

Lundquist CSR Online Awards UK: the best online CSR communications in Britain's top firms

UK companies lead the field globally for online CSR communications: Centrica, Shell and Rio Tinto stand out with the best websites

Britain's biggest energy supplier Centrica wins the CSR Online Awards 'UK 2009', a ranking of the best online CSR communications from the largest companies in the FTSE 100 index. Royal Dutch Shell takes second place, followed by Rio Tinto in third. British companies performed better than international peers, though interactivity remains weak.

Milan, 3 December 2009 - The results of the CSR Online Awards 'UK 2009', a new study of online CSR communications conducted by communications consultancy Lundquist, are published today in PRWeek, revealing how Britain's largest companies perform in communicating corporate social responsibility (CSR) on the internet.

With the aim of stimulating debate about the importance of **the web as a strategic tool for corporate responsibility**, the study evaluated how well the 30 largest companies in the FTSE 100 Index by market cap use their corporate websites as a platform for CSR communication. Each website was assessed using a set of 76 evaluation criteria, drawn up on the basis of a survey conducted by Lundquist of **184 CSR professionals and sector experts from 30 different countries**.

Most of the companies studied provide a sufficient range of pertinent information online, although a significant minority fails to go beyond communication of basic content. **The average score was 49.3 points out of 100**: websites performed best in providing environmental and community information and CSR/sustainability reports. They were weakest at providing news and events, interactivity, information on socially responsible investment (SRI) and contact information. In general, companies were stronger in **online presentation** (average score of 55%) than in **CSR content** (48%).

"Leading UK companies in online CSR communications are among the best internationally but there's no room for complacency," said **James Osborne**, head of CSR communication at Lundquist. *"Many companies are stuck in an 'offline' mode of disclosure and reporting, with little space for feedback and dialogue."*

Britain's leaders in online CSR communications

Centrica, with 66.5 points out of a maximum of 100, won first place in the CSR Online Awards thanks above all to high scores for interactivity and navigability. The company also dedicates ample space to CSR hot topics and stakeholders and to its environmental commitment.

Royal Dutch Shell took second position with 63.5 points while **Rio Tinto's** 62 points were enough to secure third place. Only half a point separated it from two companies that tied in fourth place, **BHP Billiton** and **Tesco** (61.5 points). **BP** and **Unilever** (60) were behind in joint sixth, while **National Grid** got the eighth spot with 59.5 points. **Xstrata** was ninth with 59 points ahead of **Vodafone Group** which closed the top 10 ranking with 58.5 points.

Good performance of UK companies compared to "Global Leaders 2009"

The UK results can be compared with a larger study into how the world's most sustainable large corporations communicate CSR on the web. The **CSR Online Awards 'Global Leaders 2009'** ranking covered 91 members of the Dow Jones Sustainability Index.

CSR Online Awards 'UK 2009'

- Study of online CSR communications in the UK
- 30 largest components of the FTSE 100 index
- 76 evaluation criteria
- 100 points maximum
- 49.4 points average score
- 184 replies to survey from CSR professionals in 30 countries

Seminar & awards

First global CSR Online Awards seminar took place in Milan on November 4, attracting 40 listed companies.

For more information please visit: www.lundquist.it

Top 10 'UK 2009'

1. Centrica (66.5 points)
2. Royal Dutch Shell (63.5)
3. Rio Tinto (62)
- 4= Tesco (61.5)
- 4= BHP Billiton (61.5)
- 6= BP (60)
- 6= Unilever (60)
- 8 National Grid (59.5)
- 9 Xstrata (59)
- 10 Vodafone Group (58.5)

Top 10 'Global Leaders'

1. Eni (84.5 points)
2. UBS (66.5)
3. Royal Dutch Shell (63.5)
4. Rio Tinto (62)
- 5= BHP Billiton (61.5)
- 5= Tesco (61.5)
- 7= Adidas (61)
- 7= ANZ Banking Group (61)
- 7= Bayer (61)
- 7= Kingfisher (61)

Results by region

1. UK (53.5 points)
2. Rest of Europe (51.8)
3. Americas (43.6)
4. Asia (43.4)

The global study included 23 UK companies, which as a group scored 53.5 points on average, ahead of companies from the rest of **Europe** (51.8). **Asian** companies (43.4) and those in the **Americas** (43.6) performed below average.

