

# The Accountability Rating

2008 Results & Analysis.



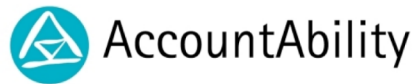
# The Accountability Rating™

ACCOUNTABILITY™  
RATING 2008

- The Accountability Rating™ is a tool that seeks to measure:
  - the extent to which companies have built responsible practices into the way they do business;
  - their accountability to and engagement with stakeholders; and,
  - the company's impacts on the marketplace, society and environment in which it operates.
- Developed by leading consultancy, csrnetwork and international think-tank AccountAbility. Data support from Swiss data experts, Asset4;
- 5 years of analysis since 2004, and featured in *Fortune* since 2006;
- 8 country lists to give c. 500 companies analysed in 2008.



# Founded and co-ordinated by:



In partnership with  
**FORTUNE**



Sair da Casca  
• 30 companies



SCS Consulting  
• 40 companies



Institute for Social Innovation  
• 100 companies

# ACCOUNTABILITY RATING™ 2008



International Projects Bureau

• 30 companies



Centre for CSR Association  
• 100 companies

**Braun & Partners**  
Network

• 60 companies in Hungary  
• 50 companies in Bulgaria

South Korea

Sd3 and BISD  
• 30 companies

## The 2008 results

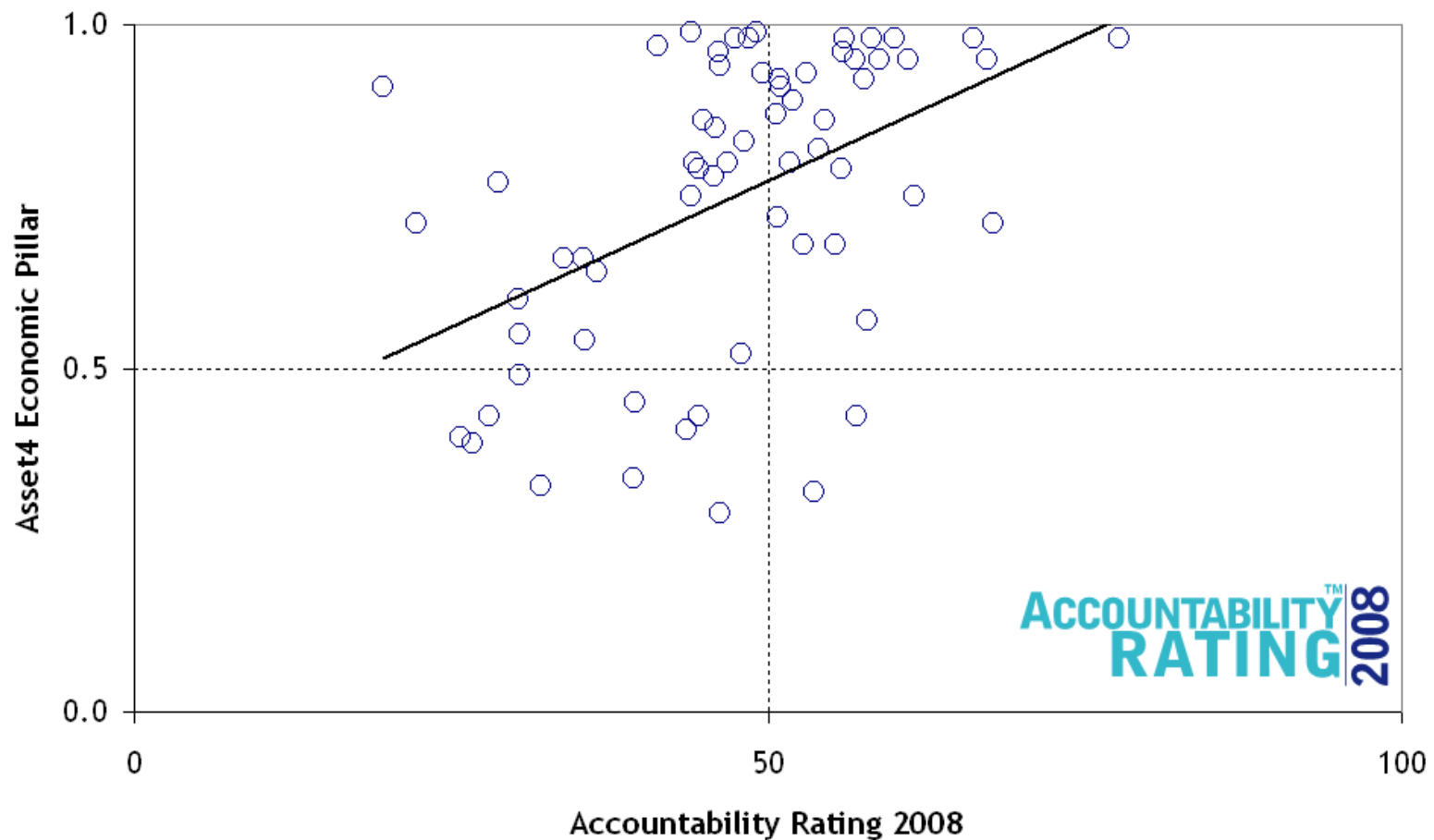


## Overall results: Top 10

Total Accountability Rating <sup>TM</sup> 2008 rank	Company	Headquarters	Sector	Total Accountability Rating <sup>TM</sup> 2008 score
1	Vodafone	Britain	Computer, Electronics and Telecoms	77.7
2	GE	United States	Utilities and Diversified Industrials	70.2
3	HSBC	Britain	Financial	67.7
4	France Telecom	France	Computer, Electronics and Telecoms	67.3
5	HBOS	Britain	Financial	66.2
6	Nokia	Finland	Computer, Electronics and Telecoms	63.8
7	EDF	France	Utilities and Diversified Industrials	62.3
8	Suez	France	Utilities and Diversified Industrials	61.8
9	BP	Britain	Oil and Gas	61.6
10	Royal Dutch/Shell	Netherlands	Oil and Gas	61.2



