

The International Public Affairs Program of BCP was created with the ambitious mandate of providing our Missions with "tools" to help them promote Canada and Canadian values to foreign publics. It soon became apparent to us that we needed a checklist of what aspects of Canada and Canadian values need to be promoted. The answer developed into the *Promoting Canada Abroad* Initiative.

In general, the existing image of Canada needed to be modernized and modified, building upon the successes and positive aspects of the old "Canada Brand".

Although the *Promoting Canada Abroad* Initiative could be seen as a "Branding" exercise, we are merely presenting it as a guideline to ensure that all aspects of Canada are represented and promoted equally. BCP will be applying the guideline in the delivery of our various "tools" as part of the International Public Affairs Program to provide consistency of messaging and approach.

3. How is the Material to be Used?

The various components of the initiative should be used both as a checklist/guideline and as a source of material when projecting an overall image of Canada to foreign audiences. The specific "slogan", themes and messages should be quoted directly to ensure consistency of messaging. Wherever possible the consistency and completeness of messaging should remain a high consideration.

The core documents offer consistent, clear messaging, and provide a "checklist" for product development to ensure that all aspects (not just tourism or trade) are featured when promoting the virtues of Canada in general.

We encourage DFAIT Mission and Headquarters personnel to refer to and incorporate any or all of the elements created by the *Promoting Canada Abroad* Initiative into their working documents and products. We invite you to modify various elements to suit local environments, conditions, sensitivities, and target audiences.

NOTE ON PHOTOS

The photographs used to illustrate the binder are merely representative images, and cannot be used by DFAIT in other applications. We are continuing to look for suitable images that will be made available for unlimited use by all DFAIT personnel in their efforts to promote Canada internationally.

4. What's Next?

This binder represents the first version of *Promoting Canada Abroad* Initiative. We will continue to adapt its contents to make it more comprehensive and usable based on comments received, and through the analysis and incorporation of other government papers as they are released.

The binder, in separate English and French versions is distributed throughout DFAIT Headquarters, to Heads of Missions, and to public affairs officers to encourage its local application.

As various components become dated, or change with government priorities, we will update the material provided. In particular, the factoids are the most changeable and easily outdated components of the binder. The basic factoids provided will be replaced, updated, and expanded as part of BCP's responsibilities.