

Communications and Outreach in Canada

Effective cooperative threat reduction requires a variety of strategies and mechanisms to ensure that the range of problems posed by WMD are addressed effectively. Canada has been both proactive and responsive in helping to ensure that support remains high for the aims of the Global Partnership within the international community and at home.

Communications and outreach activities have been important components of the work of Canada's Global Partnership Program during this initial period. These activities are raising Canadian awareness about the value and potential of cooperative threat reduction, as well as facilitating the future collaboration of Canadian experts in *Global Partnership* projects. Activities fall into four main categories: academic outreach, industry outreach, government outreach, and provision of general information about the Canadian initiative, notably through presentations to and consultations with civil society and through the Global Partnership Program website (www.globalpartnership.gc.ca).

Academic outreach: To develop contacts within the academic community, officials from the Global Partnership Bureau at DFAIT have visited and given presentations at a number of universities, including Dalhousie, McGill, Memorial, Mount Saint Vincent, Queen's, Saint Mary's, Prince Edward Island, Toronto, York and Université du Québec à Montréal.⁸ Canada's Global Partnership Program has also supported a major academic conference on the *Global Partnership*, organized by the Center for Policy Studies in Russia. The conference took place in Moscow from April 23 to 24, 2004. Through these efforts, Canada's Global Partnership Program has developed ties with academics and NGOs working in Canada, Russia and the United States.

Industry outreach: Officials from the Global Partnership Bureau have undertaken industry outreach across Canada,⁹ making presentations to companies potentially capable of providing goods and services for *Global Partnership* projects or of participating in

ISTC-funded projects and activities (see Priority Area 4 and Biological Non-Proliferation Program above). In addition, Canadian companies are eligible to bid on all EBRD Northern Dimension Environmental Partnership projects.

Government outreach: Briefings on Canada's Global Partnership Program for other government departments and relevant divisions in DFAIT, as well as for parliamentarians, have forged cooperative working relationships and drawn in additional expertise and views. The Global Partnership Advisory Group, composed of representatives from departments such as National Defence, Industry Canada, Health Canada, Transport Canada, and Public Safety and Emergency Preparedness Canada, represents an important intergovernmental consultation mechanism.



Allan Poole, Senior Coordinator, Foreign Affairs Canada, addressing the International Chemical Weapon Demilitarisation Conference, St Petersburg, Russia, May 2004

⁸ Academic outreach to the five Atlantic region universities took place from October 27 to 29, 2003.

⁹ Montreal, October 30, 2003; Toronto, November 4, 2003; Edmonton, March 16, 2005; Calgary, March 17, 2005; Saskatoon, March 18, 2005.