# Economic performance



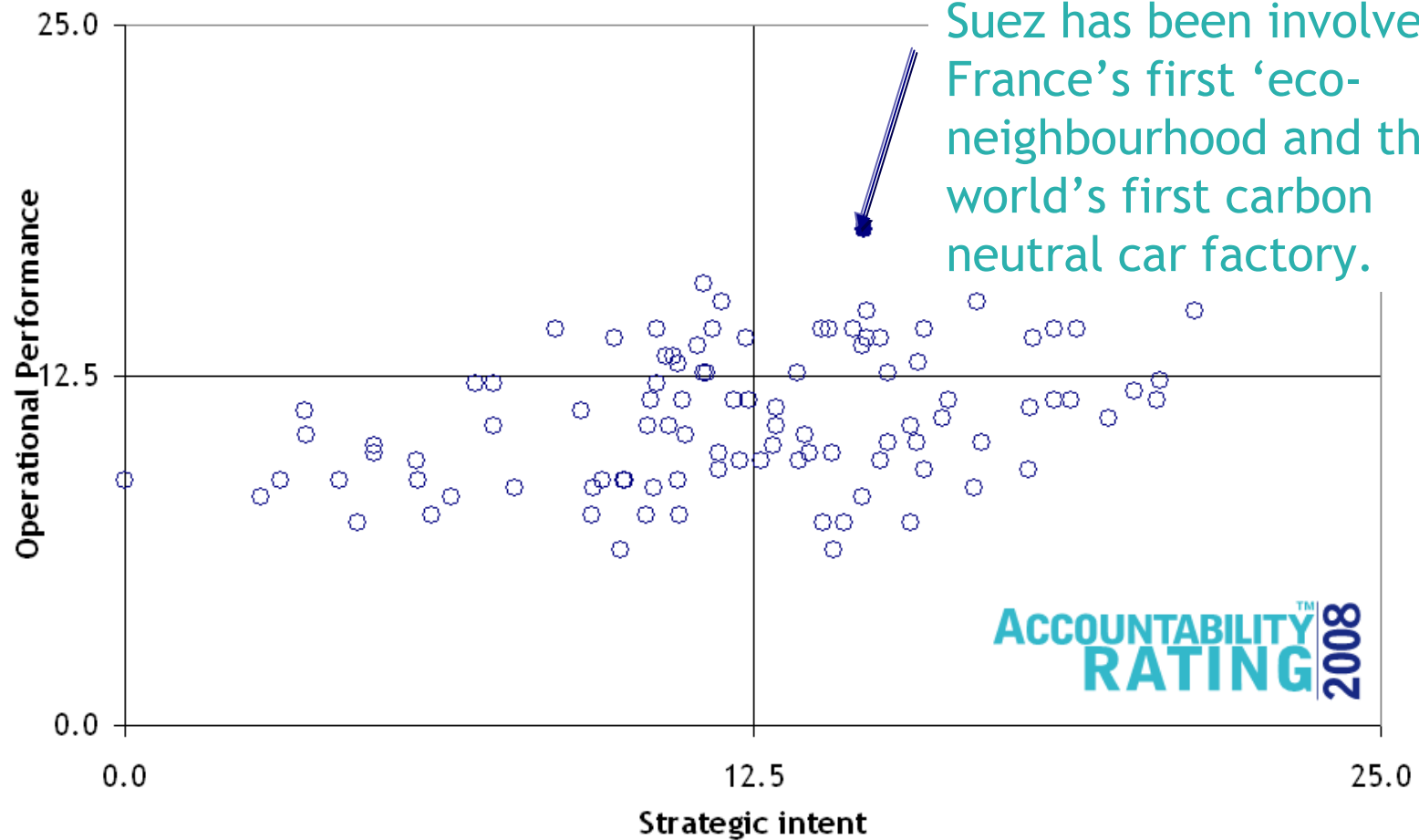
# Accountable innovation



GE's Ecomagination:  
This portfolio of environmentally friendly products and technologies, is expected to produce revenues of \$17billion in 2008