This strong performance was reflected in the fact that four UK companies took the top 10 positions in the Global Leaders classification: **Royal Dutch Shell** in third place, **Rio Tinto** in fourth, **Tesco** in fifth and **Kingfisher** in seventh position.

The survey of the 30 largest companies in the UK confirmed the good performance at an international level, since the overall average score of the 30 British companies was 49.3 points, in line with the average score of global leaders (49.4). UK companies tended to be consistent across the various sections of the analysis or even performing above average, notably in providing CSR targets or CSR hot topics and also excelling in overall website accessibility. Below-average areas included SRI information, report formats, environmental case studies and news and events.

Assumptions behind the research

The CSR Online Awards research project is underpinned by a series of assumptions about the main ingredients for successful online corporate communications. These ‘pillars’ of online communications are the result of many years’ work with leading European companies on their web strategy and were reinforced by our survey of CSR professionals.

Information on corporate websites needs to be:

- **comprehensive:** a website must satisfy all the needs of its key users, reducing their need to go elsewhere for corporate information
- **integrated:** a website must work as a whole, with one ‘voice’, and link different sections wherever possible (CSR, corporate governance, investor relations, careers, etc.)
- **open:** a website must speak to all audiences using language that is accessible to the general public not just for experts, and give a timely response to any feedback received
- **user friendly:** a website must allow users to find what they are looking for with minimum time and effort through intuitive and jargon-free navigation
- **engaging:** a website should employ a range of multimedia tools – including video, animation, images, graphics and interviews – to draw its audience in, tell a dynamic story
- **concrete:** hard fact, data and case studies should take precedence over self-promotion and commercial messages

“There needs to be a wider debate about the importance of the web for CSR because many companies struggle to break away from the standard model of one-way corporate communications,” said **Alessia Soffientini**, consultant at Lundquist. *“If CSR is to drive corporate reputation, it needs to be expressed systematically across the corporate website in a way that is engaging and factual. But companies must also show that they are open to feedback and prepared for a web-based dialogue.”*

(For an explanation of the research methodology, see page 7.)

For further information:

Contacts	Research team
James Osborne Head of CSR communications james.osborne@lundquist.it	Andrea Di Turi Vesna Dokic Stefano Frigerio Joakim Lundquist
To order a copy of the full report or a company assessment, write to: csr@lundquist.it	Sara Rusconi Alessia Soffientini Federico Tronconi Cristina Urban

1. Main results

The research found companies are generally competent at providing the main information that stakeholders are looking for online. When comparing results with the most important aspects of online CSR communications, on the basis of the answers received in our survey of CSR experts and professionals (see page 8), we find:

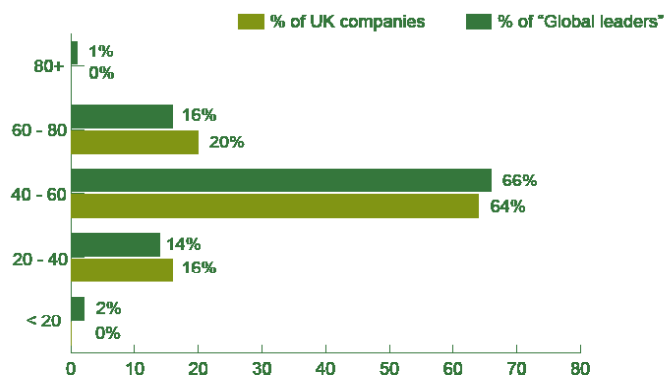
- 55% was the average score for the reporting section overall
- 84% of companies have a report archive of least four years
- 83% present a code of ethics on the corporate website
- 62% publish environmental data with comparisons to past performance and/or future targets
- 45% state they have an environmental management system

But many UK companies fail to go much further than this. Often, this translates into CSR sections of websites that don't mention certain topics at all (policy framework, SRI, CSR news and events, human resources data, etc.).

The overall average score of 49.3 points out of 100 masks a situation where there were many individual areas of excellence (companies scoring highly in certain areas) but few companies were excellent in many areas. The best UK companies stand out because they offer almost all of the CSR-related information that's being sought online: from their CSR reports to their codes of ethics, from a clear presentation of their targets and CSR policies to environmental data and community involvement. Most UK corporate websites show also consistent navigability and accessibility.

