

particular attention because of their special influence and multiplier effects on society. They would fall into six major categories: Governments, non-governmental organizations, the media, education and research communities, national and regional human rights institutions.

73. Elected representatives, parliamentarians and public officials have a direct impact upon policy-making processes of Member States. Their involvement in the Campaign could also be highly beneficial, as they are in a position to encourage continuing debate on human rights issues and to assist in generating governmental support for the Campaign.

74. Both governmental and non-governmental organizations would have a fundamental role in the Campaign. The non-governmental organizations' community is representative of a wide range of categories and occupations; they are also in a position to reach a growing number of people with the most diverse backgrounds and interests.

75. The media are organized redisseminators of information and are capable of effectively reaching millions of people throughout the world. The educational community can play an important role in helping to create a well-informed public opinion in the field of human rights. Research institutes could also contribute to the objectives of the Campaign, particularly by providing in-depth information on various aspects of human rights questions.

5. Co-ordination

76. In the light of their different areas of expertise, although having complementary mandates, the Centre for Human Rights, as the lead agency within the United Nations system in the field of human rights, and the Department of Public Information, in view of its specific mandate in the field of public information activities in the United Nations, would co-operate closely to implement the aims established for the Campaign.

77. The Centre would be responsible for co-ordinating the Campaign's substantive activities within the United Nations system, including the specialized agencies and in maintaining contacts with governmental and non-governmental organizations, academic and research institutions, and national and regional human rights commissions.

78. The Department of Public Information would be responsible for co-ordinating the Campaign's public information activities, including coverage of United Nations activities in the field of human rights, audio-visual projects, producing public information materials, co-ordinating the activities of the United Nations information centres, maintaining contacts with the media and non-governmental organizations active in the information field, and for promotional activities and special events. Through the Joint United Nations Information Committee, the Department would co-ordinate joint public information activities on human rights with the specialized agencies and programmes.