

their operations overseas, there is still much to be learned in key areas such as measurability, consistency, and transparency. And the basic question – ‘at what threshold does it become unethical to do business in country X?’ – has yet to be addressed.

The bad news for Government is that its current policy framework is fatally flawed and inconsistent. This incoherence sends confusing messages to Canadians, to Canadian firms, and to repressive regimes abroad. Although a number of ideas for reform are circulating in Ottawa, they are uncoordinated and unlikely to result in a net gain for Government in the absence of Cabinet-level attention. To succeed, the Government must bring these various policy threads together, craft them into a coherent whole, ensure that the resulting package includes all five roles outlined above (champion, support, inform, reward, and compel), and put a public face on its efforts in this area.