

PRESS RELEASE  
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Former UNESCO high official appointed Goodwill Ambassador of the Golden Rule

Interfaith Peace-building Initiative (IPI) appointed Dr. Nureldin Satti, former UNESCO High Official, as Goodwill Ambassador of the Golden Rule.

On the occasion of the appointment ceremony held at LISAMIN Safari Hotel in Khartoum, Sudan Ambassador Mussie Hailu, Board Chairman of IPI & Representative of United Religions Initiative (URI) to the United Nations Economic Commission for Africa said "Dr. Satti is appointed as Goodwill Ambassador of the Golden Rule in recognition of his outstanding service to humanity in promoting a culture of peace, peace negotiations, dialogue among nations, education for all, preserving the cultural heritages, and for his work in promoting international solidarity among people of different cultures, ethnic groups, religions and nationalities." Ambassador Mussie added that "his exemplary leadership role in addressing the universal message of the Golden Rule while he was serving humanity as the United Nations High official is highly appreciated and he is a role model of good leadership". Highlighting on the need of Goodwill Ambassador of the Golden Rule Program Ambassador Mussie said "The Golden Rule which says treat others the way you want to be treated is one great law that binds all of us. The Golden Rule truly knows no boundaries and it is a proven tenet upon which peace can be built. The Golden Rule has its roots in a wide range of world cultures and religions and in different cultures people use it to resolve conflicts. We need to avoid violence in all its form by making the Golden Rule the first article of our faith and the last article of our creed. If we work together as a citizens of the world peace and a better future for all humanity is possible. Thus if we all practice and live according to the Golden Rule there will be peace and harmony on Earth. With this in mind IPI started in 2007 the Goodwill Ambassador of the Golden Rule Program to promote the teaching of the Golden Rule more than ever to bring more harmony among different cultures and religions as it is a good starting point for finding commonalities among citizens of the world I am also happy to announce that Sudan Inter-Religious Council also joined us in proclaiming the Golden Rule."

After receiving the appointment Certificate and Golden Rule Medal Dr. Satti said" I am very grateful for this honor which IPI and URI Africa bestowed upon me. As it has been said The Golden Rule has a long history, and a great number of prominent religious figures and philosophers have restated the Rule in various ways. It is arguably the most essential basis for the modern concept of human rights, in which each individual has a right to just treatment, and a responsibility to ensure justice for others. A key element of the Golden Rule is that a person attempting to live by this rule treats all people, not just members of his or her in-group, with consideration. I appreciate the work of IPI and URI in promoting this fundamental principle of life and I endorse the Golden Rule Day Proclamation and will do my utmost effort to promote the teaching of the Golden Rule as Goodwill Ambassador. I agree with IPI that this is what the world need and it is time

also to consider it as part of the education curriculum to build trust, respect and harmony."

Dr. Nureldin Satti served as Special Adviser to the Director General of UNESCO for the Culture of Peace. He was also served as Special Representative of UNESCO Director General for the Great lakes Region and the Horn of Africa. He was Director of UNESCO program with special focus on Somalia , Burundi and DRC. Dr. Satti was closely involved in the Somalia Peace Process and served as an observer for UNESCO at the Arusha Peace Process for Burundi , the Lusaka Peace Process for the DRC and the Inter-Governmental Authority on Development (IGAD) for Sudan . In addition to this he also served as UNESCO Director based in Daresalam covering Tanzania , Comoros , Madagascar , Mauritius , and Seychelles . Director of UNESCO Regional Prgramme. Director of UNESCO in Ethiopia . United Nations Secretary-General Representative for Burundi . Before joining UNESCO he also served in many countries as Ambassador of Sudan The Golden Rule Day, Goodwill Ambassador of the Golden Rule and its proclamation is a grassroots initiative, emerging from Interfaith Peace-building Initiative in Ethiopia . It has now become a global effort and will undoubtedly bring a needed breath of fresh air in the world. IPI is currently working to get United Nations to endorse April 5Th as the Golden Rule Day. So far more than 71 organizations in different part of the world join IPI in proclaiming April 5Th as the Golden Rule Day.

Interfaith Peace-building Initiative is a peace organization based in Addis Ababa and a member of the United Religions Initiative (international Peace organization with Consultative Status at the United Nations) whose purpose is to promote enduring, daily interfaith cooperation, to end religiously motivated violence, and to create cultures of peace, justice and healing for the earth and all living beings.

May Peace Prevail on Earth