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Google, BMW, Disney, Microsoft Once Again Top List of Best CSR Reputations

by Sustainable Brands

September 22, 2015

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Supports Good Causes
Positive Societal Influence
Environmentally Responsible

Rewards Employees Fairly
Employee Well-Being
Equal Opportunities

Open & Transparent
Behaves Ethically
Fair in Way It Does Business

Image credit: Reputation Institute

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Reputation Institute has released its annual Global CSR RepTrak® 100, which highlights the companies that have the best reputations for corporate social responsibility (CSR) among the general public in 15 countries. **Google** tops the ranking for the [second year in a row](#), with a significant lead over all other companies in the ranking.

“Corporate social responsibility is one of the most complex areas of a company’s public identity,” said **Brad Hecht**, chief research officer at Reputation Institute. “The companies in the Global CSR RepTrak® 100 are succeeding not only at being good corporate citizens, but in communicating those characteristics to consumers who increasingly rely on a brand’s reputation in making purchasing decisions and recommending products and services to others.”

The RepTrak® model provides a one-of-a-kind measurement of how the public views the world’s best-known companies, examining 15 stakeholder groups in more than 25 industries and more than 50 countries for more than 7,000 companies. The Global CSR RepTrak® 100 reflects public perceptions of corporate performance across three dimensions of reputation: citizenship, workplace, and governance.

Corporate Social Responsibility (CSR) RepTrak Definition

CSR RepTrak® Score reflects performance in Citizenship, Governance and Workplace dimensions



The results describe which companies are best regarded by consumers for having a positive societal influence, being environmentally friendly, operating with openness and transparency, behaving ethically, rewarding employees fairly and promoting employee well-being, among other factors.

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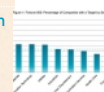
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Companies with the top 10 CSR reputations globally are (full list [here](#)):

- | | |
|------------------------------|--------------------------|
| 1. Google | 6. LEGO |
| 2. BMW (up from #4) | 7. Apple (down from #5) |
| 3. The Walt Disney Company* | 8. Intel |
| 4. Microsoft* (down from #2) | 9. Rolls-Royce Aerospace |
| 5. Daimler (up from #10) | 10. Rolex (down from #9) |

Other Sustainable Brands member companies to make the list: **Johnson & Johnson** (#12), **Philips** (#15), **Sony** (#16), **Nestlé** (#18), **Estée Lauder** (#34), **3M** (#35), **HP** (#35), **L'Oréal** (#50), **Procter & Gamble** (#51), **Cisco** (#52), **SAP** (#62), **Campbell Soup** (#66), **Hershey** (#69), **Ford** (#86), **Unilever** (#87), **eBay** (#97) and **UPS** (#100).

The list of companies with the best global CSR reputations is derived from the data collected for the 2015 Global RepTrak® 100 study, and based on more than 60,000 interviews with consumers in the 15 largest economies in Europe, Latin America, North America and the Asia Pacific region.

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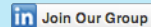
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