

Evaluation of CANADEM

documentation and press release, prepare operational manual, investigate and obtain software, initiate liaison with international organizations.

February to March, 1997 (personal services contract)

- ▶ construct database.

April to July and extended to October, 1997 (contribution agreement AGH / CCIC)

- ▶ enhance and refine the database by May 31, 1997,
- ▶ complete office procedures, job descriptions and recruitment by May 31, 1997
- ▶ register candidates / applications received to date with a roster target of 200 by July 31, 1997
- ▶ complete definition of screening process and begin screening with a tentative target of 20 by July 31, 1997
- ▶ prepare and implement a public information strategy to selected NGO's and government agencies
- ▶ market roster to international agencies
- ▶ liaise and network with similar organizations such as NORDEM

November, 1997 to March, 1998 (contribution agreement AGP / CANADEM)

- ▶ define roster structure and screening process in writing by December 31, 1997
- ▶ restructure the roster (application form and data elements) to incorporate peacebuilding skills by March 31, 1998
- ▶ set targets for increasing the roster by January 15, 1998
- ▶ create a marketing strategy by January 15, 1998
- ▶ mail introductory letters and brochures to international contacts by Feb. 15, 1998
- ▶ present a training plan by January 15, 1998
- ▶ prepare a strategy for developing partnerships within the NGO and domestic government agency communities, designed to establish CANADEM as a primary contact point for human rights and peacebuilding experts, by January 15, 1998

3.1.4 Clients

CANADEM's clients can be captured in two distinct groups. The first group consists of multilateral organizations who may mount international field operations and the second, a domestic group, are Canadians with the requisite human rights, peacebuilding or democratic development skills. These are the direct beneficiaries of CANADEM's services.

CANADEM also serves DFAIT, AGP in particular, by delivering a program designed as a tool of foreign policy. The domestic NGO community and other government departments involved in, or associated with, international operations are seen to be partners, but may also call on CANADEM's services to supply experts.