

The background features a large, stylized maple leaf on the left side, with a pixelated, mosaic-like texture. To the right, there is a dark blue world map. The text is centered over these elements.

Canada's Trade Commissioner Service - Promoting and Supporting CSR

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Main Topics

- **Introduction**
- **Canada's Trade Commissioner Service (TCS)**
- **Overview of the TCS and Corporate Social Responsibility (CSR)**
 - Focus on CSR
 - Why CSR Matters for Canadian Companies?
 - What are we doing?

Who we are



- **Department of Foreign Affairs and International Trade (DFAIT)**
- **The Canadian Trade Commissioner Service (TCS)**
 - Canada's most comprehensive network of international trade professionals.
 - Located in more than 150 cities worldwide, and 18 offices across Canada.




Focus on CSR

Trade Commissioner Support - CSR Unit:

- ***Coordinates*** implementation of Government of Canada's CSR Strategy
- ***Contains the Secretariat for Canada's National Contact Point*** for, and related government commitments under the OECD Guidelines for MNEs
- ***Provides support and tools*** to officers in the field



Defining 'CSR'



***“...the way companies integrate social, environmental, and economic concerns into their values and operations in a transparent and accountable manner.*”**

It is integral to long-term business growth and success, and it also plays an important role in promoting Canadian values internationally and contributing to the sustainable development of communities.”



Policy Context

Building the Canadian Advantage: a CSR Strategy for the Canadian International Extractive Sector

- In March 2009, the Government of Canada announced new measures to help Canadian mining, oil and gas companies meet and exceed their social and environmental responsibilities when operating abroad



Canada's CSR Strategy – 4 Pillars

Through its CSR Strategy, the Government of Canada has:

- Created a new Office of the Extractive Sector CSR Counsellor
- Supported a new Centre of Excellence established with the Canadian Institute of Mining, Metallurgy and Petroleum

Through its CSR Strategy, the Government of Canada will:

- Continue CIDA assistance for foreign governments to develop their capacity to manage natural resource development in a sustainable and responsible manner.
- Promote internationally recognized, voluntary guidelines for CSR performance and reporting.



CSR Efforts

The Government Supports initiatives that align with the Strategy:

- Extractive Industry Transparency Initiative
- Glyn Berry Program
- Canadian Institute for the Extractive Industry and Development



Why CSR Matters for Canadian Businesses Active Internationally

- CSR enables companies to better manage their risks
- Stronger financial performance and profitability
- Improved relations with the investment community and better access to capital
- Enhanced employee relations that yield better results respecting recruitment, motivation, retention, learning and innovation, and productivity
- Stronger relationships with communities and enhanced licence to operate
- Improved reputation and branding



What are we doing to address CSR?

The Trade Commissioner Service can help... we help Canadian companies succeed globally through four key services:

- 1.Preparing for International Markets
- 2.Assessing Market Potential
- 3.Finding Qualified Contacts
- 4.Problem Solving

...CSR has a role in the provision of these services.



Valuable advice

Speak to Trade Commissioners:

- **CSR/Market intelligence** : getting intelligence from Trade Commissioners in Regional Offices across Canada and Abroad
- **Avoid future difficulties:** knowing stakeholders and potential CSR issues



Sharing Information

- **DFAIT CSR Website: Online experience.....anytime, anywhere**
 - Single-service window to information and tools specific to CSR
 - CSR E-Bulletin
 - CSR related links

www.csr.gc.ca



Dispute Resolution

Here to help:

- **Posts:** Assist in problem solving
- **Canada's National Contact Point for the OECD Guidelines for MNE's:** Non-judicial dispute resolution
- **Office of the CSR Counsellor:** Resolution of disputes.



CSR Initiatives

Canadian missions abroad, regional offices across Canada and DFAIT headquarters divisions undertake initiatives to promote CSR:

- **CSR Fund:** Support projects (funded by DFAIT) – create opportunities for qualified Canadian TCS clients/partners to engage in CSR activities in selected markets.
- **CSR advocacy:** fostering creation of networks, engaging with stakeholders



Investment Cooperation Program (INC)

4 PHASES	OBJECTIVE
Commercial Viability	Confirm the commercial and technical viability of a proposed investment
Demonstration	demonstrate benefits/costs of introducing a technology or methodology, as part of an investment
Sustainability	Assess the environmental and social impact, and develop plans to mitigate/ improve the sustainability of the investment.
Implementation	Implement activities to improve the sustainability of the project (including professional services contracts)



Contact us

The Canadian Trade Commissioner Service

Everywhere you do business

- 110+ years of experience
- 150+ cities worldwide
- 18 regional offices across Canada

DFAIT Website: www.international.gc.ca

INC Website: www.international.gc.ca/inc

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