

very readable typeface, judicious use of white space, etc. all serve to facilitate communication.

Then there are all of the other techniques for marketing your message which include using the media, holding interesting press conferences, being online with internet, and so on. In short, the Human Rights Centre needs an active and effective information marketing department. UN agencies such as UNICEF have effectively mastered many of these techniques and the Centre should emulate them.

RECOMMENDATION

Canada should encourage the Centre for Human Rights to draw upon the example of UNICEF and others on how to develop a marketing capacity to enable it to effectively communicate its knowledge and concerns about human rights

The High Commissioner and the Centre should also take action to pull together the various human rights reports and other UN sources of human rights intelligence. There are 6 major treaty bodies and 26 charter based mechanisms including rapporteurs that presently report annually. In addition, there many other authoritative UN human rights intelligence sources. The HCHR and the Centre can provide a very useful service in synthesising this information both in an annual global report and in special country reports.

The annual report would synthesis information on a country basis rather than on a thematic basis. This country by country compilation would provide information in a digestible form for both UN and public consumption. It would be tabled in the General Assembly by the Secretary General so as to emphasis its importance.

Special country reports would be compiled when the HCHR felt the seriousness of a country situation merited it. For example, the report of Ndiaye provided to the Centre on 11 August 1993, along with other Rwandan human rights warnings, should have triggered the creation of a country specific report. In other words, serious human rights violations in a particular country would mandate the production of an up-to-date synthesis of authoritative and relevant human rights intelligence on that country. This document would provide an informed basis upon which UN staff and member states could predicate their actions.

RECOMMENDATION

Canada should encourage the High Commissioner for Human Rights to produce both an annual human rights report which would cover every country, and special country reports as necessary.