed other parties in addition to diplomatic ambassadors, (such as goodwill ambassadors), From contributing to international affairs, as a field that respects human rights, which includes several issues, such as asylum, displacement, global poverty, cross-border diseases and epidemics, and other issues. In the face of this international reality, states, international governmental and non-governmental organizations, and civil society organizations have recognized their role in international life, as a support for official work. Ambassadors of intent are those who perform their work within the boundaries of official policy,<sup>16</sup> as representatives of institutions at all levels and as unofficial mediators between political parties. Official actor. In light of the international community's weak interest in the legal aspect of the phenomenon of ambassadors of intent and its content with regulating the economic, social and media aspects, its use as a mechanism by official and unofficial bodies requires determining its legal nature. it represents a vital field. And to determine the legal nature For Goodwill Ambassadors, we examine the legal requirements for Goodwill Ambassadors In foreign jurisprudence, the Secretary-General of the United Nations (the first demand) has to adapt the goodwill ambassador in light of the duties of the diplomatic envoy in accordance with the Vienna Convention of 1961 (the second demand)

#### **The first requirement**

#### **Legal adaptation of goodwill ambassadors in foreign jurisprudence and to the Secretary - General of the United Nations**

##### **First - In foreign jurisprudence:**

1-Someone call goodwill ambassadors the status of good international citizens, because they promote a specific humanitarian issue that concerns global public opinion. This opinion is based on institutionalizing the relations of ambassadors of intent and assigning them to humanitarian tasks by the United Nations and the countries as international institutions,<sup>17</sup> and on the principle of good faith that prevails in the behavior of the ambassador of intent, which requires not being biased towards a class or group in the issue he is working on. For example, because of the factor of religion or geography.<sup>18</sup> This opinion was not accurate in what it stated, because if it is possible to accept this

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<sup>16</sup> 16- Richard langhorne, The diplomacy of non – state asctors, diplomacy statecraft, 16,2005, p332

<https://www.tandfonline.com/doi/abs/10.1080/09592290590948388?journalCode=fdps20>

<sup>17</sup> 17- Mark Wheeler. Celebrity Diplomacy: A source of political legitimacy in an era of late modernity? London Metropolitan University p2.

<https://capitalismdemocracycelebrity.files.wordpress.com/2012/02/wheeler-celebrity-diplomacy-manchester-symposium-paper-20121.pdf> .

<sup>18</sup> 18-Lauren Kogen, For the Public Good or Just Good Publicity? Celebrity Diplomacy and the Ethics of Representation, Mass Communication and Society, 18:37–57, 2015, p,41 .

opinion based on the idea of international benefit (international interest) to determine the nature of legal intentions of ambassadors in relation to the institutional nature, then it is not possible to fully acknowledge the good faith that they must enjoy because it is built in one of its aspects, on ethical, social, psychological basics, not legal ones. The descriptions are illegal, whatever their nature, and do not raise ambassadors of intent to the rank of diplomatic ambassadors

2-In the opinion of others, goodwill ambassadors are due to soft power, based on the opinion of "Joseph Nye", which he considers to be one of the most important peaceful means in international relations. Soft power is a loose idea that includes many phenomena in society, such as the press, civil society organizations, pressure blocs, public opinion, academics, and other phenomena. The impact of soft power on the legal nature of ambassadors of intent is summarized here, as it is an international means capable of bringing about change through the rules of attraction, away from coercion. Its legitimacy is built on the culture of society, political ideals, and policies with other countries.<sup>19</sup> We agree with this analysis that soft power is an essential peaceful means of bringing about any social and political change, but we do not agree with it that it derives its legitimate basis from politics and political factors in the countries in which it takes place <sup>20</sup>, because political factors, although they explain the emergence of celebrity diplomacy and the phenomenon of ambassadors Good intentions accordingly However, it is not suitable to be a legal basis for an international phenomenon such as ambassadors of intent, because legitimacy is based on the legal basis, which leads to legal obligations. While the political basis only results in non-binding political commitments

3-While a third opinion denies the quality of diplomacy to goodwill ambassadors, and justifies his opinion that their activities are linked to the interests of commercial companies, whose work the goodwill ambassadors promote. We see that this opinion has gone too far, because if it applies to internal ambassadors,<sup>21</sup> it does not apply to those who work within the framework of the international community, and it also contradicts the international reality that grants international ambassadors of intent a kind of ceremonial diplomatic status in view of their humanity work which they assigned to.

