

The TCCR has published several research documents on military exports, corporate accountability, trade and human rights, ecological justice, and responsible investment. The Annual Report is a useful reference document on corporate social responsibility issues. Other aspects of the TCCR program have been described above in the sections on Sustainable Development and Human Rights.

There are a number of new initiatives that promote consumer action to promote human rights and equitable international trade by favouring product labels. Some of these have been mentioned in earlier sections. The RugMark label guarantees that child labour has not been used in the manufacture of a product. The Forest Stewardship Council label, just being introduced in Canada, guarantees that forest products have been produced using sustainable forest management practices.

Another label is TransFair, promoted by Fair TradeMark Canada which licenses Canadian companies to use on their products a label that certifies the product has been traded fairly. It is currently focusing on coffee marketers. It is the Canadian member of TransFair International and has access to a large research base from European colleagues. This is mostly organized around trade issues of particular commodities, such as clothes, coffee, tea, cocoa, and sugar. Fair TradeMark Canada has begun work with Ten Days for Global Justice to prepare for their 1998 campaign, which will focus on fair trade. The theme will be "building alternatives", from the household level to the global. At the level of personal behaviour, the campaign will promote the adoption of TransFair brands, particularly for coffee.

The Canadian Catholic Organization for Development and Peace (CCODP) is conducting an education and action campaign during 1995-97 on the theme of Globalization and Work. In the past year CCODP has organized a campaign to pressure Nike and Levi Strauss to agree to independent monitoring of labour and environmental conditions at their factories and those of their subcontractors world-wide. Follow-up on this work will continue, including massive petitions to be gathered and sent to the companies.

These consumer action campaigns receive support from the labour movement, particularly the CLC's International Affairs Department and the labour-sponsored funds, and to a lesser extent from NGOs. Fair TradeMark Canada, however, has a major problem securing adequate resources for its work.

A key success factor for shareholder and consumer action to promote corporate social responsibility will be monitoring Canadian corporate activity in other countries. At present this is underdeveloped. A priority for future work will be