

First, it is evident any successful efforts in this field must be undertaken in close collaboration with the Department of Public Information. My Government has long felt that the considerable resources at the disposal of DPI should be more extensively tapped to assist in the promotion of human rights by the United Nations. We welcome the UnderSecretary-General's plans to do so.

Secondly, we consider that non-governmental organizations -- with their expertise, resources and extensive grassroots contacts -- will have a particularly important role to play in any successful information campaign. The emphasis that Mr. Martenson has placed on NGOs in developing plans for his new External Relations Section gives us confidence that an effective partnership can and will be forged between the Secretariat and NGOs concerned with human rights in all parts of the world.

Finally, Mr. Chairman, it should be constantly borne in mind by all concerned with the development of a public information campaign that such efforts must ultimately be judged in terms of their impact on the knowledge and effective enjoyment of human rights by those who have the greatest need of assistance to that end. Commemorative events, press conferences, publications all have their place. They do not, however, constitute an end in themselves, but rather an important and essentially supporting component in the evolution of a human rights program focussed on the effective implementation of universally recognized standards in all parts of the world. During his brief tenure to date as head of the Centre for Human Rights, Mr. Martenson has achieved a quick and thorough grasp of his responsibilities in all their aspects, and we are confident that his eventual proposals for a world human rights campaign will constitute an important step in the evolution of a comprehensive approach to the challenges faced by this organization in the field of human rights.