

Lundquist CSR Online Awards 2010

**Reports & CSR services
October 2010**

The **CSR Online Awards** is an annual study of how corporate websites are used as a platform for CSR communication and stakeholder engagement, grounding its analysis firmly on the basis of users' actual needs and preferences.

The project comprises a series of country classifications (**Austria, Germany, Italy, Switzerland and the U.K.**) and the flagship '**Global Leaders**' ranking, which covers 91 of the biggest and highly rated companies in the Dow Jones Sustainability Index.

In 2010, about **200 websites** were assessed.

Two **in-depth reports** draw on the CSR Online Awards to provide a **definitive guide** to successful online CSR communications and a **step-by-step plan to improving your website.**

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www.lundquist.it
www.lundquist.it/blog
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www.slideshare.net/Lundquistsrl

CSR Online Awards 2010

reports & CSR services

CSR Online Awards 2010 Report

This comprehensive document (about **150 pages** in PDF) presents **more than 250 best practice examples** covering all aspects of online CSR communications. The report explains the evaluation protocol's 77 criteria – each illustrated by examples of best practice – and provides the results of the research, complete answers to our survey of 250 CSR experts and professionals from 30 countries and consideration of hot topics in online CSR communications. The report is structured as follows:

- >> Introduction
- >> Methodology
- >> Results of the research (select from 'Global Leaders' or a country ranking)
- >> Best practice criterion-by-criterion (including definition of each criterion)
- >> Hot topics in online CSR communications
- >> Survey results
- >> Full protocol

Website Assessment & Action Plan

This tailored, individual document (about **50 pages** in PDF) analyses your score and performance in each of the 77 criteria. The report gives **practical suggestions for improvement** (both in the short and medium term), illustrated with international best practice solutions. It focuses on areas where there is most scope for progress and concludes with an **action plan** and the complete evaluation protocol used in the 2010 assessment. For companies not included in the rankings, an unofficial screening can be carried out to provide the basis for the analysis.

The report can be enhanced with a **benchmark assessment** to provide you with specific indications relevant to your area of business and an overview of your peers' performance. The benchmark can be defined by country, region or industry or include selected top performers.

The screenshot displays a 'website analysis' section for 'lundquist'. It features a table with criteria and scores, a bar chart comparing scores, and a detailed text analysis of the website's content. The table lists criteria such as 'Introduction to CSR', 'Sustainability development in brief', and 'Sustainable Energy'. The bar chart shows scores for various criteria, with 'Introduction to CSR' and 'Sustainable Energy' receiving the highest scores. The text analysis provides a detailed overview of the website's content, highlighting strengths and areas for improvement.

Benefits

- More than 250 best practice examples covering all aspects of online CSR communications
- Learn from recognised leaders in sustainability globally
- Effective benchmarking by topic, country, region and industry
- 77 evaluation criteria defined with input from 250 CSR experts globally
- 200 companies covered, spanning 10 industries (ICB methodology)
- Worldwide overview covers Europe, US & Asia
- Monitor emerging trends in CSR communications

Components of CSR Online Awards 2010 offer:

- >> CSR Online Awards 2010 Report
- >> Website Assessment & Action Plan
- >> Benchmark analysis
- >> Website screening based on 2010 criteria
- >> Advice on implementation (with conference call)
- >> Workshop

Associated services

Orientation report in CSR communications and online reporting – Page-by-page analysis of CSR section & architecture proposals – Message and content development – Second-reading of CSR reports – Advice on web-based reporting – Copy editing analysis – Writing of website content – Stakeholder perception audits – Social media strategy