The majority of UK scores were grouped around the average, with 64% of the companies assessed falling in the range of 40-60 points (see graph below):

Chart 1: Performance of UK companies in comparison to 'Global leaders' divided into five categories



Source: CSR Online Awards UK 2009

Among the most notable weaknesses in the UK results:

- 43% of companies make no explicit link between CSR and corporate governance
- 43% don't give CSR targets of any kind
- 6% was the average score for providing details of a profile from an SRI ratings company
- 10% was scored on average for showing how CSR staff fit into the organisation chart, which was found to be more important in our survey than providing actual contact information
- 33% of companies make no reference to the Global Compact

Top performers in...

CSR policy: Standard Chartered, Unilever

Reporting: Royal Dutch Shell

Community: AstraZeneca

SRI: Unilever

News & Events: Tesco

Visual communications & language: Rio Tinto, SABMiller

Navigability & accessibility: BG Group, Cadbury

Interactivity: Centrica

Staff & contacts: Aviva

Making the switch to 'online' mode

A fundamental flaw in communicating CSR online is that companies fail to take full advantage of the potential for interactivity offered by the medium. The average score in the CSR Online Awards was higher for the seven sections covering **online presentation (55%)** compared with the 10 sections assessing **content (48%)**. But the strong performance in online presentation was mostly thanks to high scores for website layout, language and graphics. Aspects covering interactivity and contact details saw much lower scores:

- average score for the interactivity section was 19%
- average score of 22% for staff and contact information
- 33% of companies provide no contact information whatsoever

These large companies are mostly stuck in an 'offline' communications mode where priority is given to publishing reports and disclosing data. We have seen above how the highest scores in terms of content were for CSR reporting and environmental information. This is a form of one-way disclosure where companies feel they simply have an obligation to inform stakeholders of what is going on. Despite many slogans saying companies today are prepared to 'listen', our research reveals that this is rarely the case when it comes to the web.

Lack of supporting information

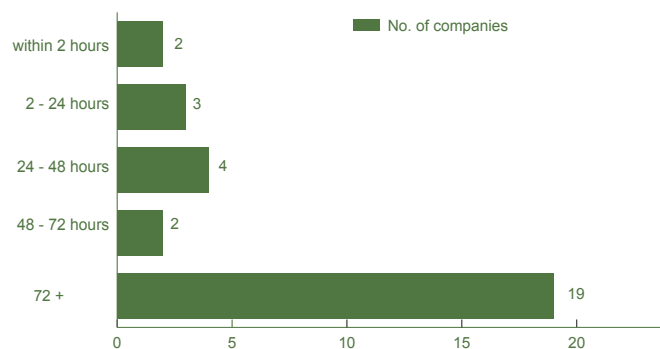
This seeming lack of interest in what goes on outside the company also means websites rarely offer news and information about the wider CSR sector in general. Surprisingly the research reveals that the results mentioned above are not supported by the relevant information. Internet users are rarely shown how companies are inserting themselves into a general social, environmental and economic context, whether by attending or holding events or by publishing or commissioning research:

- 63% of companies provide no news or events about CSR topics
- 43% have no resources such as links, glossaries FAQs, research
- 60% of companies surveyed do not publish HR data
- 67% provide no CSR press releases
- 93% do not present a CSR events calendar

The best indication of the lack of responsiveness of companies lies in the practical email test carried out as part of our research. A message was sent to the CSR department of all companies from a fictitious private investor asking for information about whether there were ethical funds among shareholders or about their membership of sustainability indexes.

Only 2 companies replied within two hours, taking maximum points for this criterion; another 3 got back within 24 hours. Results trickled in from 4 companies during the following two days. Of the rest, just 2 responded within three days and 19 companies - more than the half of the total surveyed - answered after the maximum time permitted or failed to respond at all.

Chart 1: Response times in email test (no. of companies)



The 'fastest' companies

- Centrica (29 mins)
- Rio Tinto (1 hour 29 mins)
- Shell (2 hour 35 mins)
- SABMiller (4 hour 10 mins)

Source: CSR Online Awards UK 2009

'It's all about the environment, stupid'

The environment is one of the three pillars of triple bottom-line accounting (along with social and economic factors) and, from a communications point of view, it is still the driving force behind sustainability. This conclusion is supported in that almost all companies scored highly in the environment section.

