

arranging for independent third-party monitoring of corporate activity, especially beyond the resource sector. The TCCR sees a need for coordination of links between socially-minded investors in Canada and groups in other parts of the world that could monitor corporate activity.

Another gap is the need for a broader network of organizations willing to lobby for more open corporate governance rules in Canada, to counterbalance the power of the corporate lobby to keep the rights of shareholders to a minimum. This has a direct bearing on the ability of Canadian shareholders to hold companies accountable for their impact in other countries. Another gap is the capacity to take resources produced by the TCCR and others and turn it into popular tools for increasing consumer consciousness.

There is a need emerging for coordination and co-operation among the various efforts to affect corporate behaviour through consumer awareness around the various labels, which now include the Forest Stewardship Council trade mark, RugMark, TransFair, and the Labour Behind the Label campaign; which focuses on the garment and textile industry. They could gain a lot from coordination and by learning from one another about methods of work.

There is also scope for promoting corporate social responsibility through public policy advocacy. The CCIC recommends that the Parliamentary Standing Committee on Industry should undertake a review of issues relating to Corporate Codes of Conduct for international trade and investment practices with a view to amending the Canada Business Corporations Act. It also advocates that CIDA and the Export Development Corporation (EDC) develop a Code of Conduct for private sector development, trade, and investment in developing countries.

9. Official Development Assistance (ODA)

Policy goal: Reverse the decline in Canadian ODA by 1998/99, with a demonstrated improvement in poverty eradication through Canadian ODA over the next five years.

Current capacity and activities

Action to advocate a reversal in the decline of ODA has been community-wide, with coordination by the CCIC, which monitors ODA closely and contributes data and analysis to the annual international report, *The Reality of Aid*. Individual members of the community have organized campaigns within their constituencies to send