4-The most likely opinion : goes To deny the status of diplomatic ambassadors to ambassadors of intent, despite his extradition with the benefits of their contribution to world affairs are criticized That they do not have the diplomatic experience and professionalism enjoyed by diplomatic envoys

(3)(3) (PDF) For the Public Good or Just Good Publicity? Celebrity Diplomacy and the Ethics of Representation (researchgate.net)

<sup>19</sup> 19- Nye, Robert S. "Public Diplomacy and Soft Power", *The ANNALS of the American Academy of Political and Social Science*, Vol. 616, 2008. pp. 94-109.

<sup>20</sup> 20- For more details on employing soft power as a practical basis for goodwill ambassadors, see the opinion of Mark Wheeler, who said:

This 'soft power' potential has meant CP2s have lent weight to transnational campaigns in a commercially driven global news media. In this manner, they have provided a definable focus for public engagement and have employed their star power to put pressure on diplomats, international policy makers and national leaders.

-Mark Wheeler, *Celebrity Politics Image and Identity in Contemporary Political Communications*, Cambridge CB2 1UR, UK, 2 013, p,166.

<http://repository.londonmet.ac.uk/660/2/WHEELER%201stproof.pdf>.

<sup>21</sup> 21-wilfried bolewski, *Corporate diplomacy as global management*, *Int. J. Diplomacy and Economy*, Vol, 4, No,2, 2018, p,125

[https://www.researchgate.net/profile/Wilfried-Bolewski/publication/326818432\\_Corporate\\_diplomacy\\_as\\_global\\_management/links/5e2c511b299bf152167e08b6/Corporate-diplomacy-as-global-management.pdf](https://www.researchgate.net/profile/Wilfried-Bolewski/publication/326818432_Corporate_diplomacy_as_global_management/links/5e2c511b299bf152167e08b6/Corporate-diplomacy-as-global-management.pdf).



may lead to confusion in the relationship between the two types of diplomacy, diplomacy of intentions and traditional diplomacy<sup>22</sup>, and we agree with this opinion in what he stated, because as it is known that the primary mission of ambassadors of intentions is to complete the mission of official diplomacy. In addressing the issues, they undertake, because in this case lack of experience will make the task of completion and treatment incomplete. However, we take this opinion that he did not present the legal arguments that support the validity of what he believed. This is what we will explain later, and we will start from it in answering the question raised by the research

### **Second: The opinion of General Secretary of the United Nations**

said that goodwill ambassadors are not ambassadors, but rather, they are experts of the international organization.<sup>23</sup> We believe that this opinion was not successful, from an objective side, because logic assumes that the expert should be specialized in the work he carries out, and as we know that most of the ambassadors of intent appointed by the United Nations and its specialized agencies, and even countries, are artists, athletes, and writers, as they rely on their fame in promoting and supporting the issues they support, such as poverty, diseases, and the environment, while they lack objective knowledge of those issues, which denies them the status of an official expert, as well as the status of an ordinary diplomat.<sup>24</sup> Also, specialized ambassadors of intent appointed by United Nations agencies are rarely found, and if they are found, this is considered an exception that has no value in our opinion<sup>25</sup>. We found an opinion close to what we reached, which holds that many celebrities are not compatible with the principles of traditional political diplomacy due to lack of experience and lack of professional knowledge of global issues or affairs.<sup>26</sup> For the aforementioned reasons, we see that ambassadors of goodwill are not considered international experts, nor are they international employees, because their work is characterized by continuity, and remuneration, unlike goodwill ambassadors, as their work is temporary and voluntary.