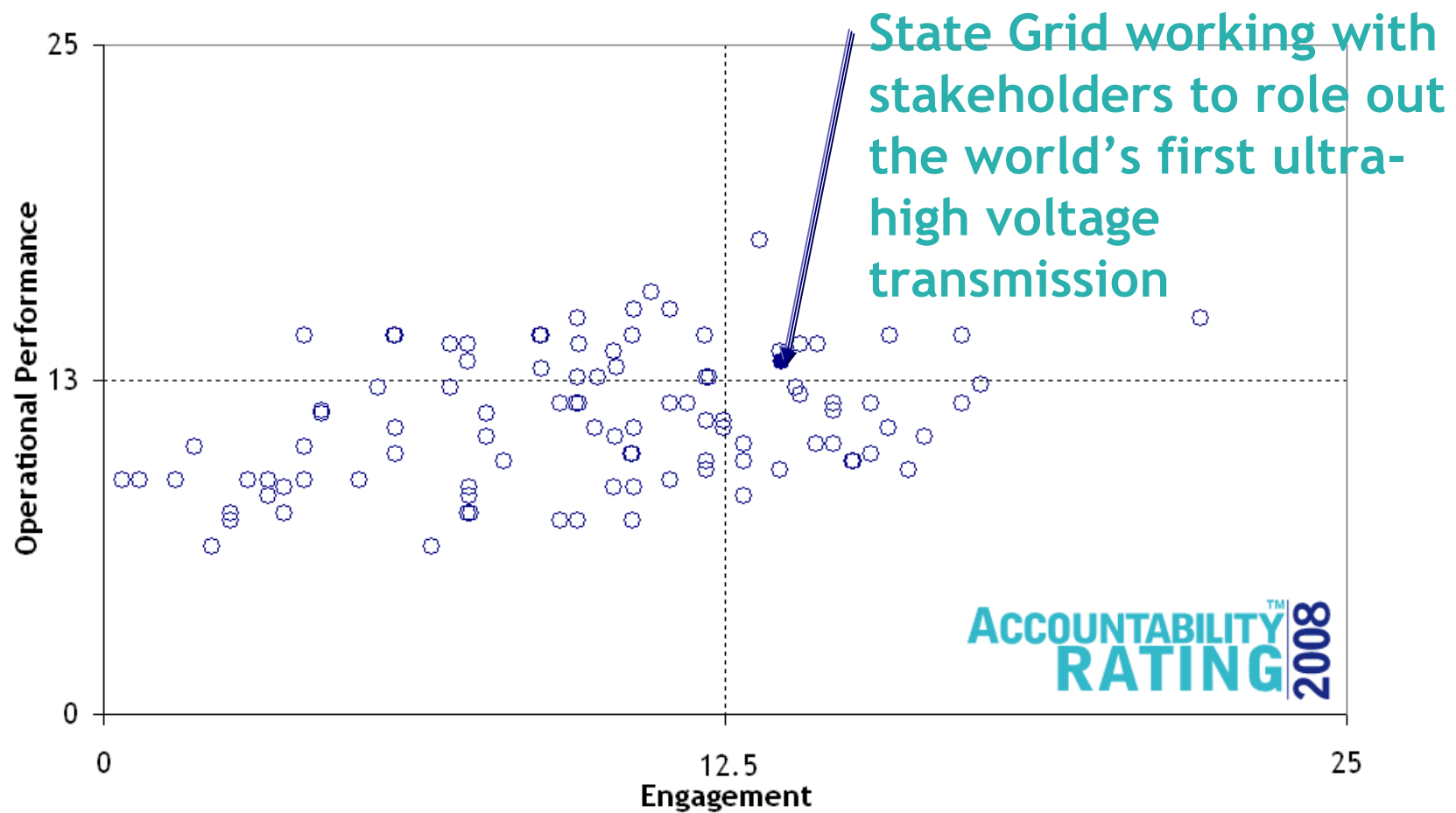


# Some strategies are driving change

