



**Azərbaycan Respublikasının
Xarici İşlər Nazirliyi**

Haraya: NYNS, SBUE, SDHL, SBRA, STLN, SBRL, SAFN, STHR, SROM, STKO, SADS, SVLS, SKUL, SMXK, SRBT, SPRT, SHAQ, SİSL, SSEU, SMSK, SBQR, SLBL, SVYN, SMDR, SSTH, SAŞQ, SKYV, SLND, SVŞN, NBMT, NDNC

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Nəzərinizə çatdırmaq istərdik ki, BMT-nin Təhsil, Elm və Mədəniyyət üzrə Təşkilatının (YUNESKO) hazırkı Baş direktoru İrina Bokovanın səlahiyyət müddətinin 2017-ci ilin 14 noyabr tarixində bitməsi ilə əlaqədar, Azərbaycan tərəfi bu vəzifəyə Azərbaycan Respublikasının keçmiş mədəniyyət naziri və hal-hazırda Rusiya Federasiyasındakı fəvqəladə və səlahiyyətli səfiri vəzifəsində işləyən Polad Bülbüloğlunun namizədliyini irəli sürmüşdür.

YUNESKO-nun Nizamnaməsinə əsasən, Baş direktor İcraiyyə Şurasının tövsiyəsi əsasında Baş Konfrans tərəfindən 4 illik müddətə seçilir. Baş Konfrans Təşkilata üzv olan 195 üzv dövlətdən, İcraiyyə Şurası isə Baş Konfrans tərəfindən 3 illik müddətə seçilən 58 üzvdən ibarətdir. Hər iki orqanda bu məsələ barədə qərara bir qayda olaraq qapalı iclaslarda baxılır və namizədlik üzrə səsvermə gizli şəkildə keçirilir. Hər iki orqanda qərarlar sadə səs çoxluğu ilə qəbul edilir.

Hazırda Azərbaycanla yanaşı, Çin, Qətər, Livan, Misir, İraq, Qvatemala, Vyetnam və Fransa da öz vətəndaşının namizədliyini qeyd olunan vəzifəyə irəli sürülmüşdür.

İcraiyyə Şurasının 2017-ci ilin 19 aprel-3 may tarixlərində keçiriləcək 201-ci sessiyası zamanı namizədlərin Şura tərəfindən müsahibəsi keçiriləcək. İcraiyyə Şurasının 2017-ci ilin oktyabr ayında keçiriləcək 202-ci sessiyası zamanı keçiriləcək gizli səsvermədə ən çox səs toplamış namizədin adı təsdiq üçün 2017-ci ilin 30 oktyabr-14 noyabr tarixlərində keçiriləcək Baş Konfransın 39-cu sessiyasına təqdim ediləcək.

Baş direktoru təyin edən orqan formal olaraq Baş Konfrans olsa da, reallıqda İcraiyyə Şurasının mövqeyi həlledicidir. Bu baxımdan, namizədliyimizə dəstək əldə etmək üçün ilk növbədə hazırda İcraiyyə Şurasının üzvü olan ölkələrlə iş aparılması labüddür (ölkələrin siyahısı əlavə olunur). Təcrübə göstərir ki, beynəlxalq təşkilatların seçkili orqanlarına namizədliyə dəstək toplamağın ən effektiv yollarından biri səs mübadiləsidir. Bununla əlaqədar, hazırda İcraiyyə Şurasının üzvü olan ölkələrin müxtəlif beynəlxalq təşkilatların seçkili orqanlarına namizədlikləri ilə bağlı bizdə olan məlumat əsasında mümkün səs mübadiləsi təklifləri hazırlanmışdır. Beləliklə, akkredite olduğunuz dövlətlərin YUNESKO-nun Baş direktoru vəzifəsinə keçiriləcək seçkilərdə Polad Bülbüloğlunun namizədliyini dəstəkləməsi

müqabilində Azərbaycan tərəfinin həmin dövlətlərin aşağıda göstərilən namizədliklərini dəstəkləməyə hazır olduğuna dair təklifi qarşı tərəfə təqdim etməyinizi xahiş edirik:

- Albaniyanın BMT Təhlükəsizlik Şurasının (UN Security Council) 2022-2023-cü illər üzrə qeyri-daimi üzvlüyünə namizədliyini;
- Almaniyanın BMT Təhlükəsizlik Şurasının (UN Security Council) 2019-2020-ci illər üzrə qeyri-daimi üzvlüyünə namizədliyini;
- Argentinanın BMT-nin İnsan Hüquqları Şurasının (UN Human Rights Council) 2019-2021-ci illər üzrə üzvlüyünə namizədliyini;
- Böyük Britaniyanın BMT-nin Cinayətkarlığın Qarşısının Alınması və Cinayət Ədliyyəsi Komissiyasının (UN Commission on Crime Prevention and Criminal Justice) 2018-2020-ci illər üzrə üzvlüyünə namizədliyini;
- Braziliyanın BMT-nin İqtisadi və Sosial Şurasının (ECOSOC) 2019-2021-ci illər üzrə üzvlüyünə namizədliyini;
- Dominikan Respublikasının BMT Təhlükəsizlik Şurasının (UN Security Council) 2019-2020-ci illər üzrə qeyri-daimi üzvlüyünə namizədliyini;
- El Salvadorun BMT-nin İqtisadi və Sosial Şurasının (ECOSOC) 2018-2020-ci illər üzrə üzvlüyünə namizədliyini;
- Estoniyanın vətəndaşı cənab Gert Auväart-ın BMT-nin İnzibati və Büdcə məsələləri üzrə Komitəsinin (Advisory Committee on Administrative and Budgetary Questions) 2019-2021-ci illər üzrə üzvlüyünə namizədliyini və Estoniyanın BMT-nin Uşaq Fondunun (UNICEF Executive Board) İcraiyyə Şurasının 2020-2022-ci illər üzrə üzvlüyünə namizədliyini;
- Əlcəzairin vətəndaşı cənab Nouredin Amir-in BMT-nin İrqi ayrı-seçkiliyin aradan qaldırılması üzrə Komitəsinin (UN Committee on Elimination of Racial Discrimination) 2018-2021-ci illər üzrə üzvlüyünə namizədliyini;
- Haitinin BMT-nin Qadınların Statusu üzrə Komissiyasının (Commission on the Status of Women) 2018-2022-ci illər üzrə üzvlüyünə namizədliyini;
- Hindistanın BMT-nin İqtisadi və Sosial Şurasının (ECOSOC) 2018-2020-ci illər üzrə üzvlüyünə namizədliyini;
- İrannın Ümumdünya Turizm Təşkilatının (World Tourism Organization) İcraiyyə Şurasının 2018-2021-ci illər üçün üzvlüyünə namizədliyini;
- İspaniyanın Beynəlxalq Dəniz Təşkilatının İcraiyyə Şurasının (Executive Council of International Maritime Organization) 2018-2019-cu illər üzrə üzvlüyünə namizədliyini;
- İsveçin vətəndaşı cənab Lars Karlsonun Ümumdünya Gömrük Təşkilatının 2019-2023-cü illər üzrə Baş Katibi (World Customs Organization Secretary-General) vəzifəsinə namizədliyini;
- İtaliyanın BMT-nin Cinayətkarlığın Qarşısının Alınması və Cinayət Ədliyyəsi Komissiyasına (UN Commission on Crime Prevention and Criminal Justice) 2018-2020-ci illər üzrə üzvlüyünə namizədliyini;
- Kotdivuarın BMT Təhlükəsizlik Şurasının 2018-2019-cu illər üzrə qeyri-daimi üzvlüyünə namizədliyini;
- Koreya Respublikasının BMT-nin İnsan Hüquqları Şurasına (UN Human Rights Council) 2020-2022-ci illər üzrə üzvlüyünə namizədliyini;
- Malayziyanın BMT-nin Qadınların Statusu üzrə Komissiyasının (Commission on the Status of Women) 2019-2023-cü illər üzrə namizədliyini;

