

(i) Canada's Image at the U.N.

Implicit in the Canadian government's broad policies and objectives is the desire that Canada should have a good image at the U.N. and be respected by its fellow members. It is the responsibility, of U.N. Affairs to foster that image at the U.N. and its various meetings. That image may partly be due to the U.N. Affairs' success in dealing with foreign delegations, and its ability to recommend image-enhancing policy positions to the government. It is almost certainly also due to certain exogenous factors, such as the fact that Canada is generally regarded as a disinterested, moderate and impartial western nation. Is there any way to measure Canada's impact at the U.N. and its system of organizations? How is Canada's image acknowledged? To what extent can Canada's image be attributed to the design of the U.N. Affairs program, or to the officers who deliver it?

4.4 Methodology

As noted previously, the first major task of the proposed evaluation design will be to undertake a conceptual overview of the United Nations Affairs component as defined. This will directly address the major issues of objectives clarification and program design, and will also contribute to the more specific issues identified in the previous section. A small number of other issues may also be identified at this time as requiring more detailed study.

The basic methodology proposed for this evaluation is a combination of a small amount of conceptual modelling of major elements of the U.N. Affairs program, the focussing of most of the effort on certain specific issues, the assessment of alternatives, and a fairly extensive but efficiently designed and structured interview program with knowledgeable persons, both inside and outside government. Of necessity, it will rely more on the perceptions of individuals involved with or concerned with the program than on the analysis of "hard" statistical data. It is anticipated that there will be considerable overlap among many of the issues, but this will be reflected in the detailed design of the evaluation and in the resources required.