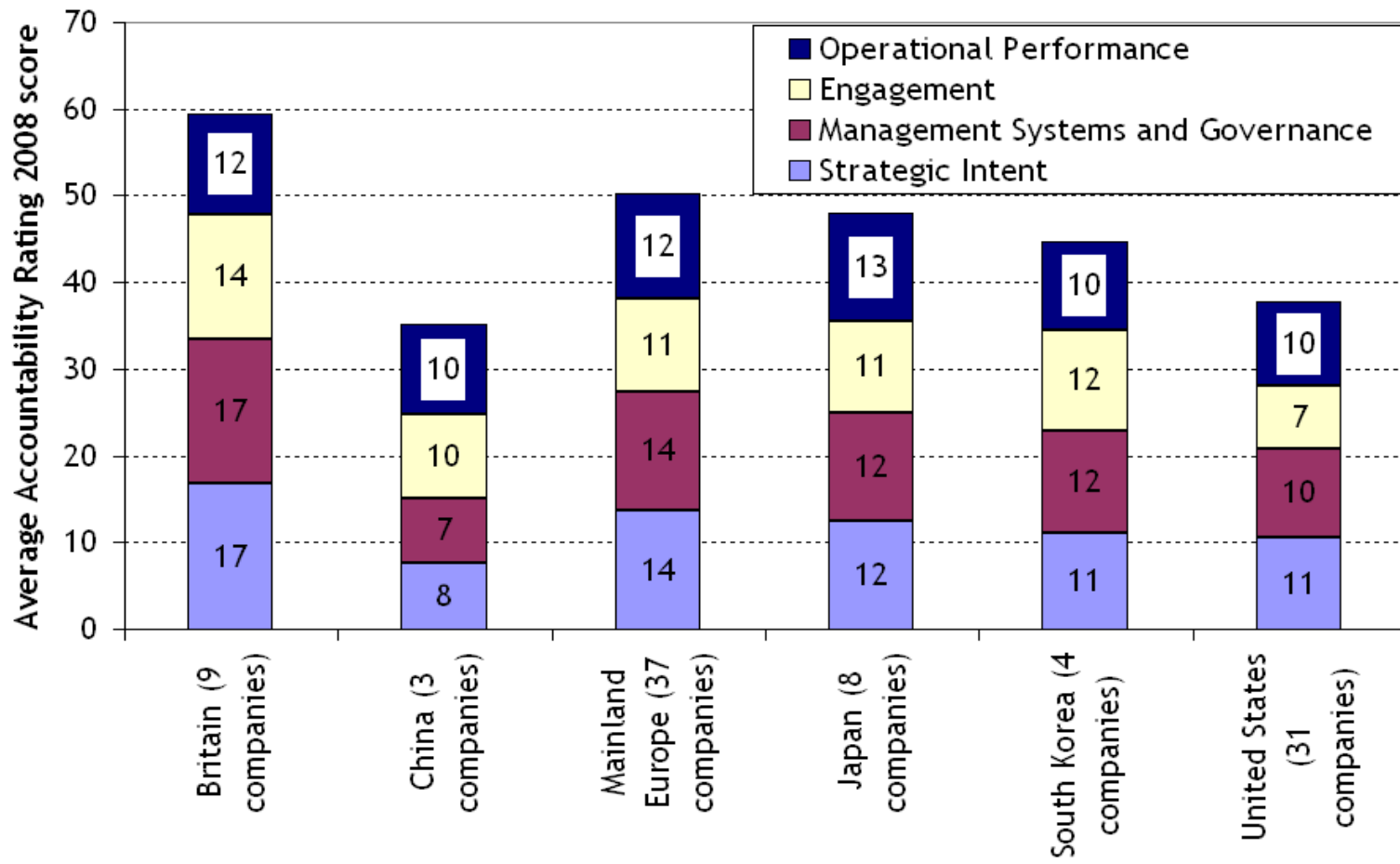


# Some engagement drives performance