The average score for the section was 62% of the maximum (3.7 points out of 6) and with 19 websites scoring more than 4 points. This was the highest-scoring section related to CSR content. Companies scored particularly well on presenting their environmental commitment, case studies and certifications (such as ISO 14001), although only 45% described an environmental management system.

Moreover, companies that have a long tradition of stakeholder engagement on environmental issues tend to be better at communicating CSR in general. This is probably because they are aware of the importance not only of internal processes to manage environmental impact but also of public opinion. Basic materials, oil & gas and utilities sectors performed strongly compared with others. This comes out from the fact that both of the utilities companies analyzed made it into the top 10 along with two of the three companies in the oil & gas sector and three of the five companies of the basic materials industry. By comparison, four of the bottom 10 performers were financial companies.

Best-in-class: Environ-ment (maximum 6 points)

- 1= Standard Chartered, Unilever** (6 points)
- 3= Barclays, BP, GlaxoSmithKline, National Grid, Xstrata** (5.5)
- 8= BHP Billiton, British American Tobacco, Centrica** (5)

Not enough information on Socially Responsible Investment (SRI)

Financial markets are increasingly requiring companies to pay attention to CSR, which is shown by the rise of SRI. Although the notion of investing in a socially responsible way is not new, the increased interest over the past few years has led to a booming of SRI market in many parts of the world.

But despite the increasing importance for companies of investing in a responsible way and considering external and independent recognition from sustainability rating agencies, UK companies do not give sufficient attention to SRI: 59% of the websites surveyed give some information about SRI and/or their membership to sustainability indexes, but only 6% publish profiles by sustainability rating companies.

Best-in-class: Socially Responsible Investment (maximum 5 points)

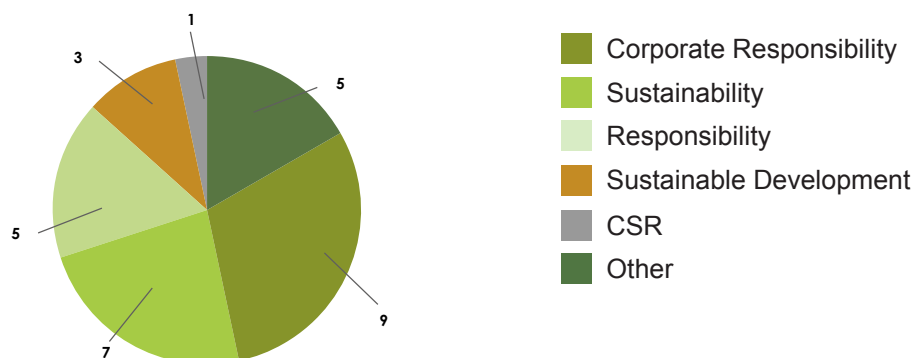
- 1. Unilever** (4 points)
- 2. GlaxoSmithKline** (2.5)
- 3= National Grid** (2)
- 3= Reckitt Benckiser** (2)
- 3= Rio Tinto** (2)

In search of a standard definition

The purpose of a CSR section is to communicate how a company integrates environmental and social responsibility in its products and services. Many labels can be used to present this information and each one has different associations. Variation of the labels, such as Corporate Responsibility, Sustainability and Sustainable Development illustrates how there is an absence of a common definition.

There are major differences in the various labels UK companies use to refer to their CSR section, however we found that Corporate Responsibility is the most common (see graph below).

Chart 3: Most used labels for the CSR Section (No. of companies)



Source: CSR Online Awards UK 2009

2. Methodology

The research project takes into consideration the online communication of **corporate social responsibility** or **CSR** (often also referred to as **corporate responsibility, sustainability** or **corporate citizenship**), defined as consideration for the environmental and social impacts of companies, ethical business practice generally and the interaction with stakeholders on a voluntary basis. This concept is based on the definition provided by the European Commission green paper on CSR in 2001. Over time, this definition has become inseparable from issues of corporate governance.

Evaluation criteria were based on a survey sent to CSR professionals, sector experts and CSR managers of companies included in the study, which identified the essential information they look for online and trends in website use (see summary of results on page 8). Feedback from the first edition of the CSR Online Awards in 2008 (Italy ranking only) was also taken into consideration when defining criteria.

