



for a business code of conduct and fairer labour practices. It is also important that Canada send the message that it will balance social and economic considerations;

the impact of an increasingly concentrated media on the communication of Canadian values was raised. The issue of Canadian control and ownership of the media, along with the role of public media was also raised;

multimedia is one tool for communicating our message, though it is not yet accessible in all parts of the world. Canada was called on to encourage the transfer of technology in order to alleviate this deficiency;

Canada was characterized as a multicultural country that respects human rights, democracy, good governance and the rule of law; it values its role as a peacemaker and promotes international order through the UN and other organizations;

education has an important role in terms of what Canada communicates to the world and what Canadians learn about international affairs.

At the conclusion of the morning's plenary session, the ideas and points raised were grouped into four broad questions to be further explored by the working sessions as detailed below.

## Working Sessions

*How does Canada communicate: What is the role of culture, education, NGOs, government and the private sector.*

There was a consensus around the need for the government to provide, and even increase, its role in communicating the goals and priorities of Canadian foreign policy.

In the area of education, there is a need to increase Canadian awareness of international affairs. The specific suggestions included:

- increase international education exchanges;
- revise the education curricula to include more emphasis on international affairs;
- make greater use of NGOs;
- encourage the media to participate in this role by enhancing coverage of international affairs.

While there is an important role for the Canadian government in this area, its work can be complemented by a greater reliance on NGOs. For example, the Government could encourage the development of NGOs parallel to, or patterned after existing NGOs. To illustrate this point, the suggestion was made that a legal version of "Doctors without Borders" could be formed to give legal advice on creating systems of governance. Another proposal was to renew organizations such as CUSO, but to incorporate private sector groups and funding. Programmes which encourage and assist students to go abroad are also important.

In the area of culture, the group cautioned the Government against trying to define Canadian culture, as this could be too limiting. Nevertheless specific initiatives--expanding Canadian Studies programmes abroad, greater use of the Internet, maintaining the funding of cultural programmes that will further our position internationally--can be promoted by the Canadian government that will further our position internationally.

Finally the group thought it was important to examine the role of the private sector. A code of conduct for Canadian business, especially for those companies participating in Team Canada trade missions was deemed a worthwhile initiative. A code of conduct would underscore Canadian values such as the respect for human rights and promote a balance between social and economic objectives.