

value shifts that will improve the perceptions of transit among the general public. This includes identification of target markets, development of a range of strategic approaches, testing of emotion-based messages for each target market, and identification of appropriate tactics for effective implementation of awareness campaigns at a national and local level. The program will identify perceived barriers to using public transit, recognize opportunities, and develop strategies to promote increased use and support of public transit.

CANADIAN INVOLVEMENT IN INTERNATIONAL ACTIVITIES

Canada believes that regional and international cooperation plays a useful role in fostering effective sustainable development policies. Canada is active in a number of international fora to advance sustainable development and achieve transportation systems that are safe and minimize negative impacts on the environment, including the United Nations, the Organisation for Economic Co-operation and Development (OECD), the International Civil Aviation Organization (ICAO), the International Maritime Organization (IMO), the North American Commission for Environmental Cooperation (NACEC), and the forum for Asia-Pacific Economic Cooperation (APEC).

More specifically, Canada agrees with the general objectives of the World-Wide Fuel Charter for gasoline and diesel fuels. The charter is an effort to develop common, worldwide recommendations for "quality fuels", taking into consideration customer requirements and vehicle emission technologies, which will in turn benefit our customers and all other affected parties. Global fuel standards are vital if the developing world, where car ownership is increasing at an enormous rate, is to benefit from the newest vehicle technologies. This objective is in line with the United Nations Economic Commission for Europe's Agreement Concerning the Establishing of Global Technical Regulations for Wheeled Vehicles, Equipment and Parts which can be Fitted and/or be Used on Wheeled Vehicles.

The national greenhouse gas mitigation targets established in the Kyoto Protocol do not cover emissions from international marine and aviation activities. Under the protocol, parties agreed to address greenhouse gas emissions from international shipping through the IMO, while international aviation emissions are to be addressed through ICAO. In this context, ICAO and the IMO are working with member countries to reduce the level of greenhouse gas emissions