The 30 companies in the study were chosen on the basis of membership in the **FTSE 100 Index** (30 largest companies according to market cap). The list included 19 U.K. companies members of the **Dow Jones Sustainability Index** (DJSI) which took part also in the larger study CSR Online Awards 'Global Leaders' and namely: Anglo America, AstraZeneca, Aviva, Barclays, BG Group, BHP Billiton, BP, British American Tobacco, Diageo, GlaxoSmithKline, HSBC Holding, National Grid, Rio Tinto, Royal Bank of Scotland, Royal Dutch Shell, Tesco, Unilever, Vodafone Group, Xstrata.

A total of 76 criteria were used, divided into 18 sections and giving a total of 100 points. The analysis included both **CSR content** (10 sections totalling 61.5 points) and **online presentation** (seven sections totalling 37.5 points). This split reflects the fact that the most important aspect of online communication is content, but also that success involves taking advantage of the internet to make CSR information easily available and to facilitate interaction between website owner and user. A final point rewarded useful information or interesting features that were not covered in the criteria.

Subdivision of score by section

CONTENTS	No. of criteria	Max Score	PRESENTATION	No. of criteria	Max Score
Overview	7	11	Visual communications	3	5
CSR policy	7	8.5	Language	2	6
Reporting	5	10.5	Technology	3	3
Environment	5	6	Navigability	2	5
Community	4	4.5	Accessibility	5	4
SRI	4	5	Interactivity	9	8
Human resources	4	6	Staff and contacts	2	6.5
Conventions, associations and awards	4	2.5	Commendable information	1	1
News and events	4	3	Total	27	38.5
CSR resources	5	4.5			
Total	49	61.5			

Source: CSR Online Awards 2009

Website assessments

The criteria were used to evaluate the **English language version** of the corporate websites of the 30 companies in July-September 2009 (evaluations formally closed on September 18). Each company's website was evaluated twice by two different Lundquist analysts. Top-ranking companies were evaluated a third time.

The assessment was restricted to the **CSR (or equivalent) section** of the website to reflect the fact that content must be easy to find for users interested in these issues. Content outside of this area (for example, in corporate governance, investor relations or career sections) was evaluated only if there was a direct link from the CSR section to the relevant page or document. Although this rule may seem excessively restrictive, it aims to reward those websites that fully integrate CSR-related information, for example with cross-links.

Given the size of many corporate websites, users cannot be expected to scan dozens (or even hundreds) of pages to find the information they need.

The contents of **CSR reports** (whether interactive or in PDF) were excluded from the assessment because the research aims to understand how well corporate websites are used to communicate CSR and not to assess the quality of reporting. As above, content was evaluated whenever a direct, specific link was provided to the relevant page or pages in the CSR report as a way to guide users to more in-depth information.

The content of interactive reports was evaluated only when the report was **fully integrated into the CSR section**: this generally means that users navigate seamlessly between the corporate site and the interactive report (no change in the menu structure and page layout, no change in the basic URL of the corporate site, no need to open another window or tab in the browser). As a result of this rule, however, some companies received low scores that may have otherwise commendable online CSR reports. This is particularly the case for those companies that have little or no information on CSR in the corporate site and depend almost entirely on an online report to carry out the task of CSR communications.

3. Results of Lundquist 2009 CSR Survey

The criteria used to evaluate companies in the CSR Online Awards were developed on the basis of a survey of CSR professionals and sector experts. A total of 184 people answered the online survey between January and April 2009, with many successfully contacted via social media websites such as Facebook and LinkedIn. About 30 nationalities were represented in the survey with 56.5% of respondents coming from mainland Europe (i.e. excluding the UK). Other important groups included those from North America (20.4%) and Great Britain (13.9%). There were also answers from Asian countries (4.9%).

A wide range of professional categories were represented. The most common job descriptions were CSR officers and managers, followed by consultants, journalists and financial analysts specialising in Socially Responsible Investment (SRI) or Environment, Social and Governance (ESG) issues. Universities were represented both by professors and students.

Respondents were able to draw on many years of experience in CSR – 41% of them have worked in this area for at least five years and another 18% for between three and five years. They said they regularly search for information about CSR online – seven out of 10 at least several times a week. This search often leads them to corporate websites for information with more than half consulting company sites at least several times a week. Indeed, for three quarters of respondents, a corporate website is either the primary or an ‘important’ source of information about CSR.

