

system of good practice. Forestry products are an example.

4.8 In sum, corporate social responsibility will be an important issue in the 21st century, whether tackled from the perspective of labour standards or trade and investment decisions, or through affirmative action by corporate giving in cash or in kind. Companies are increasingly aware that in order to be successful and competitive they must factor into consideration, public perception, confidence and trust in their business plans. This awareness provides a more enabling policy environment for collaboration among the public, private and voluntary sectors in Canada.

5.0 Future Policy Directions and Priorities. Several participants said that the Government should treat as a communications and policy priority, the need to relate more coherently Canada's international human rights and trade agendas. More attention should be given to explaining the rationale for and advantages of long-term change agendas underpinning constructive engagement. It was also observed, that the Government has not maximized the public engagement potential of CIDA's diverse interventions in support of human rights, democracy and good governance.

5.1 In view of the range of Government departments that may be engaged on global human rights issues, participants asked whether there is a "human rights voice" in each relevant department; whether there should be an inter-ministerial committee to ensure coherence in Canadian international human rights policies; and whether the Government would consider an arms-length and independent structure, such as a Human Rights Advisory Committee, to regularize informed input from Canadian civil society.

5.2 Canada's hosting of the next APEC summit meeting is an opportunity for the Government to support NGOs efforts to address the social dimension of trade and the need to broaden participation in the benefits of growth in the Asia-Pacific region.