

UNAIDS Goodwill Ambassador Her Royal Highness Crown Princess Mette-Marit, Norway



The Norwegian Crown Princess, a mother of three, is committed to actively supporting the AIDS response. As Goodwill Ambassador, she aims to generate attention and support for young people living with or affected by HIV. She also raises awareness on the stigma surrounding HIV. The Crown Princess has been engaged in AIDS issues for some time. Her studies at the School of Oriental and African Studies in London and her work with the Norwegian Agency for Development in 2003 raised her interest and concern about the AIDS epidemic. In January 2005, the Crown Princess carried out a study trip to Malawi focusing on AIDS. In 2007, she traveled to Nicaragua to visit a grassroots AIDS organization and to raise awareness on the issue of women and AIDS.

Photo credit: Lise Åserud/SCANPIX

Activities

In her role as UNAIDS Goodwill Ambassador HRH Crown Princess Mette-Marit of Norway attended the XVI International AIDS Conference in Toronto in 2006. While at the conference, the Crown Princess took the opportunity to meet with conference delegates and participated in a number of workshops. HRH Crown Princess Mette-Marit launched the book "If I kept it myself" a compilation of personal stories of women living with HIV and hosted a networking reception for conference delegates and a working lunch for a positive women's group.

In 2007, HRH took an official visit to Nicaragua to help learn more about women and AIDS. She visited a grassroots AIDS organization (Fundación Xochiquetzal) during her four day advocacy mission and engaged with different groups and individuals involved in the AIDS response. During her visit to Fundación Xochiquetzal, the Crown Princess talked to the group members about her concerns regarding gender inequalities and poverty present in Central America and expressed her support for the foundation's efforts to raise awareness and educate people about HIV.

In 2008, HRH participated in an awareness campaign titled "If I were HIV-positive" which questioned stigma and discrimination against people living with HIV through. The campaign was organized by AIDES, the French national AIDS association, and the International AIDS Society (IAS).



In October 2008 she undertook a joint visit with UNAIDS Executive Director Dr Piot to Ukraine, the country which has Europe's most severe AIDS epidemic.

Feature stories:

UNAIDS Executive Director and Princess of Norway on AIDS advocacy mission in Ukraine (21 October 2008)

http://www.unaids.org/en/KnowledgeCentre/Resources/FeatureStories/archive/2008/20081020_mission_in_Ukraine.asp

Anti-stigma campaign to be launched at Mexico AIDS Conference (28 July 2008)

http://www.unaids.org/en/KnowledgeCentre/Resources/FeatureStories/archive/2008/20080728_Anti_stigma_campaign_Mexico_Conference.asp

HRH and UNAIDS Special Representative, the Crown Princess of Norway at CONCASIDA (8 November 2007)

http://www.unaids.org/en/KnowledgeCentre/Resources/FeatureStories/archive/2007/20071108_HRH_UNAIDS_Special_rep_Mette_Marit_CONCASIDA.asp

Princess of Norway visits grassroots AIDS organization (6 November 2007)

http://www.unaids.org/en/KnowledgeCentre/Resources/FeatureStories/archive/2007/20071106_Princess_Norway_visits_AIDS_organization.asp

AIDS 2006: Royal book launch (15 August 2006)

<http://www.unaids.org/en/Conferences/2006/AIDS2006/20060815-ywca.asp>

Crown Princess Mette–Marit meets UNAIDS staff and UN positive group (5 April 2006)

<http://www.unaids.org/en/KnowledgeCentre/Resources/FeatureStories/archive/2006/20060425-HRH.asp>

Press centre:

H.R.H. Crown Princess of Norway accepts appointment as UNAIDS Special Representative - 11th April 2006

http://data.unaids.org/pub/PressRelease/2006/20060411_pr_norwayspecialrep_en.pdf

Speeches:

Speech by Her Royal Highness the Crown Princess Mette-Marit of Norway to Kyiv-Mohyla Academy, Ukraine (21 October 2008). Delivered on behalf of Her Royal Highness by Dr Sigrun Mogedal, Ambassador for HIV/AIDS, Ministry of Foreign Affairs, Norway.

http://data.unaids.org/pub/BaseDocument/2008/20081021_hrh_kiev_en.pdf

Her Royal Highness the Crown Princess Speech delivered at a youth event in connection with World AIDS Day on 1 December 2006

<http://data.unaids.org/pub/PressStatement/2006/World%20AIDS%20Day%202006%20-%20Mette-Marit.pdf>

External links:

Official web site of the Royal house of Norway

<http://www.kongehuset.no/>