

which the fundamental education programme of UNESCO has been received.

These themes are given as examples. We realize, of course, the difficulty of selecting UNESCO themes but this should not necessarily be a stumbling block if it is realized that selection does not imply that it is the most important activity of the Organization. It should only be important enough to deserve special emphasis. Each year, the lime-light could be turned on a different activity of the Organization and in this manner world public opinion would, in the course of a few years, become aware of the aims and purposes of the Organization. The concept of UNESCO and what it is trying to do should in this way become clear even to the non-initiated.

The last operative paragraph of our resolution requests that the Director-General be instructed to concentrate the efforts of the Organization on carrying out the central theme. This means that the various departments of UNESCO would be called upon to co-operate to the fullest extent compatible with administrative efficiency in their own field. We do not envisage that a certain proportion of the special budgets of the various departments of the Organization would be assigned to the furtherance of the activities selected as a central theme. It should be possible, however, to transfer non-specialized personnel from one department of UNESCO to another on a temporary basis in order to achieve a greater degree of concentration.

Sub-paragraph B of the last operating paragraph of our resolution calls for an all out effort to publicize the central theme chosen for UNESCO. We attach, of course, considerable importance to this point. The Chairman of the United Kingdom Delegation has stressed the importance for UNESCO to streamline its publicity activities. I will not come back to this matter because it is obvious that publicity efforts are much more effective if they are not dispersed over a variety of subjects.

Sub-paragraph C of the last operating paragraph of our resolution merely states that a report be made to the Sixth General Conference on the success achieved by the selection and execution of the central theme, in order to help the next General Conference decide whether the same theme should be retained, or some other selected.

Briefly, our resolution seeks to achieve three things:

- (1) confirm and extend the practice followed by the Director-General and Executive Board in establishing an order of priority amongst the various UNESCO projects, by asking the General Conference to formulate a directive on this subject;
- (2) authorize the Director-General to effect necessary transfer of personnel to the extent he deems practical, in order to encourage certain programme activities or service activities indicated to him by the General Conference;
- (3) help, through the selection of a temporary central theme, the UNESCO Information Service to concentrate its publicity efforts.

I hope I have made clear the purpose of the resolution which I am sponsoring on behalf of Canada. If it is adopted it will contribute, I hope, to the efficiency of the Organization and enhance its credit amongst those who are questioning its usefulness. The non-initiated, who, after all, constitute the majority of the taxpayers, need to be better informed and made fully aware of UNESCO's purposes so that they may be willing to support its endeavours. Our duty is to dissipate the impression of diffuseness and dispersion that has gained ground, by putting the emphasis on some important activities of the Organization. At this price only will UNESCO obtain the sympathy and support that it deserves.

## Appendix 14

Draft Resolution<sup>1</sup> Submitted by the Canadian Delegation to the Fifth Session of the General Conference of UNESCO, May 24, 1950: The Selection of Central UNESCO Themes

### *The General Conference*

*Noting* with satisfaction the statement of fundamental objectives and fields of work of UNESCO set forth in the "Programme proposed by the Executive Board — Paris 1950." (5C/5(1) Rev.).

*Noting further* that the Executive Board has indicated that "these fields of work are very extensive and for practical reasons a selection has to be made of those activities that are to be undertaken at any particular time".

*Considering* that the scale of activities for 1951 must be strictly limited to that which can be effectively undertaken with

<sup>1</sup>This resolution was not put to a vote.