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THE WHITE HOUSE
WASHINGTON

Nov. 3. 97

TO: Nelson

Erick

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Steve

Enclosed in latest Summit
^{Action Plan}
Agenda provided by State Dept
last week.

Regards

Ana Maria

Proposed Agenda for the Summit of the Americas

Santiago - Chile

I. Education

- Formulating actions in accordance with the proposals of the Responsible Coordinators in the Plan of Action they have prepared on the subject.
- Additional actions such as student and teacher exchange programs, distance education programs and incorporation of new technologies.
- Actions to develop training and skills improvement programs for workers with the aim of confronting under favorable circumstances changes resulting from the application and development of new technologies. Special attention should be given to programs for adult training.

II. Preserving and Strengthening Democracy and Human Rights

- Formulate actions based on the work that the Responsible Coordinators of this theme are carrying out.
- Actions in the area of education for democracy and full respect for human rights.
- Actions aimed at enhancing the participation of civil society.
- Actions aimed at strengthening municipal and regional administrations.
- Actions that guarantee the protection of the human rights of all migrant workers and their families.
- Actions aimed at reinforcing Hemispheric proceedings to confront corruption, narco-trafficking, and terrorism.
- Actions in the area of confidence and security building measures between states.
- Actions in the area of strengthening judicial systems.
- Actions aimed at cooperating on projects for modernization of the state that the countries of the Hemisphere may undertake in the administration of labor matters in accordance with the regulations and the legislation in force in each country.

III. Economic Integration and Free Trade

- Actions related to the negotiation of the Free Trade Area of the Americas (FTAA) in accordance with the progress achieved by the Ministers in charge of the subject.
 - Actions on capital markets to be determined after the meeting of Ministers of Finance this December.
 - Actions for the development of cooperation in science and technology.
 - Actions related to regional energy cooperation.
 - Actions for the establishment of an adequate hemispheric infrastructure, especially in matters of transportation and telecommunications.
- * In accordance with the agreement of the Hemispheric Ministers of Transportation to the effect that the Western Hemisphere Transportation Initiative (HTI) be included in the agenda of the Summit of the Americas.

IV. Eradication of Poverty and Discrimination

- Actions in support of micro-enterprises and small and medium-sized businesses as a way of promoting the creation of new jobs through access to sources of credit, the development of vocational training, programs designed to obtain an increase in productivity, and the introduction and application of new and more advanced technologies.
- * The education theme may be considered in any of these action initiatives.
- Actions for the implementation or modernization of effective systems of property registration for those countries that require it.
 - Actions in the area of health based on the proposal of the Pan-American Health Organization.
 - Actions in accordance with the agreements adopted at the Conference on Women held in Managua, including a specific program related to education.

- Actions at the national level leading to the goal of ensuring quality jobs, and of safeguarding the basic rights and interests of workers and to this end, freely promote respect for relevant ILO conventions.
- Actions aimed at promoting greater participation of indigenous populations through adequate access to education, health and work training.
- Actions to combat hunger and malnutrition.


Sustainable Development

Considering the breadth of the Santa Cruz de la Sierra Plan of Action on the occasion of the Summit Conference to that effect, it is suggested that this theme be included in the Political Declaration that the Heads of State and Government will sign, recognizing in said Declaration the progress that the Secretary General of the OAS will present in his report, and that reference be made to such agreements in the corresponding specific actions.

**WORKING SCHEDULE
 PLAN OF ACTION FOR THE SUMMIT OF THE AMERICAS**

I. EDUCATION		
Education - In accordance with the proposals of the Responsible Coordinators in the Plan of Action they have prepared on the subject. - Student and teacher exchange programs, distance education programs and incorporation of new technologies, among others. - Training and skills improvement programs for workers with the aim of confronting under favorable circumstances changes resulting from the application and development of new technologies. Special attention should be given to programs for adult training.	Responsible Coordinator	Mexico
	Co-coordinators	Argentina and Chile
	Interested countries	Brazil, Canada, Colombia, Costa Rica, Guatemala, Haiti, Honduras, Jamaica, Peru, United States
II. PRESERVING AND STRENGTHENING DEMOCRACY AND HUMAN RIGHTS		
- Actions based on the work that the Responsible Coordinators of this theme are carrying out. - Education for democracy and full respect for human rights.	Responsible Coordinator	Brazil
	Co-coordinators	Canada, Peru and O.A.S.
	Interested countries	Argentina, Caribbean Countries, Chile, Ecuador, Guatemala, Panama, Paraguay
Civil Society	Responsible Coordinators	Jamaica and Uruguay
	Interested countries	Ecuador, Paraguay

