

## THE FORMATION AND STAGES OF DEVELOPMENT OF INTERSTATE ACTIVITIES OF THE HEYDAR ALIYEV FOUNDATION

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**Abstract:** *Since the founding of the Heydar Aliyev Foundation in 2004, this institution has been actively involved in large-scale international cultural relations. The purpose of creating this fund was to preserve and popularize the legacy of the national leader of the Azerbaijani people, Heydar Aliyev, to convey the truth about Azerbaijan to the world community, and to familiarize with its history, culture, and spiritual values. The purpose of this article is to determine the stages of formation and development of the Heydar Aliyev Foundation, to analyze the directions of its multi-vector activity and to justify the role of the Foundation in forming a positive image of independent Azerbaijan. Along with general logical methods, the methods of political monitoring, content analysis, historical and comparative analysis are used, which make it possible to highlight the complex of activities carried out by the Fund and to forecast the trends of its further activity. Since the foundation of the Foundation, important projects have been developed and successfully implemented to protect the welfare of the Azerbaijani people, protect their national heritage and moral values. The Heydar Aliyev Foundation, paying special attention to the expansion of cooperation with Islamic countries in the field of science and culture, ensured the achievement of the highest level of development of relations between Azerbaijan and the Islamic Organization for Education, Science and Culture. The Heydar Aliyev Foundation paid serious attention to the expansion of cooperation within the framework of the UN, which resulted in the adoption of the Program on creating conditions for the use of information and communication technologies by people with visual impairments. According to the results of the research, it was established that the Heydar Aliyev Foundation, in cooperation with the government, parliament and the Ministry of Foreign Affairs, plays the role of one of the effective means of implementing the foreign policy, social, humanitarian, political, economic and cultural strategy of Azerbaijan. The Foundation was able to form a positive image of Azerbaijan on an international scale, establishing constructive cooperation in all spheres, both with individual states and with influential international and regional organizations.*

**Keywords:** Heydar Aliyev Foundation, President of the Heydar Aliyev Foundation, international cultural relations, activities, world community, diaspora, events, UNESCO, ISESCO.

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### Introduction

In modern times, Azerbaijan forms new challenges in intercultural relations, creating relations with countries around the world in foreign policy, cultural and humanitarian aspects. At a time when the importance of cultural

and moral values in world political processes is growing, in expanding Azerbaijan's ties with foreign countries, it is especially important to pay more attention to humanitarian and cultural diplomacy and its tools.

The main direction of the work of the Heydar Aliyev Foundation is aimed at creating and developing intercultural dialogue. Through its activities, the Foundation represents a new model of a modern public organization in the global world. By his example, it calls on the world, in addition to preserving its own national and cultural values, to be more careful about the protection and preservation of the cultural heritage and other rights of all other peoples.

The Heydar Aliyev Foundation is directly involved in the protection of the material and cultural values of many peoples of the world and has managed to form a positive image of the Azerbaijani state in the international public consciousness.