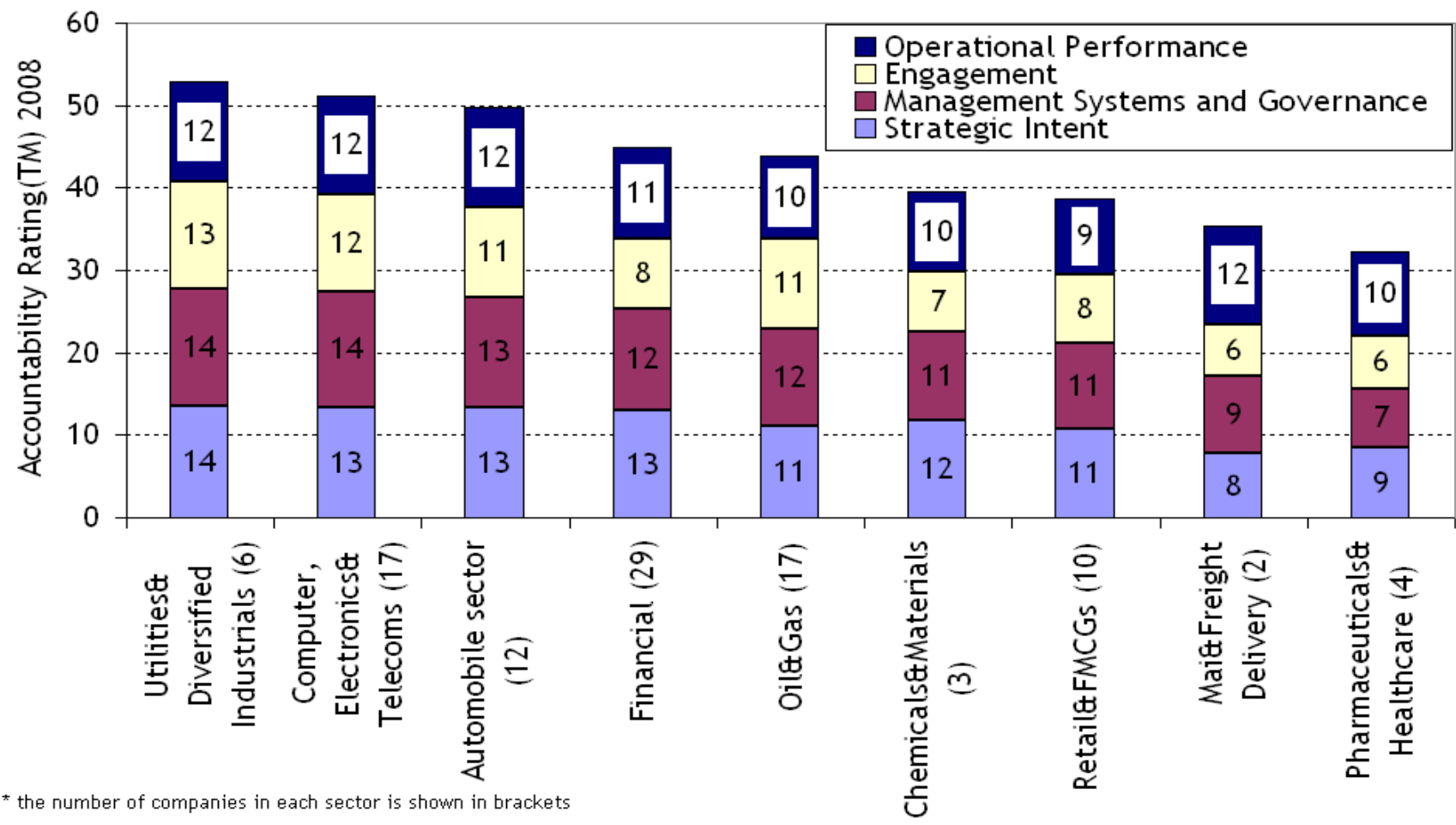
## ACCOUNTABILITY<sup>TM</sup> RATING 2008



