

**- ENCOURAGE PRIMARY AND SECONDARY SCHOOL TEACHERS
IN MEXICO AND CANADA TO PLACE GREATER EMPHASIS ON
TEACHING EACH OTHER'S HISTORY AND CULTURE;**

Action Item	Executing agency	Cost
Respective Embassies to increase substantially range of materials on offer to local schools: videos, brochures, posters etc	Respective Embassies	TBD
Respective Embassies to establish sections on Internet home pages targeted at High Schools and Primary Schools, and undertake outreach programmes to raise awareness of resources on offer	Respective Embassies	TBD

**- PROMOTE AN ELECTRONIC FORUM BETWEEN
COLUMNISTS AND EDITORS IN THE TWO COUNTRIES
WHICH WOULD FACILITATE COVERAGE IN EACH
COUNTRY'S MEDIA OF VIEWPOINTS ON
INTERNATIONAL ISSUES FROM THE OTHER
COUNTRY;**

Action Item	Executing Agency	Cost
Canvass editors of leading national newspapers in both countries and undertake matchmaking of key opinion-forming journals	Cda:DFAIT/LSR /MXICO Mex: SRE; Presidencia (Com. Social)	N/A