- Meksikanın BMT Təhlükəsizlik Şurasının (UN Security Council) 2021-2022-ci illər üzrə qeyri-daimi üzvlüyünə namizədliyini;
- Mərakeşin YUNESKO-nun İcraiyyə Şurasının (UNESCO Executive Council) 2017-2021-ci illər üzrə üzvlüyünə namizədliyini;
- Niderlandın BMT-nin İnsan Hüquqları Şurasına (UN Human Rights Council) 2020-2022-ci illər üzrə üzvlüyünə namizədliyini;
- Nigeriyanın BMT-nin İnsan Hüquqları Şurasının (UN Human Rights Council) 2018-2020-ci illər üzrə üzvlüyünə namizədliyini;
- Nikaraquanın BMT-nin İqtisadi və Sosial Şurasının (ECOSOC) 2020-2022-ci illər üzrə üzvlüyünə namizədliyini;
- Omanın BMT-nin Təhlükəsizlik Şurasının (UN Security Council) 2030-2031-ci illər üzrə qeyri-daimi üzvlüyünə namizədliyini;
- Pakistanın vətəndaşı xanım Sania Niştarın Ümumdünya Səhiyyə Təşkilatının (World Health Organization) 2017-2022-ci illər üzrə Baş Katibi vəzifəsinə namizədliyini;
- Paraqvayın BMT-nin İnsan Hüquqları Şurasının (UN Human Rights Council) 2020-2022-ci illər üzrə üzvlüyünə namizədliyini;
- Rusiya Federasiyasının BMT-nin İnsan Hüquqları Şurasının (UN Human Rights Council) 2021-2023-cü illər üzrə üzvlüyünə namizədliyini;
- Senegalın BMT-nin İnsan Hüquqları Şurasının (UN Human Rights Council) 2019-2021-ci illər üzrə üzvlüyünə namizədliyini;
- Serbiyanın Ümumdünya Turizm Təşkilatının İcraiyyə Şurasının (World Tourism Organization Executive Council) 2018-2021-ci illər üzrə üzvlüyünə namizədliyini;
- Sloveniyanın BMT-nin İnsan Hüquqları Şurasının 2018-ci il üzrə prezidenti (UN Human Rights Council Presidency) vəzifəsinə namizədliyini;
- Trinidad və Tobaqonun BMT Təhlükəsizlik Şurasının (UN Security Council) 2031-2032-ci illər üzrə qeyri-daimi üzvlüyünə namizədliyini;
- Türkmənistanın BMT Təhlükəsizlik Şurasının (UN Security Council) 2031-2032-ci illər üzrə qeyri-daimi üzvlüyünə namizədliyini;
- Ukraynanın BMT-nin İqtisadi və Sosial Şurasının (ECOSOC) 2019-2021-ci illər üzrə üzvlüyünə namizədliyini;
- Yaponiyanın BMT-nin İnsan Hüquqları Şurasının (UN Human Rights Council) 2020-2022-ci illər üzrə üzvlüyünə namizədliyini;
- Yunanıstanın BMT Təhlükəsizlik Şurasının (UN Security Council) 2025-2026-cı illər üzrə üzvlüyünə namizədliyini;

İcraiyyə Şurasına üzv olan 18 dövlətin (Banqladeş, Kamerun, Çad, Qana, Qvineya, Keniya, Litva, Mavriki, Mozambik, Nepal, Paraqvay, Sent-Vinsent və Qrenada, Cənubi Afrika, Şri-Lanka, Sudan, Toqo, Uqanda, Amerika Birləşmiş Ştatları) beynəlxalq təşkilatlara namizədlikləri haqqında bizdə məlumat olmadığı üçün səs mübadiləsinə dair təklif hazırlamaq mümkün olmamışdır. Bununla əlaqədar olaraq, NYNS-dən xahiş olunur ki, həmin dövlətlərə Azərbaycan Respublikasının namizədinə dəstək xahiş edən müvafiq nota göndərsin. Bundan başqa, qeyd olunan dövlətlərdə akkreditə olunmuş səfirliklərimizdən, NBMT, NDNC və NYNS-dən xahiş olunur ki, həmin dövlətlərin beynəlxalq təşkilatlara namizədlikləri haqqında məlumat əldə edib mümkün qədər qısa müddətdə Mərkəzə təqdim etsinlər.

Azərbaycan Respublikasının namizədi ilə rəqabət aparan İcraiyyə Şurası üzvlərinə (Qətər, Livan, Misir, Vyetnam, Çin, Fransa) isə qarşılıqlı dəstək təklifinin göndərilməsi hazırkı mərhələdə məqsədəuyğun deyil.

Yuxarıda qeyd etdiyimiz kimi, Baş direktorun seçilməsində əsas rol İcraiyyə Şurasına məxsusdur. Bununla belə, namizədimizin İcraiyyə Şurasında səsverməsində mümkün uğur qazanmasından sonra, Baş Konfransında keçiriləcək səsvermənin rəvan keçməsi üçün, YUNESKO-nun İcraiyyə Şurasında təmsil olunmayan digər üzv dövlətləri ilə də iş aparmağı və onların Polad Bülbüloğlunun namizədliyinə dəstəklərinin əldə edilməsini zəruri hesab edir və aidiyyəti diplomatik nümayəndəliklərimizin bu istiqamətdə səylər göstərməsini xahiş edirik.

Müvafiq tədbirlər görməyinizi və nəticələri barədə Mərkəzə məruzə etməyinizi xahiş edirik.

Hörmətlə,

Nazir müavini



Araz Əzimov

İcraçı: Səlimova Günel
Nəzrin Hüseynli (MBTI)

YUNESKO-nun İcraiyyə Şurasının hazırkı üzvləri ilə iş aparacaq diplomatik missiyələrimizin siyahısı¹

1. Əlcəzair	SALC
2. Argentina	SBUE
3. Paraqvay	SBUE
4. Hindistan	SDHL
5. Banqladeş	SDHL
6. Nepal	SDHL
7. Şri-Lanka	SDHL
8. Braziliya	SBRA
9. Trinidad və Tobaqo	SBRA
10. Sudan	SQHR
11. Estoniya	STLN
12. Almaniya	SBRL
13. Yunanıstan	SAFN
14. Albaniya	SAFN
15. İran	STHR
16. İtaliya	SROM
17. Yaponiya	STKO
18. Keniya	SADS
19. Litva	SVLS
20. Malayziya	SKUL
21. Meksika	SMXK
22. Mərakeş	SRBT
23. Mavritaniya	SRBT
24. Seneqal	SRBT
25. Niderland	SHAQ
26. Pakistan	SISL
27. Koreya Respublikası	SSEU
28. Rusiya Federasiyası	SMSK
29. Serbiya	SBQR
30. Sloveniya	SLBL, SVYN
31. Cənubi Afrika Respublikası	SPRT
32. Mozambik	SPRT
33. İspaniya	SMDR
34. İsveç	SSTH
35. Türkmənistan	SAŞQ
36. Ukrayna	SKYV
37. Birləşmiş Krallıq	SLND

¹ Azərbaycan Respublikasının namizədi ilə rəqabət aparən İcraiyyə Şurası üzvlərinə (Çin, Qətər, Livan, Misir, Vyetnam və Fransa) qarşılıqlı dəstək təklifinin göndərilməsi hazırkı mərhələdə məqsəduyğun deyil.

38. Amerika Birləşmiş Ştatları	SVŞN
39. Nikaraqua	NBMT
40. Oman	SRYD
41. Kamerun	NYNS
42. Çad	NYNS
43. Kotdivuar	NYNS
44. Dominikan Respublikası	NYNS
45. Qana	NYNS
46. Qvineya	NYNS
47. Haiti	NYNS
48. Nigeriya	NYNS
49. Sent Kits və Nevis	NYNS
50. Toqo	NYNS
51. Uqanda	NYNS
52. El Salvador	NYNS

Polad Bülbüloğlu

Candidate for Director-General of UNESCO
2017



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Above: Polat Bilbiloglu with his family at the unveiling of his father Bilbul's statue in Baku
Front cover: The sculpture by Zeynep Tsereteli, a world-known artist and UNESCO Goodwill Ambassador



Overview

Polad Bülbüloğlu, born in Baku (Azerbaijan) in 1945, is a public servant and statesman with a long and distinguished record in the spheres of cultural management and international diplomacy, and a particular interest in resolving humanitarian issues. He is also a renowned musician on the world stage who has performed in more than 70 countries spanning a career over five decades.

As **Minister of Culture of the Republic of Azerbaijan** (1988-2006) he successfully oversaw the creation and development of the country's independent cultural policy, and worked with such institutions as the Council of Europe's Department of Cultural Policy, the European Institute for Comparative Cultural Research, and UNESCO.

Polad Bülbüloğlu has also been a leading member in international cultural organisations. As **Deputy Chair of the National Commission of the Republic of Azerbaijan for UNESCO** (1994-2006), he headed the Azerbaijani Delegation at the 31st (2001), 32nd (2003) and 33rd (2005) sessions of the UNESCO General Conference. A founder of the **International Organisation of Turkic Culture** (TURKSOY), he served as the **Organisation's Director-General** for 14 years (1994-2008) and established its ties with UNESCO. Since 2009, he has served as **Chairman of the Board of the Intergovernmental Foundation for Educational, Scientific and Cultural Cooperation** (IFESCO) of the **Commonwealth of Independent States** (CIS).

Appointed **Ambassador Extraordinary and Plenipotentiary of the Republic of Azerbaijan to the Russian Federation** in 2006, he worked extensively in the humanitarian sphere, encouraging international cooperation and dialogue between nations, and promoting multiculturalism, education and the arts as powerful tools for peace.

Polad Bülbüloğlu has received numerous distinctions from both states and international organisations for his contributions to cultural and humanitarian development, peacemaking initiatives, and the arts.



At the piano with his father, the renowned Azerbaijani singer Bülbül ("nightingale")



Composing music and performing as a young man

Background and Education

Polad Bülbüloğlu was born in Baku (Azerbaijan) in 1945, to the family of Murtuza Mammadov - a great Azerbaijani singer and musicologist. Trained in Azerbaijan and Italy, his father was one of the founders of the vocal arts and national musical theatre in Azerbaijan. The name Bülbül - "nightingale" - was bestowed upon the popular singer for the beauty and purity of his voice. The artistry of Bülbül was unique in that he managed to perfect his skills in the European bel canto style without sacrificing the particularities of the *mugham* art form (inscribed in the UNESCO List of Intangible Cultural Heritage in 2009, and originally proclaimed in 2003).

