

integrated approach to corporate social responsibility enables companies to better manage the impacts of globalized trade and investment; in the process, they build value both for their shareholders and for the communities and societies within which they operate. The Government of Canada has therefore been actively involved in developing and promoting international norms in the area of corporate social responsibility, for instance the

Organization for Economic Cooperation and Development's Guidelines for Multinational Enterprises and the Global Compact. The Government also strongly encourages Canadian firms to conduct their operations consistently with these principles, and presses for widespread adherence to instruments such as the above-mentioned Guidelines to ensure that Canadian companies operating abroad are playing on a level playing field.

In contrast to business, others, including many **academics, faith-based organizations, labour and citizen-based groups**, often criticize trade policy in the context of their reservations about globalization, or at least about what they term "economic globalization." They raise serious questions about the impact of spurring on production and consumption, and about adaptation and economic adjustment in the face of external forces.

Some come at these issues from a development perspective. While generally supporting trade and investment as such, they question whether developing countries are ready to fully participate in global trade and how the benefits of this activity are distributed within societies. They also argue that global institutions charged with advancing trade and investment, such as the World Trade Organization and the World Bank, often work at cross-purposes to development and aid efforts. They are concerned not only about the economic benefit but also about the social, developmental and environmental impacts of trade policy. There has been considerable analysis generated in recent months by leading developmental non-governmental organizations (NGOs)

