



Winnipeg

POLICY OPTIONS

1. Finding the points of intersection between “values” and “interests” is fundamental to promoting and developing Canada’s “soft power” in the international arena. Access to foreign markets promotes idea and value exchanges and democratic ideals needed for international stability. It also strengthens the Canadian economy, and encourages sustainability. Foreign direct investment also promotes the development of “soft power”.
2. To the extent that foreign policy is value-driven, it should promote core Canadian values:
 - the ideals of democracy, such as human rights and fundamental equality;
 - a respect for cultural diversity and civil society;
 - the promotion of fair labour and business practices;
 - support for universal social programs and public education;
 - support for sustainable development (Canada should lead by example in order to foster these values internationally).
3. Communications is a critical dimension in foreign policy. Canada needs to develop a shared vision - perhaps that of a “smart country in a smart world” - which explicitly recognizes the importance of knowledge-based networks in domestic and global, social and economic development.
4. Canada should promote accessibility to communications infrastructure both domestically and internationally. Accessibility must be broadly defined to include availability, affordability and usability. Skills, knowledge and content are part of the communications infrastructure. Partnerships among business, government and NGOs should be promoted to support the long-term sustainable development of communications networks, especially those that support local community-based economic and educational objectives as well as long-term sustainable development goals. Canada should build on domestic strengths in communications when venturing into the international arena. We must support development of our domestic networks and build on the best domestic practices in the use of networks and content development.
5. Communications should be used to broaden Canadians’ awareness of international affairs. The Government should support and increase international education exchanges and curricula that make use of new technology and networks (such as SchoolNet), make greater use of NGOs, and encourage more media coverage of international affairs/events.
6. The Government should recognize Radio Canada International (RCI) as an important vehicle for the distribution of Canadian messages internationally. Efforts should also be made to encourage the development of computer-based communications opportunities that would complement RCI.
7. The Government should consider funding and encouraging international media and cultural networks and alliances in Canadian culture and communications with other like-minded states, organizations and individuals. New institutions are not required.
8. Communications technologies should be integrated into all aspects of foreign policy. For example, as part of Canada’s commitment to supporting a rapid-reaction capability for the UN, the Canadian military should develop the capacity to deploy communication units for civilian use during, and as a follow-up to,