The activity of the Foundation in the system of international relations as a whole has led to a significant expansion of Azerbaijan's foreign policy and cultural relations. The measures the Foundation is taking are aimed primarily at creating and strengthening a positive international image of the Azerbaijani state. The creation and development of relations in almost all areas of cooperation has always been the focus of its leadership. The development and implementation of joint projects with foreign partners in the fields of science, education, healthcare and culture not only contributed to the popularization of our country, but also ensured serious qualitative changes in the relevant areas. When establishing ties at the level of international relations, the Heydar Aliyev Foundation also mobilizes the capabilities of diaspora organizations. What should be noted that, in the name of common interests, the Foundation played a very important role in coordinating the activities of Azerbaijani diaspora in foreign countries, maintaining close relations with them. The fact that work with diaspora organizations is one of the important activities of the Foundation, it is confirmed by the fact that during her frequent visits to foreign countries, the President of the Heydar Aliyev Foundation Mehriban Aliyeva invariably held and continues to hold meetings with the Azerbaijani diaspora. Being interested in their problems, and, engaging them in joint activities for the common good. During meetings with representatives of Azerbaijani diaspora organizations, the President of the Foundation calls them to be more active and gives them appropriate tasks in the direction of ensuring national interests. Today, it can be stated that the Heydar Aliyev Foundation, headed by Mehriban Aliyeva, is the main driving force behind the effective activity of the Azerbaijani diaspora. Taking into account that at present there are more than three hundred Azerbaijani communities or societies in the world. This is a very significant force, coordinated to guarantee the protection of Azerbaijan's interests at the international level. The Heydar Aliyev Foundation is very active in this direction. The Foundation purposefully works with our compatriots living abroad, reviving and strengthening in them a sense of love and affection for their homeland and for everything national. The main desire of Mehriban Aliyeva is that the Azerbaijani diaspora become an organized force. That is why, in addition to mobilizing the capabilities of diaspora, great attention is paid to the growth of the number of Azerbaijani communities in different countries.

### **Methodology and research methods**

On the basis of a systematic approach, the stages of formation and development of the Heydar Aliyev Foundation, the directions of its multi-vector activity and the role in the formation of positive image of independent Azerbaijan. Along with general logical methods, methods of political monitoring, content analysis, historical and comparative analysis are used, which make it possible to highlight the comprehensive measures implemented by the Foundation and predict trends in its future activities.

### **Results**

Thus, up to 40 new Azerbaijani communities were created in various countries of the world. This is very important from the point of view of more effective provision of Azerbaijan's interests. At present, under the leadership of the Heydar Aliyev Foundation, the Azerbaijani diaspora act as a single force and a confident policy in the direction of protecting the national interests of our country. In general, the Foundation implements its cross-cultural coordinating mission within its external cultural relations. For these purposes, the vast possibilities of Azerbaijani culture are skillfully used. Thus, at the initiative of the President of the Foundation, UNESCO events dedicated to intercultural dialogue was held. In June 2008, an international forum "Expanding the Role of Women in

"Intercultural Dialogue" was organized. Three hundred representatives attended the forum from various countries. Because of the event, the Baku Declaration and the Statement of the First Ladies were adopted.

In 2010 and 2011, by the initiative and organization of Mehriban Aliyeva, regular events on similar topics were held. Of course, holding such prestigious international events in Baku is of great importance for Azerbaijan. Thus, in addition to representing our country and promoting its cultural values, these events testify to the great influence of Mehriban Aliyeva. Establishing relations with the UN specialized organization - UNESCO, and developing them to the current level is a direct result of the activities of the Heydar Aliyev Foundation. It should be particularly noted that the establishment and development of relations with UNESCO was also one of the main goals of the National Leader Heydar Aliyev. On November 18, 1994, a document on cooperation was signed between UNESCO and Azerbaijan. In the same year, Heydar Aliyev signed a decree on the establishment of the National Commission of the Republic of Azerbaijan for UNESCO. After the establishment of the Heydar Aliyev Foundation, a completely new page was opened in the history of cooperation between UNESCO and Azerbaijan.

The cooperation between UNESCO and Azerbaijan has begun in June 1992, when Azerbaijan became a member of UNESCO. The Azerbaijani state has created all the necessary conditions that could ensure the development of relations with the organization.

