

*d) Approaches to reform: engaging civil society*

- Bearing in mind the key role of public opinion in determining the sanctions policies of states, participants argued that sanctions reform will likely prove ineffective unless it seeks to reconstruct the manner in which domestic audiences view sanctions. Simply put, as long as the electorate views draconian economic sanctions as the only "real" means of exerting influence over uncooperative states, their governments will be unlikely to pursue more nuanced, constructive sanctions policies. Similarly, the public is unlikely to call for sanctions reform unless it is well-informed concerning the ineffectiveness and the negative humanitarian consequences of sanctions as currently practiced. Therefore, much of the work of reforming UN sanctions must be carried out through a public education campaign. In implementing such a campaign, governments would do well to work with humanitarian organizations and other elements of global and domestic civil society.
- On a case-by-case basis, sanctions are more likely to work to the extent that they mobilize global public opinion against the target regime. Therefore, the task of educating the public about sanctions is not a "one-time" proposition. Governments must view the public as an important asset in the quest to alter the policies of states which threaten global peace and human security.