

Lundquist CSR Online Awards Seminar 2011

The future of
online CSR
communications

27-28 October 2011

Venice

Telecom Italia Future Centre

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CSR
ONLINE
AWARDS

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Foreword by Joakim Lundquist

Founding Partner, Lundquist Srl



Dear participant,

Welcome to our Third CSR Online Awards Seminar. We are delighted to have you here to discuss the benefits and challenges of communicating corporate social responsibility (CSR), sharing best practices and insights on the future of online CSR communications.

A very sincere “thank you” to our sponsors and all those who helped to make this event possible. We believe it’s important to accompany our research and consultancy activities with this opportunity for wider discussion about CSR communications involving both CSR professionals and all of those who work in web communications.

During the first part of the day, we will address the issue of reporting from users’ perspectives and feature an analysis of key trends from the CSR Online Awards 2011. Two workshops will face the topics of taking disclosure online and integrating online communication within the broader communications strategies, supported by case studies, external experts and ample time for discussion and sharing of ideas and experiences.

The second part of the day will feature a workshop totally dedicated to social networks and multimedia content. NGOs and companies will present perspectives and insights on how the use of social media channels can effectively engage online audiences.

To all of you, thank you for taking the time to join us, welcome and enjoy the Seminar!

Joakim

Please note: If you are tweeting from the event, please use hashtag **#csrawards**

To download full documentation on our CSR research series, visit www.slideshare.net and search for “Lundquist CSR” or go to www.lundquist.it/research

CSR Online Awards 2011



The CSR Online Awards is an annual research project that investigates how listed companies **communicate CSR online**, spanning policies, data, case studies, interactivity and engagement. With the aim of stimulating debate about the importance of the web as a strategic tool for corporate responsibility, the study measures not only the quality of information on corporate websites but also how effectively content is published online and exchanged with users.

The study reflects users' actual needs because evaluation criteria are based on the results of a **survey of CSR professionals and experts** who identify what content and functionality they find essential.

The highlight of the CSR Online Awards is the **'Europe top 100'** classification, which ranks the online CSR communications of 100 members of the FTSE Eurotop Index.

It is accompanied by country rankings for **Austria, Germany, Italy, Nordic region, Switzerland** and **UK**. In 2011, more than 220 websites have been assessed as part of these classifications.

For more information, visit www.lundquist.it

Forthcoming CSR Online Awards 2011 country rankings

Netherlands, USA

The 'Europe' ranking 2011

100 members of the FTSE Eurotop

50 points average score

The 'Italy' ranking 2011

50 largest companies by market capitalisation in the FTSE Italia All-Share Index

35.4 points average score

The 'Switzerland' ranking 2011

20 components of the SMI Index

39 points average score

The 'Germany' ranking 2011

30 components of the DAX index

49.2 points average score

The 'UK' ranking 2011

30 largest components of the FTSE 100 Index

45.8 points average score

The 'Nordic' ranking 2011

40 members of the OMX Nordic 40 Index

43.1 points average score

The 'Austria' ranking 2011

20 members of the ATX Index

25.2 points average score

CSR Online Awards 'Austria' 2011

The winners



OMV, with 59 points, achieves the first position in the inaugural Austrian ranking. The company provides its stakeholders with exhaustive non-financial content thanks to a web-based report and a wide offering of dialogue channels.

EVN finished in second place with 53.5 points thanks to a well-organized Responsibility section. The main feature is the offer of CSR targets – with declaration on how far the company got in reaching previous targets - and environmental content. The website presents a high degree of navigability as well.

