

## 5. *Targets for Canadian Action*

### *Bilateral*

Bilateral approaches to democratization are most effective in countries where Canada already has strong relations. In short, Canada should build on these already existing and developed links, rather than treating all sectors equally.

Bilaterally, Canada is in a position to further democracy in an environment where diverse contexts call for flexibility and adaptability. Canada can also contribute to the democratic process through its multilateral engagements.

### *Multilateral*

Multilateralism is the most effective means for providing collective credibility on issues with normative underpinnings against which countries can assess their own democratic development. Multilateral initiatives must also be chosen strategically. Trans-regional or international issues should be dealt with multilaterally. This approach to cooperation, if linked strategically, can in turn strengthen bilateral links with key countries.

Multilateral organizations continue to be a central plank in Canadian action on democracy. As such, we must continue to work on common strategies for democratic development with member states through regional, sub-regional and international institutions. These institutions set democratic standards which in turn cause an amplifying effect among member-states.

### *At the inter-state level*

Canada and other trading states should have tangible incentives to offer new democracies as part of the promotion of democracy. Economic incentives may be pragmatic: stable democratic markets attract foreign investment. As most new democracies depend in large part on the success of their economies, such an incentive is key to both business elites and governments. Thus far, many states have embraced the democratic project-- or least the outer appearance of it-- with the promise of democratic deepening, in order to be eligible for the economic benefits associated with being a modern democracy. To sustain this democratic momentum, economic progress must follow.

As mentioned above, if a state wants to project a modern image to attract investment, it links itself to the democratic project. Liberal democracy is equated with the free market and is viewed as one of the preconditions of joining larger free trade arrangements such as NAFTA. This is a powerful incentive for policy-makers to further democratize.

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