Communicating CSR online is key to corporate reputation in recession

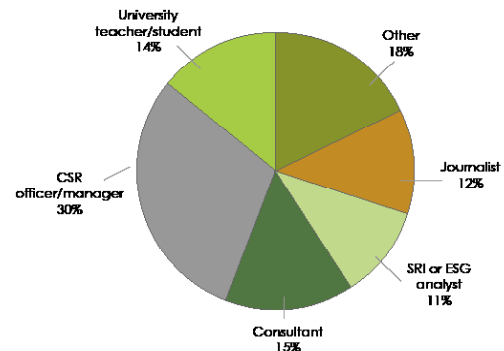
CSR is considered fundamental, according to the survey, both for corporate reputation and for attracting and retaining employees. Indeed, respondents were overwhelmingly convinced of the importance of CSR for many aspects of corporate success, underscoring the key role that can be played by successfully communicating CSR policies and initiatives, both internally and externally.

CSR was found to have a vital impact on the good name of a company, with 90% saying that CSR has a ‘fundamental’ or ‘quite important’ impact on corporate reputation. This ‘good name’ is vital not only for external stakeholders but also for company employees: about two-thirds of respondents said that a solid CSR reputation is either the most important factor or a major influence in attracting and retaining employees.

More importantly, there is a sensation that questions of corporate responsibility have gained importance in public opinion in the current economic climate. This may be due to way an excessive focus on short-term financial results have been blamed for instabilities in the global financial system and that more ethical business practices – whether imposed by regulation or voluntarily adopted – are seen to be essential for economic sustainability.

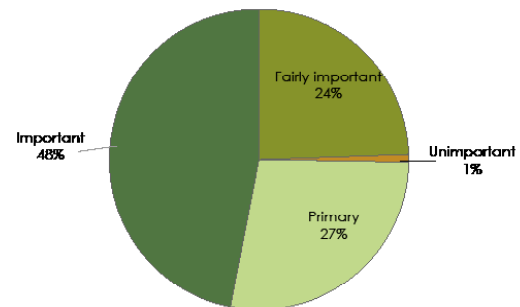
In the survey, more than two-thirds of respondents felt that public opinion in their country or region was more focused on CSR issues because of the credit crisis and recession, compared with 15% who felt this attention had diminished.

Respondents by job description



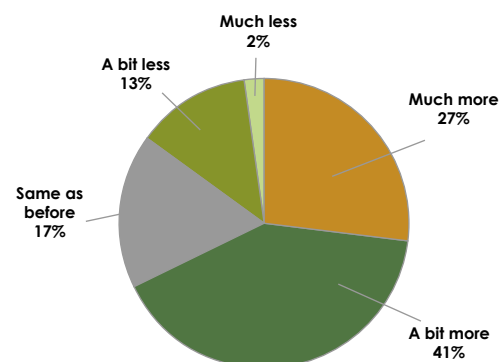
Source: CSR Online Awards Questionnaire 2009

How important are corporate websites as a source of CSR information?



Source: CSR Online Awards Questionnaire 2009

Is there more or less public attention on CSR because of the credit crisis and recession?



Source: CSR Online Awards Questionnaire

Survey reveals priorities for CSR communications

The answers in the survey also provided a useful guide about what priorities to adopt for online CSR communications. When asked to identify the most important information companies can provide, the clear winner was the CSR or sustainability report. While the survey didn't consider the quality of the report itself, respondents were keen on consulting previous reports as well. Almost half of those who answered said companies should provide an archive going back five years or more.

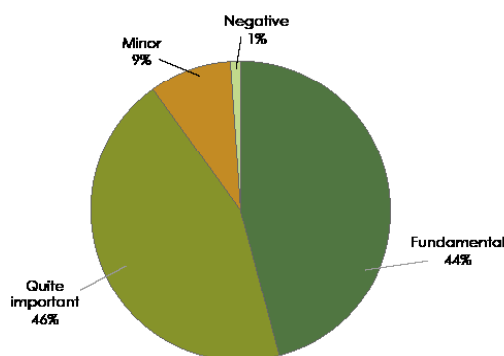
Respondents also signalled the need for a code of ethics (often called a code of conduct or of practice) and environmental data to be published online. A letter or declaration from the CEO, lists of awards received and a stakeholder map were considered to be less essential.