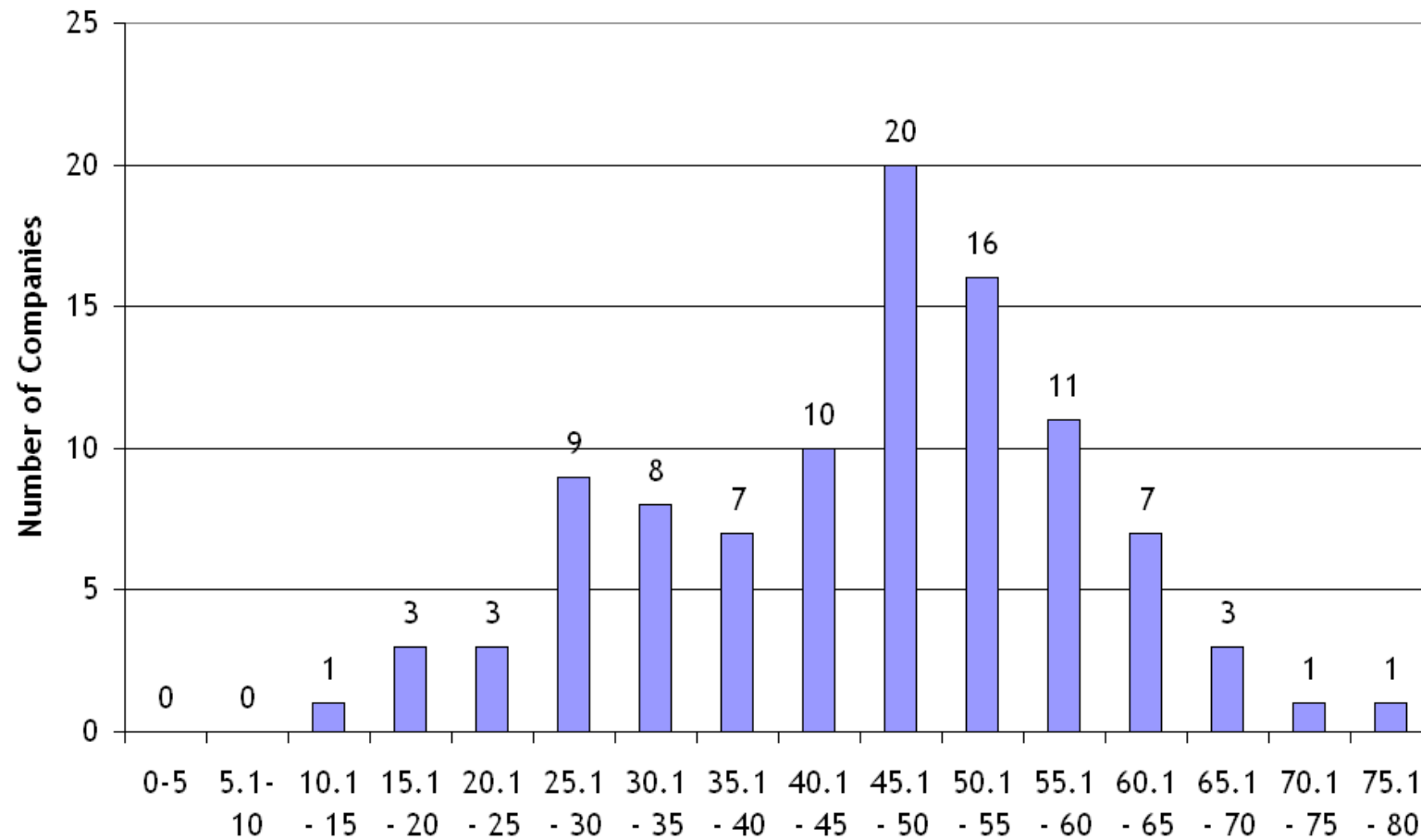
# Country performances



# Performance across sectors



## Distribution of the G100



## Facts about the G100

- 68% of companies recognise a clear link between strategy and broader financial performance;
- 52 signatories of the UN Global Compact;
- 10 companies have external Advisory Councils to engage on sustainability issues;
- The top management remuneration packages at 6 companies are aligned to social and environmental issues;
- 42% of companies have most of their activities certified to ISO 14001, whereas just 17% are certified to health and safety standards.