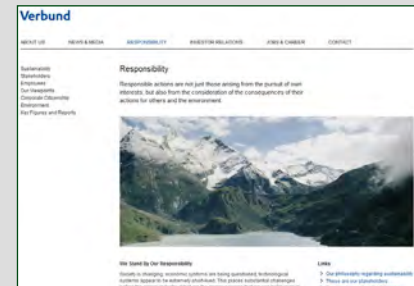
Verbund achieved 47 points and ranks third. The company provides its online audiences with broad responsibility content and a proper level of dialogue and contacts. The website has a respectable degree of usability.



www.omv.com



www.evn.at



www.verbund.com

CSR Online Awards 'Europe' 2011

The winners

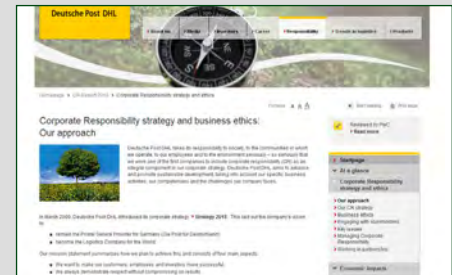


UK utility **Centrica**, with 84 points, came top in the inaugural pan-European ranking of the CSR Online Awards, with a website that performed strongly in virtually all sections of the evaluation protocol. Thanks to a web-based reporting format, the company provides a vast range of relevant information directly in the corporate website, supported by web-based dialogue (blogs, web chats, social media) as well as news, video, case studies and interactive charting.



www.centrica.com

Deutsche Post achieved 82.5 points thanks to a vast but user friendly Responsibility section. Also featuring a web-based report, the site is replete with news updates, a dedicated section on performance and nice touches such as an embedded glossary, a CR playlist on YouTube and ample links across the different sections.



www.dp-dhl.com

Telecom Italia scored 82 points, up 13 points from 2010 with a Sustainability section of its corporate website running to well over 100 pages. The company provides detailed information about its non-financial performance – scoring full points in both the environment and social sections of the research – as well as offering stakeholders ample interactivity, including its avoicomunicare blog.



www.telecomitalia.com

CSR Online Awards 'Italy' 2011

The winners



Telecom Italia, with 82 points out of a maximum 100, took first place on the back of the rich content in its sustainability section.

In addition to providing exhaustive information about its sustainability performance and objectives to its stakeholders, the telecommunications company offers a high level of interactivity – through its dedicated blog *avoicomunicare* – and a noteworthy offering of news and sustainability resources.



www.telecomitalia.com

Fiat SpA achieved 79.5 points and moved up a position compared with Fiat Group in 2010 and took second place in the Italian ranking. The Turin-based car manufacturer emphasises the relationship between CSR and technological innovation without neglecting the visual communication aspect and the ongoing engagement of company stakeholders.



www.fiatspa.com

CSR Online Awards 'Italy' 2011

The winners



Eni and Hera, which tied for third with 79 points, fell from last year's second and first place respectively.

The oil and gas giant keys on the development of its online reporting and the navigation experience of users. The most noteworthy initiative is "Abitare il Mondo", Eni's platform about stories of its employees spread over the world.

The Bologna-based multi-utility has boosted its offering of sustainability content and presents concrete case studies linked to its area of business. The most noteworthy initiative the first Italian CSR web chat launched by Hera after releasing its CSR report.



www.eni.com



www.gruppghera.it

CSR Online Awards 'Switzerland' 2011

The winners



Nestlé, with 74.5 points out of 100, came top in the Swiss ranking of the CSR Online Awards, with a website that performed strongly in virtually all sections of the evaluation protocol. Thanks to a web-based reporting format, the company provides a vast range of relevant information directly in the corporate website, supported by several ongoing engagement tools (blogs, RSS, social media) as well as news, video and case studies.

Credit Suisse finished in second place with 59.5 points thanks to a well-organized Responsibility section. The main feature is the offer of news and external resources related to responsibility as well as social media accounts totally dedicated to CSR and a high degree of navigability.