Growing up in such a rich cultural background was formative for Polad Bülbüloğlu's development as an artist and culture promoter. Educated at the Special High School of the Hajibeyov Azerbaijan State Conservatory (1952-1963), he later studied composition at the Conservatory under the renowned composer Gara Garayev (1963-1968). Following the example of his famous father, he would go on to fuse elements of Western and Oriental art traditions in his work.



Polad Bülbüloğlu signing a cultural ministerial agreement in the presence of the former President of the Republic of Azerbaijan, Heydar Aliyev, and the former Prime Minister of Turkey, Süleyman Demirel

National and International Public Service

Chairman of the Board of the Intergovernmental Foundation for Educational, Scientific and Cultural Cooperation (IFESCO) of CIS (elected four times)

- 1987-1988 Director and Art Director of the Azerbaijan State Philharmonic Hall
- 1988-2006 Minister of Culture of the Republic of Azerbaijan
- 1994-2006 Deputy Chair of the National Commission of the Republic of Azerbaijan for UNESCO
- 1994-2008 Director-General of the International Organisation of Turkic Culture (TURKSOY) (elected four times)
- 1995-1998 Member of Milli Majlis (National Parliament) of the Republic of Azerbaijan
- 2002-2004 Chairman of the Council on Cultural Cooperation of the Commonwealth of Independent States (CIS), at the level of Ministers of Culture
- 2006-present Ambassador Extraordinary and Plenipotentiary of the Republic of Azerbaijan to the Russian Federation
- 2009-present Chairman of the Board of the Intergovernmental Foundation for Educational, Scientific and Cultural Cooperation (IFESCO) of CIS (elected four times)



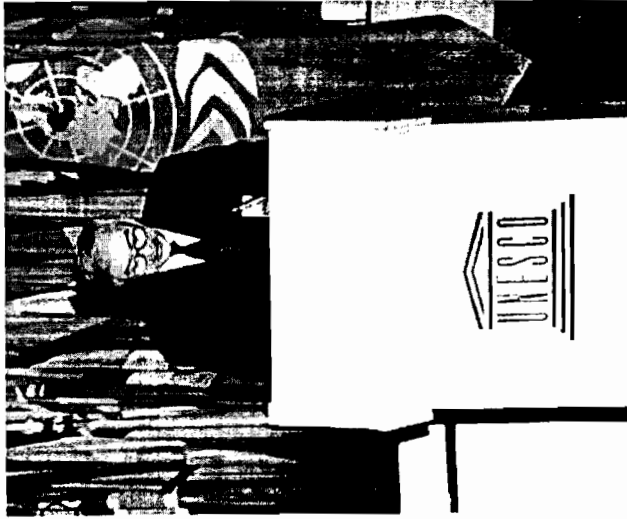
During his time as Minister of Culture of the Republic of Azerbaijan.

Cultural Management

Appointed **Minister of Culture of the Republic of Azerbaijan** in 1988, Polad Bülbüloğlu proved himself an adept leader of cultural policy and programmes, as competent manager of sizable organisations with limited budgets and as well-recognized statesman. His 18 years in this function included the challenging transition to national independence, during which he oversaw the creation of the cultural policy of the Republic of Azerbaijan. Polad Bülbüloğlu was the Minister of Culture and Tourism of the Republic of Azerbaijan at the time of the collapse of the Soviet Union. From 1991 through 1996 he managed to save the country's cultural infrastructure with scarce resources and finances. Not a single museum, library, music school, theatre or cinematography ceased to exist. He managed a cultural system comprising **16.000 institutions** with more than **72.000 employees**.

Cooperation with European Institutions

During his time as Minister of Culture, Polad Bülbüloğlu expanded and developed Azerbaijan's international ties, closely managing the process of Azerbaijan's involvement in European and international institutions, as well as coordinating and carefully studying national cultural processes. One of the remarkable results of his activity was the survey "**Cultural Policy in the Republic of Azerbaijan**" prepared in 2000 within the framework of the **Council of Europe's Department of Cultural Policy** and the **European Institute for Comparative Cultural Research (ERICarts)**. This survey was unique in its systematization of cultural information, and was recognized as one of the most successful "Cultural Policy in Europe" projects.



Giving a speech at the UNESCO General Conference

Involvement with UNESCO

From 1994-2006 he served as Deputy Chair of the National Commission of the Republic of Azerbaijan for UNESCO. Polad Bülbüloğlu was closely involved in developing relations with UNESCO, and realized joint projects on the occasion of remarkable anniversaries celebrated by UNESCO. In this connection, the Director-General of UNESCO Federico Mayor visited Baku in November 1996 upon the invitation of Polad Bülbüloğlu and participated in the events on the occasion of the 500th anniversary of the birth of the poet Fuzuli - a major figure of Azerbaijani and Eastern literature. Parallel events were also organized at UNESCO Headquarters. In 2000, UNESCO observed the 1300th anniversary of the epic "Kitabi of Dede Korkut" with an exhibition, symposium and concert held in Paris.

Polad Bülbüloğlu headed the Azerbaijani Delegation at the 31st (2001), 32nd (2003) and 33rd (2005) sessions of the UNESCO General Conference. In addition, he played an active role in discussions around cultural issues at the international level. In 1998 he delivered a speech at the Intergovernmental Conference on Cultural Policy for Development in Stockholm, which initiated a new focus on culture as a driver of development. In 1999, he actively participated in the work of the 10th session of the Intergovernmental Committee for Promoting the Return of Cultural Property to its Countries of Origin or its Restitution in Case of Illicit Appropriation. In 2000, he attended the Round Table of Ministers of Culture of UNESCO Member States in Paris. Under the auspices of UNESCO, Polad Bülbüloğlu organized and participated in various celebrations of the anniversaries of the great figures of the arts and sciences, such as the composer Gara Garayev, chemist Yusif Mammaddaliyev and writer Chinghiz Aitmatov.

Creating TURKSOY

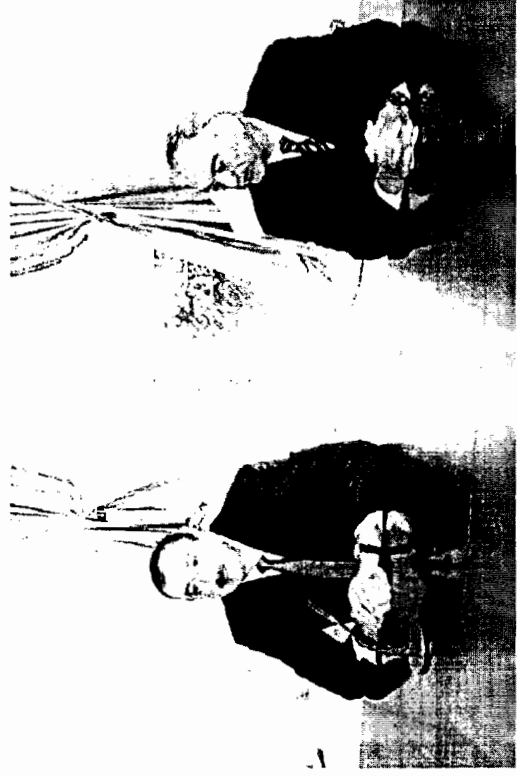
In his capacity as a founder of the International Organisation of Turkic Culture (TURKSOY), Polad Bülbüloğlu was not only the first Director-General of the Organisation for the first 14 years of its operation from 1994 to 2008, but also laid the foundations for its still-ongoing collaboration with UNESCO. The relevant Agreement was signed in Istanbul by himself and then UNESCO Director-General Federico Mayor in June 1996. Four times elected as Director-General, TURKSOY provided under his leadership a new institutional framework for the cooperation and cultural interaction of Turkic-speaking peoples.

Building IFESCO

Polad Bülbüloğlu has used his rich experience and authority to support and develop humanitarian cooperation amongst Commonwealth of Independent States (CIS) Members. He has taken on a leading role at the CIS Forum of Creative and Scientific Intellectuals, working on this annual event since 2006. The activities of the CIS Intergovernmental Foundation for Educational, Scientific and Cultural Cooperation (IFESCO) are also closely linked with Polad Bülbüloğlu, as he was elected four times as Chairman of the Board since 2009. Under his leadership, the Foundation has realized several projects, and a series of ongoing events were established. Among them are the Cultural Capital of the Commonwealth programme (in line with similar European and international initiatives), the annual Stars of the Commonwealth Award recognizing the efforts of artists and cultural workers, and the Commonwealth of Debuts Award for promising young specialists in the humanitarian sphere.

Diplomatic activity

Following his appointment as Ambassador Extraordinary and Plenipotentiary of the Republic of Azerbaijan to the Russian Federation in 2006, Polad Bülbüloğlu continued his work in the humanitarian sphere. He has contributed to the development of bilateral cooperation between



With the president of Azerbaijan Mr. Ilham Aliyev

Azerbaijan and Russia in this area. He has devoted great efforts to the promotion of both the cultural elements of Azerbaijan on the UNESCO List of Intangible Cultural Heritage, and the exceptional objects of the country's arts. Furthermore, he has given special attention to the development of cooperation in the field of education, among others actively contributing to the solution of problems faced by Azerbaijani students studying at Russian Universities. He also helped to open regional branches of renowned Russian Universities in Baku, the first being a branch of the Moscow State University.