### **Requirement Second**

#### **Adaptation of the Goodwill Ambassador in light of the duties of the diplomatic envoy in accordance with the Vienna Convention of 1961**

Although those who work with international law do not care about the phenomenon of goodwill ambassadors, and in my opinion, this should not place it outside the international legal sphere, **The Vienna convention for the Diplomatic Immunities Act of 1961** granted fully sovereign states alone the right to exchange diplomatic representation, and to carry out diplomatic missions through

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<sup>22</sup> 22 Laura D. Young, Celebrity Diplomacy, In book: The Encyclopedia of Diplomacy, op.cit, p.5

<sup>23</sup> 23- UNFPA, Policies and Procedures Manual, Celebrity Spokesperson Programme, Programme Support, December 2006, p.18

[https://www.unfpa.org/sites/default/files/admin-resource/DCS\\_Celebrity%20Spokesperson.pdf](https://www.unfpa.org/sites/default/files/admin-resource/DCS_Celebrity%20Spokesperson.pdf)

<sup>24</sup>.

<sup>25</sup> 25-Since 2004, the Islamic Educational, Scientific and Cultural Organization (ISESCO) has launched the ISESCO Ambassadors Program for Dialogue between Cultures and Civilizations. The Executive Council of ISESCO has approved a number of prominent international figures and distinguished global leaders as ISESCO Ambassadors for Dialogue between Cultures and Civilizations. See:

-ISESCO Executive Council, twenty-sixth (2005), twenty-seventh (2006) and twenty-ninth (2008) sessions.

<https://www.icesco.org/%D8%B3%D9%81%D8%B1%D8%A7%D8%A1>

<sup>26</sup> 26- Nina Matijašević, The Case of Celebrity Diplomacy with Some Reflections on the Western Balkans, European Perspectives, Journal on European Perspectives of the Western Balkans Volume 7 No.1(12), April 2015, p.36

diplomatic missions as stated in Article 33 of that agreement , such as representing the state, negotiating on its behalf, being informed of the situation in the host country, and developing friendly relations. Since the ambassadors of intent during the exercise of humanitarian activities use those same diplomatic tasks in some way, but not to the same degree, manner, or quality, it is the following question arises:

Does the use of these tasks by the Ambassador of Intent make him an ordinary ambassador?

**First - Representation: The representation of the ambassadors of intent to the entities assigned to them focuses** on expressing the specific goals and values that they defend for the benefit of those entities. They defend an issue or a general situation, such as awareness of diseases or land mines in a country where war was or is still raging. This means that they care about humanitarian work in terms of humanitarian values and goals for the party that assigned them to carry out the mission of a goodwill ambassador, because their goal is to achieve the values of international social justice.<sup>27</sup> In our opinion, the representation of ambassadors of intent differs from diplomatic representation, because it is neither official nor political representation, and as is known, official representation is carried out by a diplomat on behalf of his state, which is a manifestation of the exercise of sovereignty, such as attending national events of the receiving state and negotiating in its name, and performing visits that are customary to do. In return, ambassadors of intent attend global occasions and events<sup>28</sup>. However, their representation has nothing to do with manifestations of sovereignty, and is primarily of a social and humanitarian nature.

**Second - Negotiation:** Goodwill ambassadors negotiate with official and unofficial bodies, and represent specific interests. The negotiation conducted by goodwill ambassadors on behalf of international organizations or private institutions is similar to that carried out by ordinary diplomats on behalf of the state. But despite this similarity, they differ in the means and reference in negotiation. The goodwill ambassadors mean are limited and not official, and he relies on his moral influence, fame, and the media, and not on the political considerations enjoyed by the ordinary diplomat. For example, Angela Jolie, as a representative, advocate and supporter of United Nations efforts, negotiated with members of the US Congress for more than twenty negotiating rounds to make the United States pay attention to the refugee issue as a global humanitarian interest, relying on formal and informal means such as individual meetings and social invitations<sup>29</sup>.

### **Third: Review the situation**

It is difficult to assert that one of the tasks of an ambassador of intent is to track conditions and monitor the course of events and events in the receiving country in which he works in good faith, such as the case with the monitoring task of an ordinary diplomat. If it is permissible for an ambassador of intent to provide the entity assigned to him with information related to the issue, he

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<sup>27</sup> 27 Nina Matijašević, *The Case of Celebrity Diplomacy with Some Reflections on the Western Balkans, European Perspectives*, op.c.t, p,45.

It is definitely worth mentioning that she regularly attends events at the World Refugee Day, taking place in Washington; in 2005 and 2006 she also made public speeches at the World Economic Forum in Davos. SEE: Nina Matijašević, *Angelina Jolie – a celebrity Aphrodite and a promoter of humanitarianism*, Ljubljana, January 7, 2015 .

