

Corporate Social Responsibility

Corporate Social Responsibility (CSR) is an increasingly essential issue for corporate management teams. H&H's expertise within corporate and online communication and investor relations, combined with good credentials in CSR, make us a leading partner for companies wanting to develop and communicate their work within CSR.

For the third consecutive year, H&H releases insights and findings in the area of CSR communication in Europe. The CSR Spotlight Report 2009 describes the concept of CSR and

reveals trends within CSR communication. Moreover, the report account for the financial market's increased interest in CSR.

The report is based on data covering almost 800 companies in the H&H Webranking, Europe's leading survey of corporate websites, as well as knowledge from consultants at Hallvarsson & Halvarsson. Apart from explaining what CSR is and the value of it for your company, the report contains the following parts:

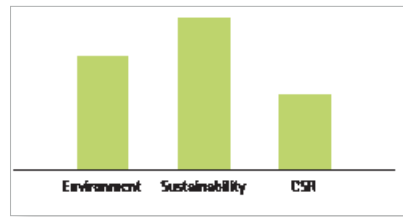
What is CSR?

Learn the benefits and value of communicating CSR more actively.



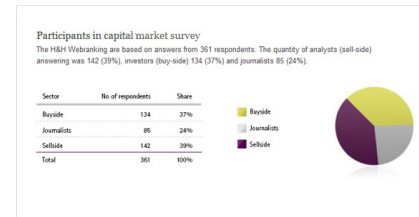
CSR presence

Learn how common it is for European companies to communicate CSR on their corporate websites and what definitions are used when describing their social and environmental responsibility.



Importance of CSR

Learn what information investors, analysts and journalists request from companies in relation to CSR.



How to be better than others

Learn from the results of the CSR section in the H&H Webranking 2009 how European companies across different countries and sectors communicate CSR on their websites and how the CSR communication has development over time.

Company	Score
Your company	3,00
Company x	3,50
Company y	2,75

How to reach out

Learn how to communicate and create awareness for your work within CSR by learning more about what indices and standards your company should work with.

Reporting Standard

Using reporting guidelines for sustainability reporting strengthens a company's credibility when reporting on environment, environment, and social performance. Sustainability CSR reports based on a reporting standard can be used to benchmark operational performance over time and with respect to norms, performance standards and peers.

GRI (Global Reporting Initiative) is the leading global reporting standard used today by numerous companies. GRI encourages companies to disclose outcome and results of a company's environmental, strategy and management approach.

If a company uses GRI when reporting on its economic, environmental and social responsibility, the GRI logo with disclosure level should be visible on the website.

The challenge

When using a reporting standard such as GRI, a company needs to identify the indicators which are relevant and needed for the business and which therefore might be appropriate to report. This is done through materiality analysis in connection with stakeholder dialogue where both internal and external factors, such as an organization's current status and competitive strategy and customer engagement, directly by stakeholders, are used to determine whether information is material.

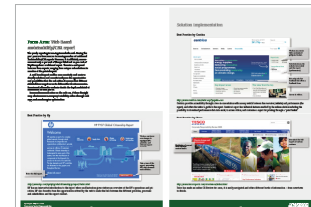
The solution

The reporting standard should not solely define what is communicated and how a company organizes the work, but it is of course recommended that the Sustainability/CSR reporting with the help of the reporting standard harmonize with a company's work all year around.

GRI offers three levels, G, B, and A, allowing a company to choose which level to report on. To reach level G, in addition to 'material' reporting information, a company needs to report on a minimum of 10 performance indicators, including at least on five social, economic, and environmental. Stakeholder management approach is not necessary.

Learn from the best in Europe!

With help from our selection of best practice examples your company will attain an edge in CSR communication.



The CSR Spotlight Report is priced at €1 000 and can be ordered by visiting www.webranking.eu or by emailing us at info@webranking.eu.