In 2010 Polad Bülbüloğlu was involved in the organisation of the first Azerbaijani-Russian Humanitarian Forum, held in Baku. The success of this event allowed to develop and broaden its scope, transforming it into the Baku International Humanitarian Forum, held annually since 2011 under the auspices of the Presidents of the Republic of Azerbaijan and the Russian Federation. The five Forums held to date - with the participation of a diverse range of Nobel Laureates, renowned international experts in various spheres, political leaders, former heads of state and senior UNESCO representatives - have established Baku as an internationally-recognized platform for the promotion and scientific study of ideas relating to multiculturalism. Polad Bülbüloğlu has been a regular participant in the work of the annual International Likhachov Scientific Conference, held in Saint Petersburg. His lectures at the Conference include "Azerbaijan at the Crossroads of the Dialogue of Cultures and Civilisations" (2009), "Understanding Global Contemporary Challenges and National Interests in the Republic of Azerbaijan" (2016) and, within the Diplomatic Programme, "The International Dialogue of Cultures: Global Context and the Participation of Azerbaijan".

Polad Bülbüloğlu has also dedicated himself to peacemaking initiatives with the participation of the intelligentsia, with the aim of establishing dialogue between the civil societies of Armenia and Azerbaijan. In 2007 and 2009 with his direct participation, and supported by his public authority, reciprocal visits of groups of Azerbaijani and Armenian intellectuals proved memorable, demonstrating that once political barriers have been eliminated and a resolution of the Armenian-Azerbaijani conflict has been accomplished, both sides can enter into dialogue and peacefully coexist.



"Love and Death" ballet by Polad Bülbüloğlu staged in Belarus State Opera and Ballet Theatre



Artistic Career

Polad Bülbüloğlu's impressive talents as a singer, musician and composer were apparent while still a student - blessed with a particular aptitude for contemporary music, clarity of voice, and a fine ear for form.

In 1965 he began performing, giving concerts in Azerbaijan and the USSR, and in more than 70 countries across the world. He pioneered a new form of Soviet stage performance, combining contemporary rhythms and melodies with rousing national music, inspiring a new generation of musicians in the process.

During the 1960s, his songs were performed by many world-famous singers, and his compositions for more than 20 feature films and numerous theatre performances brought him worldwide attention and fame. His film work as a screen actor in a number of key roles increased his popularity, and his stardom was sealed by his appearances on many primetime musical television programmes.

In 1969 he became a member of the USSR Union of Composers and the USSR Union of Cinematographers.

In 1975 he created the Azerbaijan State Stage Band and served as its Artistic Director until 1977. In 1981 he created the vocal-instrumental band "Ashiqar", serving as its Artistic Director until 1987.

Since turning his attention to government service in 1988, and in spite of his busy schedule, Polad Bülbüloğlu still manages to find time to please his fans with major new works and live concert appearances.

His ballet "Love and Death", written on the motifs of the epic "Kitabi Dede Korkut", premiered in 2005 at the Azerbaijan State Academic Opera and Ballet Theatre in Baku. In 2009 it was performed at the Yekaterinburg State Academic Opera and Ballet Theatre in Russia, and in 2016 at the National Academic Grand Opera and Ballet Theatre of Belarus.

Recent highlights include his performances for the city of Derbend's 2000th anniversary celebrations, held under the auspices of UNESCO in 2015, as well as at the Slavianski Bazaar in Vitebsk International Arts Festival in 2016. Polad Bülbüloğlu was also invited to perform as a special guest at the 2016 edition of Vadim Repin's Trans-Siberian Art Festival in Novosibirsk,

Honours and Awards

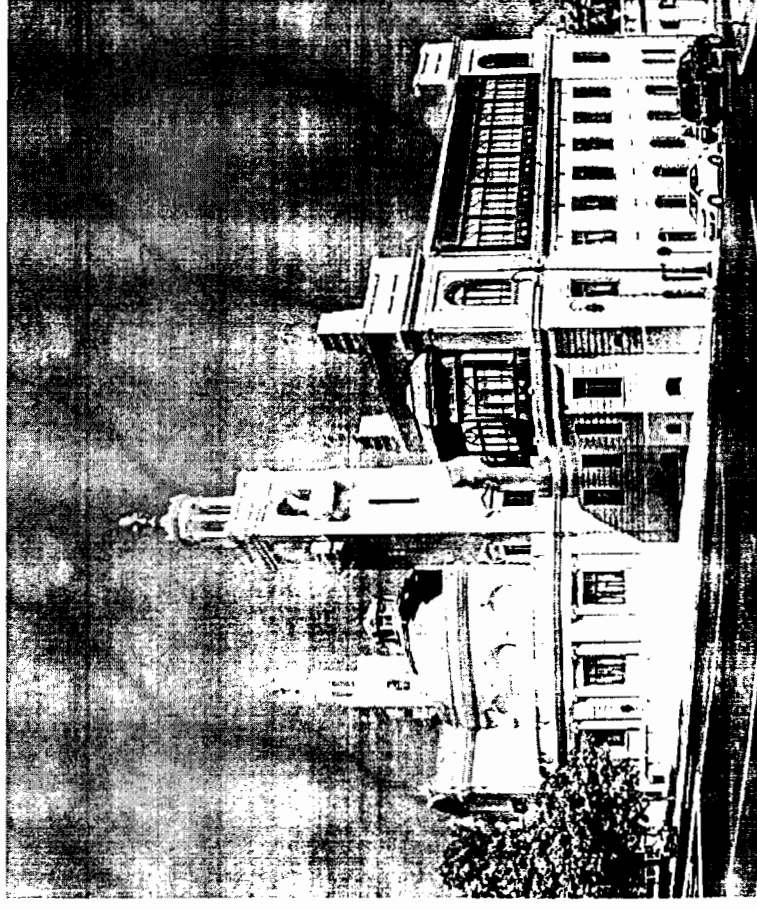
Polad Bülbüloğlu has received many distinctions and honours throughout his artistic and political careers. They include:

1. Public Service

- Order of Honour of Georgia
- Turkish World Writers and Artists Association (TURKSAV) Award
- "Star of Creativity" Russian National People's Award
- Order of Independence of the Republic of Azerbaijan
- Order of Friendship of the Russian Federation
- "Om Emerit" Honour of the Republic of Moldova
- "The Rose of the World" Gold Medal, awarded jointly by UNESCO and the International Humanitarian Academy Europe-Asia
- National Award for Peace and Progress of the President of the Republic of Kazakhstan
- "Mogtymguly Pyragy" Medal of Turkmenistan
- Order of Glory of the Republic of Azerbaijan
- Order of Honour of the Russian Federation
- Honourable Medal of the Ministry of Foreign Affairs of the Russian Federation

2. Artistic Career

- Youth Award of the of Azerbaijan Republic
- Laureate of the televised Song of the Year festivals in 1972,1977,1978 and 1979.
- Honoured Art Worker of Azerbaijan
- People's Artist of Azerbaijan
- Certificates of Honour of the Chuvash and Mari Republics
- Doctor of Arts, Azerbaijan State Academy of Fine Arts
- Honorary Professor, Azerbaijan State University of Culture and Arts
- Professor of Music, Supreme Attestation Commission of the Republic of Azerbaijan Polad Bülbüloğlu's star unveiled at the Performers' Square in Moscow
- Honorary Member, Russian Academy of Arts
- Honorary Citizen of Tbilisi, Georgia
- "Through Art to Peace and Mutual Understanding" Special Award of the President of the Republic of Belarus
- Polad Bülbüloğlu's name unveiled on the Vitebsk Walk of Fame
- Public Honorary "Ladoshki" Award of Childhood Appreciation
- Head of International Jury at "Slavansky Bazaar" Arts Festival in Vitebsk, Belarus



Azerbaijan State Philharmonic Hall, one of the cultural landmarks restored under management of Mr. Bülbüloğlu

Publications

Numerous articles on Polad Bülbüloğlu's wide-ranging activities in the political and diplomatic fields, and on his public life as an artist have been published in books, newspapers, periodicals and journals in Azerbaijan and across the world.

They include:

- Farhad Agamaliyev (1985). **Polad Bülbüloğlu**. Baku: "Ishiq" Publishing House.
- Nushaba Ismayilova (2005). **A Worthy Successor of the Great Talent**. Baku: "Sada" Publishing House.
- Dmitry Grigoriev (2006). **And I Will Be Surprised Again by the Sun**. Saint Petersburg: Pechatniy Dvor Publishing House.