<https://www.ifimes.org/en/researches/angelina-jolie-a-celebrity-aphrodite-and-a-promoter-of-humanitarianism/3720#>. -

<sup>29</sup> 29- Nina Matijašević, *Angelina Jolie – a celebrity Aphrodite and a promoter of humanitarianism*, Ljubljana, January 7, 2015

is defending through what is published in newspapers, publications, media outlets, and social networking sites, then he must not obtain the information through illegal methods such as spying or buying off the debts of some people, otherwise he will be described as an ambassador of intent.<sup>30</sup> An ambassador of bad intentions Accordingly, ambassadors of intent can present reports and disseminate messages regarding the issue they are working on in an objective and realistic manner to civil society and those responsible for their primary mission. We note that the similarity is clear in terms of the means of undertaking the task of monitoring between what is done by ambassadors of intent and diplomatic ambassadors, but the difference is wide in terms of the confidential nature and the way the information is presented to the concerned parties. For example, it is not possible for an ordinary diplomat to present the information he obtained about the receiving country in accordance with his diplomatic function through social media and civil society.

#### **Fourth: Friendly relations**

Among the tasks of the Ambassadors of Intent is also to support friendly relations in various fields in an indirect way, through their attendance at important events, participation in social life, and respect for the customs and traditions of the people they are working to help. In addition to calming the situation and calming the parties to the conflict in preparation for reaching a solution, as Princess Diana did And Nelson Mandela In the countries, he visited that suffer from asylum problems.<sup>31</sup> In other words, practicing the above aspects of friendly relations by ambassadors of intent expands the circle of mutual understanding between those interested in the humanitarian issue they are working on, and builds friendly bridges that push everyone to address its aspects in a better way

According to that, comparing the functions of ambassadors of intent, as celebrities, with those of ordinary diplomats, taking into account what was stipulated in the Vienna Convention on Diplomatic Immunities of 1961, shows that both of them perform the functions assigned to them within a diplomatic framework, but ambassadors of intent work in an unofficial manner, as different and unusual diplomats. Their ability to influence international relations is different, and the way they perform good diplomatic functions is flexible, responding to changes in the international community regarding global affairs

### **THE THIRD RESEARCH**

#### **The special human nature of the ambassador of intent**

Based on all above, we conclude that the Ambassador of Intent is not an ordinary diplomatic ambassador, although he uses the same tasks as a regular diplomat, and carries out activities similar to his activities, but this is not done with the same degree of formality and the way the diplomatic envoy performs his diplomatic duties. The goal of the activities carried out by the two ethnic groups is different, as the field of work of a diplomat is formal, more comprehensive, and broader, while ... The Ambassador of Intent aims to promote humanitarian work; By participating in development and humanitarian campaigns, expanding knowledge and spreading awareness of global issues, such as

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<sup>30</sup> 30- It is definitely worth mentioning that she regularly attends events at the World Refugee Day, taking place in Washington; In 2005 and 2006 she also made public speeches at the World Economic Forum in Davos. SEE: Nina Matijašević, Angelina Jolie – a celebrity Aphrodite and a promoter of humanitarianism, Ljubljana, January 7, 2015.

<https://www.ifimes.org/en/researches/angelina-jolie-a-celebrity-aphrodite-and-a-promoter-of-humanitarianism/3720#>

<sup>31</sup> Nina Matijašević, The Case of Celebrity Diplomacy with Some Reflections on the Western Balkans, European Perspectives, op.c.t, p,48.

focusing on the issue of poverty, for example. These activities have a social and human dimension. It is dominated by an international dimension, so this dimension is the reason why Ambassadors of Intent are described as ambassadors of humanity, and this humanitarian character prompted us to say that an Ambassador of Intent is a special kind of ambassador, carrying out a special mission, and aiming with his work to make human life better on a global level. Therefore, the nature of the tasks of the Ambassador of Intent and the way they are performed make them characterized by privacy, and the standards of traditional diplomacy do not apply to him except to a limited extent. Therefore, we single out the first requirement for the privacy of the Goodwill Ambassador, and in the second we review the limited application of the basic standards of the traditional diplomat over the goodwill ambassador.