## Building value chains

- 68% of companies have set social and environmental performance standards for their suppliers, but just 58% of the G100 audit and monitor these performances;
- 40% of companies are working with suppliers to improve their social and environmental standards, including training or working with them on addressing key issues;
- Supplier adherence to multi-stakeholder performance standards (e.g. ETI basecode or SA8000) is required by 15% of companies.



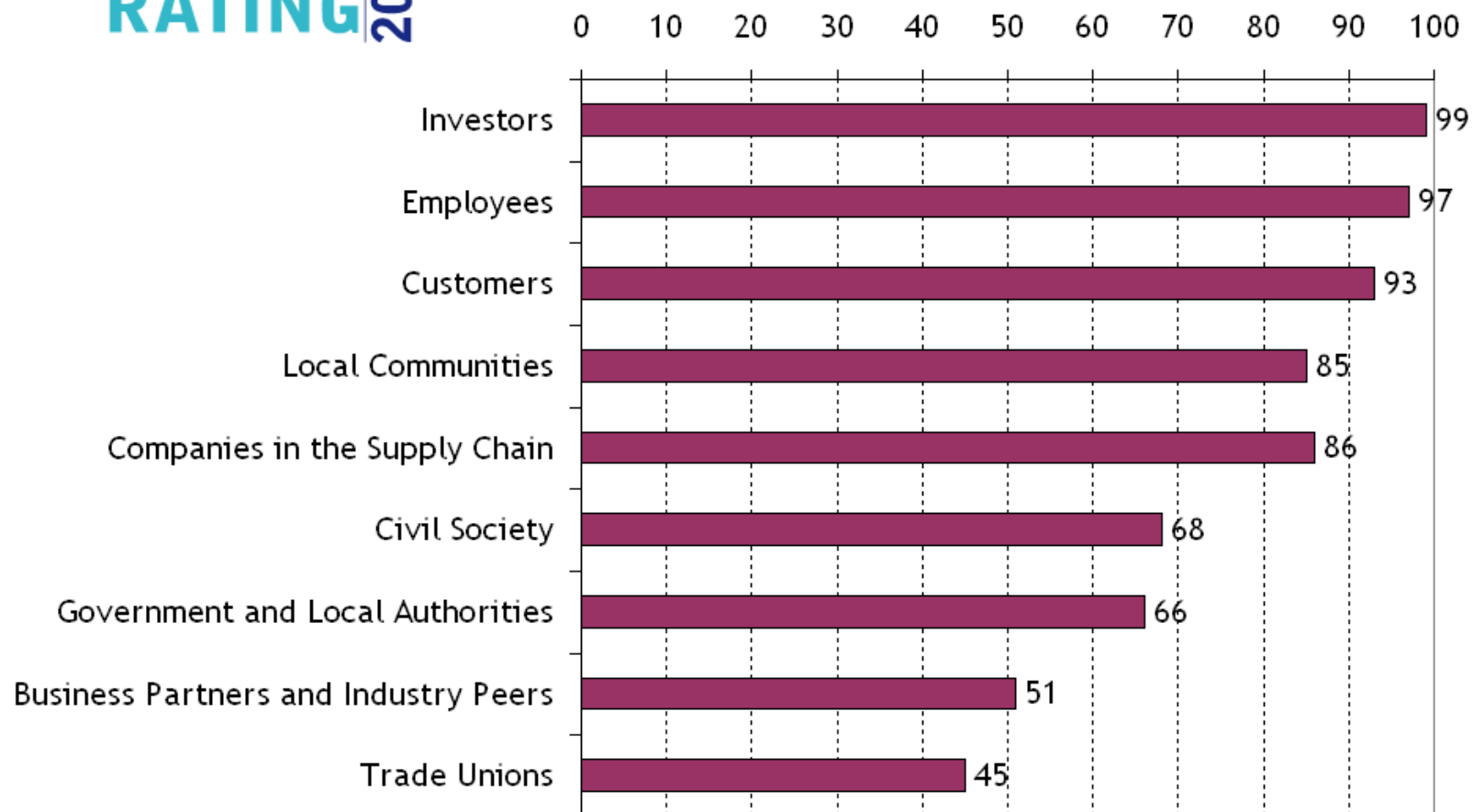
## Environmental priorities

- 71 companies disclosure targets for any environmental issues, but just 46 of them are time specific.
- 61% of companies report metrics on their waste. 26% are reporting a year on year reduction.
- Companies are mainly reporting CO2 emissions (78%) and water usage (65%), while diversity of energy sources (32%) and use of renewable energy (23%) are less often disclosed.
- 43% of the G100 are reporting decreases in their CO2 emissions.



