



**ETHICSCAN**  
Ethics Consulting, Research & Education

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Paul is the author of *Conscious Consumption* and co-author of *Shopping with a Conscience*. He has worked as communications professional, researcher and teacher for more than a decade. Since 1995, he has focused exclusively on the areas of social change and corporate social responsibility (CSR).

His journalism includes dozens of articles in Canadian Business magazine, StraightGoods.com, The Corporate Ethics Monitor, NOW, eyeWeekly on topics ranging from fair trade, oligopoly control, slave labour, globalization, and socially responsible investing. In 2002 he was Account Director of Social Marketing at J.Walter Thompson, working with UNESCO on a private-public partnership to improve communication and education of sustainable development around the world. From 2000-2001 he was the editor-in-chief of The Involved Father.com, a progressive parenting information site designed to increase fathers' involvement in child-rearing.

As Director of Research with EthicScan Canada (1996-1999), he studied hundreds of Canadian companies, designed indicators for measuring corporate performance, and contributed to the international dialogue on CSR research. His other work as an independent communications consultant has included business, government and NGO clients, with whom he has developed internal CSR policies, private-public partnerships, social change campaigns, shareholder advocacy campaigns. He has taught communications at Humber College.