### **The first requirement**

#### **Goodwill Ambassador privacy**

#### **The specificity of the Goodwill Ambassador stems from consideration of two things: the person of his ambassador, and the tool for carrying out his tasks**

**First - The person and intention of the ambassador:** There is no doubt that whoever carries out global humanitarian missions needs personal qualities and characteristics required by the specificity of the mission he undertakes as an ambassador of intent, which makes him a special representative of the entity that assigned him that mission

**1-Special mission:** It is logical to adapt the phenomenon of ambassadorial diplomacy as private diplomacy, and this adaptation stems from the human nature of the tasks carried out by the ambassador of intent, the performance of which depends on his personality and good intentions.<sup>32</sup> Meaning that the degree of humanitarian character depends on the performance of humanitarian values and practical support for the places and people that the Ambassador of Intent serves. As such, it is considered a form of occasional or temporary diplomacy that is specific to a specific topic or issue. For example, one of the special issues that the Ambassadors of Intent contribute to addressing is the issue of humanitarian asylum as an international humanitarian issue that concerns the entire world, and sometimes they contribute to resolving the conflict that causes the asylum issue, as this represents a common interest for world peace, and a special effort carried out by dedicated diplomacy, where Today's international reality bears witness to its popularity and fame, and to its achievement of many positive results, despite the fact that many international bodies and those working in international relations do not appreciate its importance for world peace.<sup>33</sup> The humanitarian activity of the Ambassador of Intent is as mentioned above. Although he finds justification in the global issues that trouble international public opinion, However, it contributes to linking national policy with global policy regarding the humanitarian aspect<sup>34</sup>.

**2-A special humanitarian representative:** The issue of accrediting goodwill ambassadors by international organizations and states has become an important path in international relations,

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<sup>32</sup> <sup>32</sup> Lisa Ann Richey and Dan Brockington, *Celebrity Humanitarianism: Using Tropes of Engagement to Understand North/ South Relations*, September 2019 *Perspectives on Politics* 18(1):1-17, p,1-11.

[https://www.researchgate.net/publication/335846644\\_Celebrity\\_Humanitarianism\\_Using\\_Tropes\\_of\\_Engagement\\_to\\_Understand\\_NorthSouth\\_Relations](https://www.researchgate.net/publication/335846644_Celebrity_Humanitarianism_Using_Tropes_of_Engagement_to_Understand_NorthSouth_Relations)

<sup>33</sup> <sup>33</sup> Exambel: After an interview with Angelina Jolie by CNN's, for example, donations for the United Nations High Commissioner for Refugees spiked by \$500,000. Similarly, see: Lauren Kogen op.c.t, p,39.

<sup>34</sup> Jennifer Aniston, and Danny DeVito traveled together to Israel to help resolve the Israeli-Palestinian conflict, see: *Ibid*, p,40.

based on the requirements of contemporary international life in which it is no longer useful to rely on officialdom alone in dealing with global issues, and this finds its direct legal reference. In the letter of accreditation, which specifies the mission entrusted to the ambassador, the performance of which depends on his personality and wide fame. The appointment of special envoys as ambassadors of intent does not require an explicit legal authorization, but rather is based on the special and moral responsibility to maintain international peace and security of the Secretary-General, the Program Director, the International Agency, or any other party. And Thus, the Ambassador of Intent acts as a special representative of the Secretary -General of the United Nations, where he carries out a mission with a global dimension, and receives his general instructions and guidance from the Secretary-General, the director of the international agency, or the state, while at the same time drawing his own steps based on his own initiative. Accordingly, he is a special representative, like a special ambassador, of a social and humanitarian nature. He finds the basis for his direct legal work in the letter of assignment and not in international texts such as international treaties, which are the legal basis for the work of an ordinary diplomatic ambassador. This adjustment extends to the ambassadors of intent assigned by the rest of the governmental and non-governmental bodies, as they are special ambassadors of intent of a humanitarian nature<sup>35</sup>.

