

however, official involvement is a small proportion of total activity. Policy implementation depends on close co-operation with the private organizations concerned and, because of the federal system in Canada, with provincial authorities who have interests of their own in these fields. It is particularly important to maintain and expand the active interest of Canadian academic institutions in relations with Europe.

Canada has compelling reasons for developing relations in the fields of culture and communication beyond the North American continent, and especially with Europe. There are the needs of its bilingual society and the desirability of diversifying contacts in Europe as a complement to American influences. Canada's culture is North American and influenced from the United States, but it had its origin in two principal European sources, Britain and France, and enrichment through the years by the contributions of other ethnic groups from Europe. The particular needs of French-speaking Canadians, principally in Quebec, have prompted provincial governments to seek contacts in the *francophone* world, especially in France, but the Federal Government has become much more extensively involved in international cultural programmes in order to provide a national framework for the cultural aspirations and interests of all Canadians. The Government recognizes that information and cultural relations have become a very important element in Canada's foreign policy and that Europe is the most important area for the intensification of those relations.

The present emphasis on Western Europe will be maintained in order to serve the basic objectives of national unity and national identity. In view of the isolation of French culture in North America, it will be necessary to give a high priority to programmes in *francophone* countries. At the same time, a fresh approach to cultural relations with Britain is required in order to bring together a wide range of cultural contacts and activities which have tended in the past to be dispersed and unrelated. There are significant areas in these cultural relationships with Britain that are not adequately covered by Commonwealth arrangements and which should be supplemented in bilateral programmes. As for other Western European countries, the kinds of programme now pursued in Belgium, the German Federal Republic, Italy and the Netherlands should be extended gradually.

In the development of deeper reciprocal understanding between the peoples of Canada and Western Europe, a first line of communication is, of course, commercial news services, but the coverage has been uneven and generally unsatisfactory, leaving room for improvement in both directions. This situation places a stronger obligation on government to