As it has already been mentioned, the President of the Foundation, Mehriban Aliyeva, has played an unprecedented role in the development of relations between Azerbaijan and UNESCO. It should be taken into account that the history of cooperation between the Presidents of the Foundation within the framework of UNESCO did not begin in 2004, when the Heydar Aliyev Foundation was established, but much earlier - in 1995. As is known, Mehriban Aliyeva founded the Azerbaijan Friends of Culture Foundation in 1995. After that, Mehriban Aliyeva showed great activity in the direction of promoting our national cultural values in the world within the framework of UNESCO. In 2004, for her successful work in this direction, she was awarded the title of UNESCO Goodwill Ambassador in the field of oral and musical traditions [6]. This means that Mehriban Aliyeva already had a lot of experience in promoting Azerbaijani values. The Heydar Aliyev Foundation, headed by Mehriban Aliyeva, has played a very important role not only in the field of protecting the tangible and intangible heritage of Azerbaijan, but also in the field of world cultural heritage in general. One of the greatest merits of Mehriban Aliyeva to our people in the framework of cooperation with UNESCO was that she managed to include a number of samples of the tangible and intangible cultural heritage of Azerbaijan in the UNESCO list. Mehriban Aliyeva was awarded repeatedly by the organization for merits in the field of protection of the world cultural heritage. In 2008, she was awarded the silver medal of the former head of UNESCO. In 2010, UNESCO awarded Mehriban Aliyeva with the Mozart Gold Medal.

Speaking about the external cultural relations of the Heydar Aliyev Foundation, we can mention cooperation within the framework of ISESCO. In 1982, at the constituent assembly of the Organization of Islamic Cooperation (OIC), ISESCO was created, which is international in its principles of operation and scope. Almost all OIC member countries are also members of ISESCO. Along with the Ministry of Culture and Tourism of the Republic of Azerbaijan and the Ministry of Education of the Republic of Azerbaijan, the Heydar Aliyev Foundation played a big role in the development of Azerbaijan-ISESCO relations. Cooperation protocols were signed between the mentioned institutions and ISESCO. Cooperation between ISESCO and the Heydar Aliyev Foundation began in 2005. The protocol on cooperation between the parties was signed in 2007. It should be noted that the organization attaches great importance to the development of relations with Azerbaijan. Thus, highly appreciating cooperation with Azerbaijan, ISESCO Director General Abdul-Aziz bin Osman at-Tuvejri has said: "After getting acquainted with Azerbaijan, the author came to the conclusion that Azerbaijan is a very important country due to its rich material and spiritual heritage. ISESCO must convey to the whole world what an ancient and rich culture you have. To implement the protocols signed in the field of cooperation with Azerbaijan, ISESCO will fulfill all the requirements that depend on it, and this cooperation will be an example for other member states" [7, p.52]. The Heydar Aliyev Foundation, paying special attention to expanding cooperation with Islamic countries in the field of science and culture, ensured the achievement of the highest level of development of relations between Azerbaijan and ISESCO. Due to the active work of the Foundation - Baku was awarded the status of the Capital of Islamic Culture and further strengthened this status.

The Heydar Aliyev Foundation paid serious attention to expanding cooperation within the UN. It may be said that soon after the creation of the Fund, an agreement was signed in 2005 with the UN Development Program. The purpose of cooperation within the framework of this program is to create conditions for the use of information and communication technologies by people with visual impairments. President of the Heydar Aliyev Foundation Mehriban Aliyeva highly appreciated the importance of the signed document: "Today a very important agreement was signed between the Heydar Aliyev Foundation and the United Nations Development Program. A project is already being implemented in our country that provides access to information and communication technologies for the blind and visually impaired people. 320000 disabled people live in Azerbaijan. 40 thousand of them are blind and visually impaired. The project will serve to enter into the lives of these people, expand their opportunities in obtaining knowledge and information through the means of information communication, increase their employment, and generally improve the lifestyle of these people. This agreement is the first basis for cooperation between the Heydar Aliyev Foundation and the United Nations Development Program. Today the Heydar Aliyev Foundation is entering the international arena. It begins to work together with the most prestigious and influential organization in the world - the UN. I am confident that the project we started today will be a great success, and the experience gained will help the new strategy to empower blind and visually impaired people" [8].

