

(a) The United Nations system

The United Nations system is in itself a major source of initiatives, materials, co-ordination and guidance in the conduct of the Campaign. In particular, the United Nations should stimulate the efforts of Governments and non-governmental organizations and support them by providing and disseminating, in all countries and regions of the world, factual, balanced and objective information on human rights. It should also publicize and promote the activities of the Campaign as effectively and as widely as possible.

(b) Member States

The success of the Campaign would greatly depend on the active and material support of Member States. Indeed, there are several areas in which States could contribute to the effectiveness of the World Public Information Campaign on Human Rights, e.g.:

- (i) Assisting the United Nations in disseminating information materials;
- (ii) Helping to publicize the Campaign among all sectors of the public, thereby making it better known worldwide as a programme of the United Nations;
- (iii) Co-operating with the United Nations in the organization of regional workshops, training courses, meetings of experts;
- (iv) Producing United Nations information materials in languages other than the six official languages of the Organization.

Furthermore, Member States could be asked to provide material support to the Campaign through voluntary contributions.

(c) Non-governmental organizations

Non-governmental organizations have traditionally promoted the purposes and principles of the Charter of the United Nations and have actively supported the work on the Organization. In the field of human rights, non-governmental organizations have acted effectively and provided Member States and the United Nations system with their own information, opinions and expertise. Their role can increasingly contribute to the advancement of the human rights programme, not least through enhanced co-operation with the United Nations in the implementation of some of the Campaign's objectives, for instance, the redissemination of United Nations information materials and publications.

4. Constituencies

72. The World Public Information Campaign on Human Rights would be directed to all segments of the world's population. However, in order to achieve a higher degree of effectiveness, certain target entities and professions should be singled out for

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