### **Second - The tool for implementing the tasks of the Ambassador of Intent**

The Goodwill Ambassador carries out his duties through several means, the most important of which is field visits This is what clearly distinguishes the work of an ambassador of intent from other types of ambassadors. Field visits These are special and necessary humanitarian missions to work as an ambassador of intentions. In carrying out its activities, it relies on group of trips to countries torn by wars or suffering from poverty and hunger.<sup>36</sup> For example, Danny Kaye agreed to be appointed Ambassador of Intent, and supported UNICEF activities in several countries, through his visits to Myanmar, Korea, Thailand, and India to alleviate the plight of children in the world. Visits in order to focus on one work, such as the suffering of children, led some to call the Ambassador of Intent, due to his many trips, the title of "roving ambassador."<sup>37</sup> Since the Ambassadors of Intent do not have embassies through which they carry out the tasks assigned to them, and the means of visits to the workplace are almost limited to their activities and not the other ambassadors, it remains the most appropriate method in this case.<sup>38</sup> The Visits take a variety of forms, including joint visits with other ambassadors, or individually, or in the form of a mission, or in cooperation with local authorities from the country of visit. Based on the above, it can be said that the Ambassador of Intent is a special ambassador, not an ordinary ambassador, given his visits and trips that are of a humanitarian nature.

### **The second requirement**

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<sup>35</sup> 35-For a detailed explanation of the mission and nature of the work of the United Nations envoy, see: Noman Hammoud Madhi , The role of the United Nations envoys in bringing peace to conflicts Armed Forces of a Non-International Character , Journal of the College of Law for Legal and Political Sciences , Tikrit University , Volume 8 Issue 13, 2019, p. 309

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<sup>37</sup> Mark Wheeler, London Metropolitan University, Celebrity Diplomacy: A source of political legitimacy in an era of late modernity? p,3.2012.

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<sup>38</sup> Andrew F. Cooper ,Celebrity Diplomacy, Published 2016 by Routledge, Taylor & Francis, p,13. p,44-43.

<https://books.google.com.om/books?id=hjweCwAAQBAJ&pg=PR4&lpg=PR4&dq=Andrew+F.+Cooper,+Celebrity+Diplomacy,+Published+2016+by+Routledge,+Taylor+%26+Francis,+p,13.&source=bl&ots=9fEMws>.

### **Limited applicability of basic standards of a traditional diplomat rather than a goodwill ambassador**

**First - Official:** What is meant by officiality when talking about ambassadors of intent? The formal characteristic that gives an obligatory nature to international behavior, and according to formality, the persons of international law are identified as states and international governmental organizations, as previously mentioned.<sup>39</sup> It can be said that the diplomatic mission consists of a number of envoys, headed by a president with the rank of ambassador, and in this case, it is called the embassy. Embassies are agreed upon, either under a general agreement or under a special agreement on diplomatic relations between governments, and from these agreements embassies take their official character. . However, the Ambassador of Intent does not exercise official duties through the embassies, but rather carries out them according to the specific plan for their implementation by the Celebrity Department of the international organization, through diplomatic techniques familiar to Ambassadors of Intent, such as communications and consultations, attending forums, meeting with the public, and Internet networks. In our opinion, these techniques are not considered official diplomatic techniques, but rather are social techniques that ambassadors of intent resort to in most cases.<sup>40</sup> To express the effect of the official status on the legal nature of goodwill ambassadors, it is worth noting that as long as the ambassadors of intent do not work within official institutions or embassies, despite the existence of some goodwill missions in this regard, they will not have the status of a private ambassador, for example, ambassadors of intent of organizations. Their status will not be official due to the organization's special functional status and its lack of sovereignty that states enjoy only. It is a fortiori that the ambassadors of intent of international non-governmental organizations and civil society organizations lack official status, because these organizations are not subjecting of public international law. Accordingly, we differentiate between two matters regarding the assignment of ambassadors of intent to the official character

The first thing, is that the goodwill ambassadors assigned by international governmental organizations and states have a semi-official status, because the assigned party has international legal personality. This represents a positive thing in determining the legal nature. But the negative factor for this category of ambassadors of intent that prevents them from enjoying full official status is that they are neither international nor government employees affiliated with a specific government body.

The second matter, is that the second category of goodwill ambassadors assigned by local entities, national organizations, and international non-governmental organizations do not have official status, because those entities do not have international legal personality. Therefore, we conclude from the above He reminded him that ambassadors of intent are not ambassadors in the diplomatic sense.<sup>41</sup> At the same time, their assistance to official diplomacy does not change their status as special ambassadors from non-governmental ambassadors, despite their enjoyment of Communication

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<sup>39</sup>In the past, celebrity advocates using social media such as Twitter and Facebook to broaden a particular campaign's reach. Messengers of Peace also visit United Nations programmes and activities in the field, which help raise visibility around pressing regional and local issues in international media.