The Heydar Aliyev Foundation opened representative offices in different countries in order to make its foreign cultural relations more effective and more reliable to protect the interests of our country. These representations implemented comprehensive measures towards creating an objective international public opinion about Azerbaijan. This has become very important in terms of creating close cultural and humanitarian bridges between the Azerbaijani people and the peoples of the world. Representative offices of the Heydar Aliyev Foundation operate in Russia, Turkiye, the USA and Romania. They work closely with similar funds in these countries. The main objectives of the activities of the Fund's representative offices in these countries are [8]:

- The assistance in the implementation of measures related to increasing the international prestige of the Republic of Azerbaijan;
- reporting the truth about Azerbaijan to the world community;
- The assistance in work related to the wide promotion of Azerbaijani culture, the protection of healthy moral values;
- The expansion of cooperation with foundations, NGOs, public organizations of foreign countries, implementation of joint projects with them;
- The development and implementation of programs and projects related to science, education, culture, healthcare, sports, ecology;
- organizing the exchange of scientists with well-known research centers of foreign countries, providing assistance in conducting scientific research;
- The cooperation with educational institutions of foreign countries;
- The assistance in solving local social problems, assisting people in need of special care;
- The organization of conferences and seminars on topical issues abroad;
- The organization of exhibitions of children, creative youth, artists.

It should be taken under the consideration that among the representative offices of the Heydar Aliyev Foundation, the Russian representative office stands out with its activities. The Russian representative office, headed by Leyla Aliyeva, has been operating since 2007. The Russian representation of the Fund has played an unprecedented role in the further development of Russian-Azerbaijani relations. In addition, the representative office of the fund has implemented important social, economic, educational and medical projects in the Russian Federation. As you know, among foreign countries, most of the compatriots live and work in Russia. In this regard, the Russian representative office of the Fund mobilizes the efforts of our compatriots living in Russia to protect the interests of Azerbaijan, promote our cultural values, intensify contacts between peoples, etc., and conduct large-scale

activities in these areas. In addition, Leyla Aliyeva, editor-in-chief of the representative office of the Heydar Aliyev Foundation in the Russian Federation, publishes the magazine "Baku". The presentation of the magazine took place on December 20, 2007. President of the Heydar Aliyev Foundation, UNESCO and ISESCO Goodwill Ambassador Mehriban Aliyeva also attended the ceremony. In addition, the active participation of the Moscow elite clearly testified to the great interest in our country in Russian society. During the presentation of the magazine, Mrs. Mehriban Aliyeva highly appreciated its importance and said: "The magazine will play a big role in the development of cultural dialogue. As you know, at present Azerbaijan is a very dynamically developing country, it occupies a leading position in the region and a leading place in the world in terms of economic growth. To see all these processes clearly, you need to come to Baku. Great construction work is being carried out in Baku, bridges are being built, schools are being built, and historical monuments, theaters and museums are being restored. I think all this will be reflected in the pages of the magazine. I hope that all this will not only be of interest to our compatriots living abroad, but will also attract the attention of the Russian reader" [8].

In the magazine we mentioned, Azerbaijan is moving forward in all directions. Leyla Aliyeva, head of the Russian representative office of the Foundation, noted that the development of cultural dialogue and relations between Azerbaijan and Russia is the most important activity of the representative office. For this, comprehensive measures were implemented, taking into account the successful integration of Azerbaijani youth living in Russia into Russian society. According to Leyla Aliyeva, the main role in the development of Russian-Azerbaijani relations in the future will belong to the youth. As a result of the multifaceted activity of the Russian representative office of the Foundation, today the Azerbaijani youth is showing remarkable activity in the social and political life of Russia. One of the main points that the Russian representative office of the Fund draws attention to is that Azerbaijanis living in Russia should not remain aloof from the processes taking place in their country.

