

Lundquist CSR Online Awards 2009: the best online CSR communications in Italy

## Eni rewarded for wealth of detail provided online about its CSR

The top prize in the second edition of the CSR Online Awards is awarded to Eni. In second place is Telecom Italia with Banca MPS, winner in 2008, coming third. FIAT is this year's best improver. In general, Italian websites fail to provide essential information for CSR professionals, although there has been a slight increase in the average score. The economic crisis has increased the focus on CSR.

Milan, 26 May 2009 - Lundquist, the financial communications consultancy, has published today in collaboration with Italy's leading business newspaper Il Sole 24 Ore the second edition of the CSR Online Awards. The annual research monitors how the internet is being used by Italian companies to communicate **corporate social responsibility (CSR)**.

The research evaluates how the 40 companies in the benchmark **S&P/Mib** index of the Milan stock exchange use their corporate website to present CSR initiatives and strategies. The purpose is to stimulate debate on the importance of online communications as a key aspect of successful CSR programmes.

An **evaluation protocol** of 76 criteria was drawn up on the basis of a survey that Lundquist carries out annually of CSR experts. This year, there were **184 respondents from 30 countries**, with many successfully contacted through social networking sites such as LinkedIn and Facebook.

Notwithstanding the greater precision and severity of the evaluation criteria this year, the **average score rose** by almost three points to 34.3 from 31.4 in 2008.

The increase is particularly notable as it was achieved almost entirely in the section of the protocol dedicated to **content** (the average score for this area climbed to 27% of the maximum obtainable from 22.5% last year). The section for **online presentation** – covering all aspects and tools that aid navigation of content by web users – increased by a smaller amount (to 46% of the maximum from 45% in 2008). Even so, the quality of online presentation continues to far outperform content.

### The Top 10 in online CSR communications

**Eni**, with 84.5 points out of a maximum of 100, came in first place in this year's survey. This was thanks to the **wealth of information** it presents in the sustainability section of its website. Alongside commitments and policies, the company provides hard facts about its operations, case studies and future targets. The company also dedicates ample space to a presentation of results achieved so far.

**Telecom Italia**, with 69.5 points, advanced to second place with **Banca MPS** falling to third with 64 points after its victory last year. **Terna**, **Snam Rete Gas** and **FIAT** enter the Top 10 this year.

*"Our survey of international experts revealed how stakeholders require clear and effective communication of CSR on the internet,"* commented James Osborne, head of CSR research at Lundquist. *"For this reason, the 2009 survey rewarded those sites that deal with CSR in clear terms, supporting their statements with data, examples and documents."*

### FIAT is "best improver" in 2009

**FIAT** improved the most in the research this year, gaining 33 points on last year's score. This was due to the company revamping the section of its website dedicated to social responsibility.

#### CSR Online Awards in numbers

- 1st research in Italy on CSR online
- 40 publicly listed companies assessed
- 76 evaluation criteria
- 100 points available
- 34.3 the average score achieved
- 184 experts from 30 countries who responded to the questionnaire

An international survey, **CSR Online Awards Global Leaders**, will be published shortly, covering 91 companies in the Dow Jones Sustainability Index

The first **international awards ceremony** will be held in Milan for the CSR Online Awards

#### Top 10

1. Eni (84.5 points)
2. Telecom Italia (69.5)
3. Banca MPS (64)
4. Terna (62.5)
5. Snam Rete Gas (62)
6. UBI Banca (60)
7. Assicurazioni Generali (56)
8. FIAT (54.5)
- 9= Autogrill (51)
- 9= UniCredit (51)

#### Best improvers

1. FIAT (+ 33 points)
2. Terna (+ 25)
3. Eni (+ 23.5)
4. Snam Rete Gas (+ 22)
5. Lottomatica (+14.5)

Other big improvers were **Terna, Eni, Snam Rete Gas** and **Lottomatica**, which launched a new site with an area dedicated to sustainability. Companies that entered the classification for the first time this year, due to changes in the S&P/Mib index (**Ansaldo STS, Campari, CIR** and **Geox**), performed disappointingly.