The survey also highlighted how CSR managers in most cases agree with their audience – analysts, journalists, researchers – on what priority to give their communications. But some interesting imbalances emerge. For example, company officials tend to ascribe too much importance to providing SRI information but not enough to social and environmental certification; they over-emphasise the necessity of providing a generic email address (such as csr@companyname.com) but underestimate the use of video presentations for the SRI and ESG financial community.

The survey also examined some specific aspects relating to interactivity and how CSR information is presented online. As regards interactive reports (in HTML format), respondents said they tended to use them when available, rather than read or download a PDF document or consult a hard copy. Almost half said they 'always' or 'often' use them compared with a fifth who said they 'never' or 'hardly ever' read interactive reports.

In terms of CSR-related video content, respondents stated that it would be most appropriate to provide videos about case studies and initiatives or else videos explaining key topics such as climate change and sustainable development and the company's approach to them. In these cases, video is a dynamic and engaging way for companies to show policies in action rather than management speeches or presentations.

What impact does CSR have on corporate reputation?



Source: CSR Online Awards Questionnaire 2009

4. Full classification of CSR Online Awards 'UK 2009'

Position	Company	Score	Industry
1	Centrica	66.5	Utilities
2	Royal Dutch Shell	63.5	Oil & Gas
3	Rio Tinto	62	Basic Materials
4=	BHP Billiton	61.5	Basic Materials
4=	Tesco	61.5	Consumer Services
6=	BP	60	Oil & Gas
6=	Unilever	60	Consumer Goods
8	National Grid	59.5	Utilities
9	Xstrata	59	Basic Materials
10	Vodafone Group	58.5	Telecommunications
11	SABMiller	56.5	Consumer Goods
12	Barclays	56	Financials
13=	AstraZeneca	55.5	Health Care
13=	GlaxoSmithKline	55.5	Health Care
13=	Standard Chartered	55.5	Financials
16=	Anglo American	53	Basic Materials
16=	Aviva	53	Financials
18	British American Tobacco	49.5	Consumer Goods
19	BG Group	45.5	Oil & Gas
20	Cadbury	45	Consumer Goods
21	Imperial Tobacco Group	44.5	Consumer Goods
22	Diageo	42	Consumer Goods
23	HSBC Holdings	41.5	Financials
24	Prudential	40.5	Financials
25	Royal Bank of Scotland Group	40	Financials
26	BAE Systems	38.5	Industrials
27	Reckitt Benckiser Group*	32	Consumer Goods
28	Lloyds Banking Group	23.5	Financials
29	Carnival	23	Consumer Services
30	Eurasian Natural Resources	20	Basic materials

Source: CSR Online Awards 'UK 2009'

Notes:

The 19 companies in bold were part of the larger study **CSR Online Awards 'Global Leaders 2009'** covering 91 recognized leaders in sustainability. The websites of these companies were evaluated in June and July 2009 while other 11 U.K. companies were assessed in September.

***Reckitt Benckiser** relaunched its website in October 2009, shortly after the assessments for the Online CSR Awards had closed.

