

CORPORATE SOCIAL RESPONSIBILITY

Leading CSR Companies

Interface continues to be seen as a leading company for corporate responsibility, while BP's profile wanes.

Experts were asked to name any large companies that come to mind as fulfilling their responsibilities to society better than others.

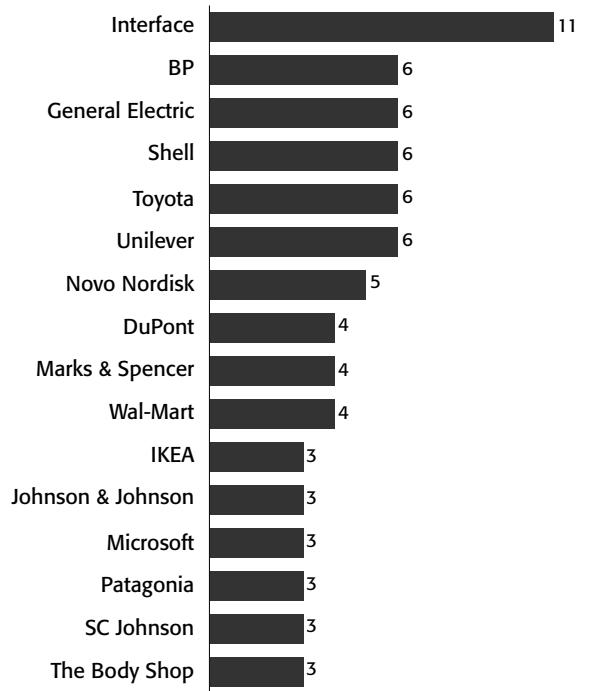
Interface, the US-based flooring company, maintains its position at the top of the list, being mentioned by 11 percent of experts (down 3 point from 2006). Despite an increase in the number of companies mentioned this year, the firm has clearly maintained its long-standing reputation for sustainability.

Shell, General Electric, Toyota, British Petroleum (BP), and Unilever are mentioned equally this year, each garnering 6 percent of mentions. Mentions of BP have fallen from 2006 (down five points). BP has suffered somewhat from shutdowns and spillages in Alaska (2006, 2007), the fatal Texas refinery fire, and negative coverage related to the Baku-Tbilisi-Ceyhan Pipeline, as well as operations in Colombia.

The proportion of experts mentioning Toyota has also declined (6%, down six points), after reaching a seven year high in 2006. Novo Nordisk ranks next, being mentioned by 1 in every 20 experts (5%). This figure has been on a declining trend since 2004, probably due to the fading of an earlier 'spike' following the company's founding of the World Diabetes Foundation in 2002.

Companies Fulfilling Responsibilities to Society

Unprompted, Combined Mentions



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