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Migrant Workers	Responsible Coordinator	United States	X
	Interested countries	El Salvador, Guatemala, Haiti, Mexico	
Municipal and Regional Administrations	Responsible Coordinator	United States	X
Corruption, Narco-trafficking and Terrorism	Responsible Coordinators	Argentina (Terrorism) United States (Narco-trafficking) Venezuela (Corruption)	
	Co-coordinators	^{CN} Bolivia, ^{CN} Colombia, ^{Coop.} Honduras, ^{CN} Peru and O.E.A. 	
	Interested country	Dominican Republic, Guatemala, ^{CN} Mexico	
Confidence and Security building measures between states	Responsible Coordinator	Chile	
	Co-coordinators	Argentina and O.A.S.	
	Interested countries	Mexico, United States	
Strengthening Judicial Systems	Responsible Coordinator	United States Argentina	
	Interested countries	United States, Argentina, Caribbean Countries, Ecuador, Guatemala, Honduras	
Modernization of the State in the Administration of Labor Matters	Responsible Coordinator	United States	X
	Interested country	Brazil	

IV. ECONOMIC INTEGRATION AND FREE TRADE		
Free Trade Area of the Americas (FTAA) <i>To be determined after the meeting of Minister of Commerce (San Jose, Costa Rica, february 1998)</i>	Responsible Coordinator	Costa Rica
Capital Markets <i>To be determined after the meeting of Ministers of Finance (Santiago, Chile, december 1997)</i>	Responsible Coordinator	United States
	Co-coordinator	Barbados
	Interested country	Chile
Science and Technology	Responsible Coordinator	Colombia
	Co-coordinators	Brazil and Uruguay
	Interested countries	Caribbean Countries, Ecuador, El Salvador
Regional Energy Cooperation	Responsible Coordinators	United States and Venezuela
	Interested countries	Colombia, Mexico
Transport	Responsible Coordinators	Chile and I.D.B.
	Co-Coordinator	Argentina
	Interested countries	Caribbean Countries, Mexico, United States
Telecommunications	Responsible Coordinator	Chile
	Interested country	Ecuador

X

IV. ERADICATION OF POVERTY AND DISCRIMINATION		
Micro-enterprises and Small and Medium-sized businesses	Responsible Coordinator	I.D.B.
	Co-coordinators	Argentina and Chile
	Interested countries	Bolivia, Caribbean Countries, Ecuador, Haiti, Peru, United States
Property Registration	Responsible Coordinator	United States
Health	Responsible Coordinator	P.A.H.O.
	Co-coordinators	Argentina and Chile
	Interested countries	Bolivia, Brazil, El Salvador, Guatemala, United States
Women	Responsible Coordinator	Nicaragua
	Co-coordinators	Argentina and Chile
	Interested countries	Caribbean Countries, Ecuador, Guatemala, Peru, United States
Quality jobs, and of safeguarding the basic rights of workers, freely promote respect for relevant ILO Conventions	Responsible Coordinator	United States
	Interested countries	Brazil, Colombia, El Salvador, Guatemala
Indigenous Populations	Responsible Coordinator	Canada
	Interested countries	Guatemala, Peru
Hunger and Malnutrition	Coordinador Responsable	Argentina,
	Interested countries	Ecuador, Honduras

(*) The Caribbean Countries will decide which one of them will participate in each sectorial meeting.

**United States
Information
Agency**

Washington, D.C. 20547

October 6, 1997

Office of the Director



USIA

Nelson
Eric
Steve
Nelson
Dick

MEMORANDUM

FOR: Mack McLarty
Counselor to the President
and Special Envoy for the Americas

FROM: Penn Kemble
Deputy Director

SUBJECT: USIA support for The Santiago Summit of the Americas and the build-up

We have been discussing the October trip and the April 1998 summit with our posts in Latin America to find ways we can help you get out the most focussed and powerful message.

Between now and the Spring, posts throughout the Hemisphere will undertake exchanges, teleconferences, opinion studies, and information programs to build up the summit's themes and importance. Strategic direction for these is needed now if we are to be truly effective.