<https://web.archive.org/web/20170711052348/https://outreach.un.org/mop/content/about-messengers-peace>

<sup>40</sup> 40- Ahmed Abu Al-Wafa, *The Law of Diplomatic and Consular Relations*, Cairo, Dar Al-Nahda Al-Arabiya 1995-1996, pp. 350 et seq

<sup>41</sup> Richard Langhorne, *The diplomacy of non – state actors*, *diplomacy statecraft*, 16,2005, p332.

<https://www.tandfonline.com/doi/abs/10.1080/09592290590948388?journalCode=fdps20>

skills, a special sense of humanitarian work, and global reach that is based on fame and not official status<sup>42</sup>

**Second - Permanence:** It was previously said that Ambassadors of Intent are accredited for a period of two years, renewable by agreement of both parties, and that their work is dominated by the concept of self-continuity derived from the humanity of the Ambassador of Intent and his artistic spirit. In contrast to objective permanence, which is based on national and international considerations that are external to the diplomatic ambassador. What confirms the non-permanence of the work of Ambassadors of Intent during the period of their accreditation is that they do not stop practicing their basic profession, as they may combine the diplomatic mission with professional work that is of a technical nature.<sup>43</sup> This combination benefits the mission of the Ambassador of Intent, because in many cases He uses his artistic work to serve the humanitarian mission he is charged with working to support and advocate for, such as using the acting profession to collect donations to fight poverty in a country<sup>44</sup>

in the work of the Goodwill Ambassador can be justified by the fact that the mechanism for carrying out the goodwill mission depends on the methods of field visits in coordination with the entity assigned to him. In addition, the Ambassador of Intent does not devote himself fully to humanitarian work and the temporary nature of this work does not allow him to work permanently

**Third - Immunity:** The importance of the immunity of the Goodwill Ambassador stems from, it provides them with protection in the face of the countries he visits, and in the face of the party assigned to him, whether it is an organization or a state, in order to ensure the proper carrying out of his humanitarian work to the fullest extent. If international custom has long recognized diplomatic envoys with a set of immunities and privileges that provide them with sufficient reassurance to perform their work, without difficulties or annoyances, this is not the case with ambassadors of intent, as there are no norms or international treaties regulating this matter<sup>45</sup>

In our opinion, the lack of precise regulation of the immunity of ambassadors of intent by persons of international law is due to the novelty of the phenomenon, and the instability of the international legal view that it requires international regulation. As a result, its legal status has not changed, as it is still considered a non-international actor, to which general international law applies to a limited extent. In this regard, the Secretary-General of the United Nations proposed applying some legal provisions to ambassadors of intent. This is when he indicated in the model of procedures for using ambassadors of intent in 2003 that the immunities and privileges that apply to United Nations experts also apply to ambassadors of intent of the United Nations and its specialized agencies

As for international work, the principle is that the responsible authorities do not issue diplomatic passports to ambassadors of intent, as they suffice with granting them transit or travel documents. There is no doubt that these documents do not entitle them to the privileges and rights of ordinary diplomatic ambassadors. However, some countries, e.g., Haiti, by issuing credentials granting diplomatic immunity to goodwill ambassadors. Haiti's action is an individual act that is not based on

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<sup>42</sup> <sup>42</sup> Dan Brockington, *the production and construction of celebrity advocacy in international development*, Published by Taylor & Francis, *Third World Quarterly*, 2014, Vol. 35, No. 1, 88–108.

<https://www.tandfonline.com/doi/pdf/10.1080/01436597.2014.868987>

<sup>43</sup> <sup>43-</sup> Lisa Ann Richey and Dan Brockington, *op.c.t*, p,10

<sup>44</sup> <sup>44</sup> j.g. ruggier, *reconstitunig the global public domain –issues actors, and practices*, *eruoepan journal of enternational relations*, 10,2004, p,501.

