



United Nations
Educational, Scientific and
Cultural Organization

Organisation
des Nations Unies
pour l'éducation,
la science et la culture

Organización
de las Naciones Unidas
para la Educación,
la Ciencia y la Cultura

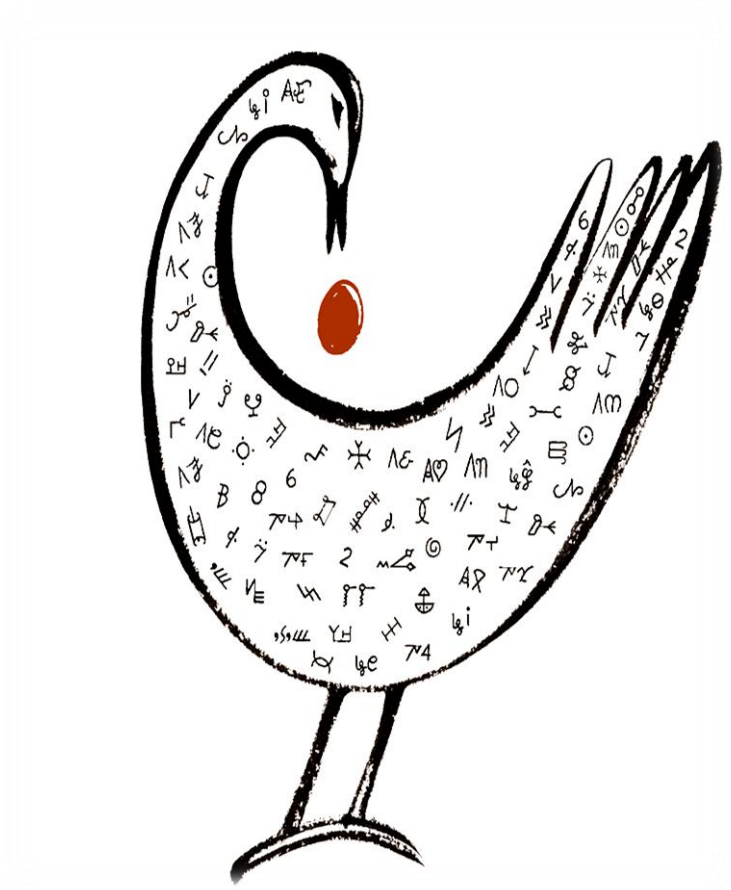
Организация
Объединенных Наций по
вопросам образования,
науки и культуры

منظمة الأمم المتحدة
للتربية والعلم والثقافة

联合国教育、
科学及文化组织

Coalition of Artists for the *General History of Africa*

Declaration of Commitment



GENERAL HISTORY OF AFRICA

Coalition of Artists for the General History of Africa

Declaration of Commitment

Artists who agree to sign this Declaration of Commitment, and thus to promote the *General History of Africa*, including the contribution of Africans and African diasporas to the general progress of humanity and the need to combat prejudice towards Africa and people of African descent:

Concerned by the widespread and maintained misunderstanding and ignorance surrounding the African continent and its diasporas,

Convinced that a true knowledge of the history of Africa and its diasporas will enable young Africans to value their culture and draw inspiration from it, particularly with a view to contributing to the African renaissance,

Also convinced that knowledge of the history of Africa will also enable African diasporas to proudly reconnect with their African roots, and other peoples of the world to become aware of shared heritage with Africa,

Aware that, as opinion leaders, artists can have a positive influence to help the general public, in particular young Africans and people of African descent, to take an interest in that history and draw from it the cultural resources for their personal fulfilment and the future development of the continent,

Further convinced that the widespread promotion of the *General History of Africa* is currently one of the best ways, through education, to combat the racism and discrimination to which Africans and people of African descent are still victim today,

Determined to benefit from their media visibility in order to convey the lessons and values upheld by UNESCO's *General History of Africa* to young people and the general public,

Recognizing the important work done by UNESCO since 1964 for the development of the *General History of Africa*, in particular the publication of the first eight volumes, their pedagogical use in Africa and other continents, and the development of a ninth volume on the recent history of the continent and the global dimension of its diasporas,

Commitments

Artists signatories undertake to:

1. Recall, wherever possible, the great events in African history and draw inspiration from them, as far as possible, for their artistic creation;
2. Relay the lessons of this history to the general public, especially young people, and help promote the volumes of the *General History of Africa*, published by UNESCO, through their social networks (website, Twitter, Facebook, etc.);
3. Take care to refer, to the extent possible, to the *General History of Africa* during their interviews, television shows and various public appearances (television, radio, Internet, press, etc.);

4. Participate in the preparation of video messages and other promotional tools,¹ such as a song supporting the *General History of Africa* project for dissemination by UNESCO and its partners;
5. Partner, as far as possible, the various activities organized by UNESCO around the *General History of Africa* and help with fundraising activities, including launching calls for support for the *General History of Africa*;
6. Foster collaboration between the artists committed together under this Declaration and the project's partners for its promotion and outreach.

UNESCO is particularly honoured by the constant commitment of artists at its side. The Organization invites them to interact, at their discretion, with its teams in order to promote the *General History of Africa* throughout the world and, more specifically, among the youth of Africa and its diasporas.

¹ The preparation of promotional tools of this nature would be the subject of a contract between the artist signatory and UNESCO, defining, among other things, the terms of allocation and use of copyright on the works thus created.

Terms and conditions

This Declaration of Commitment has no partnership dimension or partnership liability.

It is understood that nothing in this Declaration shall be construed as establishing a legal partnership (such as, by way of clarification, partnership liability), joint venture, agency, exclusive arrangement or other similar relationship.

Neither the artist signatory to this Declaration nor anyone who he or she may employ shall be considered as a UNESCO agent or member of staff, nor shall they be authorized to commit UNESCO to any expenditure or other obligations. Signatories of the Declaration shall not be entitled to any privileges, immunities, compensation or reimbursements from the Organization, and cannot bind UNESCO legally or financially.

No artist signatory to this Declaration may use UNESCO's name, acronym or logo without UNESCO's prior written authorization.

The artist signatory agrees that activities undertaken in the framework of this Declaration shall be fully compatible with the Organization's goals and objectives as set out in the Constitution of UNESCO.

This Declaration of Commitment is valid for a period of two years from the signing of the Declaration by the artist. At the end of that period, the commitments contained in this Declaration are naturally renewable upon the signing of a new Declaration by the artist. In the event of abuse or of non-compliance with the Declaration of Commitment by the artist signatory or UNESCO, the other party has the right to annul the Declaration of Commitment.