UBS slid to third place with 59 points. The company provides a detailed overview about its non-financial commitment, as well as in depth information on ethics and corporate governance. The website presents a high level of visual communications.



www.nestle.com



www.credit-suisse.com



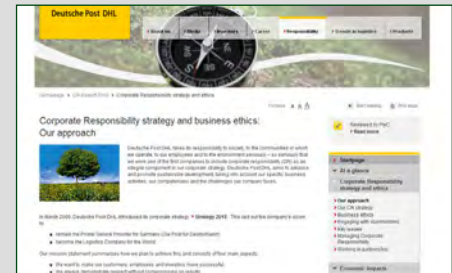
www.ubs.com

CSR Online Awards 'Germany' 2011

The winners



Deutsche Post achieved 82.5 points getting the first place in the German ranking. The company features a web-based report and presents a site replete with news updates, a dedicated section on performance and nice touches such as an embedded glossary, a CR playlist on YouTube and ample links across the different sections.



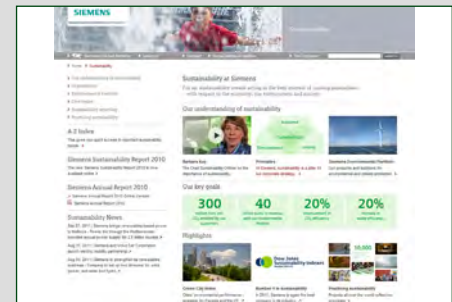
www.dp-dhl.com

E-ON with 71.5 points ranks second. The German company features a web-based report and presents a successful example of integration of sustainability issues throughout its online presence.



www.eon.com

Siemens achieved 68.5 points and ranks third. The German company features a web-based report and presents a successful example of integrated website.



www.siemens.com

CSR Online Awards 'UK' 2011

The winners



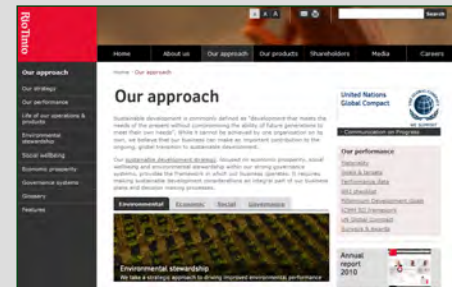
Thanks to its 84 points, **Centrica** came top in the UK ranking. The website provides a vast range of relevant information directly in the corporate website, supported by web-based dialogue (blogs, web chats, social media) as well as news, video, case studies and interactive charting.

Rio Tinto, which ranks second with 63.5 points, presents a great example of web-based reporting and integration of ethics & governance content within the CSR section. Extensive information about Socially Responsible Investment is provided to stakeholders.

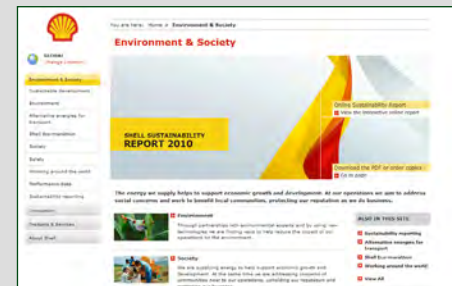
Shell, achieved 63 points and ranks third. The oil & gas company's website presents detailed information supported by news, resources and a high level of visual communications. It stands out for the way its sustainability issues are communicated throughout the website, including on its Shell Dialogues section.



www.centrica.com



www.riotinto.com



www.shell.com

CSR Online Awards 'Nordic' 2011

The winners



Novo Nordisk came top in the first Nordic ranking with 65 points. While the company has long been recognized as a pioneer of integrated reporting, it represents best practice in preserving non-financial information communications through the Sustainability section of its corporate website. The company conveys a clear commitment to accountability and its triple bottom line approach.



www.novonordisk.com

Danske Bank, with 59 points, achieves the second position. The company provides its stakeholders with exhaustive non-financial content and a high level of navigability and usability.



www.danskebank.com

Atlas Copco and **Metso**, tied for third with 58.5 points. The two industrial engineering companies represent good example of web-based reporting.



www.atlascopco.com

The Swedish company stands out for the development of navigation experience of users.

The Helsinki-based company shows a huge offering of sustainability contacts and presents a high standard of reporting.



www.metso.com

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