

ENGAGING CANADIANS IN DEVELOPMENT

expertise will be deployed at a time, and in close coordination with other instruments of Canadian international policy, to ensure the maximum effect of our governance programming. To this end, Canada Corps will work closely with partners including CANADEM, a successful not-for-profit organization dedicated to the recruitment and mobilization of Canadian expertise abroad.

PROMOTING EFFECTIVE PARTNERSHIPS

Partnerships with civil society and the private sector in Canada and overseas have been distinctive elements of Canada's approach to development cooperation. The Government works with hundreds of partners representing non-governmental organizations, educational institutes, cooperatives, businesses, associations, unions and individuals contributing as volunteers overseas.

These partners have a demonstrated ability to contribute to the achievement of sustainable and equitable development through innovative approaches to development programming. Their programming can directly support poverty reduction and social service delivery, respond to humanitarian crises, provide policy advocacy and formulation, and transfer technology and know-how. For example, universities and colleges, both in Canada and overseas, can help build specialized capacity in developing countries in the areas of governance, health, basic education, private sector development, environmental sustainability and ensuring gender equality.

With the help of a panel of respected voluntary and private sector leaders from Canada and developing countries, CIDA will review its partnership programs with a view to promoting excellence and innovation in development cooperation.

For many Canadians, the voluntary sector is the face of Canada's development effort. Private donations for disaster relief, long-term development programs, research and volunteer-sending organizations are an important part of Canada's overall international development effort.

The Government will:

- engage Canadian civil society in its efforts to build support and capacity for international development across the country; and
- working with partners through Canada Corps and other programs, pursue a renewed and more vigorous strategy that will better define and target both programming and public engagement initiatives in order to increase aid effectiveness and deepen and broaden the scope of Canada's efforts to address the MDGs.

To engage Canadians in a genuine and ongoing dialogue on development cooperation, the Government will:

- transform the development cooperation program (both whole-of-Government activities and assistance programs) into a model of transparent reporting to Parliament and the public, with an integrated annual report and parliamentary debate, and the highest standards of public information and performance reporting;
- leverage our whole-of-Government commitment through all relevant federal departments (including Justice, Health, Heritage, Immigration, Environment) to achieve a more ambitious, whole-of-Canada engagement of all regions and parts of Canadian society; and
- significantly expand public engagement efforts. The Government will build on CIDA's Development Information Program, which supports the production of print media, radio, television and film material, as well as programs for journalists and teachers, to increase Canadians' awareness and understanding of international development issues.