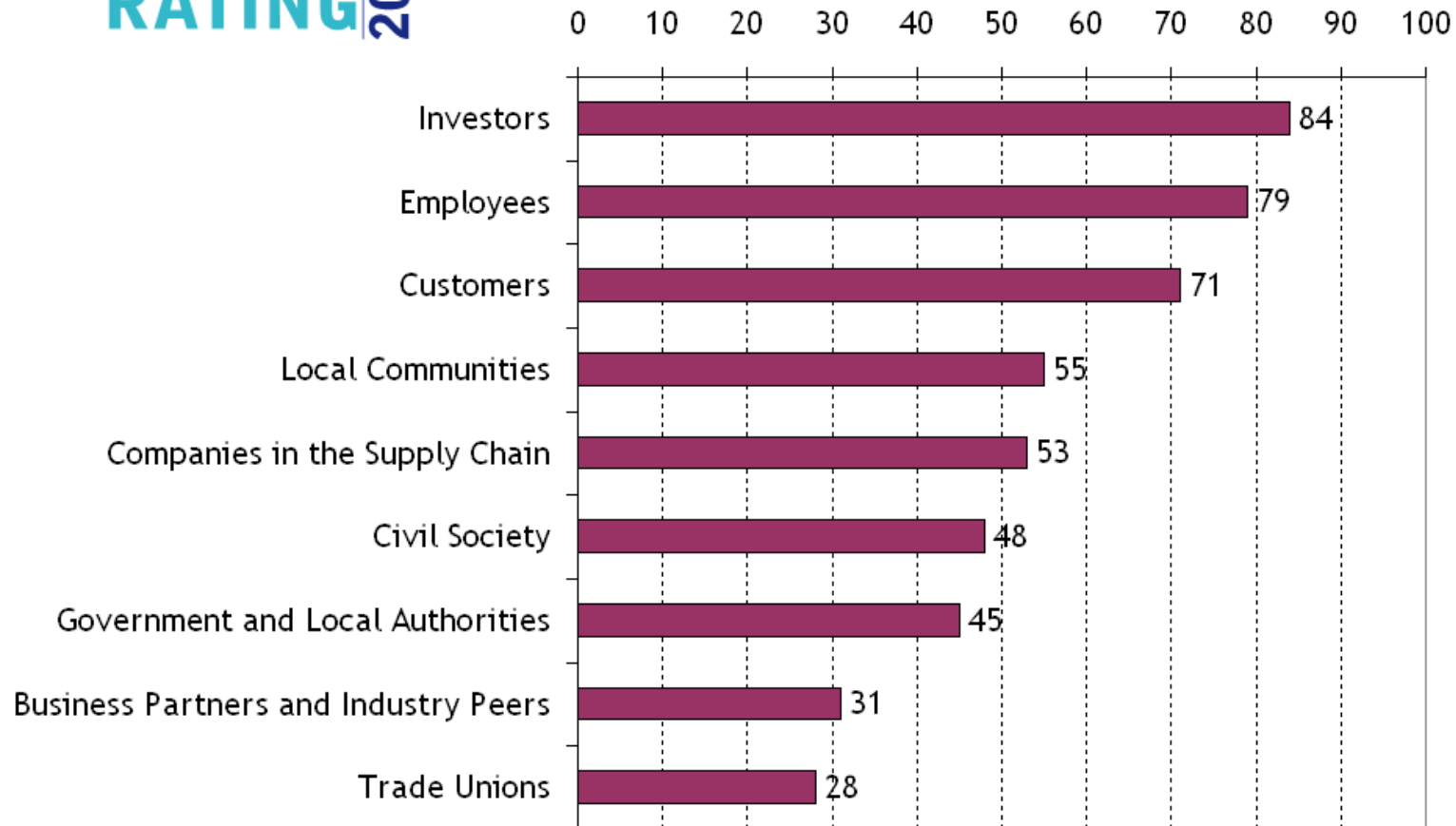
# Stakeholder identification

Number of Companies identifying...



# Stakeholder engagement

Number of Companies engaging with...



**Thank you!**

For more information please log onto:  
[www.accountabilityrating.com](http://www.accountabilityrating.com)

or

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