

qualifications and capabilities.

### **4.3 Language and Awareness Components of the Asian Language and Awareness Fund (ALAF) and the Projects Fund (PF)**

#### **4.3.1 The Language and Awareness Component, and Evaluation Methodology**

As part of the evaluation of Pacific 2000, an assessment of those funded activities and institutions that were targeted to language and awareness was undertaken. The term "language and awareness" here is defined as the initiatives designed to raise Asian "skill" levels in Canada so that we might compete more effectively and build the relationships which are so vital to long-term success. These cover a range of activities from:

- (1) raising awareness in the business community of cultural diversity, business customs, negotiating strategies, and opportunities for regions; to
- (2) program for universities, colleges, and secondary schools addressing language instruction, curricula development, research support, joint ventures, and exchanges.

The objective was to provide the evaluation team with insights to include in their overall programme evaluation. The language and awareness sector was divided into 9 discrete components comprised of 8 separate categories of awardees and an additional component that focused on two institutional case studies.

For all of the 9 components a distinct interview protocol was developed that addressed questions directly to the specifics of their awards as well as a general assessment of Pacific 2000 and an appreciation of the role of the Asia Pacific Foundation of Canada (APFC). Except for the 2 case studies, all the information collected was from the interviewees. For the case studies, testimonial information was augmented with site visits and a thorough documentation review.

#### **4.3.2 Language and Awareness Components: Summary of Findings**

The Asian Language and Cultural Awareness Fund is designed to improve Canadians awareness of Asian culture and encourage the study of Asian languages.

The Language and Awareness Program is delivered mainly by the APFC, and also via two major centres (The David Lam Centre, and the Asian Business Studies Program), and directly DFAIT:

The Asia Pacific Foundation of Canada (APFC) administers the majority of the monies (\$2.758 million and \$2.504 million respectively in 1992/93 and 1993/94) under the Language