

Special Programs Branch will also work with the Area Branches to enhance WID activity within country focus programming.

Through visits and direct contact, Business Cooperation Branch will dialogue with the Canadian business community on ways to involve and benefit women in programming. A study will be conducted on including WID as a criterion for assessing Business Cooperation Branch project proposals. New and innovative projects that involve and benefit women will be identified. In particular, a planned activity focuses on a credit information project for women entrepreneurs through a Canadian bank.

9. TO DEVELOP COMMUNICATIONS STRATEGIES TO INFORM THE CANADIAN PUBLIC OF CIDA WID STRATEGIES, AND FOR USE BY PROGRAMMING UNITS TO INFORM MAIN BENEFICIARIES.

Through the activities of three Bilateral Area Branches, recipient countries will be informed of CIDA's support for WID. Information on WID will be exchanged with other donors and efforts coordinated overseas through field representatives networks on WID. All facets of the Canadian public will be informed of CIDA's WID Strategy including the non-governmental and business communities. The Agency's WID Policy will also be communicated to consultants, executing agencies and cooperants. WID will be included in CIDA's public information documents on bilateral, special programs, sectoral and business cooperation activities. As opportunities arise, CIDA staff will speak publicly on WID and inform audiences of types and sources of CIDA support available for WID. Specific activities of Operations Services Branch are targetted to informing Canadian cooperants about about CIDA's WID Strategy, and Business Cooperation Branch will target Canadian women with respect to information on opportunities with CIDA.