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Addis Ababa, 11 July 2014

My Dear Sister,

The AU Commission extends its warm greetings to you, and wishes to refer to your initiative to start an All Africa Song Contest, as a Pan African endeavor and the request that the African Union Commission partners with you on this initiative.

The initiative as structured, involving contestants from all countries and working with national and other broadcasters, can play an important role in not only raising the profile of African musicians and talent, but also to unite the continent through activities that are very close to all our hearts.

Arts and culture forms a critical part of our identity and heritage, and should play its role in driving Agenda 2063 of an integrated, peaceful and prosperous Africa.

We look forward to working with you on this initiative, through my office and the AU Commission's Division on Culture, and wishes this important Pan African initiative all success.

Nkosazana Dlamini Zuma (Dr.)



Ms. Zeinab Badawi
LONDON



United Nations
Educational, Scientific and
Cultural Organization

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منظمة الأمم المتحدة
للتربية والعلم والثقافة

联合国教育、
科学及文化组织

The Director-General

Ref.: DG/14/4029

28 MAY 2014

Dear Ms Badawi,

From the outset, I would like to commend this initiative, which embraces the values and ideals at the heart of UNESCO. As you know, building lasting peace through the rapprochement of cultures stands at the heart of our mandate. This is challenging and requires unerring efforts from us all to combine efforts so that our joint action has a meaningful impact on the ground. This is all the more crucial in a world undergoing rapid change, where societies are more connected than ever and also more vulnerable.

Globalization means closer connections, but not necessarily deeper mutual understanding. For this, we do need concrete, visionary, and bold action, and this concerns especially Africa, a Global Priority of the Organization. The continent is, I believe, experiencing a renaissance of growth, creativity, cultural expressions, traditions and innovation. This is a land where the past is never forgotten and a better future is being imagined, where we must especially provide every support that we can to young women and men, to meet their expectations, drawing on their aspirations, the rich cultural diversity of the continent and the need to promote new forms of dialogue.

This is why I am pleased to support your project and grant it the patronage of UNESCO, in line with the values and principles of the Organization and in accordance with the terms set forth in the enclosed General Conditions, guided by the goal we share to fight against all forms of discrimination, violence and hatred.

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I stand ready to discuss ways for UNESCO to be further associated to this event and Contest, which, I believe, can open new avenues for a more peaceful and united future for all Africa, essential to a more just and sustainable world for all women and men.

With renewed congratulations and thanks for this extraordinary project, and in the wish to collaborate in its implementation, I remain,

Yours sincerely,

Irina Bokova