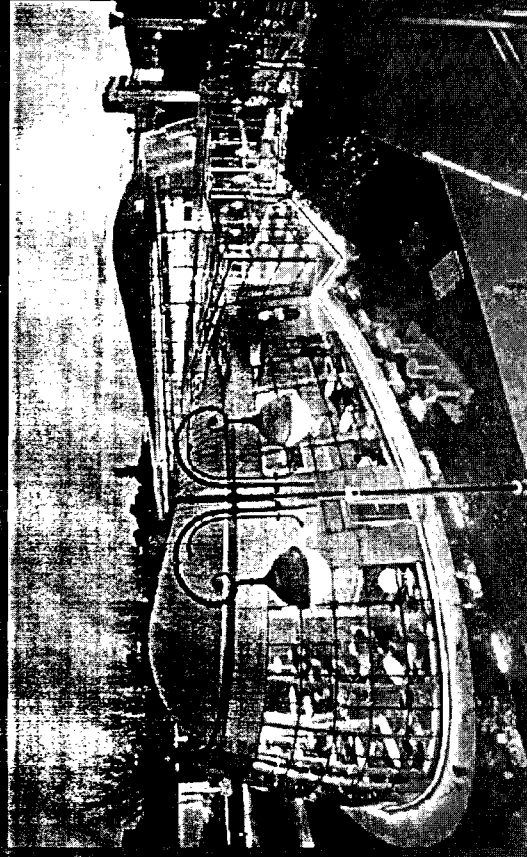
UNESCO Roundtable in Turkey



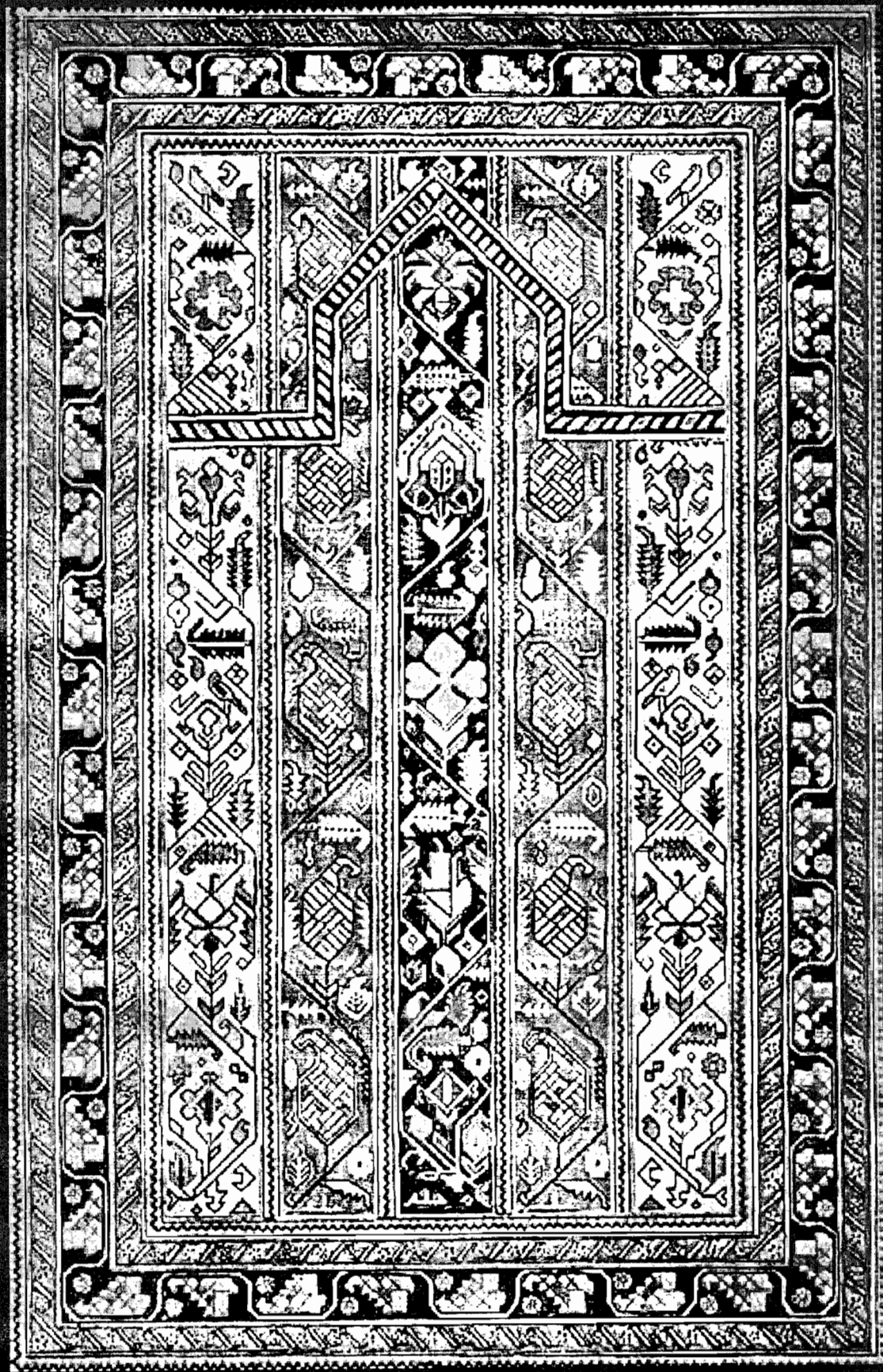
With Russian Patriarch Alexy II and Caucasus sheikh Allahshukur Pashazade



Laying the foundations of the International Mugham Centre of Azerbaijan with the President of the Republic of Azerbaijan, Ilham Aliyev, the First Vice President of the Republic of Azerbaijan, Mehriban Aliyeva, and the former UNESCO Director-General, Koichiro Matsuura (2005).



Above: The International Mugham Centre of Azerbaijan, completed in 2008. The Azerbaijani mugham art form was added to the UNESCO List of Intangible Heritage in 2003.
 Back cover: A carpet from Azerbaijan. Azerbaijani carpet weaving was added to the UNESCO List of Intangible Heritage in 2010.