The activities of the representative office of the Heydar Aliyev Foundation in the United States of America are also of strategic importance for our country. As is known, there is a well-organized Armenian diaspora in the US, whose main activity is anti-Azerbaijani. In this regard, comprehensive measures are being taken to carry out more serious work in the United States, prevent false Armenian propaganda, and create a positive image of Azerbaijan in American society. It should be noted that the representative office of the Heydar Aliyev Foundation in the United States began its activities in August 2008. During his visits to the United States, the President of the Foundation holds important meetings with Azerbaijanis living there, as well as with some sections of American society. At the same time, the focus is on establishing and expanding ties with public organizations and diaspora operating in the United States. As we mentioned in the previous part of the article, the visit of Mehriban Aliyeva, President of the Heydar Aliyev Foundation, to the United States in December 2006 played an effective role in the development of Azerbaijani-American relations, in addition to conveying the truth about Azerbaijan to the American society. This visit was very significant in terms of increasing the number of friends of Azerbaijan. As you know, there is also a very effective Jewish community in the USA. MP Yevda Abramov was among those who accompanied Heydar Aliyev Foundation President Mehriban Aliyeva during her visit to the United States. Many in America did not believe that there was a deputy of Jewish origin in the Azerbaijani parliament. Yevda Abramov, a member of the Milli Majlis of the Republic of Azerbaijan, said in an interview with the Kavkazskaya Gazeta newspaper published in Israel in 2005: "For the first time, a Jew became a deputy, and this testifies to the democracy and tolerance of the Republic of Azerbaijan. Voters highly appreciated my personal and professional qualities and showed confidence. During my term of office, I will cooperate with various Jewish organizations operating in the world towards the creation of an Azerbaijani lobby. My contacts in Israel can be useful in solving the Karabakh problem. I have no doubt that the best attitude towards Jews in the world is in Azerbaijan. This was the case both in Soviet times and in the period of perestroika. Today it is no secret to anyone that the majority of Jewish businesspersons are coming to Azerbaijan and their business is expanding. Of course, all such cases also make a certain contribution to the expansion of Azerbaijan's international relations.

In particular, the Heydar Aliyev Foundation has taken serious steps in establishing and developing cooperation with the United States of America in various fields, especially in the humanitarian sphere. For example, since 2009, relations have been established between the Heydar Aliyev Foundation and the US Library of Congress. During the meetings of the American representative of the Foundation with the leadership of the library, the

directions and mechanisms of cooperation with Azerbaijan in the relevant field were discussed. The cooperation with this library in the subsequent period will make a certain contribution to the popularization of Azerbaijan in the world. Thus, at a meeting with the library administration, the issue of implementing a special project with Azerbaijan was discussed in detail. Within the framework of this project, it is planned to bring rare publications and documents belonging to our country to a wide international audience. From the point of view of establishing contacts with the world electronic library, cooperation in this area has played a very important role. The establishment of such relations can be considered as one of the most effective ways to popularize the cultural heritage of Azerbaijan. As we have already mentioned in the previous part of the article, one of the priorities of the activities of the American representative office of the Heydar Aliyev Foundation is to bring to the attention of the American society the aggressive and predatory policy pursued by Armenia against Azerbaijan. In addition, continuous activities are being carried out to direct the Azerbaijani-American relations to a more constructive direction and ensure constantly developing relations. In general, it should be noted that the American representation of the Foundation, and especially the President of the Heydar Aliyev Foundation, played an exceptional role in achieving the current high level of Azerbaijani-American relations.

Cooperation with the US Library of Congress will create a digital database of manuscripts in our country. This is very important from the point of view of disseminating information about Azerbaijan at the international level. This digital format will allow placing information about Azerbaijan in the digital libraries of the world [9, p.3].

The Heydar Aliyev Foundation focuses on expanding cooperation with various US organizations towards the joint implementation of many projects. Such cooperation mainly covers the fields of science, education, healthcare, etc. For example, on March 27, 2014, the Heydar Aliyev Foundation and the well-known US Company Urban Alliance launched a new project. The importance of the project is because within its framework certain trainings are planned for educated youth to start practical activities or professional life. As can be seen, the Heydar Aliyev Foundation is actively using the opportunities of constantly expanding international cultural ties for the benefit of young people.