We understand that a central theme of the summit will be cooperation in education -- a field in which USIA's Bureau of Educational and Cultural Affairs has wide experience. Some suggestions:

- We will promote and publicize contacts between the centers of high-tech culture in the U.S. and the emerging high-tech circles, for example in Chile, Venezuela, Brazil and Costa Rica. Our recognition of these small, vigorous high tech communities would be both unexpected and well received. Additionally, we would develop a package of activities using information technologies to advance education in both ends of the hemisphere.
- A hemispheric civic education project, Civitas PanAmericano, has established strong links among educators involved in education for democracy. Civic education warrants clear emphasis at the Santiago summit. A USIA-sponsored conference on education for a culture of lawfulness (to counter the damaging impact of crime and corruption) will take place this month in Mexico City. We should present it as a pre-summit event.
- USIA field posts and information resource centers will facilitate distance-learning projects involving U.S. and Latin American universities and public school systems.
- Contact among women's groups -- especially professional and business groups -- will be increased through exchange and information programs, stressing educational themes.

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- Cultural trends -- the Latin influence in the arts here; U.S. influence there -- deserve attention. While there are few resources for U.S. government funded traveling cultural programs, privately-funded efforts could be complemented by summit programming, and small projects, stressing New World commonalities, could be targeted to good effect.

Between now and the summit, our regional visitor exchange programs and electronic communications capabilities can, with the involvement of summit planners, be shaped to magnify the effect of your efforts. This will work best if agency personnel, under the guidance of our Latin American Area Director, Linda Jewell, regularly participate in summit planning activities.

We also have attached some reflections on the President's trip later this month, which we have looked at from the perspective of how it might build toward a successful summit.

The President and Mrs. Clinton's October travel to Latin America:

We understand that a central theme of the trip is that old antagonisms have abated, we are becoming more alike and we can therefore work together more effectively.

USIA's polling data (attached) and contacts with the foreign media and opinion leaders give evidence that both the U.S. and President Clinton are indeed widely admired in Latin America.

To sustain this popularity and gain practical benefits from it, we need to cultivate and shape it. Missteps or misunderstandings could cause serious disappointments. But the trip presents many opportunities for undoing long-standing pre-conceptions:

- Too many in the U.S. continue to see Latin America merely as a region of hereditary wealth and privilege, mass poverty and underdevelopment, corrupt and unstable governments, etc.
- Too many in Latin America see the U.S. as arrogant and aloof -- interested in Latin America only to exploit it, or to lock out its problems.

If we propose "Building the Future Together," we need to portray to American and Latin audiences how wrong these images are and highlight the new realities that are emerging.

On the October trip we can also begin to address themes that point forward to the April Summit:

- The countries of this hemisphere are "New World" societies whose institutions and peoples were shaped in the past 500 years. Looking to the future and its opportunities is ingrained in our peoples.

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- Today, "human capital" is the engine of economic growth. Democracy and new information technologies contribute to the development of human capital. Our peoples are poised now to take advantage of both.
- Education develops both human capital and social capital. Education is an opportunity, not a gift, and is key both to the exercise of democracy and to effective participation in the global economy.

How These Summit Themes Could Play Out in October Trip Events

- The signing of the educational cooperation memorandum in Brasilia will permit the President to discuss the importance of carrying educational programs beyond society's elites, a special need in Latin America. Education can be the means whereby all people participate in prosperity and civic life. Education should be an opportunity open to all; but it also imposes responsibilities on all students and parents. Educational opportunity differs in some ways from older populist and socialist share-the-wealth programs: one cannot be "given" an education; it must be worked for. The prospective beneficiaries themselves bear great responsibilities.
- The Sao Paolo event presents some risk that commentators could use it to explore Latin America's historic sense of victimhood -- a theme suggested by aspects of the event site (the Neimeyer complex). This might be a place to talk about the "New Moment in the Americas" -- the opportunities created by changes in societies North and South that have produced a widely-noted decline in animosities and a new will to cooperate. The work of the American Chamber of Commerce -- which is unhappy about the decision to move this event from its preferred site -- could be cited as an example of this.
- The televised town meeting in Buenos Aires seems the best occasion to focus this segment of the trip on the democracy-education-new opportunities themes that have been woven into events throughout the week. This will be most successful if the audience on the U.S. side is as diverse as the planned audience in Buenos Aires and not limited solely to Hispanic Americans.
- The education theme can be given distinctive and significant reinforcement by the First Lady. Highlight empowerment; avoid the impression -- which some journalists may be drawn to -- that charitable concerns are of the traditional, noblesse oblige kind. Opportunity, modernization, participation -- these themes will play best here and in Latin America. Compassion for the poor and marginal has great power, but more so when linked to the promise that the future now holds if we work together.