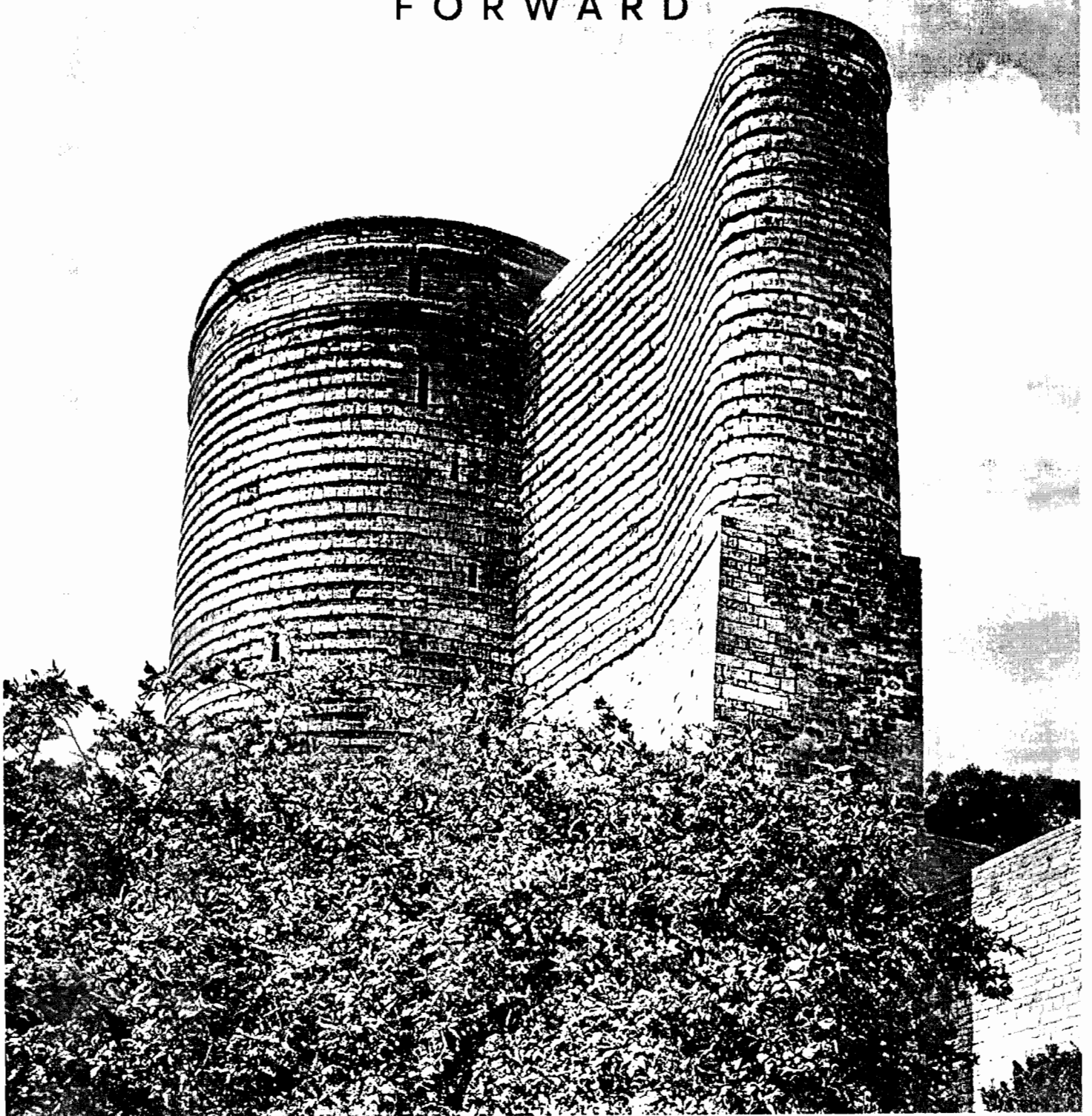
www.poladbulbuloglu.com

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Polad Bülbüloğlu

Candidate for Director-General of UNESCO

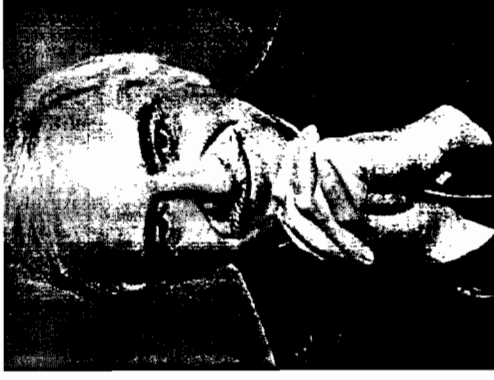
LEADING UNESCO
FORWARD



Polad Bülbüloğlu

Candidate for Director-General of UNESCO
2017

Leading UNESCO Forward



4

My Vision

6

Minimising the Impact of Politics

8

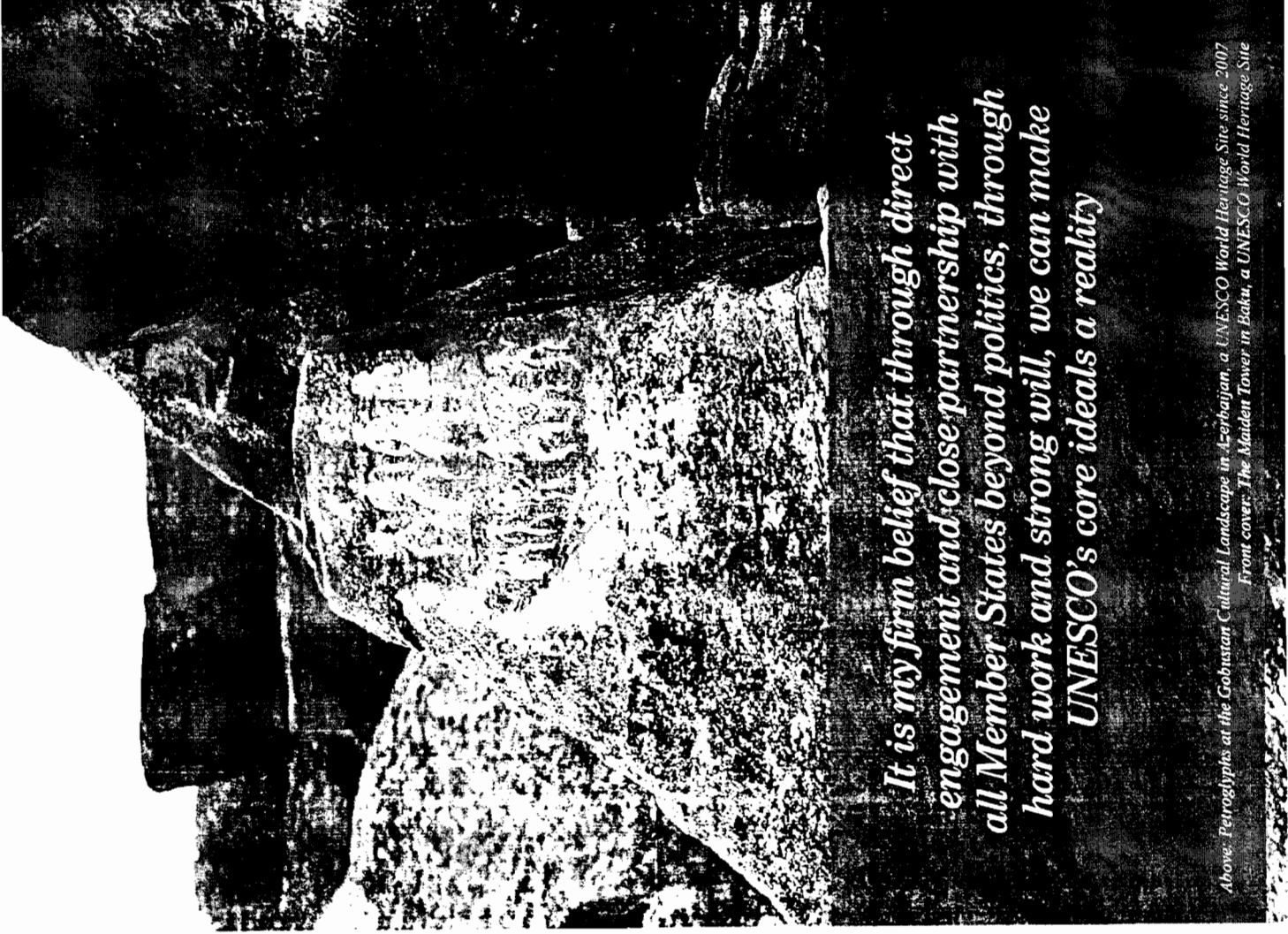
Maximising Efficiency and Relevance

10

Focus on the Human Dimension


15

My Pledge



It is my firm belief that through direct engagement and close partnership with all Member States beyond politics, through hard work and strong will, we can make UNESCO's core ideals a reality

*Above: Petroglyphs at the Gobustan Cultural Landscape in Azerbaijan, a UNESCO World Heritage Site since 2007
Front cover: The Maiden Tower in Bakı, a UNESCO World Heritage Site*

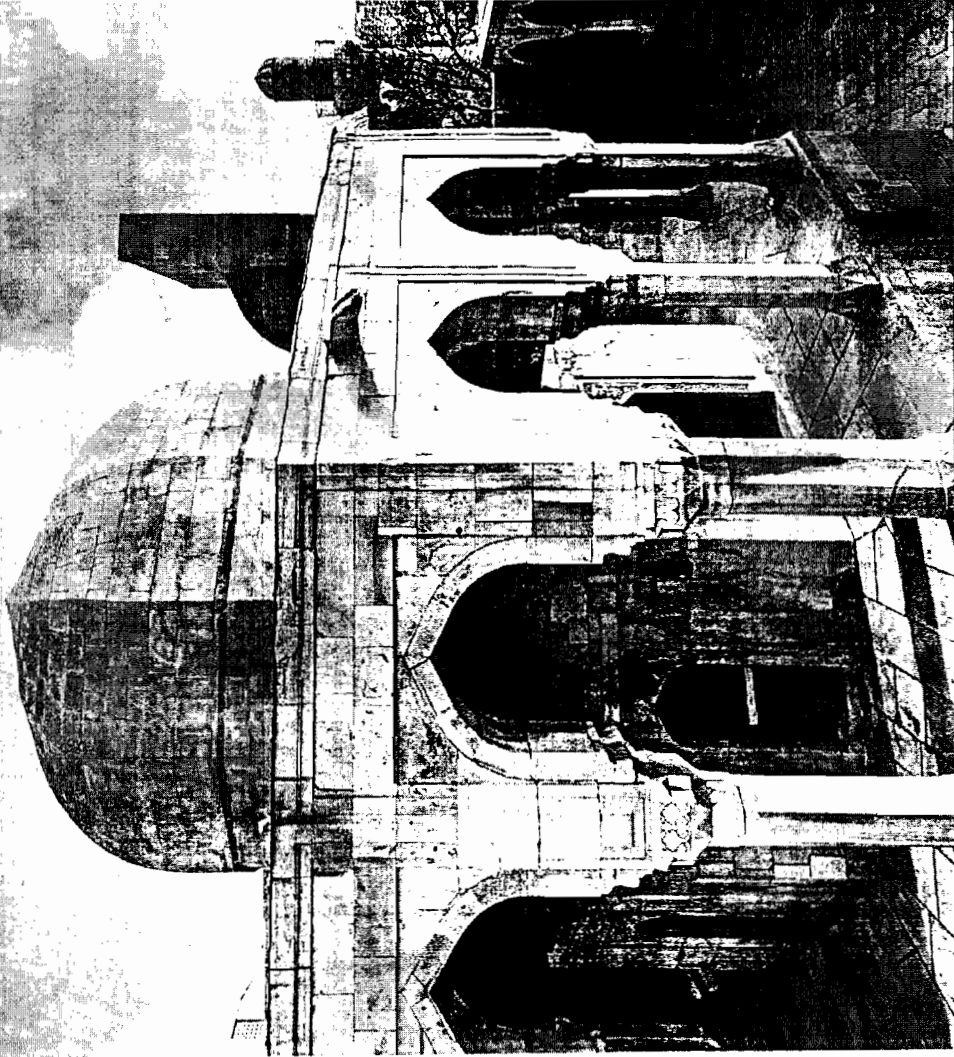


*UNESCO was created for
international cooperation
through education, the sciences,
culture, communication and
information and as the world's
centre for intellectual solidarity*

*The ambitious goal of UNESCO
— building the defences of peace
in the minds of men and women
— is relevant as never before*

The Walled City of Baku, a UNESCO World Heritage Site.