5. Full classification of CSR Online Awards 'Global Leaders 2009'

Position	Company	Score	Country	Industry
1	Eni*	84.5	Italy	Oil & Gas
2	UBS	66.5	Switzerland	Financials
3	Royal Dutch Shell	63.5	UK	Oil & Gas
4	Rio Tinto	62	UK	Basic Materials
5=	BHP Billiton	61.5	Australia**	Basic Materials
5=	Tesco	61.5	UK	Consumer Services
7=	Adidas*	61	Germany	Consumer Goods
7=	Australian & New Zealand Banking Group	61	Australia	Financials
7=	Bayer	61	Germany	Basic Materials
7=	Kingfisher*	61	UK	Consumer Services
11=	General Electric	60.5	US	Industrials
11=	RWE	60.5	Germany	Utilities
13=	BP	60	UK	Oil & Gas
13=	E.On	60	Germany	Utilities
13=	Sanofi-Aventis	60	France	Health Care
13=	Unilever*	60	Netherlands**	Consumer Goods
17=	BASF*	59.5	Germany	Basic Materials
17=	Holcim*	59.5	Switzerland	Industrials
17=	National Grid	59.5	UK	Utilities
20	Xstrata*	59	UK	Basic Materials
21	Vodafone Group	58.5	UK	Telecommunications
22	Allianz	58	Germany	Financials
23	Air France-KLM*	57.5	France	Consumer Services
24=	3M	57	US	Industrials
24=	BMW	57	Germany	Consumer Goods
26=	Intel	56.5	US	Technology
26=	Toyota Motor	56.5	Japan	Consumer Goods
28=	Barclays	56	UK	Financials
28=	Panasonic	56	Japan	Consumer Goods
30=	Astrazeneca	55.5	UK	Health Care
30=	Axa	55.5	France	Financials
30=	GlaxoSmithKline	55.5	UK	Health Care
30=	Siemens	55.5	Germany	Industrials
30=	Volkswagen	55.5	Germany	Consumer Goods
35=	Abbott Laboratories	55	US	Health Care
35=	Nokia	55	Finland	Technology
35=	Roche Holding	55	Switzerland	Health Care
38=	Anglo American	53	UK	Basic Materials
38=	Aviva	53	UK	Financials
38=	Hewlett-Packard	53	US	Technology
41	Munich Re	52.5	Germany	Financials
42	Royal Bank of Canada	52	Canada	Financials
43=	Iberdrola	51	Spain	Utilities
43=	International Business Machines	51	US	Technology
43=	Nestle	51	Switzerland	Consumer Goods
43=	UniCredit	51	Italy	Financials
47	BT Group*	50.5	UK	Telecommunications

Position	Company	Score	Country	Industry
48	Total	50	France	Oil & Gas
49	British American Tobacco	49.5	UK	Consumer Goods
50=	Pearson	49	UK	Consumer Services
50=	Telefonica	49	Spain	Telecommunications
52	ING Groep	48.5	Netherlands	Financials
53=	Cisco Systems	48	US	Technology
53=	Land Securities Group*	48	UK	Financials
53=	United Technologies	48	US	Industrials
56=	Banco Bilbao Vizcaya Argentaria	47.5	Spain	Financials
56=	Caterpillar	47.5	US	Industrials
58=	Deutsche Telekom	47	Germany	Telecommunications
58=	Enel	47	Italy	Utilities
60	Nomura Holdings	46.5	Japan	Financials
61	BG Group	45.5	UK	Oil & Gas
62	Swiss Re*	45	Switzerland	Financials
63=	Carrefour	44.5	France	Consumer Services
63=	EnCana	44.5	Canada	Oil & Gas
65	TNT*	43.5	Netherlands	Industrials
66=	Novartis*	43	Switzerland	Health Care
66=	PepsiCo	43	US	Consumer Goods
68=	Dell	42	US	Technology
68=	Diageo	42	UK	Consumer Goods
68=	SAP	42	Germany	Technology
71=	HSBC Holdings	41.5	UK	Financials
71=	McDonald's	41.5	US	Consumer Services
73	Koninklijke Philips Electronics	40.5	Netherlands	Consumer Goods
74=	Citigroup	40	US	Financials
74=	Daimler	40	Germany	Consumer Goods
74=	Royal Bank of Scotland Group	40	UK	Financials
77	Petroleo Brasileiro	39.5	Brazil	Oil & Gas
78=	BNP Paribas	39	France	Financials
78=	Groupe Danone	39	France	Consumer Goods
80	Baxter International	36.5	US	Health Care
81	Zurich Financial Services	35.5	Switzerland	Financials
82	Kraft Foods	35	US	Consumer Goods
83	POSCO	34.5	South Korea	Basic Materials
84=	Schlumberger	32.5	US	Oil & Gas
84=	Walt Disney	32.5	US	Consumer Services
86	Banco Santander	31	Spain	Financials
87	UnitedHealth Group	30.5	US	Health Care
88	Taiwan Semiconductor Manufacturing Co.	28.5	Taiwan	Technology
89	Mitsubishi Estate Co.	27.5	Japan	Financials
90	China Mobile	19	China	Telecommunications
91	Itausa-Investimentos Itau*	13.5	Brazil	Financials

Source: CSR Online Awards 'Global Leaders 2009'

*2008-2009 supersector leaders of the Dow Jones Sustainability Index

** SAM/DJSI Methodology for country affiliation adopted for 'Global Leaders' Research.

Notes:

Further information on the CSR Online Awards and other research projects by Lundquist can be found at <http://www.lundquist.it> or <http://www.slideshare.net/Lundquistsrl>