[https://scholar.harvard.edu/files/johnruggie/files/reconstitutingthe\\_global\\_public\\_domain.pdf](https://scholar.harvard.edu/files/johnruggie/files/reconstitutingthe_global_public_domain.pdf)

<sup>45</sup> <sup>45-</sup> Salah al-Din Amer , *Introduction to the Study of Public International Law* , *op. cit.*, 764.

a treaty and does not constitute an international precedent that changes the nature of legal ambassadors of intent. It is a unilateral international act. It is customary for some international organizations to issue credentials to civil servants and a passport document to ambassadors of intent. These documents, which aim to facilitate the work of humanitarian ambassadors of intent, provide them with the privileges of obtaining an entry visa to other countries, as well as facilities for passage, residence, movement, and other facilities. We believe that these facilities provide functional immunity for the Ambassador of Intent For reasons of humanitarian action, and not for official reasons that characterize normal diplomatic immunities based on considerations of sovereignty. Therefore, these facilities do not change his status to make him similar to that of a regular diplomatic ambassador, so he remains within the limits of a humanitarian ambassador

From our point of view, the Ambassador of Intent should be granted more immunities and facilities stipulated in the United Nations Convention on Temporary Diplomatic Missions for two reasons. First, humanitarian work is predominantly international in nature, because it focuses on global issues. Second, the mission of an ambassador of intent is a specific mission similar to the missions of private diplomatic missions, such as people who are not from the diplomatic corps and represent their countries in international conferences. Our point of view does not change the nature of the ambassador of intent referred to as his intervention in the official diplomatic circle, as this is a positive advantage, because it provides The Ambassador of Intent has flexibility of movement and easy access to workplaces Freed from the constraints of traditional diplomacy.

## CONCLUSION

After reviewing the issue of the international legal nature of the phenomenon of goodwill ambassadors, and the clear interest we witnessed from governmental and non-governmental agencies and seeking their help to contribute to some international issues, especially with regard to human rights, we have reached some results and recommendations as follows

### Results from the research

**First:** The international reality bears witness to the emergence of ambassadors of intent as a new phenomenon in international relations, and to their involvement in humanitarian affairs, by focusing on drawing the attention of the international community to humanitarian issues, which dealing with has become a vital requirement, whether those interested in this matter are from Those addressed by the rules of international law or not, as ambassadors of intent.

**Second:** The name Goodwill Ambassador is given to a famous public figure in a field of life, who carries out humanitarian work at an international, regional, or national level without pay. This is what makes him different from diplomatic ambassadors with many differences, the most important of which is his official capacity.

**Third:** This leads to saying that the legal nature of goodwill ambassadors occupies a middle position between the official and informal boundaries of international work, and this is due to the multiplicity of bodies entrusted with goodwill ambassadors, that is, governmental and non-governmental, as they are not ordinary ambassadors like those appointed by states in the diplomatic corps, nor employees. International people, such as those working in international governmental organizations. Based on the above, they are ambassadors of a special humanitarian nature because their activity focuses on global, local and national issues that enhance human respect.

**Fourth:** The international community did not care about providing legal frameworks for goodwill ambassadors. There are no international treaties and no international custom in this regard, especially with regard to providing international immunities that provide them with protection. Therefore, their legal authority differs from that which applies to diplomatic ambassadors.

## RECOMMENDATIONS



**First:** Due to the lack of legal studies concerned with goodwill ambassadors, we recommend that legal jurisprudence contribute to building the legal edifice for them, and provide Studies that clarify and explain the importance of ambassadors of intent in international humanitarian affairs.

**Second:** The scarcity of international rules for ambassadors of intent requires the conclusion of treaties by persons of international law. As for non-international legal persons, such as international non-governmental organizations, and others whose legal status does not enable them to conclude treaties - for example, immunity treaties for ambassadors of intent, we suggest their participation in preparing the treaties and linking them through legal means with governmental persons, such as obtaining a special consultative status with government agencies.

**Third:** Codifying the practices of ambassadors of intent and making them available, especially to governmental and non-governmental human rights organizations, such as entities publishing annual periodic reports on them and their activities, as this issue still has a personal and public nature

**Fourth:** Establishing an international office supervised by the Human Rights Council that coordinates between all parties seeking ambassadors of intent, regardless of the mandate and activities of the ambassadors of intent.

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