My Vision



The Shirvanshah's Palace in Baku, a UNESCO World Heritage Site

"I believe my extensive first-hand experience across the arts and culture, the management of big organisations and international diplomacy makes me well placed to lead UNESCO forward"

Polad Bülbüloğlu

Building the defences of peace in the minds of men and women – this is the ambitious goal of UNESCO. At its core is the conviction that education, the sciences, culture, communication and information can help advance sustainable development in all countries and prevent such negative developments as violent extremism, terrorism and armed conflict. At a time when international interactions are in a state of constant flux, we face new threats and challenges impossible to overcome at the national level alone. In this turbulent times of globalization, the mandate of UNESCO is as relevant as never before. It is through fully-fledged actions of UNESCO that the international community can avoid adverse turns of events. Instability and ongoing conflicts around the world are not only military in nature or driven by economic instability – they are also a crisis in education, science and culture. Their resolution is achievable only with the full support and strong political will of the world as a whole. New forms of solidarity and cooperation are required.

UNESCO's mission has always inspired me. Having been associated with culture, the arts and education my entire life, I know first-hand that people of different cultures and religions and their different perspectives on the world can successfully co-exist and connect through many spheres for the benefit of their people, and all humankind. Diversity is not a threat, but an asset of humanity.

Alongside my many years as an active artist performing across the globe, I have a long and distinguished record of national and international public service - as Minister of Culture of the Republic of Azerbaijan, Director-General of the International Organisation of Turkic Culture (TURKSOY), and Chairman of the Board of the Intergovernmental Foundation for Educational, Scientific and Cultural Cooperation (IFESCO) of the Commonwealth of Independent States (CIS). And in diplomacy, as Ambassador of the Republic of Azerbaijan to the Russian Federation since 2006.

I believe my extensive first-hand experience across the arts and culture, the management of big organisations and international diplomacy makes me well placed to lead UNESCO forward.

My vision has three main priorities:

- 1 Minimising the Impact of Politics
- 2 Maximising Efficiency and Relevance
- 3 Focus on Human Dimension

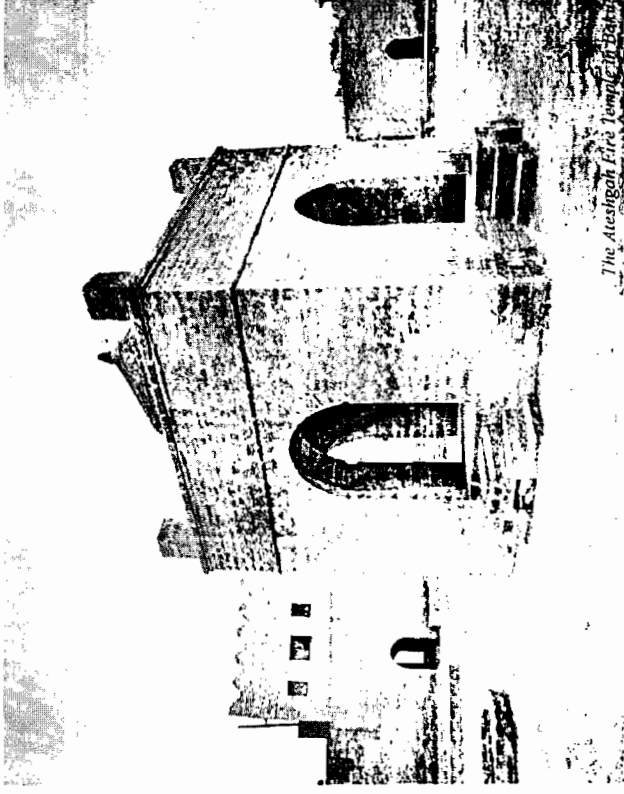
Minimising the Impact of Politics



The Heydar Aliyev Centre in Baku. An award-winning building for contemporary culture, designed by UNESCO Artist for Peace Zaha Hadid and completed in 2012

*Political interests must not obstruct
the noble mission of UNESCO
in the service of humanity*

*The active policy of UNESCO
must stand apart from all political disputes*



The Ateshgah ruins in Baku

The founding idea of UNESCO was the establishment of an organisation dedicated to international cooperation in education, the sciences and culture that stood apart from the political arena and spared no efforts in bringing its Member States together for the achievement of commonly shared humanitarian ideals and goals. Today, however, it is clear that our Organisation has also fallen to the mercy of certain political processes.

It is my firm belief that there is no place for political games when humanity expects solutions from us for the betterment of human existence. Numerous humanitarian issues require. We cannot squander our time in fruitless confrontation while humanity faces huge problems, including mass migration and the refugee crisis, the destruction of cultural heritage, and environmental concerns.

Though it may sound paradoxical, the policies and actions of UNESCO as intergovernmental organisation should be kept free from political dispute and be focused instead on the Organisation's mandate, which has been quite clear for more than seventy years now. Our approach should be proactive and intensive, responding to specific challenges relevant to our time.

Less politics means fewer political control. We must work with all Member States to secure a sustainable Organisation capable of fulfilling its duties. Political interests should not obstruct our noble goals for humanity, such as access for all to quality education, the preservation of heritage and diversity, and the creation of a better and safer environment for all.

2 Maximising Efficiency and Relevance



Recipient of UNESCO-International Music Council Award Alim Qasimov.
The Azerbaijani mugham art form was added to the UNESCO List of Intangible Heritage in 2003

UNESCO must be quick, efficient and decisive in its actions. The Organisation's work must be optimised, the effectiveness of every program carefully controlled.

The potential of the international business community must be harnessed to further the noble objectives of UNESCO

On the one hand we can all agree that the work of UNESCO is more relevant than ever, yet on the other we are faced with decreasing funds and resources. The gap between the rising demand for our services and the decreasing financial resources available is currently the number one problem UNESCO faces. It paralyses the work of the Organisation and reduces the effectiveness of its activities. It is my firm belief that the core strategy of the new UNESCO Director-General should be the elimination of this gap. It is necessary to halt and reverse the progressive paralysis of UNESCO, which limits the efficacy and impact of its work.

UNESCO has great comparative advantages: its universality, its many institutional partners and its competent staff with their unique experience in managing major projects.

In my mind, the path to maximising UNESCO's effectiveness lies in three main actions. First, the work of the Organisation must be optimised in terms of cost efficiency, careful prioritisation, and increased transparency. Put simply, we must be ready to work more efficiently and beneficially within the limited resources currently available.

Second, we all know that the financial problems faced by our Organisation stem from political controversies among its Member States. We must move beyond politics when working for the common good of humanity. Further to this, the business community should be invited to participate in the noble mission of UNESCO. Here we must take great care to avoid any conflicts of interest. Extrabudgetary funds from Member States and the business community should be secured in an absolutely transparent manner. Given the current global realities and the problems we are called upon to tackle, these additional funds would be most welcome.

Third, more work must be done on UNESCO's information-sharing strategy. We must help the world understand the immensity of the Organisation's mission. UNESCO was created to be the world's centre for international cooperation through education, the sciences, culture, communication and information. This idea must be communicated clearly to everyone. I believe the main burden lies on the shoulders of the Member States where such programmes are being implemented. In other words, UNESCO should not directly carry out these actions, but rather coordinate them in collaboration with Member States and their relevant institutions.

These three paths to maximising efficiency will contribute to the achievement of UNESCO's programme targets and priorities – that is, the shared aspirations of the Organisation's Member States.

3 *Focus on the Human Dimension*



*Stained-glass at the Palaces of Sheikhs Khans in Azerbaijan,
on the UNESCO Tentative List of World Heritage Sites*

***UNESCO must play a key role in ensuring
comprehensive and high-quality education
across the world and equal opportunities for all,
regardless of race, nationality, religion or gender.
Our driving goal must be the well-being and
education of every child on our planet.***

The main directions of UNESCO activities over the next fifteen years will be defined by the 17 Sustainable Development Goals (SDGs) and their targets as outlined in the UN's 2030 Agenda for Sustainable Development. Education is recognised as a vital component for the achievement of all SDGs. Ensuring inclusive and quality education for all and the promotion of lifelong learning is a direct responsibility of UNESCO and this field should be our priority. Culture, in all its diverse expressions, has a capacity to morally enrich society. The protection of heritage, the struggle against climate change and the development of science and communication are also vital spheres where UNESCO must play an active role.

A special focus must be placed on supporting Africa through capacity-building activities. UNESCO's efforts should tie in closely with the work of the entire UN system for the 2030 targets, and be aligned with the Africa Union's own 2063 development strategy.

While clearly important, the work of UNESCO's field offices should be qualitatively and quantitatively reviewed. I am not certain that 50-plus stand-alone field offices are the best use of our scarce resources. The possibility of aligning UNESCO's field presence with that of the field offices of other UN system organisations, should be explored, not least in the interest of attaining the SDGs, requiring multi-organisational inputs by their very nature.