Our observations show that US officials are also trying to use these opportunities, realistically assessing the possibilities of the Heydar Aliyev Foundation in expanding relations with Azerbaijan. A striking example of this is the March 2013 meeting between US Ambassador to Azerbaijan Richard Morningstar and President of the Heydar Aliyev Foundation Mehriban Aliyeva. During the meeting, extensive discussions were held on the creation and development of relations between the US and Azerbaijan in a number of important areas. In addition, President of the Heydar Aliyev Foundation Mehriban Aliyeva gave full information about the activities of the Foundation. The level and nature of the Foundation's cooperation with UNESCO and ISESCO were discussed.

It should be noted that in the US there are already quite broad ideas about the Heydar Aliyev Foundation. For example, in October 2014, Washington Life magazine published an article about the president of the Heydar Aliyev Foundation, Mehriban Aliyeva. The article highly appreciated the activities of the President of the Foundation, UNESCO and ISESCO Goodwill Ambassador Mehriban Aliyeva, noted her effective work in the development of intercultural dialogue, the promotion of tolerance and the protection of women's rights. The article notes that the President of the Heydar Aliyev Foundation, Mehriban Aliyeva, is an example for the whole world in these areas [10].

The representative office of the Heydar Aliyev Foundation in Turkiye has been operating since September 2008. As in other countries, in Turkiye the Fund is mainly engaged in popularization of facts about Azerbaijan, popularization of our national culture, implementation of serious projects in various directions. Accordingly, the Turkish representation of the fund plays an important role in the field of closer relations between Turkiye and Azerbaijan. It plays an invaluable role in the organization of many Azerbaijanis living in Turkiye. For example, in December 2009, the Turkish office of the Heydar Aliyev Foundation held an event with the active participation of Azerbaijanis on the World Day of Solidarity of Azerbaijanis.

The opening of the Romanian office of the Heydar Aliyev Foundation took place in September 2007. President of the Republic of Azerbaijan Ilham Aliyev and President of Romania Traian Basescu also attended the opening of the Romanian representative office of the Heydar Aliyev Foundation. The Romanian representation of the Foundation took an active part in the implementation of various social projects in Romania, in the development

of cultural ties between the peoples of Romania and Azerbaijan, in the direction of popularizing Azerbaijani values. Thanks to the activities of the fund, a more dynamic development of a number of areas of Azerbaijani-Romanian relations are observed. In August 2006, Baku was visited by a representative headed by the mayor of the second sector of Bucharest, N. Ontanu. It is noteworthy that during the visit, the head of the Romanian delegation also visited the Heydar Aliyev Foundation [11]. This testifies to the recognition of the role of the Heydar Aliyev Foundation in the development of relations between the two countries. As we have already mentioned, the Heydar Aliyev Foundation has identified the promotion of the truths, history and cultural values of Azerbaijan on a global scale as an important area of its activity. Serious work in this direction was also carried out in Romania. For example, the book "Iravan Khanate", presented on October 12, 2011 in Bucharest, the capital of Romania, was published in Romanian on the initiative of the Heydar Aliyev Foundation [12]. The presented book reasonably takes into account very important moments in the history of Azerbaijan. Thus, historical documents confirm the fact that Iravan is one of the Azerbaijani khanates and that the Armenians were resettled here mainly from Iran and the Ottoman Empire. This means that the Armenian claims regarding the territories of Azerbaijan are completely unfounded and the ethnic composition of the Iravan Khanate consisted of Azerbaijanis. As we have already mentioned, all such moments are based on historical facts. It should be noted that the holding of such events by the Heydar Aliyev Foundation has become a kind of tradition, where the aggressive policy pursued by Armenia against Azerbaijan, the bloody crimes committed against Azerbaijanis, etc. were highlighted. One more example can be considered. In October 2012, on the initiative and with the support of the Romanian office of the Heydar Aliyev Foundation, the book "Irreconcilable Differences: Turkiye, Armenia, Azerbaijan" was presented in Romanian, authored by well-known Romanian journalist Scott Taylor. There was also a presentation of the book by Guram Marksulia and Shabnam Hajiyeva "Suffering Armenia: Myths and Realities". These books are very important in terms of bringing to the attention of the Romanian society information about the fair position of Azerbaijan, which is under occupation. The logical result of such intensive measures is that today Romania already has a complete understanding of the situation of the Nagorno-Karabakh conflict.