#### New entries

- 24. CIR (21.5 points)
- 27. Campari (19)
- 37. Ansaldo STS (13.5)
- 39. Geox (1.5)

#### The importance of CSR communications online

The internet opens companies to **ever greater scrutiny**, 24 hours a day, to whoever is interested in their activities. Proactive online communications is fundamental to the success of a company's overall CSR strategies because it:

- Enhances **transparency** and allows for external **verification**
- Increases awareness both inside and outside the company about **targets** and **performance**, stimulating management to respect its commitments
- Creates new forms of **interaction** and dialogue with stakeholders, providing new and innovative ways to respond to criticism and external demands
- Allows the company to disseminate **best practice** and to compare itself with peers
- Stimulates **debate** about CSR, both within the company and the economic community in general

### New in this year's research

Revisions are made to the evaluation protocol every year. These changes are made on the basis of the questionnaire responses from CSR experts and professionals and to reflect new and emerging trends in CSR communications. This year, there has been a significant **increase in the number of criteria**, from 66 to 76. At the same time, there was a greater severity in the application of the existing criteria. These changes explain the decrease in points experienced by some companies this year. The following table presents the most important criteria added in the 2009 edition of the research.

#### Examples of new criteria in the CSR Online Awards 2009

Contents	Online presentation
CSR governance system	Page update alert
CSR report verification	Accessibility page
Supply-chain ethical standards	Mobile site
Environmental management system	Social tagging
London Benchmarking Group	

### Towards the CSR Online Awards Global Leaders

An important part of Lundquist's analysis of CSR communications this year is its **global coverage**. Alongside the research into Italian companies, the CSR Online Awards Global Leaders study will assess 91 international companies. This selection is made up of the members of the Dow Jones Sustainability Global 80 Index, plus the super-sector leaders of the wider Dow Jones Sustainability Index. The international research is completely comparable to the Italian ranking as they are both based on the same evaluation protocol.

The composition of the international survey includes many companies from the UK (24% of the total) and the US (21%). But companies from Brazil, China, South Korea and other European companies are also represented. The Italian companies included are **Enel, Eni** and **UniCredit**.

*“Moving to a wider perspective, from the Italian context to a global analysis, means the research is now more relevant and will allow us to interpret the Italian performance in a broader situation,”* said Sara Rusconi, head of the international research. To support this shift, the range of experts and professionals answering the CSR Online Awards questionnaire has been significantly expanded, both numerically and geographically.

The results of the international research will be published in coming months along with a full report that will include: an in-depth analysis of the Italian and global results, details of answers to all questions in the questionnaire and a presentation of international best practice for each of the 76 evaluation criteria. The research therefore provides a comprehensive guide to successful online CSR communications for both listed and privately held companies.

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### Lundquist CSR Online Awards 2009

Position 2009	Company	Points 2009	Points 2008	Position 2008
1	Eni***	84.5	61	2
2	Telecom Italia	69.5	60	3
3	Banca MPS	64	61.5	1
4	Terna	62.5	37.5	13
5	Snam Rete Gas	62	40	12
6	UBI Banca	60	53	9
7	Assicurazioni Generali	56	47	10
8	FIAT	54.5	21.5	26
9	Autogrill	51	55	7
9	UniCredit***	51	58.5	5
11	Pirelli & C.	49	60	3
12	Italcementi	47.5	54.5	8
13	Enel***	47	56.5	6
14	Intesa Sanpaolo	40	41.5	11
15	Mediolanum	37.5	33.5	14
16	Buzzi Unicem	36	25	22
16	A2A*	36	30.5	16
18	Alleanza Assicurazioni	34.5	21.5	26
19	Unipol Gruppo Finanziario	34	33.5	14
20	Lottomatica	30.5	16	35
21	Finmeccanica	29.5	25	22
22	Saipem	26.5	27	19
23	Mediaset	24	25.5	21
24	CIR	21.5	New	New
25	Banca Popolare di Milano	20.5	29	17
26	STMicroelectronics**	20	29	17
27	Campari	19	New	New
27	Bulgari**	19	12.5	36
29	Banco Popolare	18.5	16.5	32
29	Parmalat	18.5	22.5	25
29	Fondiaria Sai	18.5	23.5	24
32	Prysmian	18	20	28
33	Mediobanca	17	18	30
34	Atlantia	16.5	16.5	32
34	Impregilo	16.5	16.5	32
36	Tenaris**	14.5	18.5	29
37	Ansaldo STS	13.5	New	New
38	Mondadori	12.5	12.5	36
39	Geox	11.5	New	New
40	Luxottica	10	10.5	39

**Source: CSR Online Awards**

\* The website AEM was assessed in the 2008 edition

\*\* Website assessed in English because an Italian version was not available

\*\*\* Website assessed in English because company is part of the Global Leaders ranking

N.B. In the interest of full disclosure, the following companies purchased the CSR Online Awards 2008 research: Banca MPS, FIAT, Enel, Eni, Snam Rete Gas, Telecom Italia, Terna and UniCredit.