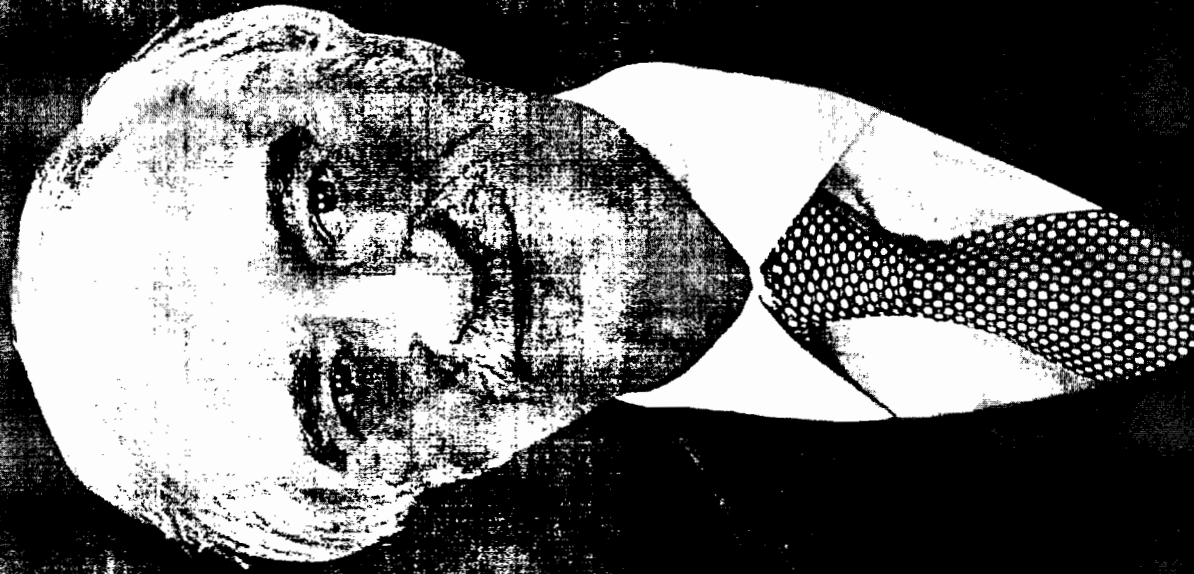
Soft aspects of peace and security are often under-emphasised and under-funded. And yet it is obvious that building a culture of peace and non-violence must be central to all that we do – a task to be tackled daily. As articulated by the new UN Secretary-General, it will also be my commitment to use UNESCO's resources and skills to help prevent and resolve conflicts. UNESCO's long-standing experience both in promoting dialogue among civilisations, cultures, and nations, and in strengthening mutual respect, tolerance and understanding will allow the Organisation to make significant contributions, especially during the present International Decade for the Rapprochement of Cultures (2013-2022). A commitment to non-violence and reconciliation is essential condition for the realisation of peace for all members of society.

I will endeavour to bring about concrete results through a range of dialogue initiatives, as we cannot afford to conduct dialogue merely as art for art's sake.

Dialogue and soft power in a globalising and diverse world must be brought together under UNESCO's roof.

Peace is both an outcome and a key enabler of development. There can be no peace without sustainable development and no sustainable development without peace. If elected, I will do all in my power to promote a culture of peace with tangible results.

Music as part of intangible cultural heritage is a unique tool for uniting nations. As performing artist, I have seen with my own eyes how music can successfully assume the role of a catalyst for engaging citizens in dialogue, and to help ease conflicts.



“
My belief in UNESCO
and in the power of its
work for the greater
good of humankind is
boundless

”

Polad Bülbüloğlu

My Pledge

I am a great believer in UNESCO and in the power of its work for the greater good of humankind.

If you choose to entrust me with leading this precious Organisation, I pledge to work constructively and transparently with all parties and stakeholders – Member States, national commissions, the private sector, civil society, non-governmental organisations, the scientific community, the members of countless professional and institutional associations that operate under the auspices of UNESCO, with our many partners within the United Nations system, and of course with our exceptional staff, one of the great assets of our Organisation.

It is our duty to be more efficient at all levels of the organisation in the pursuit of our goals. It is my firm belief that through direct engagement and close partnership with all Member States beyond politics, through hard work and strong will, we can make UNESCO's core ideals a reality.

The efficiency of UNESCO's work must be evaluated through a set of measurable normative indicators. The efficiency of each and every program and project must be reviewed and kept under control. This will lead to a more effective and rational use of resources.

But our main indicator must be the well-being of each and every person on our planet. We need to continue our work to improve access to education for all, to preserve our rich heritage, to save the environment for future generations, to secure universal access to information, science and technology and to realise equal opportunities for everyone regardless of race, ethnicity, religion and gender. This is how we must build the defenses of peace in the minds of men and women.

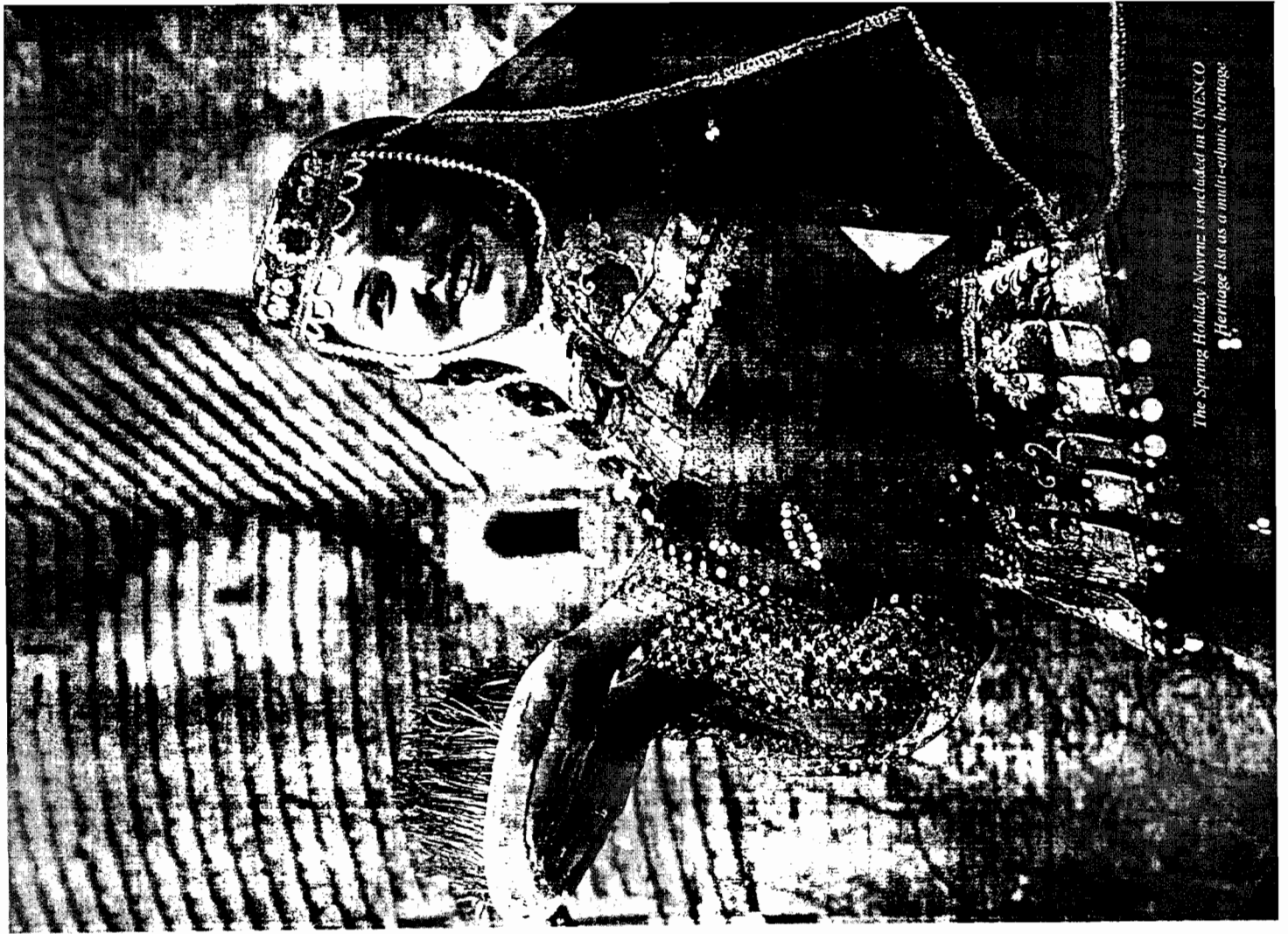
I can think of no greater honour than to dedicate myself to the preservation and advancement of UNESCO's many achievements and noble mandate.



Polad Bülbüloğlu

UNESCO's activity for the advancement of Africa should tie in closely with the work of the entire UN system for the 2030 targets, and aligned with the Africa Union's own 2063 development strategy.

*Traditional art and symbolism of Keloghayi, making and wearing women's silk headscarves
UNESCO Intangible Cultural Heritage*



The Spring Holiday Novruz is included in UNESCO Heritage list as a multi-ethnic heritage.



Azerbaijani game "chovqar" was included in UNESCO list of Intangible Cultural Heritage.



Above: Old City or Inner City is the historical core of Baku, a UNESCO World Heritage Site. Back cover: Flame Towers in Baku, completed in 2012.



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