



Campbell Strategies

Canada in the World: Setting the Reset Button

Providing guidance and useful insights

August 2010

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Open Canada: A Global Positioning Strategy For A Networked Age, a recent report from the Canadian International Council has challenged Canadians to push the reset button, to look at ourselves realistically and unapologetically and to see the potential others see in us. The Report's confident authors see game changing, geo-political and economic developments creating a world of challenge but also opportunity for Canada if we embrace bold and confident policies. A critical observation in the Report is that we need not be on top, but aiming to be in the centre (of networks) and we need to avoid false and unnecessary dichotomies which have hobbled us and distracted us for decades. Forget war making vs peace keeping, energy vs environment. Avoid these zero sum and dead end choices which see public policy lurch back and forth and back again. Canadians need to learn to "walk and chew gum at the same time".

When someone looks at something with fresh eyes, we should all pay attention. In that regard, the Chapter on the Arctic is impressive, calling for Canada to stop playing the old sovereignty game at the top of the world but rather use its geographic presence there to play an influence and networking game. More striking than specific recommendations is the attitude of confidence evident throughout this

seminal CIC Report. This attitude is refreshing and so un-typically Canadian. A concern has been that we have devolved from (as Andrew Cohen said), "a country that dares not speak its name" to a country that does not speak at all, where the significant issues are not even discussed. We should be grateful to the panel for speaking eloquently, confidently and forcefully about economic, social and geo-political issues. The Report is a forceful counter point to the narrow, hopeless and frightening world of the religious right which Marci McDonalds describes in ***The Armageddon Factor***. In that world, all is pre-ordained, all has been written. Canadians should want to live in the world of open possibility which the Report describes. Bravo to the authors of the CIC Report. In the narrower place some want Canada to become, your voice will need to be heard.

- Barry Campbell

To view a copy of the Canadian International Council's report, please visit:

<http://www.onlinecic.org/opencanada>

About Campbell Strategies:

Anticipating and shaping change is the core of our business. We have a wealth of experience dealing with public policy at all three levels of government. At Campbell Strategies, we help our clients inform government decision-making. As public affairs strategists, we assist our clients by developing effective government relations strategies in:

- Building awareness and support for our client's policy proposals;
- Transactions which attract political interest or face regulatory challenges;
- Complex issue mandates.

Resolving public policy challenges in a manner that is effective, legitimate, and responsible requires the expertise and track record of Campbell Strategies.

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If you have questions regarding the topics in this newsletter or related government matters, please contact our consultants.

Barry Campbell 416-368-7353 x260

barry@campbellstrategies.com

Paul Brown 416-368-7353 x236

paulb@campbellstrategies.com

Christopher Holz 416-368-7353 x261

chrish@campbellstrategies.com

Martha Black 416-368-7353 x230

marthab@campbellstrategies.com