In 2011, an issue of the Geopolitics magazine has published the topic "Azerbaijan. Regional geopolitical player", dedicated to the 20th anniversary of the restoration of the independence of the Republic of Azerbaijan. This issue of the journal has been published with the support of the Heydar Aliyev Foundation [13]. Almost all information about the Republic of Azerbaijan was reflected in the collection published in English and Romanian. In general, we note that since 2001, on the initiative of the Romanian-Azerbaijani Friendship Society, more than fifty books belonging to the Azerbaijani and Romanian peoples have been published in both languages. On May 9, 2003, the book "Revival of Azerbaijan" about the life and work of the great leader Heydar Aliyev was published in Romania in English [14]. Later, the Heydar Aliyev Foundation continued work in this direction on a larger scale.

The multi-vector activity of the Heydar Aliyev Foundation is highly appreciated in Romania. For example, in 2015, the Heydar Aliyev Foundation was awarded a "Diploma of Distinction" for its active work with people with disabilities in Romania. The Romanian National Committee presented this award to the Heydar Aliyev Foundation for the Protection of the Disabled under the Ministry of Labour, Family, Social Protection and Protection of the Elderly of Romania [15]. The head of the Romanian National Committee for the Protection of the Disabled, Mihaela Ungureanu, took part in the event and highly appreciated the activities of the Heydar Aliyev Foundation in this direction. The humanitarian projects implemented by the Heydar Aliyev Foundation in Romania have led to the formation of a positive image of Azerbaijan as a whole in the Romanian society.

## Conclusions

Thus, based on our analysis, we can conclude that, along with the President of the Republic of Azerbaijan, the Government, Parliament, the Ministry of Foreign Affairs of the Republic of Azerbaijan, the Heydar Aliyev Foundation plays the role of one of the effective means of implementing the foreign policy, social, humanitarian, political, economic and cultural strategy of the Azerbaijan Republic. Republic. The Fund was able to create a positive image of Azerbaijan on an international scale, having established constructive cooperation in all areas, both with individual states and with influential international and regional organizations. Thanks to the comprehensive measures taken to bring the truths of Azerbaijan to the world and popularize the cultural values of the people, the list of friends of our country has significantly expanded.

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**Figure 1. The Heydar Aliyev Foundation**



The Heydar Aliyev Center has rightfully become an icon of the architectural monuments of modern Baku. A unique complex building in the center of Baku - in the city of intersection of cultures of East and West, was recognized as the 5th in the ranking of the 12th most ambitious architectural projects of the World in 2012 (Architectural Digest magazine).

Established in accordance with Decree #1886 of the President of the Republic of Azerbaijan Ilham Aliyev dated December 29, 2006, the Heydar Aliyev Center is a state organization, a targeted instrument in the implementation of activities in 3 main areas, namely:

1. In the field of fundamental study, propaganda of the philosophy of state building and the ideology of Azerbaijanism of the national leader of the Azerbaijani people Heydar Aliyev.
2. Assistance in the development of Azerbaijani history, language, cultural, national and spiritual values, reflected in numerous projects in the field of culture, economy, ecology, health, education, sports and social development of Azerbaijan.
3. In organizing events (forums, conferences, exhibitions) at a high international level.

Thus, from all the above, one can draw a concise, but by design extensive conclusion - the Heydar Aliyev Center as a whole is not only one of the unique architectural projects of the world, but, first of all, a powerful mechanism for developing the international prestige of Azerbaijan.